

Foreign \$4.00 the Year

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THE MODERN BEANSTALK That Makes Jack in 1937

You all remember the story how Jack climbed up the beanstalk and got the hen that laid the golden egg.

We have a 1937 version of this—send your sales message up the two new tall antennae of KYA and KEHE and let them bring back the hen, only this time in the form of Sales—SALES—SALES.

KEHE with its new 5 kilowatt RCA high fidelity transmitter and antenna system delivers a clear, strong signal from San Diego to Santa Barbara.

KYA with the same modern equipment and new transmitter site completely blankets the San Francisco-Oakland area and the surrounding nine Bay counties.

Here is the hen that is just waiting to lay golden eggs for you.



San Francisco

"Serving the Public_x Interest"



15c the Copy

Los Angeles

Members of the California Radio System

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BROADCASTING

Broadcast Advertising

WASHINGTON, D. C., JUNE 15, 1937

\$3.00 A YEAR - SECTION I

Roosevelt Sounds NAB Convention Keynote

By SOL TAISHOFF

Industry Can Solve Own Problems, Says the President; Group Membership and Increased Dues Are Issues

problems confronting it, an unprecedented attendance of broadcasters is expected at the 15th annual convention of the NAB in the Hotel Sherman, Chi-

cago, June 21-23. Advance reservations at the Sherman Hotel totaled 800, as against a gross registration of 816 in Chicago last year with a del-egate enrollment of 250. In a letter communicated to the industry through BROADCASTING, the presi-dent paid high tribute to the nation's broadcast-ers and praised the man-ner in which radio threw open its facilities for re-lief work during the Ohio good programming and an awareness of public re-sponsibility."

and outside the government for public stations. The Presidential commu-

www.amer

and Mississippi floods of 1937. Even more significant, however, was the Chief Executive's observation that there are no problems in radio that cannot be solved "by intelligent management,

In those words the President appeared to spike constantly recurring reports that the Admin-istration might lay a fitmer hand upon private operations. While the thought of government ownership, which has arisen perennially to haunt broadcasters, largely has been dissipated, there nevertheless have been disquieting indications both from within

> At no other time since national conventions of broadcasters have been held has the atmosphere been so free of controversial issues — on the sur-Unlike the situation a ear ago when the industry appeared to be split on

ENCOURAGED by a renewed ex-pression of confidence from Presi-dent Roosevelt in their industry and in their ability to cope with are due for airing. There likely will be sharp debate and even sharper voting on two proposals to amend

the by-laws-one to increase the dues by 50%, or from some \$90,000 a year to an expected yield of about \$135,000, and the other to force all group-owned stations to enroll as members if any one of the group has a membership.

THE WHITE HOUSE WASHINGTON June 11, 1937 My dear Mr. Taishoff:

I have learned that the broadcasters again are preparing for their convention and business meetings. It is a pleasure, therefore, to extend greetings and good wishes to the industry on the occasion of the Fifteenth Annual Convention of the National Association of Broadcasters.

Much has transpired in both government and industry in the year that has elapsed since your last convention. Radio has shown remarkable development. The manner in which radio threw open its facilities for relief work during the devastating floods of the Ohio and the Mississippi early this year was a revelation of its tremendous public service value in time of emergency, and a credit to the spirit of helpfulness on the part of the broadcasters of the nation.

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

Very sincerely yours,

Timestin Masurele

Mr. Sol Taishoff, Editor, Broadcasting Magazine, Washington, D. C.

BROADCASTING • Broadcast Advertising

While dissatisfaction has been expressed in some quarters over the NAB administration during the last year, no fight of any real proportions is anticipated. Last year the most dramatic situation was the one-man revolt of Isaac D. Levy, co-owner of WCAU, Philadelphia, and an important CBS stockholder, who attacked James W. Baldwin's tenure as managing director on the copyright issue, and who afterward withdrew his station from membership. He promised to form a competitive association, which has not developed. Since the last convention, more than a dozen stations have resigned. The membership total however, still hovers ago. Since the last convention, about 50 new stations have taken the air under FCC authority. Pre-convention political campaigning has been at a minimum. All four of-ficers will be elected, and six vacancies on the board of directors will be filled -a bare majority of the board of 19 members. Unlike previous conventions, the elections will take place on the second day-Tuesday, June 22-instead of the last day. of the last day. In the forefront among presidential possibilities at this writing is John Elmer, president of W C B M, Baltimore, and the incumbent first vice-

president. The head of a local station, Mr. Elmer's name has been advanced by a formidable group of broadcasters, and will be presented to the nominating committee, already named by President C. W Myers (KOIN-KALE, Portland, Ore.) to en-able it to consider a slate well in advance of the convention.

Elevation of Mr. Elmer Ellevation of Mr. Elmer to the presidency was considered more than a possibility. The precedent was established last year when Mr. Myers, as first vice-president, was simi-larly advanced, although there was a nomination from the floor of Edwin Craig, of WSM, Nashville, who, however, was absent from the convention. (Turn to next page)

Should Mr. Elmer's nomination be submitted by the nominating committee, it was expected that Gardner Cowles, Jr., prominent Iowa publisher-broadcaster, identified with KSO, and KRNT, Des Moines, and WMT, Cedar Rapids, would be elevated to the first vice. presidency from his present post as second vice-president. Thus, by the same procedure, he would be in line for the presidency next year. Harold Hough, manager of WBAP, Fort Worth, now the association's treasurer, might be moved up a notch as president-apparent in 1939, with a new treas urer elected. While this trend of thought is

current, there nevertheless are other persons prominent in NAB activity talked about for the presidency. Both Mr. Myers and Mr. Cowles have informed BROADCAST-ING that they are not candidates for the presidency. Mr. Myers wrote June 7 that he wished to correct an erroneous impression, stating "L will not be a candidate for re-election." His election to a three-year terms on the board of directors, 'under a proposed change in the by-laws which would automatically make the retiring chief executive a board member, is an-

ticipated, however Mr. Cowles indicated his desire to eliminate himself from consideration either for the presidency or for an office. Asserting he was devoting much of his time to activities other than radio, the young publisher-broadcaster declared he felt he was not qualified to be an officer or director of the trade as-"I feel sociation for that reason. the NAB should be headed by men who are devoting their entire time to the problems of broadcasting." Among others mentioned prom-

inently are such men as Ed Craney, manager of KGIR, Butte, whose fighting tactics in getting through the first of the state copy right laws opposed by ASCAP won industry acclaim; Arthur B. Church, president of KMBC, Kansas City, one of the NAB's most active workers, Joseph O. Maland, vice-president of WHO, Des Moines, and John J. Gillin Jr., manager of WOW, Omaha.

Any boom for Ed. Craig for the presidency this year has been nipped by Mr. Craig himself. He informed BROADCASTING June 6 that he was not a candidate and even if elected would not be in a position to accept.

Personnel of the nominating committee was not available as BROADCASTING went to press since acceptances had not yet been received from all appointees. The committee will have five members. While the convention agenda differs radically from the procedure in force during former years, the first day's activities will be much the same. The principal guest speaker is Judge E. O. Sykes, chairman of the FCC Broadcast Division. He has selected as his subject The Duty and Responsibility of the Broadcaster. The only commissioner who has seen years of continuous service, Judge Sykes was the guest speaker last year, at which time he unfolded the plans for the allocations hearings held last October, and the engineering report on which still awaits Broadcast Division action." The keynote of the convention will be sounded by President Myers. In his address he is expected

to touch upon developments in the legislative field in connection with

BROADCASTING 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 nictorial review of the convention.

another phase of copyright

NAB financing of state copy-

right legislation along the lines

a national job for the broadcast-

sociation should aid financially.

do about the current agitation

against so-called radio monopoly

and against the FCC in official

Washington is problematical.

While the industry has had a

many broadcasters feel the NAR

other than review the situation. It

evidently can take no action. Pre-

sumably the same feeling exists

with respect to the unionizing ac-

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1129, 1036-7

tivities of such organizations as

in no position to do anything

weather-eve on these developments

What, if anything, the NAB can

which may get floor attention.

copyright, progress in the cooperation with current activity to devise tive endeavor dealing with educamethods of negotiation. Possibility tional broadcasting and other polof the chains clearing music at the source [BROADCASTING, May 15] icy matters. Treasurer Hough also will deliver his report on the opening day, and he will be followed Managing Director Baldwin. there are any fireworks on industry issues they are expected to break in Mr. Baldwin's accounting of Montana, Washington and other state bills already enacted of his stewardship, and mainly on may be discussed. A viewpoint the issue of copyright and has developed that these state legtranscription library service [See islative efforts actually constitute story on page 6]. ing industry and that the trade as-

Copyright Again Despite the absence from the

agenda of such matters as the current legislative situation Washington and copyright, these subjects are expected to invite floor discussion. Enactment in a half-dozen states of copyright measures which in effect outlaw ASCAP, unless it does business on more equitable basis, is certain to provoke discussion. The fact that current contracts with ASCAP expire at the end of 1939 also will be discussed in connec-

> **Advance Reservations at Hotel Sherman Exhibitors and Special Representatives** NAB Convention, June 20-23 (Room Reservations Subject to Change)

Amperex Electronic J. H. McGillvra Products 1042-3 Mutual Broadcasting Sys-Associated Music Pubtem lishers 541-5 James W. Baldwin, NAB 1788-9 National Broadcasting Co. 1685-91 Walter Biddick Co. 623-5 NBC Transcription Division_101-4 The Biow Co. 907-8 National Research Bureau 461 John Blair & Co. 719-720 Edward Petry & Co.____Penthouse BROADCASTING 718, 749-54-Presto Recording Corp.___639-40 E. V. Brinckerhoff 212-5 Radio Producers of Hollywood_119 College Inn Food Products Radio Transcription Co. of Co. 510 America Collins Radio Co. 1209-14 William Rambeau Columbia Broadcasting Paul Raymer Co. 'System 188-9 (Also Congress Hotel) RCA Mfg. Co. Conquest Alliance Co. 409-10 Sears & Aver Co. Cramer-Krasselt Adv. Society of European Stage 219-24 Agency Authors & Composers D'Arcy Laboratories 248-9 Standard Radio Inc. ____ 108-10 Gates Radio & Supply Co. 209-11 Sterling Casualty Insurance Golden Gate Int'l Exposition 1044-5 Co. _____2184-86 Harry S. Goodman 1006 Fransamerican Broadcasting Graybar Electric Co. 802-892 & Television Corp. _____303-7 George Hollingberry 504-5 Transradio Press Service __105-6 International News Service . 439 Truscon Steel Co. _____807-8 C. M. Jansky Jr. 816-8 Inited Press _____512-5 Johns-Manville Sales 'Corp. 1408 Westinghouse Radio Stations Inc. 1612-6 E. Katz Special Adv. Agency 1200 A -----Wilson-Robertson Inc. ____412-5 Lang-Worth Feature Productions Rose Room

the American Radio Tel graphists Association, CIO affiliate and other guild activities affecting announce ers and production men.

Following the reports of the of. ficers, the nominating committee will bring in its slate. Business then will quit for the day. The afternoon and evening is left open for "politicking".

At the crack of the gavel Tuesday morning, the election is due to take place. First, however, it expected that a vote will be called on the proposal, made by Mr. Church, that the outgoing president automatically becomes a director for a term of three years Adoption of that amendment would mean that only five rather than six new directors, in addition to four officers, would have to stand for reelection. There is no known opposition to it.

In addition to the four officers those directors whose terms expin and whose posts will be filled for three-year tenures, are Alfred J McCosker, WOR-Mutual; Harry C Butcher, CBS; F. M. Russell, NBC; John J. Gillin Jr., WOW; S. Gor-don Persons, WSFA, and the post left vacant by the recent death of W. Wright Gedge, president of WMBC, Detroit. Mr. Russell last year was elected for a two-year term, but Mr. Baldwin, in checking the election records, concluded that he must stand for realection because of an error in balloting.

Dues and Memberships

Immediately following the elec tions the convention will consider resolutions on general and policy matters, except for those dealing with commercial and business aspects. The latter will be considered after the commercial section session on the concluding day.

Along with the consideration of resolutions, the membership also will be called upon to vote on the two remaining proposed amend ments to the constitution and by laws-increased dues and mandatory group-station memberships Both subjects are expected to provoke considerable debate, with the pre-convention sentiment strongly against the increased dues. The group-membership sentiment appears to be a toss-up. The proposal to boost dues 50%

was defeated last year at the convention when it failed to get the requisite two-thirds vote of delegates present. A total of 54 voted to increase while 46 voted against. The vote last year, however, came on the last day of the convention after many delegates had left. With the voting occurring on the second day at this convention, pro ponents of the plan figure there is a better chance for victory. The campaign to outlaw single

station membership in group or .1414-6 ganizations also was launched by _1884-6 Mr. Church, and has the whole hearted approval of Managing Di rector Baldwin. Mr. Church pro 523-5 posed it in a letter to the managing director in which he stated it had come to his attention that "certain owners of more than one broadcasting station have attempted to ride along in the NAB carry ing a membership in only one sta tion." Asserting he felt this might become a constantly increasing evil practice which members owning only one station would not tolerate he advocated the change in the bylaws providing that no organiza tion having ownership or control of more than one station other World Broadcasting System 909-19 wise qualified for membership shall

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be eligible for membership unless memberships shall be held for each station of the member. There have been intimations that

if either or both of these amendments were adopted, a number of stations would quit the trade association. Such groups as Yankee Network and Don Lee have withdrawn all except one of their owned stations from NAB mem-John Shepard 3d, presibership. dent of the Yankee Network, who has withdrawn three of his four stations from NAB membership, has asserted he will withdraw his fourth station—WAAB, Boston if the Association is to be conducted as it has in the past year. Criticizing the proposed amendment, Mr. Shepard asserted he knew of no similar organization in the country that requires a mem-ber owning more than one business unit to enroll all of his units. "I am one of those who originally felt that, as a help to the Association, everyone should join for all his stations. I don't feel that it should be compulsory in the bylaws, however, and certainly if you don't believe in what the Associa-

big-sticked into doing anything of Mr. Weiss Objects

tion is doing you're not going to be

A similar viewpoint was expressed by Lewis Allen Weiss, general manager of Don Lee Broadcasting System, which also has withdrawn three of its four stations from NAB membership.

this kind.'

"In my judgment," he said, "a measure of this character is neither constructive nor wholesome and is more in keeping with the attitude of a labor union than that of a business association. Since Arthur Church owns only one station, the desire to assess the other, fellow on a basis that would not affect his own interests is far from praiseworthy. It has always been our desire to support every movement that contributed to the welfare of our industry, but we neither like nor are we likely to submit to so arbitrary a demand as the one expressed in Arthur Church's amendment. "Having been a member of the

NAB for a great many years, my own reaction is that the sum total of benefits to the industry achieved by the NAB in proportion to its cost has been relatively small. The best way for any organization, like any business, to grow and prosper is to improve its service to those whom it would serve. My recommendation for the development and growth of the NAB would be along those lines rather than in terms of greater demands that are disproportionate to the service rendered to its members." The attitude of the major networks has not yet been expressed officially on these two proposals. Out of sympathy last year with

the procedure in connection with delivered by J. H. DeWitt Jr., chief copyright, they have played little engineer of WSM. Nashville. To part in the Association's functions deal largely with the allocation during the last year. A 50% inhearings of last year and prospects crease in dues, it is learned, prob-ably would make them think hard. for a reallocation, considerable significance is expected to attach to it. For 12 stations on its owned or and to the debate to ensue. The operated list, NBC pays into the superpower issue, prospects of teletrade association approximately vision and related matters will be \$9,000 a year under the existing embraced in this discussion. dues arrangement, while CBS pays The final day will be given over in some \$7,500 for the eight sta-tions it owns and the one it leases. entirely to commercial aspects of the industry Principal speakers Under the existing scale of dues, will be Arthur Pryor Jr., radio director of Batton, Barton, Durfull-time stations now pay their highest quarter-hour rate quarterstine & Osborn Inc., whose subject ly. Under the proposed amendment, . is An Agency Man Looks at Broad-

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Program, NAB Convention Sherman Hotel, Chicago - June 21-23

9:30 A. M.

Address of Treasurer: Harold

Tex. Report of the Managing Director:

Report of the Nominating Commit-

tee : Appointment of Committees ;

Resolutions Committee, | Room

Engineering Committee, Parlor

TUESDAY, JUNE 22

9:30 A. M.

2:00 P. M.

WEDNESDAY, JUNE 23

9:30 A. M.

An Agency Man Looks At Broad-

Report of the Committee on Radio

they would pay the equivalent of

their highest quarter-hour rate six

times a year instead of four. The

rate for part-time stations is in

ratio to the number of hours they

highest quarter-hour rate.

of the election.

WOW. Omaha.

Committee. Parlor

Announcements; Adjournment.

No Afternoon Session Scheduled. Committee Meetings (at call of

James W. Baldwin.

ehairman)

Committee.

Nashville.

Call to Order.

Commercial

Hough, WBAP, Fort Worth,

A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn. Report of the Committee On Stand-MONDAY, JUNE 21 Call to Order. Address of Welcome: Edward J. Kelly, Mayor, City of Chicago. Address of the President C. W. Myers, KOIN, Portland, Ore. ardization of Sales Forms: Martin Campbell, WFAA, Dal-Presentation, discussion and vote Address of Chairman, FCC Broad-cast Division: Judge Eugene Octave Sykes, "The Duty and Responsibility of the Broadcaston Resolutions pertaining to the Commercial Section. 2:00 P. M.

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Call to Order. Panel Discussion-H. K. Carpenter, WHK, Chairman. How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery How Can We Simplify Qur Rate, Cards?: John J. Gillin Jr.; Martin Campbell. How Can Our Present Methods of Securing National Spot Business Be Improved? John J. Gillin Jr., Arthur B. Church. How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church. Vhat Information Should Stations Release with <u>Respect</u> to their Circulation ?: H. K. Carpenter, Martin Campbell. What 'Is Your Definition of the Term "Mcrchandising"? Call to Order: election of Officers; Report of the Resolutions Com-nittee: Report of the Elections Installation of Officers.

7:00 P. M.

Annual NAB Banquet: Presentation of BROADCASTING Trophy to winner of Golf Tournament.

Call to Order. Report of the Engineering Com-mittee: J. II. DeWitt, WSM, Entertainment. GENERAL INFORMATION

Registration Desk will be open from 10 a.m. until 1 p.m. Sunday, and from 8:30 a.m. until 5 p.m. on Monday, Tuesday and Wednesday. Registration fee \$10 per person including banquet ticket. Addi-

Introductory Remarks and Expla-uation of the Commercial Section Organization: H. K. Carpenter, tional banquet tickets may be purchased at Registration Desk WHK, Cleveland. Repo t of the Sales Managers' Di-vision: Lewis H. Avery, WGR. at \$3.50 each. Seventh Annual NAB Champion-Buffalo. Report of the Committee on Na-tional Sales Methods and Costs: Carl Everson. WHKC, Columship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First four-some will tec off at 10:30 a.m. All general sessions start promptly casting: Arthur Pryor, Jr., Bat-ton, Barton, Durstine & Osborn Inc., New York. at 9:30 a.m.

Wear your badge at all times. It is your ticket to all meetings. Without it you will be denied admittance admittance.

Report of the Committee on Radio Research: Aruthur B. Church; KMBC, Kansas City. * Report of the Committee on Radio Promotion: John J. Gillin Jr., All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

> casting; and Marvin Oreck, president of Oreck's Inc., Duluth department store, who will address the convention on A Retailer Makes an Appraisal of Radio. Presiding over the last day's ses-

operate weekly, based on their sions will be H. K. Carpenter, vice-The afternoon session of the president of WHK, Cleveland, and chairman of the Commercial Secsecond day will be devoted to retion. Reports to be delivered inport of the engineering commitclude one on the Sales Managers Division by Acting Chairman Lewis tee to be followed by the results H. Avery, WGR, Buffalo; National The engineering report will be Sales Methods and Costs, by Carl Everson. WHKC, Columbus, head: Standardization of Forms, by Martin, Campbell, WFAA, Dallas, chairman of the committee, and Radio Promotion, by Mr. Gillin.

The Committee on Radio Research. which has been collaborating with the Joint Committee representing the NAB, Association of National Advertisers and American Association of Advertising Agencies. will present its report through Chairman Arthur B. Church, KMBC, Kansas City. Having encountered difficulties during the



GOLF TOURNAMENT

GOLF TROPHY - This beautiful silver loving cup, the sixth to be a w a r d e d by BROADCASTING, Magazine, will go to the winner of the NAB Golf Tournament just preceding the convention. Previous winners were Dr. Leon Levy, WCAU; Lewis Allen Weiss, Don Lee: Art Kemp, CBS; Carl Haymond, KMO; Ross Wallace, WHO.

last year in the tri-industry project to set up a radio aúdit bureau, discussion surrounding this committee report is expected to provoke interest. A recommendation that the NAB participate financially in the Joint Committee's work has been made to the NAB board and comes up for action during the convention. The Joint Committee up to this time has functioned with fund of \$30,000-two-thirds of which was advanced two years ago by NBC, and \$10,000 by CBS.

Following the reports and speeches of the morning session, the convention will debate and vote on resolutions relating to the dis cussions.

At the afternon session, a panel discussion on sales and merchandising practices has been arranged, with Mr. Carpenter as the chairman. In addition to NAB members. Messrs. Pryor and Oreck are scheduled to participate in the panel. Among the subjects are servicing local accounts, simplifying rate cards. improving snot business, creative selling, covering data and

merchandising. The convention will formally close with the installation of offi-The annual NAB banquet cers. will be held Wednesday night, and be featured by the presentation of the BROADCASTING Magazine Trophy to the winner, of the June 20 NAB Golf Tournament to be played Sunday Morning.

Promotion Exhibit

A DISPLAY of outstanding printed promotional material used by agencies. advertisers or stations, is planned at the NAB Convention under the auspices of the Committee on Radio Promotion. Managing director James W. Baldwin has written all members asking them to submit material for the display to John J. Gillin Jr., chairman of the radio promotion committee at the Hotel Sherman.

Kandid Kamera Fiends Invited **To Enter Convention Contest BROADCASTING Offers Prizes for Unposed Photos** Snapped During NAB Convention in Chicago

ington, recognized as the dean of

Andrew J. (Buck) May, mana-

ger, news photo department, Har-

Second—Flashlight synchronizer

Third—Tripod and revolving top.

Winners will be given the oppor-

f these prizes do not fit their out-

Judges will make awards on the

in the July 15th issue of BROAD-

The sky's the limit, the only re-

There aren't any rules for the

quirement being that pictures must

CASTING

Washington news photographers

is & Ewing Inc. Prizes will consist of: First—Weston Photometer.

to fit winner's camera).

CANDID camera operators at the NAB Convention in Chicago June. 20-23 will compete for a group of prizes to be offered by BROADCAST-ING in the first annual NAB Kandid Kamera Kontest. The competition will be open to lens wielders who are connected with a station, network equipment firm agancy sponsor or other business related directly to the broadcasting indus-

try. Staging of the Kandid Kamera Special prize for novel photo-Kontest was arranged after the idea had been suggested to BROAD-CASTING by Craig Lawrence, of tunity to select alternate accessores of approximately the same value

Iowa Broadcasting System. Mr. Lawrence got his inspiration after observing the large number of camera fiends who invaded the privacy of delegates at the NAB basis of subject matter and technisales session held last February in cal excellence of pictures. Only Chicago. strictly candid shots may be submitted Awards will be announced

To guarantee contestants a square deal. BROADCASTING has obtained the services of three outstanding figures in the photographic world to serve as judges. They are:

bear a direct relation to the NAB Arthur A. DeTitta, Washington convention. manager, Movietone News Inc., who stages all the special movies novelty prize. The nuttier the picfor the White House Correspondents Association dinners

ture, the more chance it has of winning PICKERS OF THE PIX



Rules of Kandid Kamera Kontest

All pictures must be taken between June 20-23 inclusive. No posed shots.

Prints must be approximately 4x5 inches or larger.

Decision of judges must be accepted as final.

Winners may exchange prizes for photographic accessories of equivalent value. In case of ties duplicate prizes will be awarded.

All prints become the property of BROADCASTING, which reserves

right of reproduction. Prizes will be awarded on the basis of subject matter and techni-

cal excellence. All photographs must have some relation to the NAB convention.

Contestants must be connected with a station, network, equip-ment firm, agency, sponsor or other business closely related to the broadcast industry. Members of the staff of BROADCASTING are not eligible to com-

Not more than 12 prints may be entered by any one contestant.

No professionals. All entries must be received before July 1.

Awards will be announced in the July 15 issue of BROADCASTING.

Our Headquarters SUITE 718 in the Sherman Hotel will be the headquarters of BROADCASTING Magazine during the NAB convention. Visitors are cordially invited Harry M. Van Tine, manager, International News Photos, Wash-

NAB to Audition Sample Programs Of Disc Library NAB Public Domain Agency

Others on the staff are Martin D. Wickett, arranger and com-poser; William L. Fontaine, ar-Will Be Incorporated NAB members will get their first poser; William L. Fontaine, ar-ranger; Hervey F. Armington, music copyist; Donald E. Wall-mark, copyist; William E. Aber-nethy, copyist; Norma A. Pugliese and Elizabeth R. Leighton, stenogopportunity to listen to samples of the projected public domain library being evolved by the trade association's bureau of convrights during the Chicago convention June 20-23. raphers. In addition, Leonard A cross-section of the first ten-Callahan, assistant to Managing hours of the transcribed works will be auditioned under the direction Director James W. Baldwin, also has devoted considerable time to public domain research. Other

of Managing Director James W. Baldwin in the Sherman Hotel. Last April, the NAB board of directors heard typical sample Ella L. Pharoah, stenographer. discs, and, according to Managing Director Baldwin, showed enthusiasm. The plan is to build a library of a minimum of 100 hours, en-**Closed Sessions Planned** compassing some 1,700 separate public domain compositions. NAB **By NAB Sales Managers**

member stations under a tentative plan. would subscribe to this library through a pro-rating of the cost. As a condition precedent to the sale of the library service, however, the NAB Bureau of Copyrights must be incorporated as a commercial business concern, and final steps were taken on this phase

just prior to the opening of the convention All details in connection with the ncorporation of the Bureau of Copyrights have been worked out, and approval of the structure is planned at a meeting of the NAB Board of Directors to be held June 20 in Chicago. The formal name of the corporation will be "NAB Bureau of Copyrights Inc." Its offi-cers and stockholders will be the members of the NAB executive committee, comprising the president, treasurer and managing director.

Finance Method

hours,

be \$400.000

compensation of local salesmen The corporation officers, in the creation of new business; blanket final analysis, are to decide how the and bulk rates, and creation of a service will be offered stations, but there is the possibility this will be successful commercial idea exput to a membership vote at the change. onvention. Thought has been given by the

board to a flat rate payment propo-Snyder Heads Committee

tide stations over in the event of

any crisis such as that which de

veloped two years ago when War. veloped two years ago wnen War-ner Bros. publishing houses with drew from ASCAP. Moreover, it is anticipated that it will give th

on payment for music on a "mea

sured service" rather than an arbi-

copyright work is the latest per-

sonnel list of the Bureau of Copy-

sonnel list of the Bureau of Copy-rights, established under authority given at the last NAB convention, which shows eight people now working under Edward J. Fit.

members of the NAB staff are E.

THE NAB Sales Manager's Divi-

sion, formed just a year ago, has

arranged for closed sessions during the 15th annual NAB Convention

in Chicago June 21-23, according

to L. H. Avery, WGR-WKBW, Buffalo, its acting chairman, Mon-

day and Tuesday afternoons, June

hold closed meetings in the Sher-

man, Mr. Avery said. More than

100 stations sales executives have

afternoon session to be devoted to

a discussion of national sales prob-

lems, with Tuesday afternoon de-

voted to local sales problems. J.

Leslie Fox, KMBC, Kansas City,

will handle the former discussion and Mort Watters, WCHS, Char-leston, is assigned the local ses-

sion. On the agenda also are such topics as merchandising and how

far it should go; sales promotion;

Present plans call for the Monday

enrolled in the organization.

and 22, the Division plans to

91

Revercomb, bookkeeper, and

T

trary percentage basis.

gerald, director.

sition, per hour of recording, to GLENN SNYDER, manager of member stations, irrespective of size or earning capacity. A round figure discussed at the April board WLS, Chicago, for the second successive year is serving as chair-man of the NAB Local Convention meeting was that of \$10 per hour in connection with the 15th anper station. Using this as a base, if 400 stations subscribed for the entire projected library of 100 nual convention in Chicago June 20-23. The committee, made up of Chicago station executives, has the aggregate income would been entrusted with such matters as entertainment of lady guests, arrangements for the annual golf Sentiment of some of the larger stations has been against such a method of payment, largely on the ground that they would simply pay tournament and the banquet. In addition to Mr. Snyder, other memthe way for competitors when they bers of the committee are H. Leslie Atlass, WBBM, Ralph L. At-lass, WJJD-WIND, H. C. Cromprobably would not use the library very extensively themselves. This Hass, WJJD-WIND, H. C. Crom-well, WMBI, Gene T. Dyer, WGES, W. E. Hutchinson, WAAF, Quin A. Ryan, WGN, Frank A. Stan-ford, WSBC, Niles Trammell, WMAC WSPU. viewpoint probably will be reflected in floor discussion. The idea behind the public do main transcription library is to es-WMAQ-WENR, and Clinton R. White, WCRW. tablish a reservoir of industryowned music which can be used to

Film Industry Advised to Grab Television "During the last 25 years it has been the aim and indeed the accom-plishment of the motion picture

Report Made for Will Hays Urges Development of Pool industry a better basis upon which to bargain with copyright grouns To Acquire Stations or One of National Networks trary percentage basis. Denoting the growth of NAB activity in its public domain music

TO THE DESKS of all producer-members of mistic about the ready-made audithe Motion Picture Producers & Distributors of America Inc., headed by former Postmaster General Will Hays, early in June went a copy of a highly confidential Television Survey and Report prepared by A. Mortimer Prall, son of the chairman of the Federal Communications Commission, who was engaged last year for the, task by Mr. Hays. The report is the result of 1 Mortimer Prall about a half year of research by Mr. Prall and staff, and it sets forth in detail the status of television and

radio in America and other major countries. Only 48 copies of the report were prepared for perusal by the

movie chieftains, and the copy reaching the hands of BROAD-CASTING discloses data and proposals of tremendous import to the broadcasting and broadcast advertising businesses. Young Mr. Prall, formerly with Rex Cole

Inc. General Electric distributors in New York, and for a short time with Transamerican Radio & Television Corp., urges the motion picture industry to consider serjously two plans for getting into the radio-television fields for its future self protection. The ideas are advanced because, the report asserts, "television cannot be denied -the people demand it, and sponsors want it." The report proposes: 1. That "if the motion picture industry is to get the greatest beneft from television, it must actively engage in the business of radio and television broadcasting, or produce the material for television broadcasting. To do this, an association for profit in the nature of an open nool of television broadcasting

rights must be formed by those now engaged in the industry suffiinterested to contribute ciently financial support. Such association should have broad powers to engage in the business of radio and television in all its branches." It is suggested that this association might first consider the purchase and control of stations not now in-

tional network **Opportunity Knocks!**

purchase control of an existing national chain of broadcasting sta-Columbia Broadcasting System or the Mutual Broadcasting System," the report states, "are suggested as being properties which might be acquired Each has a complete and efficient staff of executives and operating nersonnel with many years of experience. Each is made up of stations long established in lesirable locations with modern equipment, satisfactory power, fremencies and broadcasting time. Each has a competent engineering staff fully conversant with television as it has developed here and abroad, and able to carry on as television becomes a commercial fact. Each enjoys an excellent reputation and representative audiences which make their facilities desirable outlets for sponsors." The report concludes, without stating how the network properties are to be acquired except by sug-

gesting purchase, by asserting that

"the acquisition of any one of these. networks would establish the motion picture industry in a wellorganized and profitable enterprise." It winds up by stating: "The motion picture industry has its greatest opportunity for expansion knocking at lits doors today. It must prepare now for this new industry which is certain to become an important part of our American

and television, the report states: "All experimenters and observers The report begins with a general frankly admit that the best telereview of the television situation in this country and abroad, with vision results have been produced from motion picture film presentaparticular reference to technical tions. A progressive and alert problems such as wave length alocations, transmitter limitations, motion picture industry, with its the coaxial cable, interference, costs, equipment, etc. This section great studios and great organizations, is equipped to do the kind of costs, equipment, etc. program production job which would insure perfect television of the report stresses the eve-strain feature incident to viewing pictures only 7x10 inches in size, and it is material and gain at once the evident that the report was written public acceptance and interest in before the lens projection of telethis new art. By a campaign carefully planned and executed the vision images to home movie size motion picture industry has its and even to motion nicture theatre screen size was disclosed by RCA greatest opportunity in years for last month [BROADCASTING May 15. expansion. It is the natural source une 11.

With respect to the economics of should be indispensable to the television art. television, the report is highly opti-

20th Century Head Says Broadcasts Are Definite Aid to Film Attendance

LAUDING radio for its part in and personnel are available for exploiting motion pictures, John radio, but only with complete stu-D. Clark, general sales manager of Twentieth Century-Fox Film Corp., at the annual sales convention in Hollywood June 1. declared broadcasting is a definite box - office builder if properly handled.

Statement was based on recent survey which followed the Hollywood broadcasts of portions of motion pictures with stars appearing. Survey of box office effects was a 'laboratory test" by the company of the actual situation. As a result Twentieth Century-Fox will continue to follow its established policy of allowing contract artists to appear on radio programs, Mr. Clark said.

Loew's Inc., M-G-M parent organi-Company some time ago adopted zation, will leave for Hollywood a policy of controlled broadcasting. Inaugurated by Darryl Zanuck, gram, to start in September. vice-president, players, material

industry to provide finer entertainment for the American public. All during this long period the indusence already available due to sound try has engaged in research, striving for accuracy of detail in its productions. It has sent men to radio and about the prospects of sponsorship by radio advertisers. the far corners of the world to It states, however, that "it appears that the radio broadcaster of today secure accurate information necessary for the forceful portrayal of will continue to function for the "The arts, history, literature, habits and economics of all lands sponsor undisturbed by television

for many years to come." leading experimenters in television in this country and abroad, reported at length in previous issues of BROADCASTING and listed in full in the 1937 Yearbook Number of BROADCASTING, are then outlined. The claim that RCA has spent more than \$1,000,000 in television research is reported, and the statement made that the 343-line television of RCA-NBC, Farnsworth and Philco, viewed by the author of the report, was "not nearly so pleasing as the new 441-line re-sults." A rumon that Will Randolph Hearst is one of the principal backers of Philco, "having recently invested a million dollars in its activities," is published in

Source of Programs

material for programs and

dio control. Mr. Clark said 5,000

exhibitors, with three-year con-

tracts to show 20th Century-Fox

nictures, are wholeheartedly behind

the studio-radio cooperation. Con-

sensus is that broadcasts, properly

utilized, have definitely increased

theater attendance. Lew Schreiber

heads the studio-radio coordina-

tion bureau of 20th Century-Fox.

planning a mammoth program

featuring its players, is to reveal

details shortly. Several sponsors

are said to be interested and Louis

K. Sidney, managing director of

WHN, New York, controlled by

Metro-Goldwyn-Mayer Studios,

the report.

artists, designers, architects, engineers, technicians, construction men, studios, special equipment, and the world's best actors and actresses are all a part of this With respect to motion pictures

have been the subjects of this re-

search study. This intensive work

has resulted in the industry com-piling data which is now a part of

the great motion picture research

libraries. Producers and directors

find it necessary daily to consult

this reference material in produc-

tion work. It would require years

and a great sum of money for the

television industry to attempt the

duplication of this material. "The motion picture industry is

composed of great production corp-

orations. They possess every ele-ment necessary to the production

of the finest programs of sight and sound on film. Writers, composers,

great industry. "In the 25 years of producing entertainment, the industry has developed a consciousness of the public reaction to pictures of all types. This knowledge would be invaluable to the television broadcaster in his production work. With all of the experience it has had in production problems, it is clear that the motion picture industry is the only source of supply for television programs. Highly trained personnel with long years of experience in producing entertainment of the motion picture type will assure programs of high fidelity, interest and entertainment value.

Program Production

"The U. S. Department of Commerce, through the Motion Picture Section of the Bureau of Foreign and Domestic Commerce, estimate that if every foot of film produced in America, plus every foot imported, were used for television broadcasting, we would have enough material to supply us with a maximum of three hours entertainment each day, provided, of course, that each picture was transmitted but once. Great Britain's total domestic production, plus imports, would provide them with but ten minutes of material daily. It is, therefore, evident that the production schedule of our American studios would have to be greatly increased if they undertook the production of television programs in addition to their regular ork.

Claim that the radio and television people need the benefit of the motion picture industry's experience in programming, is featured in the report, the section on program production stating:

'After observing several experimental television broadcasts designed and produced by the several (Continued on page 30)

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

to line up and supervise the pro-

cluded in the four major chains and forming them into a fifth na-2. That motion picture interests

Radio's Capital—Is It Moving Westward? Compilation of Views of Prominent Figures in Four Cities Depicts Trend of the Broadcast Industry

WHAT city is the capital of broadcasting? Is the industry shifting from New York to Hollywood? Is Chicago slipping? How about San Francisco? Will Hollywood become broadcasting headquarters?

These questions were put to key radio figures in the four cities just mentioned—Arthur Pryor Jr., BBDO, New York; Walter R. Wade, Wade Advertising Agency, Chicago; Tom F. Harrington, West Coast Manager and Radio Director, Young & Rubicam Inc., Hollywood. The San Francisco case is a roundup of views obtained from leading radio figures there.

NEW YORK

By ARTHUR PRYOR Jr. Vice President, Batten, Barton, Dursting & Osborn Inc. New York

WITHIN the last

year or two, ra-

dio producers in

the East have be-

come more and more aware of

what is called

"the swing to Hollywood". There

has been a feeling



that any first-Mr. Pryor class group putting on network shows has to at least toy with the idea of opening an office on the West Coast. Many of them have full-time staffs out there putting on their productions. And so, because it's just the way people think nowadays, a Question has been born. Somebody asked me the other day, "Do you think that Hollywood will supplant New York as the country's broadcasting capital?" and he seemed to be quite

serious about it. Of course, I wasn't so sure that I could answer his question correctly because I'd never before thought of New York as the country's broadcasting capital any more than I'd considered it the home of the legitimate stage, a great musi-cal center, a preeminent business metropolis and a big ganging up of advertising agencies. The fact that there is a lot of broadcasting done from New York studios is a result of all those factors.

And so with Hollywood. For years and years East never met West. Back here we made our radio shows and out there they made their movies. Nobody tried to mix them up, but was content with a guest star on the air once in a while, and every so often a leading radio personality, like Rudy Vallee, would make a motion picture.

Time Moves On

In the seven years that have elapsed since Rudy made his "Vag-abond Lover", things have changed. Sponsors wondered (and so did movie stars) why people who were funny on the screen wouldn't be funny on the air, too. People who were funny on the air took a crack at the movies, and, in general, have; not fared as well as the movie folk. The fact remains that the greatest successes in both the motion pictures and radio are the ones who stick to their knitting and do not

Page 8 • June 15, 1937

try the alternate medium except in very infrequent guest appearances. Hollywood, then, is the movie capitol, and at present there is a

certain demand for screen talent. Hollywood Hotel, Bing Crosby, Jack Oakie and the Lux Theatre

naturally emanate from Hollywood,

because that is where the talent is

If people want to put Edgar A. Guest on the air, they take the

broadcasting center nearest his home, which is Chicago. If they

want President Roosevelt, they go

to Washington. If they want Deems

Taylor or Tommy Dorsey or any one of the majority of the success-ful dramatic shows, they come to New York, where most of the musi-

That's the way I look at it, and

it seems very foolish to me to hear people discussing "radio capitals" and places "vieing" for the "honor" and all that, because next

winter there may be a great boom

in circus programs, and most shows

cal and legitimate talent is.

other "capital".

way once journeyed west with the

advent of sound. Then will come the day of mo-tion pictures made especially for television transmission, whereupon the talent will turn around and go back to Hollywood again, and so will the sponsors and production crews. All that is a good years away, and need worry few of us in radio now. But it shows how hard it is now, and will be in the future, to tell where any radio capital is.

CHICAGO

By WALTER R. WADE Wade Advertising Agency, Chicae

Agency, Chicago WHAT Broadway is to the theater and Hollywood the movies, Chi-cago is to the "Theater of the Airlanes." This is proved by the fact that Chicago radio

stations originate Mr. Wade something like half a hundred dramatic radio

shows, involving some 250 productions each week at all hours of the day, and employing the largest group of microphone-trained actors and producers in the world today. What factors are responsible for Chicago's eminence in this field of radio broadcasting?

will have to be put on in Sarasota, Florida, and then there will be an-This question becomes more important when it is realized that Chicago had no ready or fixed source of supply of "big name" actors such as New York had in When television first comes in, it will not be centered in Hollywood, as many naturally think, because Broadway and Hollywood had in its the experimental brains and money movie studios. When radio loomed on the horizon with its vast potentialities for dramatic serials and original radio dramas, Chicago advertising, program and production men realized that a type of pro-gram would have to be devised in which the play and not the name was the thing.

Points of Origin of Network Programs * Neut York Chicago Hollywood Others Total

NBC (combined	hrs.—min. 32 — 15	hrs.—min. 27 — 45	hrs.—min. 4	hrs.—min. 2	hrs.—min. 66
CBS	28 45	4 30	2 30	3 45	39 30
TOTAL % origi- nating in	61	32 15	6 30	5 45	105 - 30
each city 1937	57.08%	30.6%	6.2 <i>%</i>	5.4%	100%
NBC (combined	49)	23 — 15	8 45	2	83
CBS .	32	11 15	7	5	55 15
TOTAL % origi- nating in	81	34 - 80	15-45	7	138 - 15
each city Increase	58.6%	25.0%	11.4%	5.0%	100%
of 1937 . over 1936				9	
Hours	20	2-15	9 - 15	1-15	32 45
Percent	32.8%	7.0%	142.8%	21.7%	81.0%
^o Typical week in May. Does not include purely West Coast programs for Coast consumption which originate in Hollywood and San Francisco.					

Breaking away from the tradi-tions of the stage, therefore, these foresighted men developed micro-phone technique as applied to dramatic acting and evolved many new methods for the new medium. The possibilities lying in the use of "character" voices soon became ap. parent and actors were trained to attune their voices to the intimacy of the radio medium-an intimacy that makes every listener a front seat auditor. Gradually this training became apparent and Chicago. developed actors began to acquire a national reputation. Advertisers began to realize that the "Chicago

system" was peculiarly fitted to the task of producing dramatic shows and writers, actors and producers soon began to benefit The outgrowth of this stability was the establishment of contract

lists of actors who were given to understand that they would be cast as often as possible when their capabilities fitted the demands of the program. Typical of the success achieved

by this type of show is the record set by Uncle Ezra's Station E-Z-R-A which recently celebrated its 400th broadcast over NBC networks and which was on WLS many months prior to that.

Among the Leaders

Among the other dramatic radio shows heard from Chicago are NBC's Today's Children, Backstage Wife, Ma Perkins, The Story of Mary Marlin, Uncle Ezra, It Can Be Done, Vic & Sadie, Kaltenney-er's Kindergarten, Girl Alone, The Guiding Light, Young Hickory, Dan Harding's Wife, Little Orphan Annie, Stepmother, There Was a Woman, Nickelodeon, the Forest Rang-ers, the Farm & Home Bugle Play-ers, First Nighter, Your Health and Lights Out; WGN's "Nine-Thirty Curtain;" Your Parlor Play-house Bachcler's Childron Ludw house, Bachelor's Children, Lucky Girl, We Are Four, Painted Dreams, The Couple Next Door, Arnold Grimm's Daughter, Way Down East, Wife vs. Secretary and The Lone Ranger; WLS' Virginia Lee & Sunbeam, the Little Theater of Homemakers' Hour, the Big City Parade and The Old Judge, and WBBM's Betty & Bob, Modern Cinderella, Romance of Helen Trent, Manhattan Mother, Old Time Melodramas, Davey Adams, Kitty Keene, Inc., Linda's First Love and

Hello Peggy. It should be noted that there are two types of dramas—the original play type such as First Nighter, Lights Out, Grand Hotel and "Nine Thirty Curtain," which often de-velop their own "big names", and the five-a-week serial. A variation of the five-a-week serial is also popular when presented like Vic and Sade, which features the same characters in a complete, but entirely different episode each time. That actor-training in Chicago studios is of immense value to the actors themselves is indicated by the long list of players who have found jobs in screenland. On such a list would be found the names of Don Ameche, Tyrone Power, Cliff Soubier, Cliff Arguette, Dorothy Lamour, Arthur Jacobson, Don Briggs and Dorothy Page.

Typical of those players who re-Typical of those players who re-main in Chicago are Anne Sey-mour, star of Mary Marlin; Lester Tremayne, of Grand Hotel and The First Nighter; Patrick J. Barrett and Nora Barrett, his wife, of Uncle Ezra; Betty Winkler, of Girl Alone and Gale Page of Today's Children.

Typical of the writers are Paul Typical of the writers are Faul Rhymer, author of Vic & Sadie; Jane Crusinberry, of the Story of Mary Marlin; Fayette Krum, of Girl Alone; William J. Murphy, of Young Hickory; Jack Frost on Uncle Ezra's program; Ken Rob-inson of Dan Harding's Wife; Ferrin Fraser, of Little Orphan An-nie and Lee Gebhard of Ma Per-

Amos 'n' Andy, Lum & Abner and Myrt & Marge are examples of other noted dramatic shows which made their network debuts and became firmly established in Chicago studios before moving East or West. Thus, from the ranks of Chica-

go's unknowns have been developed radio's best-qualified radio actors and producers and thus has Chicago become synonymous with radio drama.



West Coast Manager & Radlo Director Young & Rubicam Inc., Hollywood THOSE who talk

about radio "going Hollywood' are divided definitely into three groups. There are those

who speak of it interestedly, but not heatedly. They are the urbane New Yorkers, to Mr. Harrington whom Hollywood is still the movie center, with the pleated trousers and the belt in the back.

There are those who speak of it dismally. They are sad-eyed Chicagoans who have already seen the West Coast absorb their only big shows The others are brightly optimis-

tic-and they, of course, are mem-bers of the Hollywood radio colony. I suppose I fall in the last cate-gory-though I still have no neon numerals on my stop watch.

A Need for Names

Two main factors put radio on the trail to Hollywood. Both stem from the single fact that radio, which three years ago cherished the idea program, has bounced back strongly until it now depends almost wholly upon dat ole debbill Box Office Attraction. As long as radio develops names that have a box office value on a theatre marquee, and movies develop names which add glamor to the program listings in the daily papers, the two mediums shall have a common meeting ground in Hollywood, where they can swap attraction for attraction to their mutual benefit. Take a look a the list of shows originated in Hollywood this past season and you will notice two

groups . . . those that followed their stars to Hollywood because of movie assignments given as a direct result of their radio reputations, and those that had moved to Hollywood to secure the glamor of names already high in cinema cir-



IN HOLLYWOOD—CBS will have a layout like this, at a cost of some \$2,000,000. The building was designed by William Lescaze. At the left is the five-story structure which will serve as the broadcasting building. At right is two-story business building, blended into the intensely modern architectural scheme.

The programs of Jack Benny, Milton Berle, Burns & Allen, Joe Penner, Fibber McGee & Mollie, Charles Winninger (doing a return to Showboat), Bing Crosby and Don Ameche support the first point. Those of Fred Astaire, the Radio Theatre, and Hollywood Hotel support the second. And a moment's consideration of those programs definitely in dicates that radio's movement to the Coast depends not only upon what motion pictures can give radio, but also upon what ra-dio can give motion pictures.

The value of motion picture names to radio cannot be underestimated, not only in attaining box office appeal but in performance. The big names are now giving more than the mere glamor of their presence. The more shows they do, the more they catch the microphone technique and turn the full power of their talent into a fresh new medium.

A casual glance around reveals more than a generous sprinkling of movie names on the radio lists. Newest of top cinema recruits is W. C. Fields. Others who have made an air name for themselves include Andy Devine on the Jack Benny show, Charlie Butterworth, Fred Astaire and Jack Oakie, to mention the barest handful. Radio's dramatic lists have long been supplied with top movie talent appearing in a guest star capacity and with men like Fred MacMurray, Herbert Marshall and Basil Rathbone turning in top perform-ances, there will probably be an even greater interexchange of talent between the air and the screen. It must be remembered, in speak-ing of Hollywood's absorption of radio, that there is more to radio than those big shows which top the ratings and are the ones that will be affected by radio's exchange of big names with the movie industry.

A Talent Center

Leaving the box office names out of it, can Hollywood become the focal point of production of the shows that build names? Those programs are the backbone of radio, and until Hollywood can produce and develop them Hollywood can never call itself the radio center. There is every chance that this will happen. Hollywood is becoming more and more the talent center of the country. The Holly-wood radio producer need not go to feeling that they want to get in the the top of the movie shelf for his Hollywood radio swim where any-

performers. They throng in his thing can happen — and probably waiting room by the dozens and if will. he has an eye to the future he will bolster up his shows with this coming talent, youngsters not yet big enough to swing the job but with the potentiality for developing a real following and growing into starring material.

In addition to fresh talent there is an influx of fresh program ideas, new writers, new production men centering now on Hollywoodwhere a few years back they would have made the long trek to New York. Sustaining Coast shows, too, are becoming national sponsored network programs with increasing frequency, as national agency men who otherwise would never have had a chance to hear them, come to Hollywood and turn the dials. An outstanding example of this is Carleton Morse's highly successful One Man's Family.

On the Wall

It needs only a push to set that ball to rolling. And the very fact that the phrase "From our Hollywood studios" has a certain amount of glamor in itself may be the push needed. The whole important field of actual radio pioneering in Hollywood has vast possibilities. Some of radio's greatest stars - those that interested the movies most once they got their start in coast to coast radio from New Yorkwere developed originally on the West Coast. It would not be too much to presume that the West Coast will develop even more great names in the future, and that those great names will have to go only to Hollywood for their network chance, instead of to New York. I am not glossing over the fact that the business of commercial radio will remain in the East. In fact, that is my reservation. No one knows better than I that an intelligent sponsor is an invaluable asset when placed in the front row of any rehearsal. The fact that most of the business in motion pictures is conducted 3,000 miles from the center of motion picture making would seem to prove, however, that that is not such a vital factor. No one needs strong lenses to see the handwriting on the wall. More and more major agencies are moving production crews westwardnot with the feeling of sending mis-

sionaries to China but with the

Meeting places in Hollywood now are getting more and more like Madison Avenue in New York, where well-known advertising men gather and talk about clients, com-mercials, new stars and new pro-gram ideas. Actually, radio isn't "going Hollywood" so much as Hollywood is "going radio". We are all keeping a weather eye on New York, of course, and watching its pulse beat. We have much to learn from New York, and none of us allows himself to forget the fact. Surest comment on the westward radio trend came from the lips of a rugged swinger of a wrecking crowbar some months ago. I was walking along Sunset Boulevard and noticed a crew demolishing an old building about two blocks down from Vine Street. I stopped and

watched them throwing dusty boards into the street for a while and then I asked this fellow what was all about.

He leaned on his crowbar and looked at me quizzically. "Haven't you heard," he said. "This is go-ing to be the new Columbia studios. Radio's' coming out West for a spell."

SAN FRANCISCO

AS A RESULT of the rapidly growing shift of originations to Hollywood, San Francisco advertising executives privately express considerable doubt as to the avail-ability of San Francisco to retain its present position as West Coast radio headquarters during the coming year, although the more distant future is thought to hold considerable promise owing to the influences expected to be generated

by the Golden Gate International Exposition of 1939. While San Francisco remains the financial and business center for the entire Coast, and commercials over the NBC networks have been running about 3 to 1 in favor of San Francisco as opposed to Hollywood, a serious problem nevertheless faces agencies in their effort to secure talent and program material of sufficient drawing power to offset the lure of Hollywood names and Hollywood origination value.

So potent is the present at-(Continued on page 35)

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

June 15, 1937 • Page 9

are in New York, as are the two outstanding television transmitters, and the people to form the first audiences. The new technique will resemble motion picture procedure. and we will see motion picture talent coming east then, to have a try at the new medium much as Broad-

NBC Prepares for Extension Of Blue in South, Southwest

Networks Divided Into Separate Rate Schedules for The First Time: Total of 126 Stations Listed

THE LONG-heralded expansion of former CBS affiliate, will join the the NBC-Blue Network into the South and Southwest is expected to crystallize by this fall by virtue of consummation of arrangements with at least a half-dozen stations in those areas during the last few months

Also indicative of the plans of NBC was the issuance of separate rate cards for the Red and the Blue Networks as of July 1, 1937. It represented the first time NBC had divided the networks into separate rate schedules. Listed in them were 19 stations not included in the last rate card issued last December, All told. 126 stations were listed for the two networks, several of which are scheduled to join the nationwide facilities at a later date. With respect to the projection of

the Blue Network into a separate nationwide entity, no formal statement was forthcoming from NBC headquarters. As far as could be ascertained, either definite or tentative arrangements had been made with a half-dozen stations through the South and Southwest for Blue Nework affiliation while existing Red and Blue outlets in those cities are to become basic Red stations.

Others Acquired

Moreover, it is understood that KFDM, Beaumont, Tex., and WIBO. Baton Rouge, have been aligned by NBC. Whether they will become Red or Blue outlets, or whether they will become supplementary stations available for use with either network, evidently has not yet been decided. KFDM operates on the 560 kc. channel with 500 watts night and 1.000 watts daytime. WJBO operates with 500 watts specified hours on the 1120 kc. channel. Its principal owner is Charles P. Manship.

NBC already has announced the affiliation of WMBG, Richmond, as a Red outlet, effective June 27. WRTD, new Richmond local shortly to go on the air, has been signed as a Blue outlet, thus for the first time separating the networks in the Virginia capital. In Atlanta, WSB, present 50,000-watt supplementary station, is expected to become basic Red, while WAGA, being removed from Athens, Ga., to Atlanta, will in all probability be the Blue outlet.

In Birmingham, the present NBC outlet on both Red and Blue is the 5,000-watt WAPI. This station. however, on Aug. 1 is expected to switch to CBS under a new arrangement [BROADCASTING, June all, and WBRC, the present CBS outlet, is expected to become the basic Red unit. WSGN, present independent operating on 1310 kc. with 100 watts night and 250 watts day, is expected to be aligned as the Blue outlet.

In Memphis, the present NBC Red and Blue outlet is WMC, operated by the Memphis Commercial Appeal. WNBR, operated by the same interests but now an indenew Orleans, WSMB is the supplementary outlet on both networks but will become basic Red, at which time it is understood WDSU, present independent and

Page 10 • June 15, 1937



watt transmitter, are the present supplementary Red and Blue outlets, KGKO has been purchased by the Fort Worth Star-Telegram and is in the process of moving into Fort Worth. It operates on the 570 kc. channel with 250 watts at night and 1,000 watts until local sunset. After KGKO begins operation at point midway between Dallas and Fort Worth, it is expected that WFAA-WBAP will, become the basic Red outlet with KGKO serving the two cities as a Blue outlet. It is also presumed that the Star-Telegram will sell its half time WBAP to the Dallas News, operator of WFAA.

In announcing the new separate rate cards for the two networks. Roy C. Witmer, NBC sales vicepresident, pointed out that the rates for all the stations mentioned are the same with the single exception of WOAI, San Antonio, which has been increased to \$260 per evening as a base. This station, after fail-

ure of efforts to sell to CBS, is understood to have signed a new ve-year contract with NBC. Enumerated in Mr. Witmer's letter to clients and agencies were stations which had joined the network since the issuance of the last rate card Dec. 12, 1936. New af-filiates of the Blue Network were listed as WSPD, Toledo, WOWO, Fort Wayne and WTCN, Minneap-olis-St. Paul, as basic outlets; WLEU. Erie. WJTN. Jamestown. and WRTD, Richmond, as supplementary basic stations with the Blue, and KGHF, Pueblo, as supplementary station for use with

the Blue Mountain Group. The most recent addition to the basic Red Network was WDEL, Wilmington, WMBG, Richmond, becomes a supplementary basic station for use with the Red Network. Supplementary facilities for use Kendall on Coast KENDALL DOG FOOD Co., Port-land, Oregon, has released the first 13 in a series of 52 transcriptions titled *Dog Heroes*, over KFRC, San Francisco, KGDM, Stockton, and KDON, Monterey, Cal. Stories, written by Ben Harkins, are based on the life of Frank Foster Davis. dog authority, and are dramatized

by a KFRC cast. Records, of 15minute duration were cut by Titan Recording Laboratories, San Francisco. Agency is W. S. Kirkpatrick, Portland, Ore.

either with the Red or Blue Net-works were enumerated as WGBF. Evansville; WBOW, Terre Haute; WSAN, Allentown; WORK, York KANS, Wichita, and KSOO Sioux Falls. KARK, Little Rock and KGNC, Amarillo, have joined the Southwestern group, KOB, Al perquerque, is scheduled to join the Pacific Coast Group as a supplementary Red or Blue outlet June 15, and KIDO, Boise, joins the Jorth Mountain Group in October. KERN, Bakersfield, formerly avail able for use only with the Pacific Coast Blue Network, now is avail-able for use with the Pacific Coast Red Network also. Other alterations since the issuance of the last

rate card were: Changes in the Northwestern Group include WDAY, Fargo, and KFYR, Bismarck, as a new Northwestern group. KSTP, Minneapolisis a basic Red station St. Paul. WTMJ, Milwaukee, and WIBA Madison, make up a new North Central Group, WEBC, Duluth-Superior, is a supplementary basic station for use with the Red or

Blue Networks. Mr. Witmer stated also that consolidations have been effected in several of the supplementary groups to afford advertisers greater choice within groups. Stations ir the Southeastern Group are available in a group of not less than four; in the Southcentral group, in a group of not less than six: in the Southwestern Group, in a group of not less than six. Stations in the North Mountain Group now are individually available.

For greater flexibility in arranging schedules, WJAX, Jack-sonville, WFLA-WSUN, Tampa, and WIOD, Miami, all formerly in the Southeastern Group, now comprise the Florida Group, available for use with either the Southeast ern or the South Central Group.

Urges Intensified Campaign to

Meet Anti-Radio Influences. FOLLOWING

154

dress the NAB Convention in Mr. Hart Chicago June 21. 23 on his proposal for the setting up of NAB chapters through the country as a means of counteract. ing anti-radio influences In an open letter prepared for

ager of KGMB, Honolulu, was

prepared to ad-

distribution to NAB members, Mr. Hart brought out that at the 1936 meeting of the NAB a resolution he proposed was adopted which provided in effect that the Board of Directors be instructed to bend every effort during the 1936-37 year to foster state, regional and national units of the NAB as chapters of the trade association.

Declaring that to date no such effort as provided in the resolution had been put forth. Mr. Hart said that the industry again this year is improperly organized and cannot adequately combat the organizations preying upon it.

Attacks From Many Sides

"Radio is no longer a child and has grown to man's estate," he said. "As such, it has become the prey of designing organizations too numerous to mention. Radio has been, and will be, attacked not only regionally, but locally, and if radio is to escape carrying unjust burdens, it must immediately build a national organization with properly and efficiently organized and functioning branches reaching into every portion of the United States where there are stations."

A former farm paper publisher and journalist, Mr. Hart pointed out that one of the most powerful organizations in the country is the American Farm Bureau Federation. This organization, he said is set up by counties, states, re gions and also nationally. Local chapters could be federated

into five regions and one national organization, he said. Each chap ter could be allowed voting dele gates in the regional and national association in proportion to the number of stations making up the local chapter. Local chapters would be chartered only by the national organization.

"At each annual meeting of the national association the delegates from each region would elect one of their number as Regional Director who would preside over the region and represent that region on the Executive Committee of the national association. This executive committee would carry on the work of the national association in the same manner as does the present Board of Directors of NAB. Under this type of organization, while it is true only the chapter delegates would have the right to vote, any radio station belonging to a local chapter would be allowed to send a delegate to regional and annual meetings of the NAB, which delegate would have the right of the floor, though not the

right to vote."

Chapters of NAB Proposed by Hart The Dealer's Own Show-How Norge Sells Bv H. T. ENNS

Manager Station Relations, Cramer-Krasselt Co.

through on his proposal of last Ways Local Retailers CanUse Programs for Sales Support; register bell: 1. Make it an inflexible rule that Some Tips on Merchandising and Cooperative Tie-ins your radio be turned on in your year, Fred J. Hart, president store when your show is on the air. You'll be surprised at the and general man.

single point which is not deter-

mined to a great extent by the

problems, needs and mobility of the

dealer organization. In fact, the

success with which the manufac-

Lots to Listen To

hours settling upon these "musts,

see how, in practically every case,

factor in the final decision.

to move-to do something.

"Must No. 1

keen competition.

nossible

results

HAT do you mean, "The Dealer's Own Show"?--one that he builds and pays for himself? Well, that's one kind of dealer show, but isn't what we mean. We mean that every general radio show on the air-network or spot-being broadcast by a manufacturer with a dealer organization selling his product, is, or can be made, The Dealer's Own Show!

The problem of successful radio programs would be simplified reatly if all dealers would' realize this fundamental fact;-and then proceed to take advantage of it. Some dealers, by localized effort, are making factory sponsored programs into their own shows, and the success they have had in capitalizing on factory expenditures is proof of what can be done.

It is hard to believe that an alert and progressive dealer would neglect willingly such a natural avenue to increased sales. Perhaps then it is because the dealer has not been shown how much depends upon him-how, in fact, the program was developed as his show,

for his use!

Something New Needed One thing more; as a dealer he has for years received merchandising support on advertising campaigns being run in other media. Perhaps this support, and his effort required to utilize it, has become more or less standardized. But the chances are such standardization will not work with radio. Then it is necessary to make him realize that, with radio programs, he is receiving sales support that calls for a new type of cooperation and activity from him.

Frankly, do you think the average dealer, up to the present time, actually realizes that the manufacurer, in the building and planning of a radio program, is picking and choosing a new and most flexible weapon of sales attack- in fact, hat the manufacturer is making fullest use of the Directional Appeal of radio? Has he been told that?--often enough? Let's start from scratch. In

presenting the story to the dealer, let him know that, in building a radio program, the manufacturer doesn't operate from a series of negative "don'ts." Instead, takes a positive attitude, and the show is developed from a series of "musts." These "musts" may differ according to individual selling problems, but let's suppose that the

list given below covers the needs of a particular account; and its dealer organization . 1. We must have a show to which people will want to listen. 2. We must go after a particular udience.

3. We must have a program placement plan sufficiently flexible o meet varying conditions. 4. We must pick the network, or

the station list, most effective in securing the desired audience. 5. We must get the selling story NORGE is on the air with a program on some 70 stations, carrying the sales message to an estimated 20,486,672 radioowning families. Dealers are taking advantage of this "open sesame" to the fireside by using every possible form of merchandising tie-in. But Cramer - Krasselt Co., advertising counsel for Norge, has still more ideas on the subject, and here they are. At left is Mr. Enns, garbed in woolens, perhaps to keep warm as he thinks of Norge's Rollator.

over as positively and painlessly as radio turned on and serving as her morning companion. And certain-ly, Mr. Dealer, that choice of time 6. We must get store traffic for ou, as a dealer, from the program. dictated by our desire to plant 7. We must get you, as a dealer, selling seeds to move your goods. In analyzing No. 3, why do we want a flexible program placement to merchandise the program locally if we are to secure the utmost in structure? The answer-so we can Check these over-there is not a

get together and from our combined knowledge pick the time of day when the show will do the best job-pick the station that is going to deliver the audience we both want - prepare local commercials in "Must No. 7," largely determines the success of the show. specifically for your market-all, Mr. Dealer, because it's your show. When it comes to the selection of stations, as set forth in "Must No.

4", that problem is bound quite closely with No. 3 because it is, to By and large they realize this. and before any manufacturer "takes to the air," he and his a great extent, a question of program structure. But you know, agency are going to spend many and we know, that in certain markets our product is particularly well suited to certain stations. Here for today's crowded airways give listeners a wide choice at every again our decision is based upon hour of the day and night-mighty combined knowledge of your marcet and results in our choosing To be specific, let's say that a spot program has been chosen as best suited to the needs of the those stations which have their fingers on the pulse of the com-munity—and don't ever think stadealer organization. We then can tions are lacking in personality. go through the list of "musts" and

Power of Suggestion

Because it is your show, in our "No. 5 Must", we are going to stay consideration of this same dealer organization was the determining away from long-winded factory First of all, our show is going to commercials. Sure, we are going to be one in which people will display talk about our product, but we also are going to talk about you! You an active interest. We want people Such see, we found out that when it comes shows are planned and broadcast to sales producing commercials, it isn't a question of how much you to help the local dealer;--if we were looking only for national can say, but how well you can say less. People may differ, but most prestige our approach would be quite different-and that takes care of them react like'a couple of Missouri mules when you tell them that Now, in considering No. 2, we they have to do something. So we have found from long experience are not going to tell them-we are selling this particular product going to suggest that they see you that it is the women we want to and let you do the telling.

reach. We know that we could get When it comes to the rest of the a larger audience in the evening, story-and how much does rest on but we also know that we can con-'Musts' 6 and 7!-well, we have centrate upon a large and receptive tried to do a job for you-now and practically exclusive woman what are you going to do for your-self—and, incidentally, for us? audience during the morning hours. So we are going to go after Mrs. Housewife during those hours she spends most of her time in the front part of the house, with the I'll tell you a few of the things you can do which other dealers

have done and through which they have succeeded in ringing the cash

gram of theirs is producing results. The more results, the harder they work—and the harder they work the more profit to you. 8. You know the advantages of window displays. Did you ever stop to figure out the many ways in which an attractive and different window display might be built. using the program as the theme? 9. In our experience, often dealers are sufficiently close to radio stations to arrange a little studio party for a few selected tough prospects, at which time advance auditions of several shows were played. It worked-as an appeal to

number of people who may hear it. 2. If the program is broadcast at

a convenient hour, have your sales

force on hand to listen to it. You

are going to get two results from this-(1) it will serve as a pep

and (2) if your boys are on their toes, many a time they are going to get a new selling idea or slant

3. Mention the program to every

prospective customer, whether they are in your store, or you are in their home. If you happen to be canvassing outside and are in a

prospect's home at the time the

show goes on, suggest they tune in —it probably would be an excellent

4. Have every man in your or-ganization talk about the program —also tell them to have their wives

or sweethearts mention it to their

friends. More listeners mean more

prospects. There is no better way

little word-of-mouth advertising.

getting listeners than through a

5. The chances are, you are do-

ing some local advertising. Mention

the program in your copy-it will

tie in with your other message. 6. In all probability, the factory has prepared promotional material

to be used by you in cashing in on the show. Use it, every possible

way you can. Remember this-peo-

ple are interested in radio, and

there is no reason why they shouldn't be interested in your

show. If the program is designed with a hook to bring people into

your shop, play it up for all you are worth. Enthusiasm is contagi-

ous and it's a good idea to expose

In all probability, they already are doing everything within their power to merchandise the show to

their listeners. Find out what they

are doing and see if it is possible to tie in with their efforts. Also,

for goodness sake, if the show is moving for you, tell the station about it. There is nothing they like

better than to know that a pro-

7. Get close to the radio station

as many people to it as you can.

opening for your sales story.

talk, or tonic, to the organization

from a program.

ego usually does. And you can get results—that's the big thing. One dealer worked so closely with a certain station manager, and both of them became so enthused about the particular appliance, that the dealer turned the tables and sold the station manager a bill of goods for a little over \$350!



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BASS SEASON OPENS-And radiomen with a bent for the rod-and-reel

are quick to report their fish stories, with photographic evidence. At left is Ralph D. Foster, manager of KWTO and KGBX, Springfield, Mo., who proudly displays a catch of black bass hooked in the White River of Arkansas. At right, Martin Campbell (right), manager of WFAA, Dallas, smirks over his catch and that of his chief engineer, Ray Collins, taken in a lake on the Pattern Ranch near Waco early this month.

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

Of Stations Had Profit

SUBSTANTIALLY less than half of the nation's broadcasting sta-tions which filed Federal income tax returns in 1934 were in red ink, while the some 200 which earned profits showed a net income of \$8,205.000 according \$8,205,000, according analysis made public June 3 by the Treasury Department.

Listed in a subgroup of returns for 1934 covering certain utilities, the figures for broadcasting companies do not differentiate between networks and stations, nor between stations of common ownership. The total number of station returns is given as 484, though there were some 585 stations licensed as of the end of 1934.

Of this aggregate, 197 stations reported a gross income of \$69,-275,000, with a net income of \$8,205,000. They paid income taxes aggregating \$1,128,000. This same oup of stations paid excess profits taxes of \$17,000.

Discrepancies Noted

'Returns were filed by 252 stations in which no net income was reported. These stations, according to the statistics, had a gross in-come of \$11,828,000. They report-ed an aggregate deficit of \$2,138,-000.

Under the general heading of returns in which no income data were shown, or where inactive corporations were involved, the report listed 35 broadcasting companies. Presumably these were non-profit stations not selling time, such as educational, and religious outlets. The total gross income figure for the reporting stations as computed by the Treasury, including those stations which showed net profits and those which had deficits, is given as \$81,103.000. igure is at variance with the total of \$72,887,000 reported for the in-dustry in 1934 by the National Association of Broadcasters from its business index.

This discrepancy, however, it is pointed out, unquestionably results from the fact that the station tax returns covered all income, including that from talent, artists bu-reaus and other station operations not actually involved in sale of time. The industry figures represented only broadcast advertising volume.

Gross time sales for the last cal-endar year — 1936 — amounted to \$117,781.000 [BROADCASTING Yearbook, 1937].

United's MBS Plans

WJAY and WHK, Cleveland, will begin broadcasting MBS programs in that city on Sept. 26, the day that cities having daylight savings time during the summer return to standard time for the winter, subject to the availability of these stations, according to announcement from Mutual headquarters in New York. Reason for the availability clause is that WHK, present CBS outlet in Cleveland, and WGAR, which now serves as outlet in that city for NBC-Blue and Mutual programs, are changing network af-filiations in the fall, probably on Sept. 26, but if that change should be delayed it would also delay the MBS switch.

Page 12 • June 15, 1937

JE

Income Taxes, Indicate Half Of Stations Had Profit THE combined revenue of \$5,900,-624 reported for May by the na-tion-wide networks, 32.9% ahead of the \$4,441,144 network income and only 2.4% below April of this year gives definite dollar proof that the dreaded summer slump is a thing of the past, at least as far as network advertising is con-cerned. With network time at a premium, most national advertisers are hanging on to their spon-sored periods through the hot weather and only a few are continuing the formerly prevalent^{*} practice of signing off for the sum-

> Every network showed an increase in billing over May of a year ago. CBS, with a total income for the month of \$2,552,374, leads the group both in billing and in increase over last year, having a gain of 45.9% above the \$1,749,-517 reported for May, 1936: NBC's Red network ranks second on both counts, its May revenue of \$2,-261,344 running 37.0% ahead of the \$1,650,046 for the same month

last year. NBC Blue, which had March and April incomes less than those for the same months in 1936, showed a 4.6% increase in May, with a total of \$953,475 for the month this year as compared with \$113,674 for a year ago. Mutual also showed an increase, reporting \$133,431 for May, 1937, as com-pared with \$129,907 for May, 1936, a gain of 2.7%.

Cumulative totals for the year show CBS 27.2% ahead of last year for the first five months, the combined NBC networks 23.3% ahead, MBS 16.2% to the good, and the total of all the coast-to-coast hook-ups 24.7% above 1936.

Gross Monthly Time Sales
 1937
 Over
 1936
 1936

 NBC-Red
 .374,653
 37.6%
 \$1,725,172

 .273,973
 84.0
 1,637,524
 1,537,522

 .531,522
 32.2
 1,915,357
 303,519
 30,7
 1,752,201
 Jan. \$2,374,633 Feb. 2,273,973 March 2,531,322 April 2,303,519

prii 2,303,819	30.7	1,102,20
ay 2,261,344	37.0	1.650.04
	E-Blue	
an. \$1.167.366	22.0%	\$ 956,64
eb. 1,021,809	0.5	1.016.776
arch 1.082,961	3.5 .	1,122,510
pril 973,802	0.6	979,721
ay 953,475	4.6	911,67
	CBS	
an. \$2,378,620	24.2%	\$1,901,02
eb. 2,264,317	18,6	1,909,140
larch 2,559,716	17.8	2,172,382
pril 2,563,478	31.4	1,950,939
lay 2,552,374	45.9	1,749,51
	MBS	
an. \$187.362	12.7%	\$166.266
eb 202,088	24.4	162,358
arch _ 212.861	11.2	191.48
pril _ 167,590	19.8	139.834
av 133,431	2.7	129,90

KGLO on CBS

KGLO, Mason City, Ia., will join the CBS network on June 27. Sta-tion, operating with 250 watts days and 100 watts nights, is owned by the publishers of the Mason City Globe-Gazette. Network rate will be \$125 an evening hour, contrast-ed with the station's card rate of \$80. Lee P. Loomis, publisher of the paper, made the deal with CBS.



Kansas City Sees and Hears WHB Anniversary

customers.

tickets to distribute in advance to

WHB was established in May, 1922, by E. J. Sweeney, who was interviewed during the celebration.

AN ELABORATE promotional efdown-town streets in Kansas City fort in celebration of the 15th an-niversary of WHB, Kansas City, was undertaken May 30 to June 5 Fifteen helium-filled balloons were released daily from the city. Other ie-ups included celebrations for by the station. Donald D. Davis. local advertisers and distribution president, devised the campaign of the anniversary promotional material throughout the industry. which consisted of six different units designed to reach various For out-of-town guests a luncheon, golf tournament and dinner was staged before the main party in the Municipal Auditorium. The classes of people. The campaign comprised a coast-Municipal Auditorium party on June 5 was participated in by WHB advertisers, who were given free

to-coast broadcast of the station's June 5 and during the entire week the station broadcast special anniversary programs which were pub-licized in full page newspaper advertisements, placards placed throughout the city, and by flag and banner decorations across

NAB Finds Radio Leading All Media in Comparative Gain

APRIL broadcast revenue was \$11,309,319, of 28.1% ahead of the

level for the same month last year, BRETHREN - Our lesson for tothe NAB reports. The gross was 2.7% under March, a customary day is taken from the first chapter of the Book of Radio beginning seasonal decline. with the first verse.

1. Now it came to pass that cer-

2. And perchance yet another

man who called himself an agency desired to use one of the stations

to bring to the people of that city

good tidings of great joy. But be-ing sore distressed as to which of the two he should use he took him-

3. Now, when he had come he

spoke first to one of the men in this manner—Friend, I perceive that I must pay the same price

whether I use your station or that

Verily, So What!

5. What we shall ask from you is fair and just albeit is exactly that which we ask from all others. If extra service is required, that,

second man, for even an agency

reason

self hence to consult.

necessity.

The April increase of 28.1% over last year was particularly apparent in national nonnetwork will ume, which went up 53.8%. Net 1. Now it came to pass that cer-tain two men did erect, build and construct radio stations in the same city wherewith to operate in the public interest, convenience and work business jumped 24.4% while local times sales grossed 12.9% above April a year ago.

In other media, national maga-zines rose 17.6% over last year, national farm papers 11.8% and newspapers 3.4%, with radio thus hewspapers 5.4 7%, with raino this leading all media in percentage in-crease for the month of April. All sizes of stations showed gains in the nonnetwork category. clear channel and high-powered regions going up 23.6% over a year ago, regionals 47.2% and locals

whether I use your station or that Transcriptions showed the larg. est gain from March to April, go ing up 8.2% as compared with decree that when I play upon the. 13.1% for records, a drop of 2.6% for live talent and decline of 3.8% for announcements. Comparing the April 6 compared with state of the store of the store of the store for live talent and decline of a.8% same number of the Roman soldiers for announcements. Comparing the store of the store of the store of the store of the store for live talent and store of the store of th April figures to a year ago, live station or the other. What talent rose 45.1%, announcements can you give me as to why I should 25.3%, transcriptions 24.1% and use your station and eschew that records 12.5%.

In comparing the April figures for 1937 and 1936 by sponsor trends. main network increases 4. And the owner who was an were found by the NAB in house exceedingly wise man opened his hold equipment, soap and kitchen mouth and spake thus—Peace be supplies, and financial advertising with you and all your household— Drug and clothing time sales top. You shall have all that we ped the regional network field, with any man-no more, no less. You shall have all that we give gains being general in the local That which maketh the sound and national nonnetwork groups and carries your message is the where local foodstuffs, department finest which the Medes and Per-store and tobacco, and national sians can build. Thus the citizens nonnetwork foodstuffs, beverages of our land listen with pleasure to and confectionery a dvertising themselves and profit to our clients. nd confectionerv a vertising a that we can do to make our Total broadcast a dvertising service the best down to the last showing good gains.

jot and tittle has been done; we have served our listeners faithfully (gross) for 1937 follows: April Net . . . \$6,013,181 Nonnet . 112.938 Nonnet . 2.982,200 d . . . 2,201,000 and well; our announcers are gen-tlemen for we are not operating a Jan.-Apr. \$24,133.521 403 433 fairifaud.

10.849.900 8,102,500 \$43,489,354 Total . . . \$11,309,319

Reg. Nat. Local

Cosmetic Tests

shall ask of you just the amount. DEELORZA COSMETICS Inc. Hel-lywood, Cal., manufacturer and dis-tributor, is using its first radio to lard's Waterless Shamnoo and Mail-lard's Milk of Quince. The test cam-receipt consists of weekly quarter-receipt consists of weekly quarter-we trust in theel DEELORZA COSMETICS Inc., Hol- and no more, which such service my trust in thee! hour Romantic Melodies on KFWB, 7. And he went hence and met that city, and a weekly five-minute participation in Pegtinent Paraman betimes investigates all things. graphs, woman's morning program And when he came to his abode he asked likewise as he had done of on KEHE, Los Angeles. The waterless shampoo is being stressed in the first man, what service would the test and as a merchandising tid be rendered unto him. in sponsor offers weekly three \$45 8. And the second man, puffed up

in sponsor offers weekly three \$45 beauty kits for the best statements of 25 words each on why the writ-ers prefer that shampoo. State-having started May 19 and 27 re-spectively, and sponsor plans to at-tend same to other sections of the Pacific Coast in the fall. Agency is Continental Adv. Service, Holly-wood.

Treasury Figures Jump in May Time Sales of Networks Revenue in April Show 1934 Income Reveals Demise of the Summer Slump 28.1% Over 1936 To Merchandise or Not— A PARABLE OF STATION SERVICE

HOLD YOUR hats, gents! - Here he is again, the mysterious Mr. Anonymity. This time it is a network executive who, in biblical vein, unburdens himself on gratis merchandising offerings of stations. He cites a rather extreme case, perhaps, but things may have been that way in biblical days. It is good reading for those who are interested in the subject of broadcasting and/or religion, to say nothing of the art of merchandising.

Philistines and salesmen to call in distant lands. 10. But said the agency man, I came to buy time not merchandising service.

And He Perceiveth

11. And the foolish one blabbed on. Friend, all these things will I give unto you. They cost you not a penny, and more, if you will bow down and sign with me you shall in addition have window displays, theatre trailers and newspaper ads. Moreover you shall also receive agency discounts, time discounts, quantity discounts, summer dis-counts, salesmen's discounts and a ost of other things. All these things do we give you because we like you.

12. The agency man was full of wonder by all that he had heard and departed to his home. And on the morrow, when he was no longer full of wonder, albeit his head did still ache, he took council with himself in this manner. If the foolish man can give me all these things

day. All-Day Series of Programs on KMOX

Dedicates New Plant of Dairy Concern By JIMM DAUGHERTY

President, Jimm Daugherty Inc., St. Louis

ON JUNE 12, the largest locally sponsored radio show in the history of the indusboth from the standpoint of time involved and number of productions, was sponsored by the St. Louis Dairy Mr. Daugherty Co. on KMOX, St. Louis. Produc-tions began with a half-hour show at 7 a.m., and with the closing pro-gram at midnight St. Louis listeners had heard 14 original radio productions involving 8½ hours of broadcasting time in which 159

Every type of listener in the St. Louis area had been entertained

and, at the same time, had been reminded that St. Louis Dairy Co.

was that day opening its new plant, the most modern and best equipped dairy plant in the world.

Since this was the largest locally sponsored radio promotion on

people had participated.

love the more.

Radio was selected as the me-dium for the initial promotion and after the established types of ex-ploitation had been d is cussed, Bradford Simpson, our radio director, proposed a schedule of fre-quency broadcasts to be concentrated into one day, to reach all types of audience from 7 a. m. un-til .midnight, which called for 8½

XUM



at the one and same price surely that which he asketh for his time alone is too high. Again, if he must give me all

Again, if ne must give me all these other services that he may sell his time, forsooth, of what value of itself is his time. And again, if he is willing to do all this for me house we have me

all this for me because he loves me can I be sure he will not do more for my competitor whom he may

13. Verily what is this then, that I am buying—the radio time that I I am buying—the radio time that 1 came here to purchase or a Christ-mas Tree which looketh pretty when the candles are lighted but on the morrow findeth its way to the ash heap and is forgotten by all men who pass by. For no man of business giveth away anything that is of value and the laborer is still Is of value and the laborer is still worthy of his hire. Oh foolish man keep thy station for the use of fools for I now perceive why thy competitor is called the wise man. In his courts will I dwell forever. Here endeth the lesson for the

record, the question has been asked. "why was this particular plan of exploitation adopted?" To answer this question it is necessary to go back several months to the first stages in the construction of the new St. Louis Dairy plant. When work upon our client's new

plant was begun months ago we realized the necessity for present-ing to the people of St. Louis in a dramatic and forceful way the true importance to the St. Louis people of this improvement in facilities. or this improvement in facilities. Over a period of months we watch-ed carefully all possible types of new building exploitation in other cities, and as a result, as the build-ing month of the period. ing neared completion we had ar-rived at certain definite conclusions.

Reaching Everybody

hours of broadcasting with a broadcast every hour, on the hour, for half an hour. It was his be-lief that by doing this on KMOX a highly important percentage of the radio homes in the St. Louis area would hear at least one. Our next major problem was to

attempt to obtain a schedule of programs distributed between 7 a. m. and midnight on a domi-nant station. If was at this point that we presented our plan to the station we had selected. Since this station was carrying an extremely heavy commercial schedule, we found that to clear sufficient time for the plan we were proposing was almost an impossibility. However, James D. Shouse, general manager of KMOX, set about to readjust the station's schedule to ccommodate our plan. Receiving the fullest cooperation from other advertisers, he was able to offer us a schedule that would include the 8½ hours of broadcasting in a day. As an example of the coopera-tion, Kellogg Co. which for three consecutive years has been spon-soring ball games in St. Louis, agreed to a joint sponsorship of the game scheduled for this particular day. This resulted#in a very successful promotion for both accounts involved. This was equally true in the cast of Union Biscuit Co's Grandstand Reporter, whose Supreme Butter Cookies provided an equally strong tie-up with an-other St. Louis Dairy product—ice cream. The schedule finally decided upon included ten. half-hour and three quarter-hour broadcasts in addition to the joint sponsorship of the baseball game. With pro-grams scheduled at practically every hour of the day we were necessarily confronted with the problems of variety and timeliness.

Bound to Hear Some

At no time did we expect any-one listener to either listen to or be particularly interested in the entire $8\frac{1}{2}$ hours. We diversified our programs to such an extent, however, that practically every radio listener in the St. Louis area would find some real entertainment.

The 14 productions offered hillbillies for the early riser, a review of the day for the breakfast table, music for midmorning, a specially transcribed program, Pulse of the City taking the housewife to the interesting points in St. Louis, a minstrel show for the noon hour, comments from the personalities appearing in the show as they moved about the halls and studios of KMOX, a program for the children in the early afternoon of their holiday, a woman commenta-tor, a ball game, the Celestial Choir, dramatized news of the day, the voice of Jack Fulton, brought to St. Louis especially for this series of broadcasts, and a program

of organ music to close the day. It is our firm, belief and the belief of our client that this method of exploitation adopted for the opening of the plant, supported by a newspaper schedule, wagon and driver promotion, more than justified the expenditure. Although it is, we repeat, to the best of our knowledge, the largest one day radio schedule ever sponsored locally in the history of radio anywhere, it was certainly not presented on a "stunt" basis. Naturally, it is not possible to definitely determine results as yet, but if local comment is any indication of the value of this promotion we feel that it was highly successful.

Pacific Advertising 1937 Radio Set Output Group Assembles

Radio Prominent on Agenda Of Convention at Salt Lake WITH radio and advertising rep-resentatives from all parts of the West Coast as well as many from eastern cities in attendance at the 34th annual convention of the Pacific Advertising Clubs Association being held in Salt Lake City June 13-17, attention was focused on the radio departmental session over which Harrison Holliway, general manager of KEI-KECA. Los Angeles, was to preside as chairman. Radio departmental meeting is titled "An Extra Curriculum in

Radio," carrying out the general theme of the convention "The University of Advertising," Session, one of the most elaborate on radio ever presented in the west, has been divided into four parts, with sneakers and open floor discussion. giving all an opportunity to air their views. Divisions are as follows Radio Establishes Its Market-Anne Director, radio executive, J.

Walter Thompson Co., San Francisco, is the speaker, having for her subject "Coverage vs. Cover-'An effort will be made to further the establishment of a universal formula for the preparation of coverage maps. She also was to summarize type of coverage data being used and make a report of her committee which consists of Henry Jackson, CBS Northern California sales manager, San Francisco; C. W. Myers, owner, KOIN, Portland, and NAB president; Hugh Feltis, commercial manager, KOMO-KJR, Seattle; Wilbur Eick-elburg, manager, KFRC, San Francisco, and Sydney Dixon, NBC western division assistant sales manager, Hollywood.

The Speaker List

Selling Radio As a Medium-Lindsey Spight, Pacific Coast Manager, John Blair & Co., San Francisco, station representatives, was to give a visual presentation of spot broadcasting, present case histories and various problems confronting stations in selling radio. Using Radio for Direct Sales-Ben S. McGlashen, owner of KGFJ, Los Angeles, and president of the Southern California Broadcasters Association was to be speaker.

Future of Radio-Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, was to give his views, with "brass tacks" discussion to follow.

E. P. H. James, NBC New York Sales promotion manager, was to talk on the "Latest Survey Data of NBC."

As an added feature, a con-sumers survey, titled "The Public Surveys Radio," was to be staged during the session. Men and women from every walk of life were to be picked at random and brought before the department meeting to voice their views.

Following the session Pacific Coast station executives will leave for Chicago to attend the NAB convention scheduled for June 20-23. Approximately 60 southern California executives will be at the Chicago meeting.

On Mr. Holliway's radio department committee are Earl J. Glade,

Estimated at 10 Million

APACE with the upward trend in broadcast advertising, radio set creasing along with home building and its concomitant demand for higher quality cabinets as pieces of furniture, reports Dun & Brad-street. Retail sales of radios during the first four months of 1937. it is reported, ranged from 20 to 40% ahead of 1936 despite strikes and floods. Rural electrification and increasing auto radio sales are also contributing to the rise.

Based on an average production gain of 30% for the first quarter, which is the lightest of the year, total output of radios for 1937 is conservatively estimated at 10.310 .-000 sets, an increase of about 25% over the new peak established in 1936 at 8.247.755 units Dun & Bradstreet also reports that broad cast advertising will not be subected to the usual summer reces sion this year as time sales booked already are in excess of 1936 reservations. If the current rate of ime buying is continued, it is esti-

mated that broadcast advertising volume will rise to \$125,000,000 in 1937.

HAL HORTON, producer of KRKD, Los Angeles, has made an appeal to BROADCASTING to locate Art Perkins, free lance writer who is "somewhere in the East"

Advertising. Pressure to Offset Slump During Summer Begun by Advertisers

sumption

into the fall

he

advance.

felt

tising also cut

IN ANTICIPATION of a more severe summer slump in a number of staple lines than had been originally expected, national advertisers are planning to draw on their advertising reserves and put extra pressure behind goods to keep them moving, according to opinions expressed by advertising managers and agency executives and reported

by William J. Enright, staff business writer, in the New York Times. Mr. Enright continues: "The reasons for the possibility of

a greater than seasonal din this summer are three-fold, it was said: labor troubles, with consequent loss of consumer purchasing power; higher prices which are suspected as causing sales losses in several consumer goods lines, and the expectation that consumers will switch their spending from purchases of commodities to summer recreation and entertainment

"This latter belief is borne out by the fact that rail travel this weekend [May 29-30] has increased about 25% over a year ago, in contrast with only minor gains in retail purchasing; that automobile and gasoline sales have soared sharply ahead of the rise in retail trade, and that most resorts have planned their advertising appro-priations on expectations of a 15

to 25% gain in patronage this year. manager, KSL, Salt Lake City; Harry Anderson, NBC western division sales manager, San Francisco; John M. Dolph, CBS Pacific Division assistant manager, Hollywood; H. J. Quilliam, manager, KIRO, Seattle; Walter A. Burke, radio director, McCann-Erickson inc., Earle H. Smith, Pacific Coast manager, Edward Petry & Co. Inc., and Lindsey Spight, Pacific Coast

manager, John Blair & Co., all of San Francisco.



LADY MANAGER-And the mag nificent new transmitter of KVI. covering the Tacoma-Seattle area, heing located on Vashon Island halfway between the two cities. Vernice Boulainne (inset). Mrs. daughter of the late Edward M. Doernbecker, on June 4 was elected president of the operating com-pany, her sister Dorothy Doernbecker named secretary.

"H. B. LeQuatte, president of the

agency of that name, said that he

expected advertisers to put extra

New York office of Europeon. Wheels Inc.; an agency executive with the Birchard Co., Seattle and Drury Co., San Francisco, and for three years was assistant manager and comptroller of KVI KVI. which recently dedicated its new \$100,000 5,000-watt Western Electric transmitter at Point leyer, halfway between Seattle and Tacoma, has its Seattle studios in the Olympic Hotel. The 444-foot Truscon tower at its salt-water site s located on one of the choicest

sites in radio.

ness experience. She was assistant

to the president of the Pan-Pacific

Union in Honolulu; manager of the

H & H Tests in West

pressure behind their products this summer. Not only will they want HUFFMANN - HOLMES Co., Los to prevent any sales decline, he said, but they are gradually com-ing to the realization that it is fool-Angeles, manufacturer and dis-tributor of H & H foot exercisers. ish to let advertising decline in the which has confined advertising exsummer below the drop in conclusively to physical culture maga zines and newspapers, has started "He pointed out that when copy 13-week test campaign on two is suspended during the summer Southern California stations, Suonmonths, the advertiser has to start sor May 31 started using a weekly cold' in the fall, whereas if he cone-minute transcription series on tinues space during the warm KEHE, Los Angeles, but will switch June 21 to a thrice-weekly months, sales momentum is carried quarter-hour live talent noon mus "The executive of an office-equipand narrative show titled ment company, who did not wish to Something New. Huffmann-Holmes quoted by name, said that on June 9 started five-minute par higher prices might make the sumticipation, three times weekly, in mer decline more severe than usual. DeWitte Hagar's Home Time wom an's morning program, on KFWB Hollywood. If tests are successful His company, he said, raised prices on one of their consumer products. and is not doing so well with the sponsor plans to devote entire ad vertising budget to radio and will "Large organizations will inextend campaign to include severa crease their advertising volume, he added, to push the higher prices western stations. Advertising Arts Agency, Los Angeles; has account over, but in the event that did not

succeed he "would not be surprised dio are expected to benefit most b if prices were reduced and adverany upward revision of appropria tions. Among the chief devices by "National advertisers this year which companies hope to maintai are in a much better position to in-crease their advertising expendisales during the summer months are contests. The number of these tures than in previous years be-cause, since the start of 1936, most scheduled for the coming months is considerably above those of last year, with a definite rise in the size of them decided to establish reserves to take care of any contin-gency that might arise. These reand quantity of the prizes to be awarded. In the last week half a serves range anywhere from \$5,000 dozen such contests have been anto \$100,000 and give flexibility to nounced and many more will be re advertising programs, which hith-erto they had lacked. Some portion leased during the summer months The fact that people will have more of these reserves will be called into leisure for entering these contests use for the summer months, it was is another reason for scheduling them during the vacation season, "With magazine schedules more or less set, newspapers and spot ra-

was said."

Radio—A Personal Medium for the Bank

BV HAROLD D. COTHRELL. Advertising Manager, Fort Wayne National Bank, Fort Wayne, Ind. History of Local Industries Dramatized on Broadcasts: **Program Successful in Promoting Customer Relations**

SEVEN years ago I began thinking seriously about ra-dio as a medium for bank advertising. I felt that the various services offered by a bank could be portrayed realistically and interestingly over radio. My thoughts ran so much toward this new medium that I prepared a 13week continuity, based on the Betty & Bob type of story. This idea was accepted by both my president and cashier in May. However, in June of that same year, the bank was taken over by another institution. Although I was retained as advertising manager, the time never seemed quite ripe to broach the subject of radio advertising. That was in 1931 and

and the deposits of the people of

our city. That we have succeeded

in no small measure is evidenced

by our latest statement of condi-

Romance of Business

Last September I attended the

annual convention of the Financial

Advertisers Association in Nash-

ville. While there I met Joe Cor-

nelius of the First National

Bank in Spokane, and learned that he had been a consistent user

of radio for three years and was just about to enter his fourth year

n radio. He told a number of us

about his program and I imme-

liately realized that here was a

tailor-made program for ourselves.

secured his nermission to use the

asic idea, both of us knowing that

Spokane and Fort Wayne, Ind.,

being so far apart, would not in-

We call our program Romance

of Fort Wayne Business. We broad-

cast a 15-minute program once

each week on WGL, going on the

air at 6:45 p.m. Our program has

First and of course, most im-

portant, we advertise our own

Second, we pay tribute to our

ustomers, those who have repre-

sentative businesses in our city. The

cooperation we have so far received

For example, number of em-ployes annual dollar volume

certain period-origin of company

bank and the services we offer.

terfere with each other.

three principal objectives.

cused of bragging.

www.americanradiohistory.com

tion

of course. I needn't go into detail about what happened to our banks and to bankers in '32 and '33. The Fort Wayne National Bank opened in October of 1933 and we spent the next three years in an attempt to regain the confidence

MR. COTHRELL

other items are not usually a part of a company's advertising or publicity program. Many interesting facts some to light in obtaining the material for our talks. For instance, one of our subject companies manufactures rayon dresses and smocks. In our radio program on this company we mentioned the fact that they use \$15,000 worth of thread in a year's time. Several of my friends mentioned this fact to me as one of the outstanding items on this particular broadcast. Others mentioned the item about cutting out 1.200 to 3.600 dresses at one time by the use of an electric knife. Third, we try, in an interesting manner, to educate the citizens of Fort Wayne in the business and industry of their own city. Our first program hit the air

Jan. 5 of this year. Our subject company for this first broadcast was the General Electric Co., Fort Wayne works. This company employs 7,000 persons and gave us a potential first night audience in the neighborhood of 25,000. G. E. cooperated beautifully with us in the matter of publicity. They carried a first page spread in their Work News and placed 200 placards in various parts of their buildings. Try and get this kind of advertising on any other occasion.

I called on the superintendent of from these industries and business our public schools the latter part of concerns has been marvelous. They, December and explained our proin most cases, immediately realize gram in detail to him. The converthe advantages accruing to them sation resulted in bulletins being through their participation in this read by the teachers in 600 schoo type of program. We, as the bank rooms the day before the broad and the sponsor of the program, casts were to start. Again, I say can say many things about our subtry and get your name in the public ject company that they themselves schools of your city for advertising wouldn't want to say under their purposes. Three weeks ago I had occasion to ask the librarian of our own name for fear of being acpublic library to look up some technical matters for me and while waiting for an assistant of his, I told him of our program. Now a total units sold or made during a copy of each of our scripts goes to the Public Library, to be perma--expansion-etc.-these and many

closing time one Saturday a few nently bound and placed in the Fort Wayne and Indiana room in weeks ago, he asked me if any of our newspaper ads ran recently on time payment loans told about consolidating debts, paying off all creditors, and having just one

the library. The subject company for our third broadcast, which was a bak-ery, use 400 placards, distributing them over the country to all groceries and delicatessens using their products. A meat packing concern distributed 200 the same way. Whenever a subject company has a logical use for these placards, we furnish them with as many as they can reasonably place. This is, of course, free to them.

Now as to the construction of our continuity. I write all of them. using the material furnished by the subject company. This is supplemented by numerous questions, as I find a woeful lack of understanding among these subject companies of just what constitutes an interesting story about the history, growth and other facts regarding the various businesses. This part of the program takes about six to seven minutes. Fort Wayne has an historical background of considerable importance and where feasible. I try to link up this history with the concern under review, particularly the old established ones.

Handling Commercials

The commercials are the most important part of the program. from the advertising standpoint. The first commercial is usually one minute long and the closing commercial not to exceed a half-minute. We always say just a little something about next week's program, something to excite our listeners' curiosity. In our commercials, we to get quite personal. After you are talking to this man, woman, or this family right in their own home, where they themselves discuss their own problems. In our commercials we have featured personal loans, F. H. A. loans, and mortgage loans by our own bank. We find, at this time. these subjects have the most appeal. We know that our program is being heard by customers in our personal loan department and in our mortgage loan department. The man whose desk is next to mine, is in the commercial loan department. On Saturdays, when it the man who has charge of per-

The talking on any radio pro-gram must be interesting. This is the principal thought to keep in mind. The voice of the person giving these talks must be pleasing to the ear of the listener. Early in December of last year, we audi tioned two of our prospective pro-grams for our directors. Before we could do this, we had to have a special audition for the station manager. I gave the talk on the subject company. The station manager came back to the studio and asked who had given this talk. Upon learning that an officer of the bank had talked, he said to the announcer, "Put him on." I asked

(Continued on page 39)

June 15, 1937 • Page 15

sonal loans has an overflow of cus-

tomers, this man next to me inter-

views prospective borrowers. After

place to make payments. I told him that the only place this was

mentioned was on our radio pro-

gram the previous Tuesday. Two

men interviewed at different times

on this Saturday told the loan of-

ficer that this was the reason they

wanted to make a loan. The of-

ficer in direct charge of time pay-

ment loans estimates that our ap-

plications for this type of loan in-

creased 50% two weeks after we

started advertising time payment

Wednesday mornings after our program, we have had people call

on the telephone and ask for more

information regarding the loan we

talked about on the radio program

getting actual results, is an excel-

lent public relations endeavor. It

means making a personal call and

officers of the subject company and

in conversation with them, many

times you secure valuable informa-

tion for your own credit depart-

ment. Leads on new business

frequently come up in these conver-

appreciate what, we are doing for

them and after they give us the

story of their business, ask us how

they can further cooperate. We

ask them to use our placards and

to otherwise tell their own em-

ployes and friends about the pro-

Our customers 'really

sometimes two or three, on the

A program of this type, besides

loans on our radio program.

the night before

sations

gram:

TIME was when banks and department stores were barren territory for radio time salesmen. Times have changed, and so have banks and department stores, with the result that these two enterprises are becoming liberal time users. Banks now are using programs ranging all the way from the big group program on CBS to individual efforts in small communities. In Fort Wayne, a highly industrial center, the Fort Wayne National Bank has been on the air several months. Here is a resume of the bank's experiences with the broadcast medium.

Page 14 • June 15, 1937

Senate Group Sets Copyright Hearing Three Measures to Be Heard

By Committee June 22 HEARINGS on three copyright measures pending in the Senate, two of them favored by the broad-

casting industry, may be held later this month before the Senate Patents Committee. The Committee has scheduled

hearings on a patents measure to begin June 22 and expected to last two days. Immediately following these hearings the Committée plans to invite testimony on the three copyright measures, accord-ing to the Committee Clerk. No

definite date has been set. The measures pending the Committee are the Duffy Bill (S-7) held over from last session the Sheppard Bill (S.-2031) which is identical with a measure suggested by Ed Craney, manager of KGIR, Butte, and the Guffey Bill (S.-2240), proposing recognition of the rights of performing artists in restricting broadcasting of their works. The two former measures are favored by broadcasters and other copyright users while the

Guffey measure will be opposed. Meanwhile, confirmation of the appointment of Alfred Schweppe, Montana attorney, to represent broadcasting interests in the litigation pending in Montana over enactment of an anti-ASCAP state copyright law was expected prior to the NAB Convention in Chicago. this month. The Executive Com-mittee of the NAB, comprising President C. W. Myers, Treasurer Harold V. Hough, and Managing Director James W. Baldwin, is authorized to make the appointment. The latest state to enact an anti-ASCAP bill placing all copyright groups under state jurisdiction is

Cennessee, according to advice received from that state. The measure is similar in a general way with that adopted in Montana and Washington. Michigan also is considering a bill similar to that of Montana. In Wisconsin a bill licensing members of ASCAP and other music groups and taxing them 25% of the gross income they receive for the public rendition of copyrighted music in the state has passed and is before Gov. La Follette.

Status of copyright legislation in other states, which impose varying degress of penalties upon copy right groups and are viewed as direct anti-ASCAP efforts is: Florida, passed by legislature and pending before Governor; Illinois, still pending in legislature; Indiana, died in Senate with adjournment; Iowa, died with adjournment: Ohio. died in Senate; Minnesota, died in House but legislature in special session; Texas, pending.

Pepperell Talks Net

PEPPERELL MFG. Co., Boston (sheets), which last spring conducted a test radio campaign on WSB, Atlanta, and WRDW, Augusta, sponsoring a weekly philo-sophical talk that constituted the company's first radio venture since its participation in NBC's National. Home Hour some seven years ago, is now considering a network program for fall. BBDO, New York, agency for Pepperell, says that nothing definite has been decided and that the plans are still very much in the conversational stage.

Venezuela Plans Spots THE GOVERNMENT of Venezuela has appointed Cowan & Van Leer Inc., New York, to handle its tourist and development advertising. Harry Davies and Walter Fleischmann have joined the agency to handle the account which will include a spot radio campaign, to be started in the early fall.

Acquisition of KFDM

Sought by Snider Group DETAILS of the purchase deal whereby a group headed by C. W. Snider seeks to take over KFDM. Beaumont (Tex.) regional station on 560 kc., were disclosed June 10 with the filing of an application for transfer of ownership to the newly-formed Beaumont Broadcasting Corp. The station is to be bought, subject to FCC approval, for \$90,000 from the Magnolia Petroleum Co., plus payment of \$25,000 for contracts and good will to J. M. Gilliam, whose Sabine Broadcasting Corp. has been operating it under lease from the Magnolia company. The deal also includes a 10-year lease on land and

building. Mr. Snider is former owner of KGKO, Wichita Falls, which shortwill be moved into Fort Worth, the move having been authorized by the FCC following its sale to Amon Carter, Fort Worth pub-lisher and owner of WBAP. Associated with Mr. Snider as stockholders in the Beaumont- Broadcasting Corp. are L. H. Cullum, of Wichita Falls: Darrell A. Kahn, manager of KGKO, who is Mr. Snider's son-in-law; Judge Beeman Strong, Beaumont attorney; P. B. Doty, Beaumont bank president; Will E. Orgain, Beaumont attornev: T. F. Rothwell, Beaumont financier, and A. E. Cullum Jr., consulting engineer of Dallas.

Local Combine Favored

In Wichita Falls Report COMBINED local groups in Wichita Falls, Tex., organized as the West Texas Broadcasting Co., were favored over four other applicants a report June 7 by Examiner Bramhall, recommending that the company, incorporated for \$75,000. be authorized to erect a new 1,000-watt station on 1380 kc. This station would replace KGKO, which will be moved this summer to Fort Worth under the ownership of Amon Carter, publisher of the Fort Worth Star-Telegram.

The West Texas company includes the publishers of the Wichita Times and Record News as 40% stockholders, the former owners of KGKO as 40% stockholders and a chamber of commerce group of 20% stockholders. The KGKO group is headed by C. A. Snider. Other applications for Wichita Falls facilities, which Examiner Bramhall recommended for denial. were Wichita Broadcasting Co., seeking 250 watts night and 1,000 day on 620 kc.; Faith Broadcasting Co., seeking 1,000 night and 5,000 day on 1380 kc.; C. C. Baxter, operator of KFPL, Dublin, seeking

to assign its license to WFTX Inc., which proposed to erect a local in Wichita Falls on 1500 kc. THE Bermuda Clipper, which recently inaugurated de luxe airliner service be-tween New York and Bermuda, is using WEAF as a navigating beam, according to officials of the Pan American Airways

New Transmitter, Tower Are Placed in Operation In Milwaukee by WISN WISN, Milwaukee, owned by Hearst Radio Inc., on June 1 dedi-cated a new 1000-watt 1938 RCA, high-fidelity transmitter, the first of this type to be installed by any station. A new 254-foot vertical rad. iator, in the heart of Milwaukee. a new transmitter house and a new Western Electric booster were placed in service at the same time The dedication not only consisted of a special CBS broadcast, but from the WISN studios in Milway. kee originated what listeners considered one of the most elaborate broadcasts in Milwaukee's history in charge of Neil Scarles, program manager and Elmer Krebs, musi

WISN CELEBRATES—New trans-

mitter and radiator atop the Elec-

their new contract periods the

week of June 28. Nine programs,

sponsored in the interests of seven

products and placed through four

advertising agencies, are included

in the renewals, while several other

P&G features have been discon-

tinued. Six of the serials are

broadcast Monday through Friday

on both NBC networks and two

others are broadcast five days a

week on one network each. The re-

newals include Oxydol's Own Ma

Perkins, Vic & Sade, Personal Column of the Air, The O'Neille, Gospel Singer, Story of Mary Marlin, Pepper Young's Family,

and Guiding Light in the davtime.

plus a Tuesday evening broadcast

of Vic & Sade and Tuesday and

Friday evening broadcasts of

Jimmy Fidler in Hollywood Gossip.

Marlin moves its Blue network

broadcasts from 5:15-5:30 p.m. to

the 10-10:15 a.m. spot now occu-

pied by Capt. Tim Healy's stamp

programs, which will be dropped.

On June 28 the Story of Mary

congratulatory message.

cal director. The WISN program in Milwan kee included a review of many of the important acts that have been responsible for its big success and recognition. Hundreds of telegrams were received from coast to coast congratulating WISN on its progress in radio The installation of equipment was

under the direction of Don Weller chief engineer. From a staff of three people in 1922, WISN now has a minimum staff of 52. Its original manager Gaston W. Grignon former Milwaukee newspapermar who has been in the Hearst employ since 1920, is the present manager, Ralph Weil, sales manager, also tric Company building in the heart former newspaper man, has been in of Milwaukee was dedicated June charge of sales for seven years. Manager Gaston W. Grignon WISN boasts that the majority takes the phone from his secreof its present staff have been with tary, Evelyn Williams, to receive a the organization from four to eleven years and consider themselves pioneers in the field of radio. A special dedication section P & G Renews for Year of the Wisconsin News, with which WISN is affiliated carried 73 NBC Quarter-Hours two special articles, one by E. J. PROCTER & GAMBLE Co., Cin-Gough, general manager of Hearst cinnati, sponsor of more network Radio Inc., and the other by Mr. programs than any other company, Grignon. programs than any other company, has signed one-year renewal con-tracts with NBC for 73 quarter-hour programs a week. All pro-grams except Jimmy Fidler in Hollywood Gossip, which was re-newed in March for 52 weeks, begin

Oshkosh Books for Fall

OSHKOSH OVERALL Co., Oshkosh, Weis. (Oshkosh B'Gosh Overalls), plans to continue the same program and station set-up next October that was in effect before the firm went off the air for the summer. Thirty-nine week contract orders have been placed with WLS WNAX, WHO, KFAB and WLW All the shows are quarter hour live programs five times weekly with he exception of WLW's which is a half-hour Sunday program. Ruthrauff & Ryan Inc., Chicago, is the agency.

Dr. Strasska Discs

STRASSKA LABORATOR-IES Inc., Los Angeles (toothpaste), has started a 13-week summer campaign using a weekly quarter - hour musical transcription series, Charlie Hamp and His Shadow, on five Pacific Coast stations, KHQ, KOL, KOIN, KOMO, and KSFO. Technical work was done by Radio Recorders Inc., Los Angeles, Program is heard with live talent, on KNX, Hollywood. Glasser Adv. Agency, Los Angeles, has account.

Other P&G cancellations include Barry Wood, a Thursday night Blue network program; Woman's ARTISTS of NBC's Cheerio program, aften ten years of continuous broad-Magazine of the Air, on Pacific casting, will vacation for three month Red five days a week, and the Wedand return to the NBC-Red network nesday and Friday evening broad-Sept. 27 to resume their early morncasts of Vic & Sade on NBC-Red. ing programs.

BROADCASTING • Broadcast Advertising

Railroads Find Radio Provides The Most Sales–Per–Inquiry

Both Travel Sales and Institutional Benefits Are Gained by Broadcasts, Caples Co. Discovers

vears.

other medium.

money profitably spent.

of travel by wail, as compared to

all other forms of travel. We find

that radio for the expense involved

and with its personal and dramatic

appeal, can do this better than any

John Morrell Spots

JOHN MORRELL & Co., Ottumwa,

Ia. (Red Heart Dog Food), on

June 14 started 100-word an-

nouncements daily except Sunday

on WGN and WTMJ. Red Heart is

participating in the Musical Mail

Box program on WGN and the Re-

volving Stage show over WTMJ.

Henri, Hurst & McDonald Inc.,

Chicago, is the agency.

By H. G. BULLOCK ident, Caples Co., Chicago RADIO, as a means of selling rail

travel to the vacationist and the regular passenger, has proven a successful medium for us in two outstanding instances. The Illinois Central Railroad with vacation trips to Hot Springs, Arkansas, the Mississippi Gulf Coast, Florida and Carribbean Cruises, used radio successfully for

two years. The Chicago & North Western Railway is having signal success in selling travel to the North Woods, the Black Hills of South Dakota, California and the various mountain and park playgrounds of the West.

Highest Sales Per Inquiry An analysis of results shows a

many times higher percentage of sales per inquiry from radio than from any other medium. The entire radio attack has been based on two things: Service to the listener and the personality of the air salesman. The Suburban Hour, from 7-8 a.m. has been broadcast continuously for 100 weeks; first, under the sponsorship of Illinois Central-now the North Western. This is the regular musical clock type of program with the time given accurately every three minutes, the temperature and weather forecast at frequent intervals.

The music on this program has consistently been of a high calibre, symphonic selections, numbers of a semi-classical nature and music generally of the smooth rather than jazzy type has brought us a high class of audience-the type of persons who have the leisure time and are financially able to take the travel we suggest. The music is recorded, NBC Thesaurus transcriptions being principally used. The main feature however, is the personality of the announcer, Norman Ross, who acts as a master of ceremonies and delivers the entire program largely in an ad-lib fash-

The fan mail response which has been unusually great for this type of program indicates that the listeners greatly appreciate the service features, and enjoy the enter-taining music and informal method of presentation featured by Mr.

Supplementing the morning program, Illinois Central for two seasons has conducted a Sunday network show featuring a fine band, excellent singers and with Mr. Ross as a travel commentator. Results have been highly gratifying and there is every indication that both

types of programs will continue to give lasting results for the rail-

BROADCASTING • Broadcast Advertising

roads sponsoring the programs. It is this agency's experience

www.americankadiohistory.com



MR. BULLOCK

Mason - Dixon Transfer AUTHORITY to transfer control the six stations in Delaware and Pennsylvania owned by the Mason Dixon Radio Group Inc., to J. Hale Steinman and John F. Steinman was sought in applications filed June 4 with the FCC Broadcast Division. The purpose of the transfer presumably is that of eliminating holding company ownership of the stations, since the Steinmans are the principal owners of the Mason Dixon Radio Group. The stations involved are WDEL and WILM, Wilmington, and WAZL, Hazleton, WEST, Easton, WGAL, Lancaster, and WORK, York, Pa.

in the studio and control

The primary purpose of the Ex- .

room. More than 10,000 each of

the Glossaries and Manuals have

change is to supply good broad-

casting material to American

Schools, colleges and universities,

CCC camps, local radio stations

its fame spread that requests have

been received from broadcasters

all over the world. Sample copies of

script have been sent to every con-

tinent. Scripts have even been pro-

duced in several foreign languages

outside of the United States and

the Exchange plans soon to offer

them for production by American

foreign language groups.

hange scripts.

Increased Radio Activity in Schools Seen in Demand for Federal Scripts

USE of radio in schools when the baker. Organized last October unnext fall semester opens will reach der the Educational Radio Project which is supervised by the Office of Education, the Exchange has an all-time high in the annals of American education, according to the report issued June 12 by Comstimulated the use of radio for missioner of Education, John W. educational purposes, as shown by Studebaker. The commissioner the wide distribution of its scripts. based his report upon the hundreds It has distributed more than 40,000 of requests for educational radio copies of 100 tested educational scripts received weekly from schools scripts in the United States alone and colleges all over the United and has aided in their production States by the Educational Radio by sending out Radio Manuals con-Script Exchange of the Federal Educational Radio Project which taining suggestions for production and Radio Glossaries defining the is supported by WPA. many technical words and phrases

"While many of the schools and, used colleges are planning to use our scripts for mock broadcasts over public address systems and for been sent to organizations who are other intra-school purposes," producing or plan to produce Ex-Studebaker said, "many others tell us that they plan to produce them over local radio stations when the new school year begins. A number of schools plan to continue their broadcasting activities through the summer months," and civic organizations interested in radio education, but so far as

The Script Exchange has been responsible for nearly 1,000 local educational broadcasts since the first of the year. Letters requesting scripts from schools, colleges, universities, CCC camps and civic organizations indicate that that number will be doubled, or even tripled, during the fall school

40,000 Scripts Distributed

Numerous[®] different types of units have produced Exchange The Script Exchange is America's only free educational radio scripts over local radio stations script agency, said Mr. Stude-These groups include the dramatic



first produced over nation-wide networks by the Educational Radio Project. Others were presented over local stations by various organizations throughout the country, among which were the Pittsbugh High Schools, the University of Florida, the University of Ken-tucky and the CBS American School of the Air.

classes of schools, colleges and uni-versities, PTA, CCC and Theater

Guild units, groups from various

civic organizations and the pro-

duction units of local stations.

Many other scripts will be add-ed to the Exchange in the near future. Notable among these is a series dramatizing the services and costs of departments of municipal government. Written by Janet van Loon, staff script writer for the Radio Project, the scripts will dramatize each department sepa-rately, explaining each service rendered and what each costs the taxpayer. There are 13 scripts in the series and each is written so it can

easily be adapted to any city. The Exchange has about 1,600 other scripts on file which it has gathered from broadcasting units all over the country. Included among the contributors are the Association of Adult Education of Los Angeles, the University of Michigan, the Ohio School of the Air. the University of Illinois, the National Education Association, the Newark Teachers Association, San Diego Public School System and the University of Washington. Script Exchange editors are selecting the best scripts from the supply so they can be simplified and grouped into series before being offered to the public. As new scripts are received almost daily the supply virtually is unlimited.

Wisconsin U Is Granted 'Fund to Radio Research GENERAL EDUCATION Board. a Rockefeller foundation, has appropriated \$41,725 to the Univerty of Wisconsin for the study of school broadcasting, Prof. H. L. Ewbank, chairman of the university radio committee, has announced.

The money will be used for research to determine through demonstration and evaluation, the place of radio in the classrooms and to devise methods for its most effective use. The study will cover the period from June 1, 1937 to Aug. 31, 1939. In direct supervision are Prof. Ewbank, H. B. McCarthy, program director of WHA, the university station, and Prof. C. J. Anderson, dean of the school of education. Dr. E. B. Fred, dean of the university graduate school, is gene

ral supervisor of the research. Four full time research workers will be employed for two years in addition to secretarial and clerical help. Provision has been made for four \$500 research fellowships for each of the two years. Funds are included for publication of a re-port at the end of the study period.

June 15, 1937 • Page 17

Building Friendship In addition to immediate sales of travel trips we find that from the institutional standpoint, lasting, loyal friends have been made for travel by rail and travel on the

Advertising Bills Delayed in House Food-Drug Measure Tangled

With Trade Legislation A FOOD and drug bill, and legis-

lation to augment the powers of the Federal Trade Commission, have become entangled during the last fortnight in a House Interstate Commerce Committee dispute over the best means to stop fraudulent advertising.

Unrelated in other features. the measures both involve the question of advertising control. First in the picture is the Copeland Food & Drug Bill' (S.-5) approved by the Senate, but stopped in the House committee. Representatives Chapman (D.-Ky.) and Reece (R.-Tenn.) introduced bills to strengthen Federal supervision over foods and drugs, and Chairman Lea (D.-Cal.) of the House Interstate & Foreign Commerce Committee. was the author of the Federal Trade Commission Bill (HR-3143) The Copeland bill would place

supervision over advertising, including newspapers, radio and magazine advertising, in the Department of Agriculture. This plan was vetoed by Rép. Lea, who sug-gested that the advertising fea-ture be stricken from the Food & Drug Bill and added to the Federal Trade Act Amendment.

Amendment Sought

At present, a group in the House is preparing an amendment to the Food & Drug Act which would inaugurate Federal criminal action against fraudulent advertisers. This direct penalty proposal, however, has met strong opposition, in the House committee, where a subcommittee agreed to accept Rep. Lea's sugestion for Federal Trade

Commission supervision. Thereunder, the FTC would be empowered to issue cease and desist orders against the advertisers found overstepping the bounds of proper advertising. They would be empowered, further, to issue injunctions.

Advocates of the criminal penalty, prominent among them Rep-resentative Kenney (D.-N. J.) contended such orders and injunctions were insufficient safeguards against fraudulent advertising. They held the damage was done before the advertising could be stopped.

A compromise was in the offing which would authorize the Department of Justice to initiate either civil or criminal proceedings against advertisers found by the FTC to have falsely advertised their wares.

Neither the Food & Drug Bill, nor the Federal Trade Act amendment can be brought to the floor of the House until differences over the advertising features have been settled

Silver Firm's Plans

INTERNATIONAL SILVER Co., Meriden, Conn., will start a dra-matic series featuring Hollywood celebrities on a nationwide CBS network early in October. Claudette Colbert has been signed for the first four programs of the series, which will be broadcast on Sunday afternoons from 5 to 5:30 p. m. (EST). Series will be pro-duced in Hollywood by Young & Rubicam Inc., agency for the spon-

AT THE TOUCH OF A DIAL

-And Its Effect on National Life-

Jackson, Assistant Attorney General of the U.S., and one of the New Deal's leading figures at the recent dedication of the new transmitter and studio facilities of WJTN. Jamestown, N. Y., Mr. Jackson's hometown. The portion of Mr. Jackson's address dealing

with the power of radio and its effect on the individual and the nation follows: WHAT a world it is that is thus

brought into our living room at a touch of the dial! What a hurried procession of events! Coronations! Some voices of the air threaten war, as others promise peace, and the whole range of tragedy and comedy drifts in over the waves in a single evening, in blend of great wisdom, and of

mplified nonsense. We get the news by radio-new become surprisingly effective in gathering it, and concise in telling it. We sometimes wonder if the news features are not elevating gossip to a national profession. and, whether there is not too much keyhole efficiency in some, of our commentators.

We get the newest hit in shortlived jazz, along with the finest old songs that ever warmed the hearts of men and women. We hear educational discourses and we are approaching a national speech in which local accents, and dialects, are disappearing, as sections

broadcast to each other. **Religion** and **Politics** One may, without leaving his

arm chair, follow his favorite sports with almost as much excitement as he would if he were n the bleachers. Religion has found a new ally in the air wave, and the newest

instruments of persuasion carry the oldest and finest messages of Christianity. Perhaps the field of politics and government is more altered by the advent of the radio than any other line of activity. It has opened between public officials and the citizens a direct line of communication. No headlines intervene between the speaker and the reader to divert the meaning of the message. A radio doès not misquote, nor distort meaning by selecting parts to carry. The radio lets a man stand forth and make himself or ruin himself. It will aid him in either process. There is a mysterious way in which lack of sincerity, lack of balance in one's viewpoint, and lack of knowl-

edge of one's subject steals over the radio waves, even when one is reading a well rehearsed speech, written by someone else. The radio reveals the personality of the unseen speaker, and there are those who have gained by being revealed. and there are others who have lost by it.

The radio has demanded a different manner of address on the part of the public man. The oldfashioned speaker-long on stories and short on facts, strong on mimicry and second-hand humor, but weak on information-has failed to catch the radio audience. An audience that goes to a hall to

Robert Jackson Points to Advantages of Radio

A tribute to broadcasting formed hear a political speaker is en-the theme of an address by Robert trapped, and must submit to heartrapped, and must submit to hearing him through. The radio audience is not entrapped. It must be held by a continuously pleasing presentation of a worth-while subect or it will shift the dial to a better program.

The radio listener sits in his comfortable home, and makes a cold and unimpassioned appraisal area having an average population of less than 760. It shows that of the political appeal that comes over the air. Exaggerated pictures of dangers to society, and menaces to our form of government painted by neurotic statesmen have a curious lack of effect in these surroundings. Passionate appeals become slightly ridiculous, and inflamatory remarks lose their power, when weighed in the calm of the compared with city owners. fireside

And the radio has made it difficult for a candidate who has only one speech. The man with one idea has a short radio life. It has also made it very difficult for a public speaker to make provincial speeches, designed to please the audience of a locality only, or of a particular group. There can be little doubt that

radio speaking has enforced upon pullic speakers the necessity for better information, for a more temperate style, for more careful Music Hall, Al Jolson. composition of their addresses, and for a broader viewpoint, and a sounder philosophy.

What radio may yet do for the world teases the imagination. We know that television is not very far away, and, if I am to judge from the radio artists that are present tonight, it will add much to the appeal of the radio when they may be seen, as well as heard. One does not need to indulge in flights of fancy to see that the coming years will witness great changes that we cannot now even guess at.

Damage Suit Settled

manager

DAMAGE suit of \$25,000 filed in Los Angeles Superior Court by Wilford Smith and Travis Moore. writers, against Don Lee Broad asting System, Sylmar Packing Corp., and others in that city, charging unauthorized use of the radio serial drama Cassandra, has been settled out of court, it is re-Advertising Inc., Minneapolis, ported. Writers are said to have received a cash settlement. full credit as authors on the show's announcements and also full stage and screen rights to the material Serial, sponsored by Sylmar Packing Corp., which was heard on the Don Lee network, switched May 25 to the CBS Pacific Coast network.

John Brown Schools

JOHN BROWN Schools Organization, whose John Brown University operates KUOA, Siloam Springs, Ark., is sponsoring a Sunday morn ing hour starting at 8 a.m. (EST) over KUOA and the Oklahoma etwork, featuring faculty and tudents of the university and John E. Brown, college president, in in spirational talks. Feature is titled Cathedral of the Ozarks, and boosts the Ozarks region as well as the school. John Brown also buys time on KMPC, Beverly Hills, Cal. and the Don Lee network.

Rural Listening Habits Are Studied in Analysis Uncle Sam On the Air With Market News Rv Advertisers' Bureau

SEVERAL reports per year on rural program popularity will be issued by the Cooperative Analysis ARKET news information is now regularly broadcast by 184 radio stations scatof Broadcasting (Crossley Re. tered throughout the United ports), promoted by the Associa-tion of National Advertisers. States. Each day hundreds of thou-

sands of farmers tune their radio The first survey issued early in sets to obtain the latest market re-June was based on interviews with norts of prices, supplies, and other 9.815 farmers and 10,785 small agricultural economic information town set owners—a total of 20 600 basic to the development of their The work was carried on in 355 marketing and production procommunities and towns in the basic oms

This is the 16th year of radio broadcasting of market news infor-mation. The first market report to rural set owners listen to spon. sored net programs almost in the he transmitted was prepared in Desame proportion as do city set owncember, 1920, by the Bureau of Markets of the U.S. Department ers. The average popularity of day. time programs was higher in rural of Agriculture. This bureau soon areas than in large cities, while the after was consolidated with other average popularity of evening nraagencies to form the Bureau of grams was lower in rural areas as Agricultural Economics, which now responsible for the development The ten most popular evening and dissemination of market news programs among rural listeners

were: Jack Benny, Major Bowes Amateur Hour, Lowell Thomas, noditiés That first message was sent by Lum & Abner, Lux Radio Theatre, Eddie Cantor, Fibber McGee & Mol wireless telegraph from the Bu-reau of Standards, Washington. It was issued Dec. 15, 1920, without ly, Amos 'n' Andy, Phil Baker, Na. tional Barn Dance. The most popprevious announcement. An amaular evening programs among city teur in nearby Virginia received set owners were: Jack Benny, Lux Radio Theatre, Eddie Cantor, Major the report and posted it in the local post office for the informa-tion of farmers and others inter-Bowes Amateur Hour, Royal Gela-tin Hour, Town Hall Tonight, Phil lested in the course of farm prices. Baker, Hollywood Hotel, Kraft

Rural listeners favor news and ALLETIN I human interest stories while the 朝期更知何 smart sophisticated programs do-not fare as well, it was shown. A detailed examination of individual programs indicates many excep-tions to general conclusion as to type, however. The CAB is operated under the supervision of a governing committee consisting of Dr. D. P. Smelser, Procter & Gamble Co., chairman; George H. Gal-lup, Young & Rubicam Inc., trea-surer; C. H. Lang, General Elec-tric Co.; George W. Vos, Texas Co.; L. D. H. Weld, McCann-Erick. As the service increased in size

and was provided regularly, it met the widespread approval of farmson Inc., and A. W. Lehman, ANA, ers, county agents, the agricultural press, and others deeply conerned with the necessity for General Mills Survey prompt dissemination of accurate market information. The market

Depicts Results Learned news gathering activities of - the Bureau of Agricultural Economics were adjusted to provide coopera-In Baseball Broadcasts tion with the radio stations which COVERAGE maps charted entirely from baseball fan mail were desired to provide market informacompiled recently by Knox Reeves tion for their listeners.

Do They Use It?

agency for General Mills Inc. The The Bureau has periodically sent check was made on cumulative mail out questionnaires in an effort to returns from more than 30 stations learn the exact number of stations which broadcast baseball last year broadcasting market news. and, broken down by counties, repgrowth of market news broadcastresents fan mail to stations and resents fan mail to stations and ing is illustrated by the reports sponsor as well as the mail received sent to the Bureau. In 1921, radiolast summer during the Wheaties phone broadcasting of market news baseball announcers' contest. information was instituted for the No inducement for fan letters first time with three radio stations was offered and the analysis rep making daily broadcasts. In 1922. resents appreciation letters and there were 65 stations. In 1922, the

votes in the announcers' contest. In number had grown to 85; in 1923, the their final form these maps are in 10 92; in 1929, to 110 stations. The questionnaires have not been valuable to a sponsor who wishes uniform so that the results are not to present sports broadcasts in any entirely comparable. In 1932, for given area. The present series of example, 222 stations reported that baseball coverage maps will be they were broadcasting agricultuadded to and checked by a similar ral information. The questionnaire system this summer and additions that year did not refer strictly to are being made to bring the total market news broadcasting. The current survey has been confined to 80 stations so that a complete nationwide picture of the baseball definitely to market news broadcasting and shows that 183 stasituation may be given

Large Number of Stations Broadcast **Official Farm Price Ouotations**

RV ROY E. HENDRICKSON

Information Director, U. S. Bureau of Agricultural Economics

stations. In some cases, broadcast-

ing facilities have been established

adjacent to the markets and cer-

tain periods made available for market news. A representative of

the Bureau of Agricultural Eco-

nomics takes the microphone and

makes a report usually lasting 5 to

10 minutes. In other cases, where the distance from the Bureau

branch office to a station studio is

not great, 'the Bureau's represen-

tative visits the studio and makes

his report there. In other instances,

a report from the branch office is.

sent by messenger to the radio sta-

tion, where a member of the sta-

tion staff broadcasts it. In still

other instances, where there is no branch office of the Bureau of Agri-

cultural Economics the station sub-

scribes to one of the Commercial

tained by the telegraphic com-panies. A member of the station

staff broadcasts the information

ews Department services main-

tions had regularly scheduled marfurther that the number depending ket news programs. The Radio Service of the Department reports upon radio exclusively has increased in recent years, particularly in those areas far removed from that more than 200 additional stations are broadcasting official in-formation for farmers and homelarge cities where daily newspapers are delivered 12 to 36 hours later than time of publication. makers.

Radio on the Farm

The Bureau maintains a network of branch offices in the principal marketing centers for agricul-



tural products. Trained workers arther information at the market places and issue daily reports on prices, supplies, commercial movement. and distribution of livestock and livestock products fruits and vegetables, dairy and hay, feed, seed, to bacco, and other products. These reports are made available for public distribution as promptly as possible. The nublic interest is served by this service for it provides producers, consumers, the trade, and research workers with reliable, impartial reports. The branch offices are joined hy a network of leased wires which make it possible to provide nationwide information with regard to

Distribution of this information to the public is primarily dependent upon newspapers and the radio. The intense reader interest in market news has long been recognized by newspapers. Those in charge of radio station programs also regard market news as having a high degree of interest and also regard their transmission as a public service to their listeners.

numbers of farmers depend either upon the radio or the newspapers or both to supply them with market news, essential to the planning of their marketing and production programs. It has been established

BACK in the days when they sang that "Reuben, Reuben, I've been thinkin' " thing, Mr. Farmer hitched up Dobbin and clattered to the county seat for the latest quotations on onions and hay. By the time he got home the prices had changed but he didn't know about it until the "Five Corners Gazette" arrived the next week. Along came radio early in the last decade, and market news was put on the air in an experimental way. The tests indicated that there was a demand for market news dispatched with the speed and spread that radio provides.

immediately after the telegraphic dispatch is received. Some stations have arranged for the broadcasting to be done by county extension agents

An outstanding example of co-operation in the broadcasting of market news information is found the case of the New England Radio News Service, with head-quarters at Boston. This service was begun in 1928. The Bureau has entered into a cooperative agreement with the Departments of Agriculture of the six New England States; the Extension Service Market news broadcasting is of Massachusetts, and farm organhandled in several ways by 'radio izations in the area.



Boston. WBZ and WBZA, operated by NBC, cooperate by making available an early morning and a noon period for broadcasting market news as well as other significant, interesting agricultural information Reneficiaries are not only New England farmers but also those engaged in the agricultural trade. An effort to supply information desired by urban consumers is also made, with the result that the programs are accredited with wide listener appeal.

Some Market Axioms

At South St. Paul, Minn., WCCO maintains a small studio only a short distance from the Bureau's branch office. For many years the program schedule of the station has provided a fixed daily period when the Bureau's representative broadcasts livestock receipts, prices and a brief review of the day's markets. These broadcasts have considerable 'listener appeal, and a large number of farmers depend upon these broadcasts as their primary source of market news. The experience of station pro

gram managers and staff members of the Bureau, who check periodically the extent and forms of dis tribution of market news information, appears to command several principles in market news broad casting:

(1) Periods during which market news information is broadcast should be definitely fixed and changes in the scheduled time made only after adequate notice to listeners who depend on the reports. (2) The same voice should broadcast each report, so that voice as well as time may become part of the tradition of the program, giving it the place of an institu-

(3) The time of broadcast should be adjusted to make possible a report on the day's market rather than on only one segment of the day's marketing (unless time is available for several broadcasts during the marketing day). The broadcast should be at a time when farmers are most likely to be near their radios.

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

information relating to farm com-

all of the principal markets.

It has been established that large

MR. HENDRICKSON

June 15, 1937 • Page 19

Concern 80 Years In Business Gets **Dealers** by Radio Hooker Glass & Paint Mfg. Co. Tests Air and Likes It

By D. PROCTOR Account Executive, Albert Kircher Co., . Chicago.

HOOKER GLASS & PAINT Mfg. Co., Chicago, has been in business for over 80 years, enjoying a steady, healthy growth and genuine. prosperity, based upon quality merchandise and square dealing. Advertising on a most meagre scale has occasionally been undertaken, but only for very brief periods.

Recently their laboratories perfected a new type enamel of outstanding merit, Luna White, and it was decided to undertake a promotion campaign calculated to establish this new product firmly in the market, comprising practically speaking, the States of Michigan, Wisconsin, Ipwa, Illinois and Indiana. It was necessary to make a wide-

spread impression upon potential users in this territory and upon the dealers-and to do it quickly and with a limited appropriation. After due consideration of all the circumstances and problems, a program was formulated centering upon a radio campaign, supported by a limited amount of newspaper display.

Early Morning Hour

The funds available did not permit using high-priced time or talent, and we were finally forced to consider a period and type of program that was practically without precedent. WMAQ, Chicago, opened at 7 a. m. at that time but they agreed to open a half-hour earlier and we contracted for the time thus made available for a schedule of 13 weeks.

A Musical Clock type of program was selected, comprising several phonograph records, interspersed with time signals, weather forecasts and short commercials on Luna White. Jack Holden was secured for special announcements, and he developed the character 'The Old Painter." The usual bid for fan mail was made consistently. with the added offer of a Test Kit for which 10 cents was asked. The requests, accompanied by dimes, began to come in immediately, at approximately 100 per day. An offer of a free copy of Jack Holden's picture brought immediately

217 requests upon one mention. The most noteworthy result of this campaign was the marked increase in enthusiasm on the part of the sales force, and ready ac-ceptance by the dealers. An ob-jective of 500 dealers stocked with Luna White was set for this year, and attacked with vim and gusto, and now, after just eight weeks, nearly 50% of this quota has been attained. Many dealers have reordered. Where industrial establishments have been sold, very favorable reports have come in and all these facts are worked into the commercials with cumulative effect.

The client has repeatedly expressed satisfaction with the results so far obtained-and has authorized an extension of 13 weeks with the same announcer, type of program and time of day.

HERB'S QUICK PIX KANS Chief Snaps Farley,

-Makes Fast Print-HERB HOLLISTER, manager of KANS, Wichita, and claimant for radio's camera championship, offers another good reason why he should

be adjudged champion. Here's how: Postmaster General James A. Farley rose to address the banquet of the Kansas postmasters convention in Wichita, May 26. Herb took his picture at the KANS microphone. Before Mr. Farley had finished shaking hands with his friends in the audience following the address, Herb had finished a print of the picture and procured Mr. Farley's autograph while the print was still damp. Fifteen minutes later the picture was framed and adorned the wall of Hollister's private office.

Record Fight Audience Sought in Buick Drive

For Broadcast on NBC AN EXTENSIVE promotional campaign is under way by the Buick division of General Motors to build up interest in the Buick broadcast the Braddock-Louis fight in Chicago June 22. Advertising and Sales Promotion Director Thomas H. Corpe told BROADCASTING that the fight broadcast; coupled with one of the strongest sales promotion efforts in the division's history marks the peak of an advertising program that has set an all-time

high for boxing sponsorship. The promotion campaign includes

window material, stand-up and counter signs for restaurants and public places, paste-up material for dealer cards, newspaper campaign, two novelties for distribution in dealer territories. Huge fourcolor window posters 50x38 inches have been given each dealer under the heading "Bring Your Friends." Stand-up signs in showrooms, hotels and public places are to appear within the coming week, identifying themselves as "Buick

Listening Posts" for the fight. The company is driving for a new high mark in radio tune-ins to a single sports event. Early this month Buick announced that Clem McCarthy would handle the blowby-blow description of the scrap. The Red and Blue networks of NBC will carry the account on 125 stations along with shortwave for overseas audience.

FTC Actions

THE Federal Trade Commission has closed without prejudice its case against International Silver Co., Meriden, Conn., in which unfair price statements had been charged. Kolynos Co., New Haven, has been ordered to cease certain claims about the germicidal and cleaning properties of its toothpaste. Pacific Coast Borax Co., Los Angeles, has agreed to cease claims that its 20-Mule Team Borax will destroy all odors, banish insect, pests and cure athlete's foot. Udga Inc., St. Paul, has been ordered to cease certain claims involving the therapeutic characteristics of its stomach remedy.

D. E. (Plug) KENDRICK, former manager and part owner of WIRE, Indianapolis, has applied to the FCC for authority to erect a new station in Louisville to operate with 100 watts night and 250 watts day on 1210 kc.



FREE RIDE - After covering an meet for WCBS, Springfield, air Dane Meyer (left) and John Cassigan (right), announcers, were taken for a ride in a Chicago & Southern plane.

Halff, WOAI, San Antinio; R. S. Bishop, KFYZ, Fort Worth; Kar O. Wyler, KTSM, El Paso, and DAWN TIME USED Frank Smith, KXYZ, Houston, re. By Two Sponsors in Chicago to tiring president, were elected di. -Reach Early Risersrectors

AT LEAST two Chicago stations are now on the air a half-hour earlier every morning to take care of additional sponsors desirous of advertising on an early morning spot. WMAQ, which formerly began broadcasting at 6:30 is now on the air a half-hour earlier for the Ol' Painter program sponsored by the Hooker Glass & Paint Mfg. Co. and featuring Jack Holden as master of recordings.

WCFL now starts at 6 o'clock to give Levinson Radio Stores an early morning spot. This firm is sponsoring a half-hour program of recorded music from 6:15 - 6:45 daily except Sunday featuring Hal O'Halloran, ex-Barn Dance master ceremonies. Schwimmer & of year. Scott, Chicago, handles the Levinson radio account.

The earliest Chicago advertiser is Consolidated Drug Products which sponsors a full-hour livetalent program daily except Sunday over WJJD at 6 o'clock. Advertisers who have the initial commercials on other Chicago stations include the Starck Piano Co. with Art Kahn at the piano from 6:45-7 on WBBM; Goldblatt Bros. a Juli hour of recorded music at 2:30 on WGN, and Purina Mills and Hemphill - Diesel on WLS from 6:15-6:30 on alternate days.

NBC Acquires Broadcast

Rights to Sports Events FOURTEEN^{*} important sports events have been signed exclusively by NBC networks for the rest of the year, it was announced as NBC June 8. The complete list was announced as follows:

The auto races at Roosevelt Raceway, July 3; heavyweight championship battle of James J. Braddock and Joe Louis from Chicago, described by Clem McCarthy; the broadcast of the winner of the Braddock versus Schmeling fight in September; all A. A. U. track meets until the 1940 Olympics; all 1C4A track meets until the 1940 Olympics; the Preakness at Pimlico; the International Open Golf Stakes at the Belmont Golf Club, Belmont, Mass; the National Air Races at Cleveland; the opening of the Delaware Park Race Course at Wilmington, featuring the Sussex Handicap on June 26; the Indianapolis Races on Memorial Day; the Foxcatcher National Cup Steeplechase, commonly regarded as the United States Grand National, at

Fair Hill, Md., Sept. 11; the Maryland Hunt Cup Steeplechase in April; the Delmar Handicap at the opening of Bing Crosby's race track near San Diego, Cal.



tion in Houston June 5 adopted a resolution authorizing its executive committee to seek state legisla. tion dealing with copyrights. Other officers elected by the same 50 broadcasters present were Martin B. Campbell, WFAA, Dal.

tions that the government reorganization plan will be enacted at this session, the view persists in

Congress that the entire project cannot be carried through this vear. Opposition to that phase of the Presidential plan proposing that las, vice president and James R independent commissions be ab-Curtis, KFRO, Longview, reelected sorbed by the executive depart-ments, under which the FCC would secretary-treasurer. Hugh A. L. be made a branch of the Commerce Department, was expressed in a report June 6 made by the Brookings Institution for the select committee designated to investigate the

reorganization and headed by Sen. James W. Baldwin, NAB manag-ing director from Washington, dis-Byrd (D-Va.). This committee's functions have been more or less cussed general industry problems, including the copyright situation taken over by a joint congresand the public domain library of sional committee appointed several music being built by the NAB. months ago

Bills which would carry out the Graham A. Robertson, New York President's project at least in part, station representative, addressed the convention on sales promotion now are in the process of being and . commercial programs, He drafted. There is considerable urged closer relationship between thought in favor of retaining such national and local policies in radio agencies as the Interstate Commerce Commission, Federal Trade Harold V. Hough, manager, Commission, Securities & Exchange WBAP, Fort Worth, NAB treasurer, advocated closer cooperation Commission, and possibly the FCC between newspapers and stations as independent units. This is pro-The meeting also adopted a resolumosed in the Brookings Institution report, which in a general way tion endorsing Mr. Hough's clection as NAB treasurer for another recommends retention of all independent agencies, with possible modifications of the existing meth-

Autumn Adjournment

od of regulation, particularly in the appellate field.

Congressional sentiment appears be in accord on one phase of joint annual banquet and installa the proposed reorganization and tion ceremony of the Hollywood that is to give the President six Chamber of Commerce and Holly executive assistants who would executive assistants who would erve as secretaries. There is the wood Merchantors' Assn. Honored kelihood, it is felt, that this proviso will be taken care of in an apall located in that city. In keeping propriation bill later this session. Because of the heavy legislative alendar, some members of Conress believe adjournment will not. le reached until fall—probably eptember. In that event, chances

that city. for the reorganization plan would Speakers included C. B. Juneau le improved considerably. In this manager of KEHE, who had for his subject "Radio Turns a Milconnection, it has been pointed out that the President has not filled stone"; Don E. Gilman, NBC western division vice-president, whow talk was titled "What the Rada geveral vacancies on independent commissions, evidently anticipating Industry Is Doing in Hollywood, and the independent commis-and Donald W. Thornburgh, CES an of the independent commisions would be absorbed by gov-Pacific Coast vice-president, speak ernment departments. ing on "The Growth and Scope 🕯

the Radio Industry." Otto K. Oles By inference, the Brookings In-sen, head of the Otto K. Oless at the port suggests retention Sound Studios, for the second year of the FCC as an independent was installed as president of the agency. Whereas the ICC, Trade commission and other agencies are Hollywood Chamber of Commerce notive of the new KFWB sparse documents totaling 150 studios was made. As a special pages, only passing reference is feature, those attending the ban made to the FCC and its funcquet and ceremony witnessed the tions.

presentation of the Hudson-Terra In spite of that, however, the replane Dealer's weekly KFWB with generally urges retention of broadcast The Experiences of a the independent status of commissions and other boards, holding Million Men.

that control over the policy and ad-

phistory com

MURRAY GRABHORN, E as tern ministration of federal regulatory bases of John Blair & Co., and Leonard Lewis, of the sales promises should not be given to the staff of World Broadcasting System have just completed a week of pri-sonal appearances with the Summer Playhouse of Summit, N. J. Mr. Levis the functions of the ICC, for played the male lead in *Post Real*. If Commerce of the Department which Mr. Grabhorn appearance which Mr. Grabhorn appeared Commerce of the Department state trooper, during the week trade Commission it commission it that Trade Commission, it urges that a duties be broadened and clari-

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DESPITE administration predic- fied to eliminate confusion and to strengthen it. Transfer of certain functions relating to food and drugs insofar as unfair methods of competition are concerned, from the Food and Drugs Administration to the Trade Commission also is suggested.

An administrative court system to enforce regulatory laws is suggested as a means of clarifying existing confusion in connection with appellate cases from independent commissions. In advocating transfer of certain functions of the Food & Drug Administration to the Trade Commission the report concluded that false advertising of food and drugs and to a large extent also labelling, "manifestly fall within the field of unfair trade practices." With respect to false and misleading advertising, the report said, some sort of injunctive action, such as a cease and desist order seems necessary.

Need of Stability

Referring to the proposal for absorption of independent agencies by executive departments, the report stated that in the case of many of these agencies. including the FCC, "the element of stability is particularly necessary since they are dealing with long-time operations and processes. The long-time policy which Congress is seeking to develop through those agencies should not be disturbed by a change in administration."

While declaring it would appear logical to put the ICC, Trade Commission and perhaps also the FCC within the Department of Commerce, the report asserted the difficulty which arises in such instances would be the placing of regulatory and controlling functions within an organization whose chief function is promotional

"Internal contradiction and conflicts within the department would result, for it is impossible when dealing with the same business or objective to promote with one hand and regulate effectively with the other. No man can serve two masters; and the Secretary of Commerce who attempted both functions would be in constant trouble. There would naturally be pressure from the group whose interests were being promoted to cause the secretary to go easy on regula-

Dealing with administrative courts, the report stated that if a proper system were established, it would make for "a much stronger enforcement of the regulatory laws and yet afford to citizens better guarantees of their rights. Administrative law would be no longer tightly enmeshed within the net of common law and constitutional law and it would be free to develop criteria and norms applicable to the regulatory situation.

Standard Brands Books

STANDARD BRANDS Inc. New York, has placed a 15-week contract with NBC for the Blue network, Wednesdays, 9-9:30 p. m., beginning Sept. 22. Talent has not been selected, nor has the product been disclosed. J. Walter Thompson Co., New York, has the account.





PEAK-The new radiator of KYA is the city's highest point above sea level and commands a wide view. Below is a photo of the new transmitter house.

KYA Dedicates

New Transmitter; Tower Is **Highest Point in City**

KYA, Hearst Radio Inc.'s San Francisco outlet and the Bay District voice of the California Radio System, is now operating with its new 5,000-watt RCA high-fidelity transmitter.

The new transmitter, ultra-modern reinforced concrete transmitter house and 450-foot single radiator antenna tower, which are situated atop Candle-stick Point in the southeastern portion of San Francisco, represent an investment of approximately \$100,000.

A great deal of attention has been turned toward KYA's gigantic new transmitting tower which is approximately 120 feet distant from the transmitter house. The tower rises 450 feet and can be seen from all parts of the city in daytime and at night when the red beacon light is on, is visible for 50 miles or more. The hill which itself is, nearly 400 feet above sea-level, making the over-all height of the tower nearly 850 feet above sea-level. This height is an extreme advantage, as it gives the trans-mitting radius a clean sweep over its course, without such usual obstacles as high buildings, trees or

hills. The transmitter was installed under the general supervision of KYA's Chief Engineer Paul Schulz, who to date, has supervised the installation of more than a dozen broadcasting transmitters. C. T. Anson and C. L. Cronkhite, RCA transmitter engineers, collaborated in the installation of the new equipment.

The KYA management under the general supervision of M. E. (Bob) Roberts, station manager, celebrated the inaugural of the transmitter recently with an hour's dedicatory broadcast which was carried to the other stations in the California Radio System network. The dedicatory program origi-nated in the KYA main studios in the Hearst Bldg., Third & Market St. Mayor Angelo J. Rossi was honor guest on the program and felicitated the station's owners on the completion of the fine transmitter. Another voice heard was that of Anning S. Prall, FCC chairman, who recorded a talk for

the event.

Los Angeles Musicians **Plan Protests Against**

Broadcast Restriction

FACED with possible breakup of headlined radio orchestras because of stringent limitations imposed on their transcontinental broadcasting activities, Los Angeles and Hollywood advertising agency represen-tatives and leaders of name bands held several conferences on ways of rescinding the edict of Los Angeles Local 47, American Federation of Musicians, which went into effect May 30 [BROADCASTING, May 15]. The group was scheduled to push demands for its vetoing by the na-

tional board of American Federation of Musicians at the June 14 convention in Louisville. Leading Southern California radio orchestras, heavily in demand for Pacific Coast and transcontinental commercial broadcasts, feel that they are unfairly dealt with under limitations as imposed by Local 47 With prospects of seeing their weekly paychecks considerably reduced, for several weeks they have been quietly laying the ground-work for a concerted appeal to the AFM on the basis that talent is

being unfairly penalized for the benefit of mediocrity. Protest not only involves musicians and advertising agencies, but is backed by reform leaders among Hollywood radio entertainers. Argument offered is that name bands, contracted to sponsor after costly buildups, face disintegration with the premium earning based on

artistry of individual musicians reduced to hack work wage. Ruling of Local 47 sets up specific maximums on individual earnings and states that musicians on station staffs may work only one transcontinental commercial program of one hour or two half-hours per week. Those not employed on staff are permitted two-and-a-half hours a week or four half-hours on transcontinental commercial programs weekly. Musicians earning \$35 weekly or more are allowed one hour on transcontinental commercial programs. Those earning less than that amount weekly are entitled to a full hour, plus a halfhour or two half-hour transcontinental commercials.

Radio to Be Prominent

On Musical Union Agenda RADIO holds a prominent place on

the agenda of the American Federation of Musicians scheduled at Louisville for the week of June 14. Of paramount interest will be the controversy over transcriptions and honograph recordings precipi-tated by Joseph Petrillo, Chicago A. F. M. head, who has advocated banning of these productions altogether as a means of affecting re-emloyment of "live" musical talent at stations.

Opposing this viewpoint is Clark Wilson, of the San Franciso A. F. M. Local, who has advocated a procedure whereby a percentage of the gross receipts of all stations be earmarked for payment of musicians, whether or not they are used. This plan calls for a guarantee on the part of station managers that they will employ live musical talent to the extent of a fixed perpercentage tentatively fixed at 10%.

Page 20 • June 15, 1937

guests were executives of CBS. NBC, KMTR, KEHE, and KFWE with the spirit of the event, the banquet was served outdoors, be-tween the new KFWB radio theater and a sound stage on Warner Bro. Studio lot. 5833 Fernwood Ave.

Merchants in Hollywood Accord Tribute to Radio HOLLYWOOD broadcasting industry was saluted June 10 during the

Merchandising & Promotion Seeing Stars-Signs and Such-Fun for Fishermen-Autos Free-5,000 Little Chick Chicks

NBC's transcription division is expanding its sales promotion service to stations subscribing to its Thesaurus service. In addition to the bulleting sent periodically to program directors, a new series of sales bulletins will be addressed to commercial managers, giving sales suggestions, stories of experiences of other stations in selling the programs to advertisers, and similar material that should prove helpful to the station's salesmen. Press releases, that the station may fill in and place with its local newspapers, will also be sent to each subscriber with each new program. These promotional pieces are being prepared under the supervision Robert Friedheim, sales promotión manager of the division.

S. O. S. Co., Chicago (Magic scouring pads) recently started a thrice weekly radio gossip program on WMAQ, Chicago, featuring Nor-man Ross, titled See Our Stars. A new twist is presented in the quarter-hour show differing from the usual type of gossip shows in that the weekly guest stars presented are not merely incerviewed but either present excerpts from radio roles they have taken or enact those characters by which they are best known to the radio audience. McCann - Erickson Inc., Chicago, is the S. O. S. Agency. * * *

PETER PAUL CANDIES Inc., Naugatuck, Conn. (Mounds, Dreams), is using a Rhyme-A-Line Party, five minutes nightly on WEEI, Boston. Sponsor awards 16 WEEI, boston. Sponsor awards 16 daily cash prizes to the individuals sending in the best second lines to one given by announcer. First prize is \$5, next 15 \$1 checks. Each completed rhyme must be accompanied by one wrapper of candy. An individual is permitted to submit as many rhymes as desired, but each must be accomapnied with a wrapper. Agency is Platt-Forbes Inc., New York.

WCPO, Cincinnati, is promoting the radio page of the Cincinnati Post, a Scripps-Howard paper, by a campaign of truck signs, office ads, car cards and a series of broadcasts by Paul Kennedy, radio editor. Two years ago all three of the city's papers had a no-radio agreement, refusing to publish program listings. Preparatory to its purchase of WCPO, the Post began a radio section and Mr. Kennedy was named editor.

SOCONY VACUUM OIL Co., New York (Mobilgas and Mobiloil), is distributing schedules of Sox and Cubs home games to customers at their Chicago service stations. The front cover of the front page book-let reads: "When you can't attend the games-tune in Pat Flanagan WBBM - Cubs Sox. Another friendly service. Mobilgas-Mobiloil." J. Stirling Getchell Inc., New York, is the agency.

GILCHRIST'S department store, Boston, recently broadcast a spe-cial program on WEEI, Boston, in

connection with its Sales Managers' Record Day, a special sale.

TWO new merchandising services have been started by WHK-WJAY, Cleveland. First is an extensive survey of the Cleveland market for the use of prospective advertisers and second is a plastic-bound brochure giving complete market and station data on behalf of WHK. This brochure includes unusually complete engineering data.

The survey includes a house-tohouse canvas of homes and business to determine the advertiser's distribution in each district and it is offered without cost or obligation. Should an advertiser decide to use WHK or WJAY, a second survey will be made four weeks after the first broadcast and whenever deemed advisable later.

The plan covers route list for drug or grocery retailers; personal calls on wholesalers plus key retailers with promotion; letters to retailers (with postage or message fee); use of United Broadcasting Co. studios, production and talent facilities for dealers' or retailers' meetings; surveys at start and during campaign.

Promotion pieces are being pre-pared for other United stations, WJAY, WHKC and WKBN. flowing.

WLS, Chicago, is using advertise, ments in the Downtown Shopping FITGER BREWING Co., Duluth, in launching its Fitger Fishing News, Chicago, varying in size Time show on four Minnesota stafrom 2 columns by 8 inches to tions, (WCCO, WEBC, WMFG, WHLB) June 11, gives three cases of beer to the followers of Izaac full page (newspaper size) in promoting the station's programs. The Shopping News which has a con-Walton who catch the biggest fish. trolled selected circulation of 816. In all eight prizes are being dis-000 in Chicago and suburbs, is detributed weekly, as well as a month-ly prize of fishing bait. The chamvoted mainly to advertisements of retail stores but also contains fashpion of the entire season will be reion news, household information warded with a complete set of fishand other subject matter appealing ing tackle. To the biggest fish-catchparticularly to women. It is disers in the unique contest will go Fitger's Master Fisherman's Card ibuted twice weekly-on Wednes. days and Saturdays. At the same time, the paper i bearing the signature of George Bradley, head of the Minnesota

using four quarter-hour programs State Tourist Bureau, and testifyon WLS weekly-three of them at ing that the recipient caught a 10 a. m. Monday, Wednesday and Friday with the fourth one Saifish weighing so many pounds at such and such a lake on a certain urday noon. Shopping information, date. Dealer prizes also are awardhousehold hints, and interviews ed. The company is using 10 weekwith prominent Chicago merchants ly spot announcements on WCCO, KFYR and WEBC. Leo Burnett are featured on all the programs Co. Inc., Chicago, is agency. Min-nesota Tourist Bureau is sending except one. This is the Friday broadcast which the Shopping New turns over to the National Youth out Fitger Fishergrams to resorts Association for presentation of a and taverns, the promotion pieces weekly drama entitled Big City Parade.

NEDICK'S STORES Inc., New WNOX, Knoxville, now has "twofor-one" day in connection with its York (orange juice stands), has Midday Merry Go-Round, daily feastarted a contest in connection with its new broadcasts on WOR. Monture from station's auditorium day, Wednesday and Friday from stage, to which admission is charged. Each Thursday noon two 6:45 to 7 p. m., offering as weekly prizes a Ford V-8, three Philes persons are admitted to show for the price of one regular admission. radios and 12 crates of oranges for This has swelled crowds to overthe best guesses of the total number of Nedick customers during the week. No purchase is necessary, but entries must be written on official blanks obtainable at any of the 115 outlets in Metropolitan

New York and New Jersey.

WNEW, New York, is giving special service to hay-fever sufferers. Ted Webbe, chief announcer, is delivering a daily report on the pollen content in the New York atmosphere. The information is broadcast in cooperation with the WPA-Department of Health-Air Pollution Project, five mornings a week. The Air Pollution Project measures the pollen in the five boroughs and surrounding areas. It is these findings which Ted Webbe announces daily.

DODGE DEALERS of Chicago attracted more than 5,000 people to their showrooms the past month in a contest they held in conjunction with théir weekly full hour Sunday Vews With Music program on WBBM, featuring John Harring ton. Contestants had to go to the vote for showrooms to cast their Chicago's most popular ball player No prizes were given the voters but the winning player received a Dodge June 6. The contest closed May 31. Ruthrauff & Ryan Inc. Chicago, is the agency.

MORE than 5.000 baby chicks were given away during Rochester Chick Day, promoted by KROC Rochester, Minn., with merchants giving away a chick with each \$ purchase. KROC supplied the first 5,000 chicks, with merchants as suming the cost of the rest. Considerable time was purchased on KROC for the event. Business boomed and purchases ran as high

as \$1,200. ABLE RUG CLEANERS, Roxbury, Mass., using daily spots on WMEX, Boston, sends a colored photo of the Dionne quintuplets to sponsored each week by the Kalamazoo Laundry and the six daily newscasts are sponsored by Houseall who call the sponsor's telephone hold Finance Co., Kalamazoo Indusnumber.



STADIUM NEEDED-To accommodate the thousands who wanted to see the first national program to originate from WBT, Charlotte, N. C. The program was *Prof. Quiz*, on CBS under sponsor of <u>Kelvinator</u> Corp. The night before the program, Prof. Quiz was quizzed by WBT.

letters.

C. V. HILL & Co., New York, has

started a contest in connection

with its daily participation in Ida

Bailey Allen's Momemukers Hour

on WHN, New York, which it is

using to advertise its store refrig-

eration' equipment' Listeners are

asked to describe the kind of mar-

kets they like to trade in and the

kind of refrigerated equipment

used by these stores in letters of

60 words or less. Daily and weekly

prizes are offered for the best

installed in the living quarters of

PET peeves of listeners are broad-

cast, by WCFL, Chicago, on its

daily 7-9 a. m. period, with two complete Hollywood trips being

awarded each week as well as 975

theatre tickets. The program, heard

the transmitting house.

DURING the State Music Festival held at the University of Iowa the first week in May, WMT Cedar Rapids-Waterloo, fed the festival to the Iowa network stations, KSO and KRNT in Des Moines. To carry certain portions of the festi-val. Charles F. Questin, technical supervisor for WMT, recorded the music and it was rebroadcast later in the day when time could be by Doug Grant, program director, wherein these recordings taken to the schools and played be-

fore their assemblies by Leo F. KSFO, San Francisco, recently publicized the construction of its Cole and Ray Cox. Records were then presented to the school as a new transmitter at Islais Creek by permanent record of the school's having Elma Latta Hackett, KSFO 1937 entry in the State Music Feshome economist broadcast her regtival. This affair attracts an averular program Friendly Homemaker age of 6,500 students annually to from the new transmitter site. Dur-Iowa City. ing the program Mrs. Hackett gave James Middlebrooks, construction CAROL GAY, director of Let's engineer, advice in planning and equipping the model kitchen to be

Compare Notes on KMOX, St. Louis, was principal speaker at the first ladies day meeting of the St Louis Association of Manufacturers' Representatives. Her subject was "The Day of the Woman in Radio." Miss Gay's program in which leading food advertisers participate, is designed to appeal to the housewives of St. Louis.

7-9 a. m. six days a week. is pro-WTMJ, Milwaukee, launched a promoted by 60 miniature billboards motion drive in latter May in the and publication spotlights. Parti-Milwaukee Journal as the first step cipating retailers also use considin a merchandising series for its erable promotion. E. F. Roche, in 10th anniversary in July. One-column ads titled *Inside Dope on WTMJ* appear three times weekly cooperation with Spector-Goodman Adv. Agency, Chicago, worken out the details. * * * and emphasize the station's new

tower, transmitter and shortwave YANKEE Network was asked retruck. cently by J. H. Fountain, publicity * * * director of Central Vermont Rail-WAAB, Boston, has published a way and president-director of booklet containing the lectures of Champlain Country Club, St. Alart critics, artists and museum bans, to supply some of its book executives presented by the division matches for railway club cars and of museum extension of the Muthe country club. Design of the matches, sent to 500 time buyers seum of Fine Arts, that city, which

were given Thursday evenings from January 14 through May 20 as a every month, has been changed slightly, the station list now being part of the Colonial network's eduprinted inside the folder. cational program. IN ENTERING the Norfolk mar-WEAN, Providence, sent polished ket, 7-Up (beverage), has bought a series of 13 Man in the Street bronze letter openers to a selected mailing list in connection with its

broadcasts on WTAR, three times 15th anniversary. The event was tersely mentioned on the card to weekly. Giveaways consist of \$1 hills to first seven persons answerwhich the letter opener was ating the question and carrying a tached, the souvenir itself contain-ing only the call letters in small 7-UP bottle cap. A carton of six bottles is given to every person type on the handle. who answers. THERE'S no avoiding a perusal SNIDER PACKING Corp., Rochester, is offering four napkins to lis-

of the northwestern travelogue which KVI, Tacoma, has adapted teners of their WBBM program for promotion purposes by the use who send in 10c together with a of an attached cover folder, a sliplabel from a bottle of Snider's Catsheet and a cellophane insert. "What! 300,000 more listeners this sup. Men of Zest is the title of its thrice - weekly guarter - hour prosummer," says the cover folder. gram.



Sure, the show's the thing, and all that Malarkey—but the show builds no business for you while you are building the show and "you never can tell 'til you have tried 'em and then you're apt to be wrong."

So what? So some smart station managers take the guess work out of buying radio by building programs and trying 'em on those corn flakes, automobile, chewing gum and bacon buyers that we call the audience. And that, Mr. Time Buyer, is what we mean by "audience tested" programs and here are some of the best

NORMA YOUNG TOMORROW'S HEADLINES Norma Young, known igr many years to millions of housewives as Prudence Penny has given up WRITING AT women to TALK TO women. Her pro-gram at 945 to 10:00 a.m. is interesting and easy to listen to. Informative, too because Norma Young knows her groc-eries (if you know what we mean) and there is real sales punch in her painless informal commercials. It's a five-day-a-week "audtence tested" participation program made to order for small budg-ets. Only \$104.00 per week on

A New Deal in News! A 10:00 to 10:15 p. m. preview of tomorrow morning's headline material. It's the last word in news, six nights a week, and it's dired on a three way split for three smart sponsors at only \$460.00 each per week. Harold True is your news reporter on all eight stations of the

MICHIGAN RADIO NETWORK Most of the Best of Michigan

program made to order for sma ets. Only \$104.00 per week on WATANABE and THE PROFESSOR "I am beaming with very fine pleasure to announcing my cousin Frank Wata-nabe who have been too scarce on Pa-MUSICAL CLOCK cific Coast are coming back on present instant over Don Lee Network at 8:30 p. m. evening time. Kinji Yakamoto'' Here's a smooth running breakfast pro-gram with a full hour of music and a friendly voice to give the time of day, the temperature and that "don't forget your rubbers" information.

That's the way Carroll Nye, radio editor of the Los Angeles Examiner; announced Watanabe's return to the Coast. It's Monday thru Friday and in our opinion it's a honey. Human interest, clean fun one of swell merchandising angles. It has a tremendous build-up on the West Coast. On the

BESS BYE

DON LEE NETWORK California Golden Group

ANN WORTH, HOUSEWIFE

Mother, neighbor, philosopher, friend and housewife. A script show of home life dealing with situations that every **BESD BIL** Nothing fancy—this one. Just our old friend Emily Barton telling the house-wives of San Francisco at 8:40 to 8:45 every morning what the market offers for the family table and suggesting bar-gains and the best buys for the day. No guess work—Emily knows her greens, and Silva or midde hor at the San woman has experienced.

KHJ-Los Angeles

lt's 7:00 to 8:00 a.m. Mondaỳ through

Saturday and that's time enough to do a real job of selling on the whole family without ever "pressing." It's a lot for the money too=\$275.00 a week complete, fully commissionable.

WIRE-Indianapolis

This one is built at WXYZ in Detroit and This one is built at WXYZ in Detroit and has been on the payroll of a local De-troit bakery since May, 1935. It is still on too-just renewed for another year. Ann Worth, Housewife is now released for sale in Grand Rapids where it is piped on a network line and kas been "audience tested" for some time. It is Monday through Friday and costs \$150 a week complete, fully commissionable on

WOOD-Grand Rapids

SPOTLIGHT SPORTS This is Bob Evans giving the customers a last look at baseball scoreboards. In fact it's a bedtime resume of all sports news. It's just five minutes of snappy stiff and it's on from 11:00 to 11:05 p.m. seven days a week for \$272.00 complete. Or we will prorate the price for five or six days a week.

SIDEWALK INTERVIEWER This is the old reliable man-in-the-street program but this one is conducted by Don Hastings, the originator of this type of broadcast in Chicago hack in 1927. He does a nice job and the price is right KDB—Santa Barbara

No quess work-<u>miny</u> knows her greens, and 5:00 a. m. finds her at the San Francisco produce market doing <u>Mrs.</u> San Francisco's shopping while Mrs. S. F. takes an hour or two more in the hay. And do they like it—the program,

not the hay. A year and a half on the air-it's done a job. It's a lot for the money at \$300 a week.

KFRC—San Francisco

WXYZ-Detroit

Space does not permit listing all of the excellent "audience tested" ready-to-buy programs on these stations. For instance we would like go tell you about Sycamore Street on KGB, San Diego, California.

Tell us about your product and your problems and we will try to find a program that fits. We might even have a worth while idea on marketing and merchandising. Try us.

WILLIAM	G.	RAMBEAU	COMPANY	
CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	
		June 15,	1937 • Page 23	



THE Bestervelt Radio Kitchen, six quarter-hours a week on WKZO, Kalamazoo, has ten co-sponsors. Here is a photo of the merchandis-

ing layout and the cast taken in a Bestervelt store. Specializing in locally-built shows, WKZO, reports that it is originating several unusual pro-

grams which are "clicking" with the audience and for their sponsors and the details of which may be had upon request by agencies and stations wishing to adapt them locally. Among other shows besides the radio kitchen program are: June Bride, a script show of young married couples sponsored General Electric Dealers of southwestern Michigan; Court of the Air, a 10-sponsor participating rogram, 7:30-8 p.m. daily except Sunday, a satire on a police court

show three weekly sponsored by J. R. Jones & Sons Co., local department store; Sunday Players, a transcribed show of biblical stories sponsored by the First National Bank; Death Rides Again, a 5minute live talent show dramatizing the dangers of the highway and sponsored by M & T Battery Co.; Liars Club, daily 5-minute feature sponsored by Mutual Drug Co. offering daily prize of \$1 for the best lie sent in; Woman's Variety Review, daily participating morn-

trial Bank and others.

Gardner Nursery, Mid-States Steel

& Wire Co. and Sears-Roebuck &

Co.: Romance & Rhuthm. variety

including data on the program.

* '* *

ing program of style and beauty hints; KrimKo Comics, Saturday morning show for youngsters sponsored by the Kalamazoo Creamery: Man on the Street, 5 weekly sponsored by Leath & Co., local chain furniture stores. Three 15-minute local shows are

that was originated by WMC, Memphis; Arkansas Razor Backs, a hillbilly band sponsored by Fairbanks-Morse & Co., quarter-hour 5 weekly; Uncle Sephus, early morning farm program sponsored by

Page 22 • June 15, 1937

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BROADCASTING

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The Convention Job

"* * * In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility."

In those words, written to the editor of BROADCASTING, President Roosevelt sounds the keynote for the fifteenth annual convention of the NAB. In that terse sentence is encompassed a challenge to the industry, because it comes at the outset of an era that may be crucial in radio's history.

No industry ever has had heaped upon it the praise and tribute given radio for the remarkable progress it has made during the last two decades. But a reaction has set in. As it has grown in stature and in influence, its problems have grown apace. Greedy hands are outstretched to engulf it-the hands of professional politicians, of moneyed interests, of reformers. Twenty years too late, they are reaching out for the thing they view as the f'radio bonanza".

Which brings us to the issue in point. Most of the broadcasters about to converge at the Chicago convention probably do not recognize the signs of the times. In a business way, generally, things are going along swimmingly. They are disturbed, if at all, about rates and rebates, copyright, station-break spots, talent and time, etc. To be sure these are problems, but they are not the fundamental issue,

We may be accused of calamity howling. But we know we are right. We feel that broadcasters must take steps to offset the constant and insidious campaign of propaganda about it-propaganda that is growing in volume and effectiveness and that is getting to receptive ears. When only one side of the story is told it is easy to put subversive ideas across, even though false.

How can this problem be coped with? The formula is contained in President Roosevelt's words -- "intelligent management, good programing and an awareness of public responsibility". The formula can be crystallized by a meeting of the best minds of broadcasting and by an aggressive and informed leadership in the industry.

Whether or not the agenda for the NAB convention covers these subjects, it is up to the delegates themselves to see that they are thoroughly discussed, and that an industry bulwark is built against the possible developments of the future. It is not a job that can be postponed much longer.

Out With Politics!

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WE KNOW of no one in the broadcasting industry who will not hail with delight the appointment of a "strong man" to fill the vacancy that will occur on the FCC on June 30. Such a man should be able to give the Commission new leadership and new prestige if he has ability, experience and courage-and, above all, if he is able to say "no" politely but firmly to the politicians and the trouble-makers. We sincerely hope that President Roosevelt will make his appointment with this thought in mind. ~

All sorts of stories are going the rounds these days to cast discredit upon the Commission, the commissioners and the industry. Their usual source is well known. They play upon what has been the basic weakness of radio regulation not only in this administration but during the Hoover regime-its amenability to political control from high and low sources. Our observation has been that, so far as freedom of expression on the radio is concerned, this administration has never lifted a finger to thwart it; very wisely so, we believe, for it simply let the Townsends and the Coughlins talk themselves out.

Why cannot that same freedom prevail in the regulation of wave, power and new station assignments? Engineering principles are basic and simple; economic factors are subject to discretionary decisions, to be sure, but common sense discretion rather than political is possible; plain mis-statements of facts are easy to answer, but someone has to answer them.

When the new appointment is made, we fervently hope politics will be shoved into the background.



QUITE aside from its erroneous assumption that only the motion picture industry is adequately equipped for the technique of television program presentations, the report now on the desks of America's leading motion picture producers falls into a fundamental error in its conclusions: It assumes that because the movie industry has such gigantic capital, it can invade the radio and television fields simply by purchasing stations or networks.

Our observations of the broadcasting field are that most of the better stations, and all of the networks, are simply not for sale. Even if they could be bought at inflated prices, there is still the question of policy to be determined

The RADIO **BOOK SHELF**

BOB CUNNINGHAM, program director of KOIL, Omaha, has written a Production and Announcing Handbook, printed in loose leaf form for all announcers, producers and engineers on the staff of Central States Broadcast. ing System (KOIL, KFAB, KFOR). It is he ing made available on request.

A COMPREHENSIVE article on the two types of judicial appeal under the Communications Act of 1927, written by Joseph E. Keller, ad. ministrative assistant to FCC Telephone Com. missioner Thad H. Brown, is carried in the newly published 25th anniversary edition of the Georgetown Law Journal. The article is titled Judicial Control and the Communications Commission.

A DIRECTORY of trade associations of the United States, the first to be issued in several years, has just been published in a 134-page multigraph volume by the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington. It is titled Selected Trade Associations of the United States: 1937 Edi tion and is available for 10 cents.

by Congress and the FCC whether giant capital, Wall Street or the movies, shall be allowed to move in upon the radio field. If newspaper ownership of broadcasting stations and their multiple ownership by small groups are already being questioned in Washington, it is hardly reasonable to expect that motion picture ownership of any great part of the nation's limited radio facilities will be approved.

We have always maintained, and still maintain, that when television emerges it should be operated along the same lines and by practically the same people as the broadcasting industry. Not the movies but the great radio laboratories of this country and Europe are developing television. It is the largest of the radio companies that has already brought forth home-movie-size and theatre-screen-size television [BROADCASTING, May | 15, June 1]. Television is radio's own prodigy, and we don't believe it is going to be made the stepchild of any other industry. Broadcasting now stands on its own legs, perfectly capable of operating itself as an independent entity; there is no reason to believe that the broadcasters cannot continue on their own, borrowing and adapting from the other arts, including the movies, for television as a public service.

Radio has proved that newspapers have no monopoly on news-gathering and news-dissemination. It has proved that the stage and screen have no monopoly of the entertainment arts and industry. When television comes, the movies will still be the movies-and we agree with the author of the Will Havs report that the movies will still be able to hold their appeal for the masses. Television will be a supplemental home entertainment service, alongside sound broadcasting and in the hands of broadcasters having a full awareness of their public service obligations, chiefly locally owned and operated, undominated by New York or Hollywood.



RAYMOND RITCHIE MORGAN

Black Seas.

president!

sign. He made 16 trips across the

Millan Petroleum Co. and in this

Then he opened the Raymond G.

quickly expanded into 70 transcrip-

tion stations for Ex-Lax in addi-

tion to the live show, which also

expanded. Then came the preten-

tious Drums serial as a live net-

work show for Folger's Coffee. Next

As head of one of the few inde-

Atlantic on the transport Martha

HE SOLD 300 Fords a year while going to high school! In six years he went from clerk to vice-president of a big advertising agency! And so it isn't strange that two

years after forming his own agency, Raymond Ritchie Morgan finds himself owning one of the major West Coast production outfits of the radio business. Strange As It Seems on nearly

100 stations—less than a year after it first went on the air on eight West Coast stations-that's a sample of the speed with which Ray Morgan works. The Raymond[°]R. Morgan Co.,--

of Hollywood - recently took over the advertising and sales promo-tion of the entire Don Lee Broadliked it. casting System. It's handling the national advertising destinies of world-famous Arrowhead Springs. for sponsors. It's guiding the radio destinies of the Gilmore Oil Co. and Folger's tional successes - Chanduato White King Soap in the West and Beechcoffee. It's busy producing no less than a half-dozen major radio Nut in the East; Detectives Black shows. Its offices-half the third & Blue to Folger's Coffee; Growin' floor of a building in the heart of Up to Johnson & Johnson; The Count of Monte Cristo to Forhan's Hollywood-are jammed with scurrying, hustling writers, copy ex-Tooth Paste; The Story of Omar perts, artists, directors, actors, technicians, people of all sorts—by Khayyam to California Diamond Brand Walnuts, and so on. the dozens. Not bad for an outfit that was

Morgan Co., in the spring of 1935. Strange As It Seems on a few Coast stations for the Gilmore Oil formed two years ago. What sort of a man is this Ray Morgan? Co. was the first venture. This

He's 6 feet, 4 inches tall. And he's a California native son. He was born in Sonora, in the original mother lode gold area on Sept. 2, 1895. His father was a native son; so was his mother. Just 40 now, Morgan has already accomplished

the Success Doctor for White King enough for three average lifetimes. Soap. In 1910 while going to high school, he became Ford agent for pendent radio production outfits on his county. He sold 300 cars a year the Pacific Coast producing both -an average of nearly one a day. Quite a record for anyone - let alone a high school boy. Then he went to college and, in conformity with this new dignity, he sold Reos and Packards-dozens of them. He also took advantage of his 6 ft., 4 discount. n, stature to play basketball. He "Why are you in Hollywood in-stead of New York?" is the quesd about as he pleased with the all, only slightly hampered by the

tion most often asked of Morgan. "Hollywood is the center to ther players way down below. In 1917 Morgan joined the Navy which gravitate the country's best and served during the war as enwriters, actors and musicians," is

ohistory com

PERSONAL NOTES

WILLIAM A. CLARK, until recent-ly general minager of WCPO, Cin-cinnati, has been appointed station manager of WIRE, Indianapolis, un-der Eugene C. Pulliam, who recently purchased the station. Mr. Pulliam will continue to devote full time to WIRE, although he is also publisher of several Indiana dailles.

A. S. FOSTER, for many years with the sales department of WWL, New Orleans, resigned June 4 to engage in radio work in the East, according to Vincent F. Callahan, WWL general manager

WILLIAM J. WILLIAMSON on June 7 became sales, manager of WKRC, in Cincinnati, succeeding S. R. Bateman who recently resigned. Mr. Williamson had been western sales manager of Radio Sales Inc. in Chicago for the last three years.

JOE MICCICHE, publicity director and chief announcer of KRKD, Los Angeles, and Josephine Gonzalez of that city, will be married July 18. Their engagement was recently an-nounced nounced.

JOHN E. PEARSON, head of the promotion department of KWTO and KGBX, Springfield, Mo., on June 1 was promoted to the newly-created position of manager of national ac-counts under Sales Manager Ralph D. Foster. Carl Ward becomes assistant in charge of promotion, with Terry Moss' in charge of NBC traffic.

Washington; then served in de-stroyers in the Mediterranean and A. RALPH STEINBERG, president of Radio & Film Methods Corp., will speak to the Hetailers Credit Associa-tion of America at its annual conven-tion the week of Aug. 23 in New York. His subject will be "The De-velopment of Electrical Transcriptions for Retail Selling by Radio." After the war, Morgan joined the Cahill Advertising Agency in San Francisco at \$100 a monthbut six years later he was vice-From here he went to Los Angeles as sales manager for the Mc-

G. A. RICHARDS, owner of KMPC, Beverly Hills, Cal., has returned to that city, after an eastern trip.

capacity was instrumental in the EARLE C. ANTHONY, owner of KFI-KECA. Los Angeles, inspired by building of station KMPC. Faced with the problem of selling radio time for this station—not an easy matter in those early days—Morthis recent visit to Hawaii, has written the lyrics for a new song which, set to music by Johnny Noble, will be pubgan got his first taste of radio, and lished, under the title Coral Isle.

This led him back to his old love, CLAIR HEYER, formerly of KXBY, Kansas City, has been named national advertising manager of WHBF, Rock Island, Ill. the advertising business, with the idea of creating radio programs He sold some of the biggest na-

ARMSTRONG PERRY, former Washington service bureau director of the National Committee on Education by Radio, was one of the passengers injured in a plane crash in April in the enezuelan jungle. He was reported have lain unconscious in the hospital for nine days but is now recover-ing in a Caracas hospital. Mr. Perry, now doing freelance writing, was in Venezuela gathering material.

JACOB IEEFFLER special agent for the Federal Bureau of Investigation. has resigned to become comptroller of WCAU, Philadelphia.

PHILIP I. MERRYMAN, of the NBC station relations department in New York, and Mrs. Merryman, be-came the parents of eight-pound daughter. Heather Ann, born June 5 in Washington. They have two sons, 9 and 6. 9 and 6.

LEONARD KAPNER, manager of WCAE. Pittshurgh, was in Los Ange-les early in June visiting Ford Bill-ings. KEHE manager and head of the California Radio System.

chain and transcription programs, Morgan divides his time between the Coast and New York. The air the reply. "Eventually it is bound to be the hub of radio production. lines wish they had more passen-We produce where we can get the finest people. After all, you can get East in 16 hours when business gers of this sort—and consider sell-ing him tickets by the dozen, at a demands '

If Ray Morgan has a hobby, it is aviation. His wife is the former Virginia Wiles of Boston. They They were married March 17, 1923. The apple of the Morgan eye is Ray R. II, aged 12.

OTTO SCHULTZ, formerly with KMOX, St. Louis, and the old WOS, state-owned station in Jefferson City now out of existence, has been ap-pointed manager of the new KWOS, Jefferson City, Mo. The station has appointed Weed & Co. as its national representatives, effective June 1.

HOWARD O. PETTERSON, sales promotion manager of WOW, Omaha, was in Hollywood early in June con-ferring wth NBC officials during his west coast vacation.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los'Angeles, accompanied by Wilbur Elchelberg, manager of KFRC, San Francisco, leaves the West Coast June 15 to confer with eastern advertising agency and Mutual Broadcasting. System even eastern advertising agency and Mutual Broadcasting. System execu-tives in New York on fall activities. They will also attend the NAB con-vention in Chicago. Weiss is to be guest of honor at a dinner planned in Chicago by Percy Deutsch, presi-dent of World Broadcasting System.

JOHN LIVINGSTON, formerly San Francisco manager of Free & Peters Inc., has joined KEHE, Los Angeles, as account executive.

ANDREW D. RING, FCC assistant chief engineer in charge of broad-casting, had a tonsillectomy per-formed June 2. He was back at his desk June 7

DAN WICKENDEN of the CBS ban with the UBA sales promotion department thas had bis first novel, The Running of the Deer, accepted for publication by Wil-liam Morrow & Co. Book will appear in October.

F. C. EIGHMEY, manager of KGLO. Mason City, Ia., is in the East on a business trip, following the affiliation of the station with CBS.

LEE HOAGLUND, formerly with KMTR, Hollywood, is a recent addi-tion to the staff of KROW, Oakland.

Tribute to Shepard

EXECUTIVES of WEAN, Providence, and the Yankee and Colonial networks gathered with local agency, sponsor and civic officials June 5 for a "speechless dinner" celebrating the 15th anniversary of the station. About 150 persons were present and heard John Shepard Jr., former mayor of Palm Beach, offer a toast to his son John Shepard 3d, who established the station in 1922. Among the radio men atchristal, Edward Petry, & Co.; Credric Foster, WTHT, Hartford; Irving Vermilya, Charles Stiles and Sol Chain, WNBH, New Bed-ford; Paul Swimelar and Edwin J. Morey, WNLC, New London: Roy Harlow, Gerald Harrison, Linuy Travers, Leland Bickford, Carlton McVarish, William Warner, Al Stephenson, James Bonner, Robert Taylor, George Steffy, Yankee-Colonial networks.

CBS Stock Split

ANNOUNCEMENT that CBS is prepared to exchange its present outstanding shares of both class A and B stock with a par value of \$5 for the new \$2.50 par value shares was made by the network on June 7. This two-for-one split of stock was authorized at the CBS stockholders' meeting last March.

NATIONAL RADIO REGISTRY. New York, is publishing a monthly listing of radio talent, aspirants and established artists. The talent, guide will be distributed free of charge to agencies, stations and program build-ers and will list the addresses and backgrounds of radio artists, as well as station personnel as station personnel.

www.ame

BEHIND THE MICROPHONE

DOUGLASS W. MERSERVEY, for-DOUGLASS W. MERSERVEY, for-merly in charge of advertising for the Cellophane division of I. E. Du Pont de Nemours Co, and previously with McCaun-Erickson Inc. and Erwin, Wasey & Co. Ltd., will join the NBC program department in an executive capacity on July 1. Mr. Merservey is a graduate of Stanford University and Hawwed Lear School and hes had ex-Harvard Law School and has had ex-perience in both advertising and theartical production in America and abroad.

PALL ALLISON, formerly of KXYZ, Honston, joins the announc-ing staff of WNOX, Knoxville, June 18. R. L. Anderson, salesman, has been named WNOX continuity chief. Hurry Grimes has joined WNOX as secretary to O. L. Smith, commercial manager.

WILLIAM DAVIES, of WLBC, Muncie, Ind., has been promoted to production manager.

MISS MARGE NEISS, supervisor of audience mail at NBC, Chicago, is recuperating from an appendectomy.

STARR YELLAND, formerly of WSUI, Iowa City, has joined WMT. Cedar Rapids, and will help Bert Puckett in handling baseball.

HARRY McTIGUE, ormerly of WLS, WGN, WJD, Chicago, and WIRE, Indianapolis, is currently at WHAM, Rochester, where he is an-nouncing baseball.

JOHN J. PRICE, program director of KGLO, Mason City, Ia., was oper-ated on for appendicitis May 31.

JAMES C. RISER Jr., formerly of WJEJ. Hagerstown, has joined WBIG. Greensboro, N. C., as annonneer

JACK JOY, recently named program director of KHJ, Los Angeles, has had his authority extended to the entire Lee Broadcasting System of which that station is a link.

RANCE W. VALENTINE. former West Coast and New York radio writer and producer, is now at WGAR. Cleveland, announcing and preparing commercial scripts.

PETER MACARTHUR, producer of the *lows Barn Dance Frolic*, heard over WHO Saturday nights, was re-moved to his home from the hospital June 5. He has been confined to the hospital for more than a month has hospital for more than a month by a foot infection which necessitated an operation

LEN TAYLOR, announcer of WJW, Akron, Ohio, was married June 10 to June Arlene Washart.

BILL BOHACK, former announcer of WHBI, Newark, has taken a similar position with WAAT, Jersey City.

TONY LA FRANO, formerly with several mid-western stations, has been named chief announcer of KDB. Santa Barbara, succeeding Ralph Nelson, resigned. Nathan McCray, new to radio, has also been added to the mike stoff the mike staff.

TOM HANLON, who recently joined the CBS Hollywood announcing staff, has been made night supervisor.

HOWARD WAY, formerly on the staff of WOR, New York, has joined KMPC, Beverly Hills, Cal., as vocal director and will work with Oliver Alberti, the station's musical direc-

CECILE CUMMINGS, of NBC's New York program department, is taking a six-week European vacation with stop-overs at Dublin, London and Paris.

WOODY CLOSE, program director. of WTMV, E. St. Louis, is the father of a nine pound boy born May 28. JAY CRUM, formerly of KTUL, Tulsa, has joined the announcing staff of WTMV, E. St. Louis.



BEFORE THE BATTLE-Arthur Godfrey (left), WJSV commentator and also Prof. Quiz on CBS for Nash-Kelvinator, gives his lungs a workout in preparation for his June 13 battle with Arch McDonald, WJSV sports announcer. Godfrey set out to prove that he could announce base-ball better than McDonald, who accepted the challenge. Announcer Hugh Conover of WJSV is Godfrey's trainer and provided the air that filled the balloons that filled out Godfrey's chest and biceps for this photo. In the right photo McDonald is training on a Wheaties diet, with the help of his sparring partner, Announcer Warren Sweeney, A baseball double-'header served as a ring for the battle of the word wielders.

DON CLARK, writer-producer, has

produced last year on the Don Lee

network under sponsorship of Calif-

Journal, is now on the announcing and production staff at WIIBL, She

FRED PALMER, production man at

to KOY, WLS affiliate in Phoenix,

DAVID VAILE, announcer-producer,

BEN SWEETLAND, commentator and director of Your Friendly Coun-gellor, KILJ, Los Angeles, daily quarter-hour program, was guest of honor and speaker at the Internation-al Donce Ascocition production in Meller

al Peace Association meeting in Holly-

JOE TWERP, free lance radio and

from the Ambassador Hotel, Los

WFMD, Frederick, Md., and Wood-row Ott, formerly of WRAK, Wil-

liamsport, Pa., have joined the an-nouncing staff of WESG, Elmira,

N. Y. Glenn Williams, formerly of WKOK, Sonbury, Pa., has been named

promoted to local sales manager to re-

WFBL, Syracuse, N. Y.

JOHN NEWHOUSE, formerly

wood June 2.

program

Angeles.

Chicago has been transferred

ornia Chain Stores.

boygan,

WLS.

Ariz.

ERNEST LEE JAHNCKE Jr., son of the former assistant secretary of the U. S. Navy under President Hoover, recently joined the traffic de-partment of NBC in New York as as-sistant to R. J. Dolan, night traffic manager. Young Jahneke was gradu-ated from the U. S. Naval Academy in 1009 provided to the traffic de-partment of the U. S. Naval Academy in 1933 and served in the Navy until this spring.

CARL GLICK, script writer for Ra-dio Events Inc., New York, has just had a mystery novel, *The Sitting Buddha*, published. Glick is also the author of a number of articles on Chinese life in America and edits a newspaper column on the Little Theatre.

ED LAUX, formerly with WCAU, Philadelphia, has been placed in charge of remote dance pickups by the artist's bureau of WOR, Newark, An-other recent addition to the WOR artist's bureau is Henry Frankel, formeran independent vandeville agent, who will act as a hooker.

FAYETTE KRUM, author of Girl Alone. NBC serial, has gone to Pontiac. II. to work a month on the Pontiac Daily Leader to "get back into the newspaper atmosphere." She is continuing to write the script. Station KFRO, Longview, to take the place vacated by Earl Kalusche, chief announcer, who has joined ROBERT MARAND has been trans-ferred from the WBBM mail depart-ment to assist Hal Burnett, chief of the station's publicity staff. Marand WFAA, Dallas.

succeeds Al Goodwin who recently re-signed to join the staff of Tom Frizdale, Chicago publicity firm.

WILLIAM LEYDEN, NBC-Chicago puge, who was a member of the an-nouncing school conducted by Everett Mitchell, has joined the announcing staff of WHK, Cleveland.

GERTRUDE C. PEOPLES, chairman of the artists' auditions committee of the Buffalo Broadcasting Corp. (WGR and WKBW), and Radcliffe Hall, an-nouncer and director of the WGY Players, were married May 29 in New York

HAL LANSING, of WTCN, Minneapolis, has been named production manager. He succeeds Donn Clayton, who resigned to resume teaching. WILL GROFF, for three years with WKBO, Harrisburg, has joined WORK, York, Pa.

PAUL CURLEY, son of former Gov-ernor James M. Curley, of Massachusetts, has been assigned to Today's Winners, turf program on WMEX, Boston

ED PEARSON, former Boston and New York newspaperman, has joined WORL, Boston, as script writer. Bob Perry, mathematics instructor at Lex-ington, Mass., Junior High School, was selected for the announcing staff after appearing on the WORL Auditions on the Air.

SAM HAYES, Pacific Coast news SAM HAYES, Pacine Coast news-caster known for six years as the *Richfield Reporter*, on May 24 signed with Transamerican Corp. for a series of nightly newscasts to begin in midof nightly newscasts to begin in mid-June. The programs will originate at KNX in Hollywood, and be hered KNX in Hollywood, and be heard over KNX and KSFO.

CLAIR CALLIHAN has been named musical director of KFRU, Columbia, Mo., to replace James Randolph, re-KFRU announcing staff. Charles Phillipp, KFRU sales representative, was married June 5.

BILL BIVENS, of Greenville, S. C. has joined the announcing staff of WBT, Charlotte, He was formerly with WJSV, Washington.

LINN CHURCH, chief announcer with KYA, San Francisco, for the last six years, tendered his resignation June 13

CONNIE BLAKE, CBS traffic depart-ment, has been transferred from S_{00} Francisco to Los Angelés in connec-tion with CBS operations changes.

ROBERT UMBACH, former sports announcer of WATL, Atlanta, and Jack Bush have been named to the an-nouncing stuff of WLBC. Muncie, Ind.

FOSTER MAY, Man - on - the - Street and news commentator of WOW. Omaha, has been delivering a series of commencement addresses at various high schools in Iowa and Nebraska. VICTOR ECKLAND, KGER, Long Beach, Cal., announcer, was married to Netha Dack, violinist, of that city,

been made program director of KF1-KECA, Los Angeles, succeeding Glenn R. Dolberg, with the stations for six years. Appointment was made by Harrison Holliway, general man-ager. Clark's most recent ontstand June 2. ing western assignment was Calif-ornia's Hour, which he wrote and JOE MICCICIE, chief announcer of

KRKD, Los Angeles, is the voice for lie Fox Movietone News release on San Francisco Golden Gate Bridge

WILLIAM DOUDNA, formerly radio editor of the Madison (Wis.) State JAMES BLOODWORTH KHI LO Angeles continuity writer for the past year, has been made continuity editor.

GERTRUDE BERG, author of The Rise of the Goldbergs, will resume writing, directing and participating in the series on NBC this fall.

JOHN KENNEDY, formerly an announcer of KHJ, Los Angeles, has joined KFAC, that city, in a similar capacity, succeeding, Bertram Symes,

of KYA, San Francisco, has been named studio supervisor. resigned. HAROLD FAIR, program director of WHO. Des Moines, addressed the SHELTON YOUNG, formerly of WBAL, Baltimore, has joined the an-nouncing staff of WJSV, Washington. Kiwanis Club at Newton, Ia., June 2. TRAVIS CABINESS formerly of WBAP, Ft. Worth, has joined Radio Jerry Lee Pecht, lately of KLZ, Den-ver, has taken Young's place.

FREDERIC W. AYER, formerly of WIRE, Indianapolis, has been named merchandising director of WLBC. Muncie, Ind.

EDWARD SIMMONS, program di rector at WAAF, Chicago, for the last five years, joined the production de-partment of WGN, Chicago, June 14. Jack Odell, continuity editor at WAAF for two years, has been ap-pointed Simmons' successor.

KEHE, Los Angeles, as script writer and comedian and has been assigned to the weekly Cosmopolitan Review JOE GARRETT, formerly with WIP WNEW, New York, as assistant pro-duction manager. Vita Kane, assist ant in the program department, will be married June 29 to Dr. Frederick BEN GAGE, at one time vocalist with Anson Week's orchestra, has joined the NBC Hollwood announcing Marek, of Vienna, Austria

GILBERT FORBES, formerly with WIL, St. Louis, has joined WKBB, Dubuque, Ia., as news reporter and commentator.

ED LAUX has resigned from the Wil-liam N. Scheer Agency, Newark, to join, the Mutual Network, and the agency, which uses its own announcer on its accounts, has engaged Bob Becker to replace him.

to the WESG staff as special events announcer. Harold Wagner, announ-HARMON J. ALEXANDER, scriptwriter for Radio Events, is trying out new program ideas in his own summer theatre at, Camp CopaRe, Caryville, cer, has been program director of WESG and Earnest Oliver has been N. Y.

lace Glover DeLaney who has joined JOHN FITZGERALD, since 1934 staff organist of WHDL, Olean, N. Y., has been chosen by Warner Brothers, better better and the approximation of the approximation of the second state of the SAM HENRY, sales promotion man-ager of WBS, is spending his vacation in uniform at the National Guard Camp at Watertown, N. Y. motion picture concern, to represent it in the National Organ Contest to be held in Cleveland in September.

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BROADCASTING • Broadcast Advertising

Ruling on Status of Artists Is Sought To Clarify Network Personnel Problem

Social Security purposes, NBC has advised all of the program sponsors and advertising agencies with which it does business as to a procedure it will pursue until such time as there is final adjudication of this issue. In a letter sent last month to the

entire roster of sponsors and clients, Mark Woods, NBC treasurer, pointed out that the network's attorneys are collaborating with counsel for the American Association of Advertising Agencies in an effort to obtain rulings on the status of radio artists insofar as Social Security is concerned. In the interim, he pointed out, NBC is classifying its sustaining artists as network employes or as independent contractors "according to our best lights". The text of Mr.

Woods' letter follows: This letter is being sent as a matter of information to all sponsors and ad-vertising agencies with which NBC does business

As you no doubt are aware, there is uncertainty as to the status of radio artists for social security purposes. Our attorneys are collaborating with George Link Jr., counsel for the Amcrican Association of Advertising Agencies, in an effort to obtain rulings upon the subject. In the meantime, we are classifying our sustaining agaists as our employes or as independ ent contractors, according to our best lights.

As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of the artist and not as his employer. It is up to the par-ticular sponsor and its advertising agency to decide whether the artist on their program is an independent con tractor or an employe of either them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as

1. Instrumental musicians furnished by us at union rates pursuant to one union contracts and through a union contractor in our employ, i.e., th members of our house orchestras, an our staff conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the prac-

tical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a prece-

Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employes of the particular sponsor or advertsing agency.

advertsing agency. 2. Radio artists, regardless of the nature of the services performed, fur-nished by us in connection with a program sold by us as a "complete package," i.e., where we are paid \$Xio build, direct and produce the pro-gram and we have the right to pick the artists and make our our agrees the artists and make our own agree-ment with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as etween NBC, the advertising agency and the sponsor, NBC is the employer, if any one of them is. 3. Staff announcers, production men,

engineers and other personnel in our general employ whose services on commercial programs are covered by our

phistory com

BECAUSE of the uncertainty of the status of radio artists for Social Security purposes, NBC has is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer sunder management contract to us, furinshed at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are ren-

dered within, and in the second case without, the scope of the individual's employment by us. We shall endeavor to advise yo

full within either of these three ex-ceptions. We would appreciate it if you would make known the contents of this letter to the purties interested in your organization.

Exposition Radio Staff

Assumes Duties in Texas WHEN the Greater Texas and Pan-American Exposition opened in Dallas June 12, 20 staff mem-bers assumed their duties at the Gulf Radio Studios on the exposition grounds, James W. Crocker, director of radio for the exposition, has announced. Mr. Crocker has as program director Jack Lyman, who served as chief announcer at last year's exposition and who has been assisting him since January.

The following staff members reported for work the first week in June: Ray Lackland, formerly associated with several Texas stations; Fred L. Edwards, former network announcer; Fritz Kuler, who has worked in various South Texas stations; Gene Heard, form-erly at WFAA, Dallas, and re-cently of KRBC, Abilene; John Hughes, part-time announcer on WRR, in Dallas, Harry S. Keith, technician with the 1936 show, is chief of operations, assisted by eight technicians: O. A. Walden, Jack Brown, E. M. Keith, J. D. Henry, H. L. Altfather, R. L. Lud-wig, W. M. Jurek and C. P. Joyce. Other radio staff members are Howard and Bob Bogarte, page boys; Betty Allin, receptionist and stenographer; Marjorie Luęthi, continuity writer and receptionist.

Cupid at NBC

CUPID is working overtime at NBC's New York headquarters these days. On May 29, Gerard Wolke, assistant manager of the guest relations division, was married Eloise Dawson, former NBC hostess, at the Little Church Around the Corner. On June 5, John Baxter of NBC artists service sales promotion, married Patrice Jane McCormick of J. Walter Thompson's art department. The following day, June 6, Lillian Mone, NBC telephonist, was wedded to Daniel Dibianco. And on June 13, George' Sax, NBC artist booker, married Eleanor Chascione at Mt. Carmel Church in Astoria, home of the bride.

Musical Union in Chicago

Given CIO Recognition THE American Musicians Union, independent Chicago organization, has been officially recognized by the Committee for Industrial Organization, bringing a potent factor into the Chicago union musician's picture and giving Joseph Petrillo his first serious competition since he became head of the Chicago Federation of Musicians some 20 years ago. Only jurisdictional rights have to be straightened out before the actual charter is granted. The CIO is willing to give the AMU jurisdiction over Cook County (Chicago) but the AMU would like to have jurisdiction over territory within a 50-mile radius of Chicago.

AMU has local chapters in five other cities including New York, [BROADCASTING, May 15]. However, CIO recognition has only been conferred upon the Chicago group. There is a possibility that at a later date the CIO may reorganize the entire six locals. Chapters in addition to Chicago and New York are in St. Louis, Minneapolis. Springfield, Ill., and Danville, Ill.



BEST NBC RECORD - For transmitter operations during 1936 was achieved by engineers of WGY, Scheneetady, and they were awarded a handsome plaque in recognition. Here are, left to right, Boyd Bullock, of General Electric Co., presenting the plaque; W. J. Purcell, WGY chief engineer; George McElrath, assistant chief engineer of NBC; Ralph Sayer, and Kolin Hager, manager of the Schenectady station.

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Appeal Considered In WMAL Holding

> PROSPECTS of acquisition of WMAL, Washington, by Hearst Radio Inc., which has been in litigation for the last two years seeking specific performance of a purported contract to purchase the station for \$285,000, were dimmed June 1 when the U. S. Court of Ap-peals for the District of Columbia sustained the finding of the District Court in Washington that no actual contract for the sale had been completed.

Whether the station, now oper-ated by NBC under lease but owned by the heirs of M. A. Leese, will be sold or retained by the heirs re-mained questionable. There is also the possibility, it is understood, that Hearst Radio will seek a Supreme Court review of the case.

Leased for Three Years

In the litigation, Hearst Radio contended that in January, 1935, by written agreement, the heirs to the Leese estate had agreed to sell the station for \$285,000 plus a three-year studio rental figure of \$108,000. The lower court held that the contract had not been consummated and the Court of Appeals affirmed this decision. WMAL is the NBC Blue outlet in Washington and on Jan. 12 last that network renewed for a three-year period from Dec. 31, 1937, its lease of the station. It has, been operating WMAL under a five-year lease at \$36,000 per year, including studios. The renewal was understood to be at about approximately the same figure.

The lease renewal also carried a provision that, whatever the outcome of the Hearst litigation, NBC would continue operating the station for the new three-year period. A half-dozen applications for new station facilities in Washington, two of which involve WMAL, now are pending before the FCC. It is understood, also, that other interests in Washington, including at least one newspaper, are seeking purchase of WMAL from the les-

sees in the event the Hearst contract is finally ruled out.

Montgomery Ward Disc On 70: Will Add in Fall LAUNCHING one of the biggest transcription campaigns of the season, Montgomery Ward & Co. started a thrice weekly campaign on 70 stations June 14 with about 30 more stations to be added in the fall when the program will be broadcast five and six times weekly. Titled Neighbor Jim and featuring Joe Emerson, vocalist, a pianist and organist, with George Thorndike as announcer, the pro-gram is being placed locally by Montgomery Ward retail store managers all over the country. Lord & Thomas, Chicago, is in charge of production of the program with NBC, Chicago, transcribing the series. The following

scribing the series. The following stations started June 14: WOKO, WHN, WHDL, WCSH, WDEV, WCAX, WBLK, WAGF, WJEJ, WOPI, WLAK, WSUN, WPTF, WJBC, WTMY, WMBD, WCBS, WGEF, WBOW, WAVE, WJIM, WKBZ, WEXL, WHKC, WTJS, WIBA, KLRA, KGHF, KGNO, KWBG, WIBW, KFH, KALE, WJBO, KVOL, KMLB, KRMD, WJDX, KGGM, KCRC, WKY, KNOW, KTAT, KGBK, KRRV, KLZ, WOC, KSTP, WMFG, CJIC, KLPM, KSOO, KTRB, KMJ, KFPK, KGHL, KGVO, KIDO, KID, KFXD, KFJI, KMED, KOIN, KSLM, KVOS, KFPY, KPQ, KIT, KWYO and WAIR.

Hawaiian Juice Test

HAWAHAN PRODUCTS Co., Beverly Hills, Cal., to introduce Haley's Papaya Nectar, a Hawaiian fruit juice, to the consumer market, is conducting an eightweek test campaign on KMPC, that eity, using six days weekly a quarter-hour transcribed series Hawaiian Musical. It is the sponsor's first radio, previous advertising having been confined solely to newspapers and magazines., So successful is the short test proving that an extensive radio campaign is being planned and will include various Pacific Coast stations, according to George B. Collins, manager.

10 Years' Selling Time

10 Years' Selling Time I am a married man, thirty-two years of age, and have been identi-fied with the selling end of radio advertising since 1927. Have been sales manager of an NBC affiliate; national sales manager of a 5,000 watt daytime station; and oper-ated my own business as a special representative. At the present time (am an applicant for a station. Should it not materialize (decision expected by July 16th) I will be available and will be intersted in or part owner of a station located in a city of not less than 200,000 rated wy of using the statistice that straight selling job if satisfied that ing upwards of seventy-five hun-dred dollars per year. Can also offer financial assistance to one in-terested in expanding or in the terested in expanding or in the construction of new station. Let's talk it over during the convention or write me in care of BROADCAST-ING. Arthur, H. Croghan.



Foster May, the middlewest's original "Man on the Street," is still going strong! His latest innovation on Omaha's busiest downtown intersection was an old-fashioned spelling bee . . . and it looked

Watts like a riot. Listeners called **Omaha**, Nebraska Owned and Operated by the Sovereign Camp of the Woodmen of the World

manship!

590 Kc.

5,000

ON THE N.B.C. RED NETWORK

Page 28 • June 15, 1937



Five Bucks a Throat

* * *

Police Show-Up

questions were going on the air. Arrangements for the informal

program were made with police de-

partment officials who have had

complete charge of the unexpur-

it a "nice program," but advertisers

recognize it as typical WOW show-

gated show.

For Coast Candid Addicts THE Easy Iowa Song Fest heard BORROWING an idea from reon WMT every Sunday afternoon cent candid-camera antics in New originates from the stage of the York and Chicago night clubs. Paramount theater in Cedar KSFO, San Francisco, has started Rapids. During the community weekly half-hour show called singing portion led by Doug Grant, Benne Alter takes a port-The Camera Club of the Air to which passes are issued to candid able mike and walks through the addicts. Floodlights, reflectors and crowd holding the mike in front of other equipment have been insomeone who is singing. At the stalled, and the audience is privisame time he gives the singer a leged to snap away while the show ticket with a number on it and reis on the air. Prizes are offered for lays that number to the WMT the best shots taken each week. In studios where a judge is listening addition to the studio fun, the to the program. The judge listens program offers real "meat" to the to the various voices during the radio audience in the form of techcommunity singing and picks the winner. At the close of the show nical and non-technical discussions on photography. Written by J. C. Morgan, KSFO program director, the winner is called up on the stage and presented with a \$5 bill. the feature is announced and emceed by Bob Riechenbach, KSFO

sales promotion manager. Both are BROADCASTING of a "public show-up" at Indianapolis police well-known amateur cameramen.

headquarters for what is believed Musical Atmosphere to be the first time in the country SETTING the music to the protook place recently when WIRE gram is successfully accomplished outlet aired the program. The broadcast was handled by detective Universal Revue, heard over WEBC, Duluth-Superior five times lieutenants but the prisoners did weekly. Each week a different munot know their answers to police

> Music, and music by native composers, of a foreign country is chosen. Universal Milling Co. sponsors the program, and works in commercials by giving recipes of favorite pastries and breads of the country visited. The program is now in its 61st week. Cash prizes are offered for tested recipes with Universal Flour, the product plugged on the quarter-hour show. Betty Gale, WEBC spieler, writes and produces for the sponsor.

> sical setting is provided. Folk

Hollywood of Long Ago EXCERPTS from his colorful experiences as one of the first motion picture luminaries, is given by Hobart Bosworth during his weekquarter-hour CBS transcontinental Dean of Hollywood program from that city. Hollywood of long ago, when motion pictures were in their infancy and stars born over night is the theme. His first ap-pearance in the "galloping tintypes" was made in 1909 when he starred in "The Power of the Sultan". Since that time he has been known in the motion picture world under the title which identifies his CBS The Dean of Hollywood.

No Chatter Allowed MORE music and less talk is the slogan of WPRO, Providence, R. I., for its summer programs. Stephen Willis, WPRO manager, has been deluged with requests for civic interest talks so he reduced the usual five-minute speeches to effective dramatic spot announcements and said with something of a knowing smile, "They shall have

music." The customers like it.

Little Popper Offers KDYL, Salt Lake City, has the town talking with its Vox Pop Jr. program for youngsters. The series comes from Liberty Park, amusement center. The Junior Vox Popcanvasses the playgrounds with questions designed for adolescent response.

Town Meeting on Street AFTER finding from a survey that the public wasn't quite so anxious to hear the usual vox pop street show with teaser questions, catch questions and fact-finders, WGAR has inaugurated a new twist, combining several other features. Dave Baylor and Graves Taylor interview passers-by but subjects deal with current news events. Then three persons are given the chance to talk about anything they like during one minute of their time. Some take politics; others, hobbies; others dis cuss civic problems. Reaction has been good and draws much mail usually rapping some person who has been on the air. Then, writers of such letters are invited to come down and take the opposite view. points. Once weekly a discussion topic is announced in advance Persons are invited to come and participate. Franklin Lewis, sports editor of WGAR, on his weekly All Sports Forum, asks outstand. ing sports personalities to answer questions from fans. Since the stunt started the studios have been jammed.

Just Drop a Card

KVOA, Tucson, Ariz., has a onehour daily participating program featuring Spanish music and Isaac Avina, Spanish announcer and commentator. So many requests for musial selections kept coming in that KVOA had a lot of postcards mimeographed and sold them to the participating merchants who distributed them to customers. So far, KVOA has receved 2,000 cards month since distribution began. Slant: Most people are too lazy to write requests and dealer distributon is a good tie-in. * * :

From Bus to Mike FROM Union Bus Terminal the Bus Broadcaster brings to the audience of WCBS, Springfield, Ill., a new slant on the street broadcast idea. People from all over the country are interviewed giving their opinion on timely topics and stories of their various travels. Colorful effects are made possible through the 'cooperation of the local bus attendants, including the arrival and departure of buses, the calls and adventures of the Red Caps. Prizes are offered on the program for best questions

Cool Off With Hot Music BELIEVING that music, especially in the lighter mood, is the "coolest" thing to listen to, the program board of KFRU, Columbia, Mo., revised programs to conform with this philosophy. A feature of KFRU's daily schedule is Un-broken Melodies, straight musical shows minus the usual introductions. The KFRU Saturday Nite Club, 10-12, features two solid hours of dance melodies with announcer breaking in only on the quarter-hours with program and station acknowledgments. * * *

Labor in the Spotlight . LANGDON W. POST, chairman of the New York Housing Authority, on June 8 broadcast a discussion of Labor and the Wagner Housing Bill on WEVD, New York, as the first of a new series of programs on the general theme, Labor Legislative Trends in the Nation. Programs will be broadcast twice weekly as a part of the WEVD University of the Air, arranged and directed by Morris S. Novik.

www.amer

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News Breaks TO PROMOTE news periods, as well as to serve the listener better, KOIL, Omaha, recently inaugurated a series called KOIL Radio Headlines, consisting of short news flashes, scheduled any time there is no "break" announcement. Details are given in very few words, and the listener reminded of the full story to come on the next news period. Five minutes before the headline, an alarm rings in the news room and the hottest story since the last flash or news period is prepared for the break. As soon as the clock rings, the man on the

desk sets it for the next headline. **Civic Get-Together**

WMBH, Joplin, recently instituted a daily half-hour of civic get-together programs put on by talent from the different communities, a different one each day. Music or other entertainment features take up approximately 20 minutes; plain old civic "booserisms" go for about 10 minutes. The series is billed as Exploring Little America, the station's name for its primary area. Communities may handle their own program entirely; the station will prepare and present it; anything is allowed, within reason.

KMA Crew on Road

FOLLOWING the successful example of the WHO Barn Dance, which has played the theaters of cities and towns of Iowa and other states, KMA, Shenandoah, Ia., has sent its Barn Dance, a troupe of 18 directed by Howard Chamberlain, formerly of WLS, Chicago, and the National Barn Dance, to various towns throughout its territories. They are broadcasting from each city visited before paid audiences. A "town booster" feature, usually a speech by a leading.

local citizen, is also tied in to give the program a community boost. I Do SOME friends of KOY, Phoenix,

Ariz., wanted to get married on June 3 and in honor of the Duke and Wally the station declared an All Lovers Day program, consisting of organ music, string ensem-ble, choir and soloist timed for noon weddings. Local folks like the idea and a dozen couples used the occasion and KOY's music for their own weddings.

Raise The Ante! PRIZE for the winner of Miami Valley spelling bee on WHIO, Dayton, O., was a five-day, all-expense tour of Washington. Over 15,000 students competed in the annual city and county contests and win-ner William Cail, 14, got the grand prize when he spelled "armada"

correctly. Slant: Bigger the prize, the more good-will. Parents and Teachers CHARACTER building in schools is the keynote of a series on WCMI, Ashland, Ky., during which members of the Parent Teachers Asso., school teachers and pupils of local schools participate. Good-will tie-in of parents, teachers, and

Mike in Market A NEW WGN show has Jess Kirkpatrick, announcer, interviewing women from different Chicago stores and markets weekly. Titled Women in the Store, the program is sponsored by Wilson & Co., Chicago. U. S. Adv. Corp. is the agency.

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Gold Cups for Silver Tongues TYRO announcers, competing for fame in KYA's Sunday "Microphobians" program, are offered a gold cup, engraved with the name of the weekly winner. The cup is the gift of the Jenkel Jewelry store, San Francisco. Award is made on the basis of mail returns the presentation of the cup being made the week following the contest. Although run as a sustainer, Jenkel Jewelry store is given mention during the broadcast in exchange for the trophy award.

Do You Remember? IN Headlines of 1927 and Head-

lines of 1912, a new series of pro-grams on WCKY, Cincinnati, events of 10 and 25 years ago are recalled by Elmer Baughman, WCKY staff announcer and narrator. Material for the broadcasts is taken from old newspaper files and will indicate the fashions and business trends of those periods. Local interest builder, informative to the younger generation and amusing to the older.

Ends of the Earth PROGRAMS direct from the Field Museum, Chicago, are being broadcast weekly over WGN. The series is built around the museum's expeditions with each program dramatizing one of the exhib-its on public display there. Famous explorers and zoological leaders are featured in the weekly show which is titled From the Ends of the Earth. The series is under the joint auspices of the Field Museum and the University Broadcasting Council, Chicago.

Good Will Tour

A SERIES of special remote broadcasts, covering the Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota during June, was

to be carried by WCCO, Minneapolis. Eight broadcasts from towns in South Dakota were planned for June 14, 15 and 16. Engineers and other representatives of WCCO accompanied Minneapolis business leaders to stage the eight broadcasts. * * * *

Kids and Pets CHILDREN's pets are the center

in Animal News attraction Chub, a recent series begun on NBC-Blue network featuring Miss Lou Rogers, writer and entertainer. Children's own stories about their pets and tales of the zoo and circus will highlight the programs. Instruction about the care of animals will also be given.

From Verse to Worse AMATEUR poets are given their chance to speak their poems to a listening world in a new program, Today I Am a Poet, broadcast for a half-hour each Monday evening on WHN, New York. But first each aspiring poet must prove himself by completing a poem read to him before the microphone. If he fails he gets the gong; if he succeeds he can then recite his own masterpiece.

In Case of a Tie JUDGES actually didn't agree on the winners of a recent contest pro-gram called Linda's First Love broadcast on WSPD, Toledo, O. So

six watches were given away in-

stead of five and one more winner

felt a lot better towards one more

Cricket in Wind IT WENT "chirp chirp" just like a cricket everytime Carl George turned on the wind machine for rehearsals of a winter drama at WGAR, Cleveland. The wind and wolves were fine, but no chirps were wanted. Tests and oil didn't help. The night of the show, Mr. George was checking up on cues and dis-'covered a live cricket in the machine

Prizes for Safety

CASH awards for safe driving and adaptation of man-in-street idea to a safety campaign are the features of a series on WFAS, White Plains, N. Y., sponsored by the Mayflower Stations Inc. Pedestrians and motorists are questioned by a roving announcer and a member of the police traffic department is on hand to check the answers. Tie-in is the Mayflower Safety Patrol which cruises the streets and chooses a safe driver who receives a cash award.

* * *

Where to Find Work **REVERSING** the usual program for the unemployed, KRKD, Los Angeles, presents The Day's Work thrice weekly during which Ruth Hickox, employment counselor of the California State Employment Service, seeks out the job hunter, tells of jobs on file, discloses the

jobs can be obtained.

Radio Talent and Personnel Suite 569 415 Lexington Avenue at 43rd Street New York City qualifications and tells where the

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nation.

AN IMPORTANT

NEW SERVICE

FOR ALL IN RADIO

NATIONAL

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The Nation's Clearing House for Radio

Talent and Personnel comes as an im-

portant new service, wholeheartedly

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radio stations and networks as well as

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In a monthly bulletin, are listed in

sharply divided classifications, the

names, addresses, and qualifications of

persons now employed in radio and

persons wishing to break into radio.

This bulletin is sent to over two thou-

sand radio stations, advertising agen-

cies, large individual companies and

program builders throughout the

The listing fee of one dollar is the

only charge, and for this reason it is

definitely a service which you (as a

person now employed in radio, or

wishing to get into radio work) should

use to advantage. You are invited to

write for information, or come in

today and list yourself so that your

name will be included in the next

NATIONAL RADIO REGISTRY

The Nation's Clearing House for

others employed in radio.





June 15, 1937 • Page 29

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5000 WATTS (DAY) 1000 WATTS (NIGHT)

Sears & Aver

Movies Urged to Grab Television

(Continued from page 7)

corporations interested in television to impress the representatives of trade papers, financial institutions and the American press, the writer recognized the total failure of the television industry to approach the subject of program production from the proper viewpoint. "The laboratories are bending

every effort to produce the ultra in equipment. Yet when that equipment is put to use for experimental broadcasts, the production lacks finesse. To be successful in creating public acceptance and interest in this new art, it will not be sufficient to have perfect transmitting and receiving equipment. Pro-grams must be carefully designed

and produced or failure will result. "The British Broadcasting Corporation in 1935 reported that they averaged 26 hours rehearsal time for a 45-minute transmission using trained talent. That figures 34.6 hours of rehearsal time for the entire cast per hour actually onthe air. The reason for this very high figure is no doubt due to the fact that unlike the motion picture, no, retakes can be made. Every actor and actress must be letterperfect in both lines and business for one take and only one.

"To produce a studio television program demands much more than, players who can read lines, good orchestras, and efficient sound tech-nicians, which are the only essential studio elements in radio broadcasting. The successful studio television production must employ all the trades, research, sets, equipment and technique of the motion picture producer. "Existing radio broadcasting

studios are not designed to accommodate the equipment and sets which must be a part of television. Ample area must be provided for the maximum number of players, musicians and technicians required for the largest production to be undertaken. Latitude must be given the cameramen and cameras which must be mounted on wheels so that they may be moved to wherever action takes place. Dressing rooms and wardrobes are absolutely necessary whenever a production dealing with any historical period is to be presented. All pro-ductions will require make-up of the players and special wardrobes

will be necessary in many cases. 'A research laboratory is essential if accurate detail is to be provided. Special high-intensity illumination of the set is necessary if the pick-up cameras are to record details within the range of all focus. Any error or slip on the part of players or technicians will be recorded on the receivers before the director or the production or the individual responsible is aware that a mistake has been made.

"Studio television production must of necessity be limited in its scope; exteriors of the sea, the plains, the forest or the frozennorth can only be made outdoors. The desire of the television interests to reach the largest possible audience will result in television broadcasting in nearly all cases during the evening hours. Exteriors after dark are, of course, out of the question.

"In those experimental broadcasts obeserved where motion picture film was the medium broadcast, excellent results were obtained when the film was selected with

proper consideration for the limitations of television 'It is most clear that the television broadcasting production must be directed by persons quali-fied by long years of experience in

visual entertainment, who are familiar with all the technique of the motion picture industry.

Conclusions of Report

The report, after citing the statements of radio and banking industry leaders to the effect that television's eventual emergence is inevitable, reaches the following conclusions: Television is regularly scheduled

and broadcast today in London and Berlin. In the United States experimental broadcasts are in the air every day. The apparent delay in the United States is caused by the problems of inter-connection of cities for television broadeasting as is done with radio

aroused and the geographical distrbution of by training or experience to meet the exacting requirements of this new art. transmitters in a manner which will not provoke interference. There are problems of less importance for All characters in a studio television which solutions may be found at any broadcast must be letter-perfect in moment. lines and business. Television is a Some of the research groups here is made, it is recorded on all receivers

have made great advances in the trans-mission of images. Excellent clarity of tone is now combined with pictures of high definition. The American television screens show pictures of only 7 by 10 inches

esssary to produce a television show. [See BROADCASTING, May 15, June The highly developed technique of the 1]. Foreign screens are now comparmotion picture meets all the requireable with those used in motion picture ments of television save two: 1-Make-up for motion picture takes is

TELEVISION expects to borrow

not satisfactory for a studio television production, due to the inability of the iconoscopes faithfully to record color There can be no doubt that telev-America must eventually offer a larger picture if it is to possess contrasts; 2-Costuming of players and the coloring of sets must be care-fully studied in studio productions so Close up views are by far the most interesting. When the iconoscope interesting. When the iconoscope camera attempts more than head to that proper lighting contrasts can be

waist views details ale lost. recorded. Much speculation exists regarding the alleged threat of television to the future security of the motion picture industry. Belief that the motion pic-ture will suffer when television be-So far experimental broadcasts designed especially to stimulate interest in this new art have demonstrated that showmanship has been sadly missing. The shows are poorly staged, which reveals the truth in what the technicomes a commercial fact appears to be without foundation. After observ-ing the experimental broadcasts of cians say, that the programming prob lems are as great as the scientific ridthis new art, one is aware at ouce The artistic side of this new art that, the motion picture industry, which alone possesses all the elements needs showmen and needs them badly. It is most apparent that the scenic designers, make up experts, directors

entertainment value.

to the productions.

"one-take" show. If any slip or error

tuned to the station at the exact sec-

ond of its occurrence. No radio broad-

dusting station is equipped with the

studios and other paraphernalia "nec-

Mr. Beal also revealed that tele-

of successful television program production must become a part of this new art. The radio industry, due to its limited facilities is not equipped to and all those artisans who make the motion pictures what they are have not found their way into television produce an acceptable visual produc yet. When they do it will be a boon tion Because of the terrific cost of inter-Live talent in studio television preconnecting cities by coaxial cable (the

only means now known), the motion sentations must consist of actors and picture industry has a great oppor-tunity to produce programs on lim and ship prints to television stations for local broadcasting. [The four maactresses who are famous for their work on the stage and in motion pic tures, if public interest is to be Most radio actors are not qualified

tional chains now broadcast approxi mately 200 programs each day. I should be the aim of the motion ture industry to secure the produc-tion of at least 30 minutes of materi-nl for each chain daily. If this can be al for each chain daily. It this can be accomplished, it will increase the pro-duction of finished motion picture film in the U. S. by over 66-2/3%, accord-ing to figures supplied by the Motion Picture Division of the Bureau of Foreign and Domestic Commerce.

To increase production schedules to such an extent would be a titanic undertaking unless gradual expansion were planned. It is, therefore, evident that the motion picture industry must begin to consider the matter now if it is to accept in whole or in part the great opportunity which this aspect of television presents. Through the facilities of the Motion Picture Producers and Distributors of America, a co operative effort should be planned and executed which would assure the in-

dustry its proper place in the developchains. ment of this new art. Movie Holdings There are at the present three companies, members of the Motion Picture Producers and Distributors of America, who are financially interested in

1. Warner Bros. own and operate Station KFWB in Hollywood, and it is said that during the past year formed a new subsidiary, Transameri-

radio interests. 2. Loew's Inc., a Metro-Goldwy

3. RKO motion picture interests are, of course, closely allied with the National Broadcasting Co. through the Radio Corporation of America, the

Broadcasting Co. Undoubtedly these interests have recognized the importance of motion pictures in television program producion. Each of these interests or all of them may be preparing to organize a program-producing unit which would be attractive to television broadcast-

to pool their interests. Any contract arrangement individ ual producers might make with the radio and television interests to produce television program material could have no guarantee of permanence

BROADCASTING • Broadcast Advertising

But in the interest of the motion pic ture industry as a whole, a plan of production effort which will freely production permit all producers to participate. rather than limit production to a small group, might be explored through the Motion Picture Producers & Distributors of America Inc. The radio and television interests, recognizing the great importance of motion pictures to the success of the new art, might cooperate to purchase motion picture producing facilities to produce programs in their interest. However, a production effort as suggested ever, a production energy as suggested above would forestall such action by the radio and television interests. Some in the motion picture industry may feel that it is too early to formmay teel that it is too early to form-ulate plans as to what position it should take in regard to television. It must be remembered that while there are problems which must be dealt with before television is commercially practical, no one can predict with any cer-

If the motion picture industry is to get the greatest benefit from tele-vision, it must actively engage in the vision, it must actively engage in the business of radio and television broad-casting, or produce the material for televison broadcasting. To do this, an association for profit in the nature of an open pool of television broadcast-ing rights might be formed by those

An attempt to purchase such con-

trol and form a new network would involve long delays and many uncertainties. However, if such a plan could he carried to a successful conclusion the network would become the fifth national chain and would require an investment of great sums before it could be established as a dominant factor in the radio industry. It would be extremely difficult to recruit an efficient executive and operating personnel for such an enterprise. While this plan might be less expensive initially than the second plan, the completeness of

the second plan recommends it as against the first. The second plan is based on the purchase of control of an existing na-tional chain of broadcasting, stations. The NBC Blue Network, the Columbin Broadcasting System or the Mu-tual Broadcasting System are suggested as being properties which might be acquired. Each has a complete and efficient staff of executives and operating personnel with many years of experience. Each is made up of stations long established in desirable locations with modern equipment, satisfactory power, frequencies and broadcasting time. Each has a competent engineering staff fully conversant with tele-vision as it has developed here and abroad, and able to carry on as television becomes a commercial fact. Each enjoys an excellent reputation and representative audiences which make their facilities desirable outlets

The acquisition of any one of these networks would establish the motion picture industry in a well-organized and profitable enterprise. The control of an existing network will permit the industry to inject into its radio and television programs such material as considers in the best interests of the motion picture industry and the public. Trailers of feature pictures could be made a part of its television

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www.americanradiohistorv.com

Don Lee Officially Opens New Television Plant on

First Visual Anniversary OFFICIALLY inaugurating its new television sound channel transmitter, the television division of the Don Lee Broadcasting System, Los Angeles, on June 4 broadcast two special sight-and-sound programs in observance of the first anniversary of the opening of high-definition television demonstrations to the general public. "Sight" portion of the televised program, composed of current newsreels and short film subjects, was sent out on 45,000 kc. while the "sound" portion was broadcast on the new frequency of 54,300 kc. New transmitter is of the latest grid-modulated design and reproduces sound frequencies from 40 to 10,000 cyles with fidel-

ity. During the past year more than 10.000 persons, including scientists, engineers and government officials, have witnessed the daily television broadcasts, according to Harry Lubcke, Don Lee director of television. Periodic broadcasts have been witnessed by guests at a receiving set under normal home conditions at a location 3% miles north of the transmitter, and at private resi-dences elsewhere in Los Angeles. Most difficult reception was success-TELEVISION TOWER-From this fully received last April during 74 antenna array atop the Empire State Bldg., New York, RCA and NBC engineers are experimenting separate demonstrations in Pasa dena, Cal., a distance of ten miles from the television broadcasting stations, W6XAO, with a mile of with 441-line television transmis-

19

130

ic service is expected to start.

ictures in the theatres. The stars of

Hollywood are recognized as the most

desirable material for radio and tele-

vision productions by advertising spon-

It has been definitely established that radio programs with Hollywood

Stars create the greatest audiences

Due to engineering limitations in the geographic distribution of tele-

vision stations, there will be keen com-

petition for government licenses. The Federal Communications Commission,

charged by Congress with the admin-istration of the Communications Act.

will undoubtedly give its favorable

consideration to those applicants who

WASHINGTON, D. C.

has an Annual Payroll of

\$360,000,000

Reach it with

WOL

Washington, D. C.

and pay the highest prices.

SOTS.

three peak hills intervening. sion, now capable of producing Methods and technical apparatus home-movie-size pictures [BROADused in these broadcasts are large-CASTING, June 1]. Tallest point in Manhattan, the Empire State spire ly under patents to the Don Lee Broadcasting System and Mr ives line-of-sight some 35 miles. It is from this transmitter, now Lubcke. The sight-sound transmis-sions of W6XAO occur twice daily secretly serving model receivers in except on Sundays and holidays. laboratories, offices and homes of about 75 RCA-NBC officials and en-Daylight schedule is' as follows rineers, that television's first pub-Monday, 9-10 a. m.; Tuesday, 10-11 a. m.: Wednesday, 11 a. m.-12 noon; Thursday, 12-1 p. m.; Friday, 1-2 p. m.; Saturday, 2-3 p. m. Evenings, 6:30-7:15 p. m. program in such an appealing manner that the public would be induced to attend the complete showing of the

Kosto's Fall Plans

KOSTO Co., Chicago (prepared dessert), will start a spot campaign on 7 or 8 stations in September. Daily 100^rword announcements will be used in the larger cities in Illinois, Indiana, Wisconsin and Michigan, with the possibility that Ohio and Minnesota stations will also be used. Perrin-

Paus Co., Chicago, is agency.

replace radio broadcasting for many can establish beyond question their ability to produce the hest programs years. Sponsors will continue to carry in the public's interest, convenience on their advertising campaigns by ra because it will permit them to dio. and necessity. An organization such as any one of reach the greatest number of people for their advertising dollar. Televisión these existing chains, combined with the great resources of the motion piccannot be denied-the people demand ture industry, could present to the Commission the most valid reasons for it, and sponsors want it. The motion picture industry has its greatest opportunity for expansion knocking at its door to day. It mustrequesting and receiving television licenses. The acquisition of any of these national chains would provide profits which could he used to purchase teleprepare now for this new industry which is certain to become an impor-

tant part of our American life. Inasmuch as the developments vision transmitting equipment when available. Due to its limitations and extremely high cost, television will not the West Coast and Europe as re-corded in this report were obtained without first hand investigation, it is recommended that they be investi-gated forthwith and that the findings be added to this report. It is recommended that some pro-

vision be made to keep appraised of development both here and abroad as



ECONOMICAL RESULTS for CLASSIFIED **ADVERTISERS**

OUICK

0

BROADCASTING's "complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell...

Help Wanted

You may choose a new, employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROAD-CASTING. Some concern may need you-reach your next employer through BROADCASTING. Others have done it with success.

Wanted To Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c

Page 30 • June 15, 1937

from motion picture technique in vision technique requires instant the beginning, although the pe-culiar needs of the new art will neswitching from long-shot to closeup, without cutting. He said he uncessitate the development of its derstood that, under some condiown art form as well as a distions, a few minutes worth of usatinctive technique of presenting

Television to Develop Own Art Form

After Borrowing First From Movies

duction?



table if television is to achieve its own requirements in technique that we shall one day be offering you in return, technical short-cuts to pro-There is good reason for this belief, he said, in that the earlier development of radio and electronics, stimulated by the coming of sound broadcasting, had incidentally given rebirth to the motion picture, by adding sound to sight. It was pointed out that the old mechanical phonograph would not now be enjoying as it is an increasing degree of public interest, without the stimulus of electric recording and reproduction.

ble film was considered a good days work in Hollywood. Applied radio stations: to the creation of a television program of two hours duration, attempts to copy Hollywood might require a month or two to prepare or such a single show. "If we balance the technical and program considerations of the sound motion picture and television. I think we must conclude that the first should have the advantage of leading in artistry, whereas the other must depend upon the spon-

taneity of its presentation. Where one may offer the convenience viewing, the other will attract the degree of its artists perfecm. I say this as one who is just as interested in the technical improvement of sound motion pictures as in television," Mr. Beal said

He further pointed out that television programs, at least in their early stages of development, probably would rely upon the scanning of motion picture film to a considerable degree, since network hookup of stations must depend upon the development of suitable means either radio relay or coaxial cable for interconnecting television transmitters. Mr. Beal concluded his talk by reaffirming his belief that television, like sound broadcasting. would find its place in American entertainment by augmenting, rather than displacing, present facilities.

can Broadcasting and Television Corp., with headquarters at 521 Fifth Ave., New York City. Transamerican is actively engaged in radio station representation and program production. Additional station purchases are contemplated by this group and as recently as March 22, Transamerican announced that it would hereafter rep-

resent the Loew-Metro-Goldwyn-Mayer Mayer organization, owns and oper

ates station WHN in New York.

parent company of the National

It would be a simple proposition for the radio and television industries

tainty that a solution may not be reached at an early date. Television may be upon us before we realize it any be upon as beine we realize it and preparations should be made now by the industry for its part in this new art. Purchase of Control

now engaged in the industry sufficient ly interested to contribute financial support. Such associations should have broad powers to engage in the busi-ness of radio and television in all its

manches. This new association might first consider the purchase of the control of stations not now included in the four major chains and form them into national network. This plan offers the possibility of controlling only those stations which because of inadequate power, inadequate equipment, unsatisfactory operating time or frequencies, were not found desirable by the major



THE BUSINESS OF BROADCASTING

STATION ACCOUNTS sp-studio programs t-transcriptions so-enot announcemente

ta-transcription announcements

WOAI, San Antonio

General Mills Inc., Minneapolis, 10 weikly t, thru Blackett-Sample-Hummert Inc., Chicago. Burrus' Mill & Elevator Co., Fort -Worth (Light Crust flour), 5 week-

ly sp, thru; Co., Chicago. thru J. Walter Thompson

Folger Coffee Co., Kansas City, 5 weekly t, thru Blackett - Sample Hummert Inc., Chicago.

Hummert Inc., Chicago. Morteu Milling Co., Dallas (La France fleur), 3 weekly sp. thru J. Walter Thompson Co., Chicago. Americàn Tobacco Co., New York .(Cremo cigars), 6 weekly ta. thru Lawrence C. Gumbinner, N. Y.

WOR. Newark

urr Packing Co., Utica, N. Y. (meat), 6 weekly sa, fhru Moser & Calo Products Co. Inc., Oakland, Calif. (Calo dog food), 2 weekly t. thru Emil Brisacher & Staff, San Imeat), 6 weekly sa, thru Moser & Cotins, Utica. Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winner cigarettes), 3 weekly sp, thru Ruthrauff & Ryan Inc., N. Y. Francisco Standard Air Conditioning Inc., New KMBC. Beverly Hills. Cal.

 Standard Air Conditioning Inc., New York, 2 weekly sp, thru Arthur Kudner Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen, Kook stoves), alifornia Lobaknamel Co., Los Angeles (enameling process), 6 week-ly sa, thru Allied Adv. Agency Inc.,

2 weekly t. thru Greve Adv. Agency, St. Paul. Alfred W. McCann Laboratories Inc., Kenny Food Products Co., Los Ange-New York (special foods), 4 weekly

New 10rg (special loous), 1 herein sp. direct. Swift & Co., Chicago (Premium men(s), 3 weekly sp. thru J. Walter Thompson Co., Chicago.

('hicago Food Products Co., Chicago (Silver Skillet Hash), 6 weekly sa, thru Gotham Adv. Co., N. Y. Reymer & Bros. Inc., Pittsburgh, (Lem'n Blend), 6 weekly sa, thru WOOD-WASH, Grand Rapids

H. J. Heinz Co., Pittsburgh (soup), 120 sa, thru Maxon Inc., Detroit. Beaumont Laboratories, St. Louis (4-way cold tablets), 100 ta, thru H. W. Kastor & Sons Adv. Co. Inc., Chingson

Chicago Swift & Co., Chicago (Flexo water

softener), 36 .sa, thru Stack-Goble Adv. Agency, Chicago. Grand Rapids Brewing Co., Muske-gon, Mich., 100 sa, thru Oliver A. Wallace Inc., Grand Rapids.

KFBK, Sacramento

H. D. Lee Mercantile Co., Kansas City (overalls), sa, thru J. Stirling Getchell Inc., N. Y. Ball Bros. Co., Muncie, Ind. (fruit Jars), sa, thru Applegate Adv. Agency, Muncie. Gilmore Oil Co., Los Angeles (Red Lion), sa, thru Botsford, Constan-tine & Gardner Inc., Los Angeles.

WCKY, Cincinnati

Premier - Pabst Sales Corp., Chicago (beer), 1 sa June 22 before boxing thru Sears & Ayer, Chicago. Scholl Mfg. Co., Chicago (foot treat-ment), 10 sa, thru Donahue & Coe Inc., N. Y.

WBT, Charlotte

Castleberry's Food Co. Inc., Augusta. Atlanta. Allanda. Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), 2 weekly t. thru Bert S. Gittins, Milwaukee.

WAAB, Boston

Hecker Products Corp., New York, (Force cereal). ta, thru Erwin Wasey & Co., N. Y.

WEAN, Providence Ironized Yeast Co., Atlanta, 9 t. thru Ruthrauff & Ryan Inc., N. Y.

KEHE, Los Angeles KFRC. San Francisco Dodge Bros. Corp., Detroit (automo-biles), 13 t. thru Ruthrauff & Ryan Inc., N. Y. ' Vernon Nusshaum Co., Los Augeles (dried fruits & juices), weekly sp. thru Glasser Adv. Agency, Los

Inc., N. Y. ever Bros. Co., Cambridge, Mass. (Lifebuoy), 65 t, thru Ruthrauff & Angeles. Union Pacific Stages. Los Angeles Lover Union Pacific Stages, Los Angeles (transportation) 3 weekly sp. thru Beaumont & Hohman Inc., Chicago. Huffmann - Holmes Co., Los, Angeles, (H. & H. foot exerciser), 3 weekly sp. weekly t, thru Advertising Arts (Litebildy), 65 i, thru Ruthrath & Ryan Inc., N. Y. Nu-Made Mayonnaise, Los Angeles 90 ta, thru Lord & Thomas, Los Anroles

regon State Highway Commission, Portland, Ore., 30 ta, thru Botsford, Agency, Los Angeles. Elorza Cosmetics Inc., Hollywood. Constantine & Gardner Inc. San Francisco Scholl Mfg. Co., Chicago (foot ap-

Diances), 5 sa, thru Donahue & Coe, Inc., N. Y.

WBAP. Fort Worth Brown & Williamson Tobacco Co. Louisville (Kool, Raleigh), 6 t, thru BBDO, N. Y. J. Frank Co., Minneapolis (Lather Kreem), weekly sp, thru McCord Co., Minneapolis. Ralston-Purina Co., St. Louis (feeds), 3 weekly t, thru Gardner Adv. Co.,

St Louis Allis-Chalmers Mfg. Co., Milwaukee (tractors), 13 t, thru Bert S. Gittins. Milwankee.

KNX, Hollywood

perry Flour Co., San Francisco, (flour, cereals), weekly *sp*, thru Westeo Adv. Co., San Francisco. Sperry Wester Adv. Co., Sun Francisco. Swift & Co., Los Angeles, (Formay shortening), 5 weekly *sp*, thru J. Walter Thompson Co., Los Angeles. Klingtite Products Co., Hollywood (fabrie adhesive) 5 weekly *sp*, thru Allied Adv. Agencies Inc., Los An-KFYR, Bismarck, N. D.

International Harvester Co., Chicago International Harvester Co., Chicago I(twine), 6 weekly sa, thru Anbrey, Moore & Wallace Inc., Chicago. American Gas Machine Co., Albert Lea, Minn. (Kitchenkook), 3 weekl, thru Greve Adv. Agency Inc., ly *t*, thru St. Paul.

Armand Co., Des Moines, Iowa (Face Powder), 91 sa, thru Coolidge Ad-WIS, Columbia, S. C. Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), 2 weekly t, thru Bert S. Gittins, Milwaukee. Nu-Enamel Distributing Co., Colum-bia, (paint), 3 weekly sp, direct. vertising Agency, Des Moines. Procter & Gamble Co., Cincinnati (Drene), 9 t, thru H. W. Kastor & Sons Inc., Chicago.

WIND, Chicago

5

Rockefeller Center Weekly

Huffmann - Holmes Co., Los Angeles, (H. & H. foot exerciser), 3 weekly Chicago Roosevelt Steamship Co., thru Advertising Arts Agency, Chicago, 2 weekly t, thru McJunkin Ady, Co., Chicago.

X Y

Minneapolis.

KFI. Los Angeles

foot appliances) 10 sa, thru Dona-

Scholl Mfg. Co., Chicago (foot appliances), 5 sa, thru Donahue & Coe Inc., N. Y.

KDYL, Salt Lake City

N. Y. KJBS, San Francisco Provident Finance Co., San Francisco, 5 weekly sa, thru Frederick Seid

Tire Service Co., San Francisco, weekly sa, direct.

Oakland

WBZ-WBZA, Boston-Springfield RADIO ADVERTISERS

 WBZ-WBZA, Boston-Springfield Association of Pacific Fisheries, Seat-tle, sa, thru J. Walter Thompson Co., San Francisco.
Baker Extract Co., Springfield, Mass. (Mavoring extracts), sa thru Wil-liàn B. Remington Inc., Springfield, Kendöll Mfg. Co., Cambridge, Mass. (Songine), 312 tr, thru Dowd & Ostreicher Inc., Boston.
La Touraine Coffee Co., Boston (La Touraine coffee), 24 tr, thru Ingals Adv., Boston. ROBERTS, JOHNSON & RAND SHOE Co., St. Louis (Poll Parrott shoes), has placed its western adver-tising with Grace Glasser Adv. Agen-tising with Grace Glasser Adv. Agen-tor, Los Angeles and on July 12 starts for 26 weeks a six-weekly quarter-hour live talent program News for Children, with "Uncle" John Daggett, commentator. on KFWB, Hollywood. ommentator, on KFWB, Hollywood. Adv., Boston. Detroit White Lead Works, Detroit COMMUNITY DENTISTS Inc., and 10, ta, thru Simons-Michelson Ca

COMMUNITY DENTISTS Inc., and Community Opticians Inc., Boston, with a radio, budget exceeding \$1,000, contracted for 312 participations in the WAAB News Service for a year. the WAAB News Service for a year. The contract was signed shortly after signing of a Massachusetts bill pro-hibiting dentists from using radio to advertise. The bill becomes effective at the end of July. Commonwealth Adv.

the end of July, Commonwealth Adv. Agency, Boston, is agency for Com-munity, which has had several programs on Yankee and Colonial netmeks IUFFMAN-HOLMES Co., Los An-HUFFMAN-HOLMEN CO., LOS An-geles, manufacturers and distributors of 11 & II foot exercisers, has placed its radio advertising with Advertising Arts Agency, that city.

PET MILK Co., St. Louis has re-newed its contract for six months on the Polish Varieties Hour, over the Polish varieties Hour, over WJBK. Detroit. Studio program is aired six times weekly under Direc-tor Walter Leskiewicz and is placed through Gardner Adv. Co., St. Louis. AMERICAN GAS MACHINE Co., Albert Lea, Minn. (Kitchenkook ranges), makes up lists in July, in-rholing radio. Agency is Greve Adv. Agency Inc., St. Paul.

VICTOR BREWING Co., Jeannette, pa., has placed its account with W. Earl Bothwell Adv. Agency, Pittst, thru D'Arcy Adv. Co., St. Louis. Seiberling Rubber Co., Akron (tires), 4 weekly ta, thru local distributors. mrgh.

PHARMA CRAFT Corp., Louisville, has named Young & Rubicam Inc., New York, to service its' advertising. SEARS, ROEBUCK & Co., Chicago, SEARS, ROEBUCK & Co., Chicago, used: from three to nine spot an nouncements daily on 13 Chicago sta-tions June 2, 3 and 4, promoting Coldspot refrigerators. The following stations were used: WGN, WBBM, WMAQ, WENR, WI.S, WCFL, WJJD, WAAF, WIND, WSBC, WGES, WCBD and WCRW, Dade B, U.L., Au, Accounce Chicage is the Epstein Adv. Agency, Chicago, is the agency for Sears-Roebuck in Chicago.

ICE COMPANIES of Massachusetts, Boston (ice refrigeration) is using an coston (1cc reingeration) is using an early morning song and pattery pro-gram on WBZ-WBZA, Boston-Spring-field, six quarter-hours a week for 52 weeks Agency is Dowd & Ostreicher Ine., Boston.

STANDARD FEDERAL Savings & Loan Association, Los Angeles (sav-ings), thru Darwin II. Clark Adv. Agency, that city, on May 26 started a seven-week test campaign on KECA. Los Angeles, using a three weekly quarter-hour live talent show Ann *Cbok's Budget Program*, directed to women. It is the first radio for the account and campaign is a local test with no extension planned for the

present. MOXIE Co., Roxbury, Mass. (Moxie-beverage); has started participations in Yankes, Network Neicos Service, four times weekly until July 1, on 13

Yankee stations. Agency: Harry M. Frost Co. Inc., Boston. ANOTHER candid camera club for

local enthusiasts has been formed by Dick Burris, program director for KFYR, Bismarck, N. D. It is broadcast Saturday mornings as a sus tainer.

> **Outside** Stations Are Not Heard Here Daytimes. 1000 watts KGVO Missoula, 1260 kc. Columbia Broadcasting System Affiliate

Montana



ground-breaking ceremony in Cleveland culminated a big transcrip-tion and CBS buildup for model Kelvinator homes being built by Nash-Kelvinator Corp. Mayor Frank C. Cain (left), of Cleveland Heights and Mrs. Harold H. Bur-ton, wife of Mayor Burton of Cleveland, handled the excavating tools. James W. Clark, of Interstate Adv: Agency, which handled the campaign in Cleveland, is at the WGAR microphone. Two homes are being built in Cleveland, to be given as prizes in the CBS Kelvin Word Building Contest.

AXTON - FISHER TOBACCO Co.. Louisville, has appointed Lawrence C. Gumbinner Adv. Agency, New York, to direct the advertising 'of Spud cigato direct the advertising of spind char-rettes, Max A, Geller is account execu-tive. The new agency will probably not place any advertising before fall and no definite plans have been made, but it is expected that radio will again be a major medium in the campaign. During the last winter the company sponsored Ed Wynn in an NBC series. WILSON AND GEORGE MEYER & Co., Pacific Coast importers and dis-tributors of calcium nitrate, Swedish and Northland peat moss, and other chemical and agricultural products, has appointed Gerth-Knollin Advertising Agency, San Francisco, to handle advertising.

VARADY OF VIENNA, Chicago (face powder), which has changed its name from Armin-Varady, has added WHKC, Columbus, to the list of sta-tions broadcasting its Sunday halfhour Mutual program. Baggaley, Hor-ton & Hoyt Inc., Chicago, is the agency.

FITGER BREWING Co., Duluth, has appointed the Leo Burnett Com-pany Inc., Chicago, as its advertising agency. A campaign starts immedi-ately, including radio, newspapers and

WALTER WINCHELL has been signed by his sponsors to broadcast his news and gossip for another year, carrying his pro-gram through 1938. [Winchell is now in his fifth year with the same sponsors, the Andrew Jergens Co., Cincinnati (lotion).





A master salesman knows his prospects. He talks their language. So does WSOC. That's why your advertising dollars on

this friendly station bring such profitable response. Charlotte, N.C. an NBC Affiliate

Met the Major EASTMAN, SCOTT & Co., Atlanta agency, has been appointed to handle the \$250,000 two-year

AUSTIN IGLEHEART. president of General Foods Sales Co., and Henry Sandberg, assistant sales manager, flew 600 miles from Rirmingham to Greensboro, N. C., to keep a dinner engagement June 6 with Major Edney Ridge, WBIG mana-ger. Frank Hawks piloted the plane, leaving Birming-ham at 5:45 p. m. (EST), and flying the 600 miles in record time. During the dinner Hawks performed the now notorious "Bee" composition on an accordian.

Crawford Goes Radio

W. H. CRAWFORD STORES Inc., Los Angeles, large Southern California chain market, which has confined advertising to newspapers in the past, for the first time will use radio, and on July 1 starts for use radio, and on July 1 starts for 52 weeks Sons of the Pioneers, hillbilly series on KFWB, Holly-wood. Show will be a half-hour, Monday through Friday, with a full hour on Sunday, time to be set at a latter date. Sponsor, placing direct, plans to use radio extensively, adding stations in vari-ous parts of California as new stores are opened.

J. T. GRIFFIN, chief owner of KTUL, Tulsa, and president of a bank All of the stand and president of a bank and large wholesale grocery concern in Muskogee, has applied to the FCC for a new '100-watt night and 250-watt day station on 1310 kc. in Oklahoma. asking for the facilities of City, a: KFXR.



"The Nation's Perfect Test Market"

*

Agency Chosen by N. C.

advertising campaign to be started

July 1 by the State of North Caro-

ling with the object of attracting

tourists farmers and industries to the state. The award was made

unanimously by the State Board of

Conservation and Development fol-

lowing bids by 24 large and small

agencies [BROADCASTING, June 1]

Plans include establishing a branch

office of the agency in Raleigh.

Part of the fund will be spent for

radio, according to Paul Kelly, as-

sistant director of the conservation,

LANG-WORTH planned programs

LARGEST

PUBLIC DOMÁIN

RECORDED LIBRARY

in the WORLD

LANG-WORTH

FEATURE PROGRAMS

420 Medison Ays. 4

New Yosk

denartment.

FOOD AUDIENCE NO. 1 in Western Michigan

WKZO's "Model Kitchen" is > making money for its sponsors!

Our own Home Economics staff conducts the WKZO "Model Kitchen" every week-day morning at eleven o'clock. Personal contact is made with local outlets for your product to arrange for store demonstrations, install floor and window displays and otherwise promote the sale of your foodstuff.

Grasp this opportunity to dramatize your product to the 125,000 radio families in this rich western Michigan market.

Representatives: SMALL & BREWER, Inc.

Brander Co. Inc., New York (No. 7 sunburn lotion), 2 weekly sp, thr Norman H. White Jr., Inc., N. Y. KFWB, Hollywood de Elorza Cosmetics' Inc., Hollywood (shampoo), weekly sp, thru Conti-nental Adv. Service, Hollywood. KECA, Los Angeles Garden Quarterly, Los Angeles, (mag azine), weekly sp. thru ('harles H. Sieck Inc., Ltd., Los Angeles.

Scholl Mfg. Co., Chicago (Dr. Scholl's

Detroit. Procter & Gamble Co., Cincinnali, Ohio (Oxydol), 9 sa, thru Blackelt. Sample-Hummert Inc., Chicago. Doyle Packing Co., Newark, 20 u,

Doyle Packing Co., Newark, 20 sa, direct. Frye Co., Watertown, Mass. (Pan-Creo-Bismuth), 100 sa, thru Law

rence M. O'Connell, Springfield.

Crazy Water Co., San Francisco (min-erat erystals), 3 weekly sa, direct. Hollywood Health and Beauty Pub-

Frank Cox & Stan, Oakland, Murine Co., San Francisco (cosmet-ics, 2 weekly sa, direct. General Mills Inc., San Francisco (Bisquick), weekly sp, thru Westo Adv. Agency, San Francisco. North Point Diesel School, San Fran-

cisco, 6 weekly sa, direct. Safeway Stores, Oakland, Cal. (m

ceries), weekly sp in German, direct. Union Pacific Railway Co., Los Appe-

KSFO. San Francisco

Calo Dog Food Co., Oakland, 2 week-ly t, thru Emil Brisacher & Staff, San Francisco.

Coca Cola Co., Atlanta, five weekly

KERN. Bakersfield. Cal.

Francisco, sa, thru Doremus & Co.,

WEEI, Boston

WMCA, New York

American Gas Machine Co., Albert Lea, Minn. (Kitcher Kook time), 15 tr. Greve Adv. Agency Inc.

Miss Saylor's Chocolates Inc., San

San Francisco. Lever Bros. Co., Cambridge (Spry). 200 sa, thru Ruthrauff & Ryan Ine.

7 monthly t, thru Caples Co.

les, 7 monthl Los Angeles.

KYA, San Francisco

lications, Oakland, 3 weekly t, thra Frank Cox & Staff, Oakland

hue & Coc Inc., N. Y. KGO, San Francisco

Brown & Williamson Tobacco Co., Louisville (Kool), 7 t thru BBDO.

Adv. Agency, San Francisco. Schwartz Ginger Ale Co., San Francisco, 7 weekly sa, thru Frank Wright & Associates, San Francisco.

tandard Beverage Co., Oakland (Nehi, Royal Crown Cola), 4 daily sa, thru Emil Reinhardt Agency, Standard

Francisco, 6 weekly sp, thru Brew-er-Weeks Co., San Francisco.

de Elorza Cosmetics Inc., Hollywood, (shampoo), weekly sp. thru Conti-nental Adv. Service, Hollywood. Carter Medicine Co., New York, (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y. Co., Chicago. Crazy Water: Co., Mineral Wells, Tex. (Crazy Crystals, Next shaving cream), 5 weekly sp, thru Rogers & Smith, Dallas. WGY, Schenectady Baker Extract Co., Springfield, Mass., weekly sa, thru William B. Remington. Springfield. Emerson Drug Co., Baltimore (Bro-mo-Seltzer), 300 sa, thru J. Walter mo-Selizer), 300 ga, thru J. walter Thompson Co., N. Y. American Oil Co., Baltimore (Am-doo). 3 weekly ta, thru Joseph Katz Co., Baltimore.

Durr

Los Angeles

Los Angeles.

J

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30

les (pa direct.

(packaged salads). 6 weekly, sa,

WHN, New York

Walker & Downing, Pittsburgh.

WNAC. Boston

KFWB, Hollywood

CONTROL

200 m

181

"This morning I'm going to tell you how to make some delicious

limburger cheese dishes.

Spencer Joins Craig

F. EDWARD SPENCER Jr., since 1984 in charge of the national spot division of NBC, joins the representative firm of Craig & Hollingbery Inc. on July 1 as vicepresident and general manager of the New York division. Mr. Spencer entered radio from the advertising agency field in 1928 as a salesman for KDKA, Pittsburgh. In 1930 he was made Eastern sales manager for the Westinghouse stations: KDKA, W B Z - W B Z A, Boston and Springfield, and KYW. Chicago, with headquarters in New York, thus becoming one of the earliest station representatives. In 1932 when these stations were leased to NBC Spencer went to KDKA as sales manager, and that fall he returned to New York as a member of NBC's newly organized national spot division.



AGENCIES AND REPRESENTATIVES

> agency bearing his name, recently mar-ried his erstwhile secretary, Miss Lucille Hoff.

Boston advertising executive, has joined Chambers & Wiswell Inc., Bos-tou, in carge of the copy, idea and planning division.

ANDREW SCHLOSS, Pacific Coast manager of the H. S. G. Adv. Agency, Inc., has been made a vice president, according to, a release from Harry S. clients on the air.

WILLIAM REILLY, new to radio, has been added to the Chicago staff of Weed & Co., station representatives, to replace M. J. Thoman, recently as-signed to head the firm's new Detroit

in Hollywood as associate producer on the NBC Fibber McGee & Mally pro-gram, sponsored by S. C. Johnson & Son Inc. (floor wax), has returned to the Chicago offices of Needham, Louis & Brorby Inc., which services the early in June.

when and special events director of KEHE, Los Angeles, fas joined the production department of Allied Ad-vertising Agencies Inc., that city.



Goodkind Resigns

Mr. Goodkind

Goodkind's successor has not

was appointed Mr. Goodkind's suc-

cessor June 7. Before joining the

CUT YOURSELF A SLICE

OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Taxas

by Appointing in Your Spokesman

KFRO

"Voice of Langvin - TEXAS

Herald & Examiner.

C. C. WINNINGHAM, head of the EARLE W. LANCASTER, veteran

Goodman, president. Mr. Schloss, who r chiefly engaged in the sale of tran--cribed dramatized programs, has been associated with Harry S. Goodman for 20 years. Mr. Goodman reports that organization currently has 228

first radio director. At the time of his resignation, Goodkind was co-head of the radio department handling the contracts for time and talent with Basil Loughrane in charge of program production. HELEN WING, after several weeks Mr. yet been chosen. Miss Holly Shively, in charge of publicity for Lord & Thomas Inc.,

count, to take over other-assignments agency in February 1936. Miss Shively was on the CBS Chicago publicity staff and with the Chicago PHILLIP J. MEANY, head of the Los Angeles advertising agency bear-ing his name, is on his way to Europe on a two-month business survey for clients, having left the West Coast

:MEL ROACH, formerly chief an-

EDMUND ('Tiny) RUFFNER, Pacific Const radio director of Ruthrau & Ryan Inc., Hollywood, leaves that the construction of June for a 12-day conference with New York agency conference with plans for the three th M. LEWIS GOODKIND Jr., resigned as radio service manager of Lord & Thomas, Chicago, June 1, to work out details of a Chicago shows produced by the Hollywood will be disradio enterprise agency with which he Ruffner, who produces the cussed. CBS Al Jolson Shows under the sponwill become affiliated Aug. 1. Mr. Goodkind preferred not to divulge the nature of the new radio company until final details have

sorship of Lever Bros., accompanied by Mrs. Ruffner, will go on an extended sea voyage before returning to Hollywood in fall when he resume Hollywood in fall when heresume his radio activities. Nathan Tuts, producer, and Ed Ettinger, writer, both of the Ruthrauff & Ryan Inc. Hollywood staff, are also scheduled to go to New York the end of June. Tufts, producer of the CBS Joe Per-ner Show, sponsored by R. B. Dars Co. (Cocomalt), will be goue apppéd-mately three weeks; Ettinger, and ul Jolson Show writer, returns to the West Coast in five weeks. been worked out. Before joining Lord & Thomas in 1928, he was in the merchandising research department and on the reportorial staff of the Chicago Herald, & Examiner West Coast in five weeks. for two years. At Lord & Thomas LOUIS A. WITTEN, New York vie he began as assistant to William Benton and later aided Henry Selinger, who was the agency's

president in charge of radio for Buch anan & Co., which services the Texa-Co., 20th Century-Fox Fills Corp. Paramount Pictures Inc., and othe national accounts, is in Hollywood for several weeks conferring with client on fall activities. With him is James A. Tierney, New York special radio will remain in Hollywood to super-vise the CBS Texaco Town summer shows. George Vos, who held that post, has returned to the New York office of the sponsor. A. O. Dillenbeck, Buchanan Co. New York executive vice-president, and executive on the Paramount Pictures Inc., account, was scheduled to arrive in Holly-wood June 9 for a conference with the film executives.

RECENT addition of KTAR, Phoe-nix, brings the total list of stations the E. Katz Special Advertising AROL BOWERS, assistant to Kirby Hawks of the Blackett-Sample-Hum-mert Inc. radio staff in Chicago, joined the radio department of Benton & Bowles Inc., New York, June I. Agency is now representing to 17 Other stations representing to 11. Other stations represented by the Katz Agency are: WGST, KGHL, WMT, KVOR, KLZ, KRNT, KSO, WOWO, WGL, KGU, WNOX, KLRA, WMC, WHN, WKY, KTAR and WDAE SCHILLIN ADV. Corp., New York, has set up a department to handle foreign language accounts, under the di-rection of Charles De La Motta, actor and WDAE.

and WDAL. C. P. (PETE) JAEGER, head of Trausamerican's Chicago office, and Miss Loretta White were married in Chicago June 12. Mrs. Jaeger is a radio actress taking part in Ma Perkins, Modern Cinderella and other Chicago shows. She plans to return to wukia work in the full. rection of Charles De La Motta, actor-who played in the screen productions of *Counsellor At Law* and *Outside the Law*. A number of foreign language programs are being planned by the agency for fall production, including a variety series in Italian tilled Nea-politan Nights, with Mr. De La Motta as comedian and master of ceremonies radio work in the fall. Surveys conducted by the agency indi-

cate that there are 750,000 Italian-BENSON & PARKER Advertising speaking people in and around New York City, who can best be reached in Agency, Louisville, has changed its name to Benson-McPheron & Duph Inc. Mr. Parker, it was pointed out, has not been with the company for more than a year and the two new members have been actively engaged in the business for some time. J. Dale Family serial sponsored by Standard Brands Inc., who has plane-commuted 77 times to San Francisco and return, McPheron becomes vice-president and Thonias R. Dupin, treasurer. No change in policy or setup of the comwas presented with a winged trophy pany is involved.

by office workers of his organization on June 3. Following day he departed WALTER WYNE, who has been dothe sales staff of Ray Linton, radio by plane, for New York to attend bis brother's wedding also for a conferthe sales staff of Ray Linton, rådio representatives. Mr. Wyne was also with 'W. W. Weed, publishers rep-resentative, and the American Colorence with agency executives. He is scheduled to return to his post June PAUL FRANK, active in New York type Co.

and Detroit advertising, has joined the New York office of Weed & Com-GRACE WALSH, secretary to Joseph J. Weed of Weed & Co., was married June 5 to William Hennesey, vice-president of the European - American pany, station representatives. Recent-ly he has been vice-president and ad-Travel Bureau.

CHESTER J. LaRoche, president, R. E. MESSER, production and busi-ness manager of Raymond R. Morgan Co., Hollywood agency and transcrip-CHESTER J. Lancene, pressnent, and Pat Weaver, program supervisor for-Young & Rubicam Inc., after sev-eral weeks in Hollywood conferring with Tom F. Harrington, West Coast manager of the agency, have returned to their eastern headquarters, tion producer, has returned to his des after an operation which confined him to the hospital several weeks.

PAUL H. RAYMER Co., New York, will become national station represen-tative August 15 for the McClatchy stations in California-KFBK, Sacra-mento; KERN, Bakersfield; KWG, Stockton, and KMJ, Fresno.

BIOW & Co. Inc., New York, will move into larger quarters on July 1, taking over the 25th floor of 9 Rockey feller Plaza, most recently completed unit of Rockefeller Center.

VanCronkhite Absorbs **Roesler & Howard Firm**

ROESLER & HOWARD Inc., foreign language radio representa-tives with offices in Chicago andy New York, was taken over June 1 by VanCronkhite Associates Inc., radio news counsel firm. George Roesler will be director of the do mestic foreign language radio rep-resentation division of VanChronkhite Associates. Robert Howard will not be connected with the firm. The Chicago office has been enlarged and personnel added, including Johnny Evers, the oldtime baseball player, as sport writer; Dr. lra M. Freeman, as science writer, and Donald McGibeny, as news writer.

Brown to Ross Federal

RONALD P. BROWN, for the last six years sales manager of the marketing research division of R. L. Polk & Co., has been appointed director of sales promotion of Ross Federal Research Corp., New York. He will supervise the planning and direction of the company's national sales solicitations. Before joining Polk, Mr. Brown was assistant advertising manager of the Pontiac division of General Motors, advertising manager for Detroit Range Boiler and Steel Barrel Co., research manager for C. C. Winningham Adv. Agency in Detroit, and national advertising manager of Walker Outdoor Adv. Co. of Detroit. Charles H. Seaman, who has been with Ross Federal since 1932, has been promoted

Talent Problem Fresh and successful slant on

for

at present.

country.

tions.

Crime Dramas. The actors.

ever, are among the best in the

how

Robert S. Taplinger Inc., at 102 Shoe Lane, London EC-4, was announced June 8 by Mr. Taplinger. The office will be in charge of T. J. L. Crane, an Englishman, former director of promotion for the British Empire Chamber of Commerce in New York and former publicity director of the British Empire Ex-hibition in Radio City. Mr. Taplinger's firm specializes in radio artist publicity, and has headquar-ters in New York with offices also

Trust & Savings Assn., San Francisco, on June. 6 started for 52 weeks Newstime on 2 CBS Pacific Coast stations (KNX, KSFO), Sundays through Fridays, 10-10:15 p. m. (PST). United Press news service is being used., Sam Hayes, the commentator, recently terminated more than six years service as Richfield Reporter on 6 NBC-Pacific Red stations under sponsorship of Richfield Oil Co. Under his new sponsor he has taken over the same hour which he popularized on the opposition network. Fred Yeates, who assisted Hayes in writing and editing news copy for Richfield Reporter, has resigned from Hixson-O'Donnell Inc., Los Angeles agency handling the Richfield Oil Co. account, to take a similar assignment on the Newstime broadcasts. Bank of America also sponsors the weekly half-hour House of Melody program featur-

Is Radio's Capital Moving West?

(Continued from page 9)

traction of Southern California one of the local artists services to that local staffs are frankly unmake a quiet investigation into the possibility of importing talent able to compete with Hollywood "names", with the exception from Hollywood, and it is possible of a few personalities such as Merthat a small influx of new names edith Willson, John Nesbitt, Erand new acts into the San Francisco field may take place in the nest Gill, Sarah Kreindler, Captain near future. This, however, is Dobbsie, Jack Meakin and Paul Martin, and a scattering of solo acts such as Vera Vague, Hal Bur-Burdick and Bennie Walker. Most important, of the San Francisco purely conjectural, inasmuch as there is no immediate sign of increasing San Francisco radio business. dramatic shows is Carleton E. Morse's One Man's Family, al-Opitmism, for the future must

be based primarily on the very imthough Samuel B. Dickson has a stand-out attraction in Winning portant effects expected from the Golden Gate International Expothe West and there are other sesition, which in 1939 will be the rials well-constructed and compefocus for an enormous increase in tently produced. There are no big comedy names in San Francisco San Francisco originations. Plans for talent and commercial tie-ins from the Fair are still in the nebu-CBS has centered its West Coast activities in Hollywood, and prolous stage, but it is generally believed that wholesale importaduces few local items. Production tions of talent will take place duron Mutual-Don Lee and Hearst-CRS is in the same position. Ac-tivity at NBC in San Francisco is ing the spring and summer of that

vear. the most extensive of the chains, Long-standing rivalries between Northern and Southern Califorbut is confined largely to what local advertising executives assert nia cause many to predict that is a "San Francisco type" program. the present importance of Holly-Most of the dramatic shows here wood may decrease once the novelty use the same casts and are patof picture-star talent has worn off, terned along the same general lines. but this is at present nothing more as for instance Hawthorne House, than wishful thinking. and Dr. Kate, Winning the West Unless wide industrialization de and Tales of California, True Develops more rapidly in the future tective Mysteries and Chief Quinn

than now appears likely, it will probably be many years before the Pacific Coast will be able to develop many more network accounts than is the case at present.

WJBK-Union Contract WJBK, Detroit, has signed a contract with United Automobile Workers calling for 15 minutes each weekday and 30 minutes on Sunday. The daily broadcasts will be at 7 p.m. and the Sunday broadcasts at 9:30 a. m. Besides these broadcasts," the station will announce "This is WJBK, the Voice of Labor" 12 times each day. The time of these announcements is left to the discretion of the station, which retains the right of censorship of material used. According Richard T. Frankensteen, to UAW organizational director, who will be in charge of the program, these broadcasts will be one of the

principal features in the campaign

to organize Ford.

NEW "SONG SPOTS" to sell Ice Cream 5-Minute Complete Shows Theme-Song-Commercial Transcribed by nationally known 14-year-old boy radio star. Write -- wood -- --RADIO PRODUCTIONS Hollywood, Calif. 220 Markham Bldg. ... wood words sell ...

June 15, 1937 • Page 35



BROADCASTING • Broadcast Advertising **BROADCASTING** • Broadcast Advertising

adiohistory com r

in Chicago and Hollywood. **Bank's New Series** BANK OF AMERICA National

Rewarded.

ing John Nesbitt, commentator, and Meredith Willson's orchestra, on 7 NBC-Pacific Blue stations. Chas. R. Stuart Inc., San Francisco, has

to field sales manager. **Opens** London Office OPENING of a foreign office by

NEW YORKS OWN STATION Leads in





3 SOLID HOURS DAILY SPONSORED BY GENERAL MILLS



Page 36 • June 15, 1937

and . . . Sales follow that trend through National and Local use of the radio stations of The OREGONIAN. They blanket this booming Oregon market.

The OREGONIAN PORTLAND, OREGON Nationally represented by EDWARD PETRY & CO., INC. New York Chicago Detroit San Francisco

Weco Radio Productions WSM Owners Seek Local Custom Disc Business A NEW local station in Nashville Is Organized in Seattle is sought in an application filed with the FCC June 8 by the Na-

To Render Spot Service ORGANIZATION of Weco Radio Productions, with main offices in Seattle, was announced June 5 J. R. Lunke, formerly with NBC and recently an executive with Strang & Prosser A dvertis ing Agency. Branch offices will be opened in San Francisco and Los Angeles. The company, according to Mr. Lunke, will specialize in the building of transcribed radio progthrough

rams for spot broadcasting. Dudley E. Williamson, formerly of the radio department of Black--Sample-Hummert Inc., Chicago, has been named production man-THAT the FCC intends to stick to ager. He also was a former NBC its mandate against television exemploye and last year was charge of radio production for the

Texas Centennial Exposition. The new organization will serve as national representative for Seattle Recording Studios Inc., producer of electrical transcriptions and other types of recordings. Ra-dio productions transcribed by this company include a series of fiveminute Modern Miracles programs for Chicago Engineering Works now on 30 stations; a series of 15minute programs Jimmy & Gyp for Friskies Dog Food, a product of Albers Milling Co.; and a special series of 15-minute discs titled · Light Lyrics, being sponsored by several electrical utilities dealing with home lighting information.

J. ERNEST CUTTING, talent scout NBC, is planning a tour of the Summer theatre circuit looking for new radio talent, dramatists, script-writers and directors, as well as



tional Life & Accident Insurance Co., licensees of the 50,000-watt WSM. The applicant asks for 100 watts night and 250 watts day on 1370 kc. The WSM interests recently negotiated with the operators of the 100-watt WSIX, Nashville's loca!, with a view to purchasing it but the negotiations fell

ke hand.

tipn.

LOWEST COST

Appreximat

Pepulation

Covered

1,560,000

1390 Kc.

experimenters are harbored, is not

revealed at this time but will prob-

FCC Stops Visual Test on 2,000 kc.

H. Longworth, Mr. King in-Mr.' King

Started by Gerald King

As Radio Features Inc.

FORMATION of Radio 'Features

Inc., to enter the custom tran-scription field, was announced June 3 by Gerald King, president of

Standard Radio

Inc., an organiza.

tion in the tran-

scription library

field. Associated

with Mr. King in this venture are

J. S. Glenn of

New York, and

formed BROAD-CASTING that the purpose of the new company was to handle a diftal shortwave band, was indicated ferent type of business than i June 2 when it denied the applicabeing done by Standard Radio tion of National Television Corp., The latter company is mainly con-New York, for authority to con-tinue operation of a television stacerned with the production and sale of its library features and tion on the frequency band 2,000sound effects to radio stations, he 2,100 kc. with 500 watts unlimited said, whereas Radio Features Inc. Last year the FCC promulgated rules specifying that television exwill make a business of building transcribed programs for the ad-

vertiser and agency. periments be restricted to the ultra-Mr. King said that, among others, Donald Novis, well-known igh frequencies where practically all of the operations now are going radio star, is under contract to Raforward. National Television and dio Features Inc. and a program Purdue University were authorized to continue temporarily in the connow is being prepared for presentation starring him. His new cor-poration also will take over protinental band. In its June 2 action the FCC not only denied National duction of live or transcribed pro-Television the authority for amendgrams originating in Hollywood ment of its special temporary authorization but also entered its for eastern agencies which do not final order denying the application maintain staffs in the west.

of the company for a construction Recording facilities of RCA Mfg. Co. will be used by Radio Features, Mr. King declared. Mr. King adpermit to establish and operate a television station on the 2,000-2,100 ded that the experience of Stand-Purdue University has been experimenting in the 2,000-2,100 kc. ard Radio in the transcription field indicated that a separate company is more desirable for the pro-duction of "tailor-made" transcripband in connection with rural coverage by visual stations. Whether tions since they constitute an en-tirely different line. it ultimately will go to the ultra-high frequencies in the region of 40,000 kc., where other television

New KTKC Under Way

ably develop upon consideration of its application for renewal. CHARLES P. SCOTT, onetime In the case of National Televi-sion, the FCC action of June 2 manager of KWYO, Sheridan, Wyo., has been selected as manager of the new KTKC, 250-watt means that the company no longer has authority to operate experidaytime station on 1190 kc. now mentally in the television band. It under construction at Visalia, Cal., which is expected to go on the air about July 15. J. E. Burrell, who does not have authority to experiment in the ultra-high frequencies. The National Television case was supervised the construction of KYOS, Merced, and KHUB, Watthe subject of a hearing before an sonville, other new California loexaminer last year who recommended adversely on its applicacals, is handling the engineering. KTKC was authorized last Jan: 27 and will be licensed to the Tulare-Kings Counties Radio Associ-

ates, a group in which the holdings **COVERAGE!** are as follows: Charles A. Whitmore, president, publisher of Visalia Times-Delta, 37½%; Homer A. Wood, publisher of Porterville Recorder, 25%; Percy M. White-side, publisher of Tulare Advance-Register and Times, 25%; J. E. Richmond, publisher of Hanford Sentinel and Journal, 121/2%.

Skol Tests Spots

SKOL Co. Inc., New York, has started a series of beauty talks by Renee Long on WJZ, New York, on Friday mornings, to advertise its Swedish antiseptic, which is also being promoted with an evening program on a coast-to-coast MBS network. Peck Adv. Agency Inc., New York, handles the ac-

TRANSCRIPTIONS

BLOUNT-LAEMMLE PRODUC-TIONS Inc., transcription and live talent show producers, has been or-ganized with hendquarters at 3636 Beverly Blvd., Hollywood. Betty Lon Beverly for many years associated Blount, for many years associated with the late David Belasco and Oswith the internet in New York, is president and production manager. Other excentives are Mrs. Joseph Laemmle, vice-president and Artists Bureau manager; Al E. Kelly, vice president and sales manager; Don L. Gilman, secretary and legal counselor; and Theodore Barrett, treasurer. Per-sonnel includes Don Clark, newly-ap-pointed program director of KFI-KECA, Los Angeles, associate pro-ducer-writer; Joseph Black, musical director; Cliff McDonald; formerly KHJ, Los Angeles, technician, techni-Hammerstein in New York, is director; On Account, formerly KHJ, Los Angeles, technician, techni-cal superintendent; Charles Smith, advertising manager; Betty Healey, head of the Spanish unit, Norman head of the spinish unit, Normali Paige and Earle Ross, continuity writers, Harry Mills, formerly in the publicity department of KFWB, Hol-

lywood, is publicity director. Miss Earhart received her weather reports from WQAM. ADDITION of nearly a score of sta-tions for the Program Library Ser-vice is reported by Standard Radio Inc. These include WRTD, Richmond; WBEN-WEBR, Buffalo: W FTC, Knston, N. C.; WSAZ, Huntington, W. Va.; KFXJ, Grand Junction, Colo; WEED, Rocky Mount, N. C.; KVEC, San Luis Obispo, Cal.; WFTL Philadelphin; K A N D. Corsicana, Tex.; WWNC, Asheville, N. C., WMNN, Fairmont, W. Vn.; WCPO. Cincinnati; KIRO Seattle; WMBS, Phiontown, Pa. Other stations inot yet havag calls which have purchased the library include new ones anthorized at Brownsville, Wichita Falls, Dallas and Beaumont, Tex. and Ocala, Fla. ADDITION of nearly a score of sta-Earhart wrote in her copyright press dispatch, she heard WQAM "held me in cruel suspense as to whether or not I actually was golast year production supervisor of As-sociated Cinema Studios, Hollywood transcription concern, who recently resigned that post, has established his at Brownsvine, Wienta Fans, Danas and Beaumont, Tex. and Ocala, Fla. The total number of stations sub-scribing to the Standard Library, in-

own organization under the firm name of Irving Fogel Productions, with of-fices in the Cross-Roads-of-the-World that city. Fogel will continue to manage and supervise The In-Laws. dramatic serial sponsored by Purex Corp., Ltd., five days weekly on 10 Don Lee stations, and will also con-centrate on the production and sale IN of the series to nonconflicting regional and national sponsors in other parts of the country.

WASHINGTON RADIO EXECUTIVES pre-

cluding foreign outlets, is 170.

fer the location and smart surroundings of this distinctive hotel. Write or wire for reservations. Rooms-

Single from \$3.00 Double from \$4.50 **Completely Air-Conditioned**



WASHINGTON.D.C.

www.american aliohistory.com

BROADCASTING • Broadcast Advertising

HAVING completed the organization RECORDED AMELIA of Master Records Inc., 1776 Broad-way, New York, Irving Mills, man-WQAM Switches to Presto as aging director, will embark for Europe on the Queen Mary June 23 to -Condenser Blows Outestablish his own record opppany in London for the purpose of distribut-ing Master and Variety Records THE DECISION of WQAM, Mi-

staff announcer, was recorded.

Then with sirens screaming, a

police escort rushed Maurice Fink.

WOAM engineer, back to the sta-

tion with the recordings, where

they were broadcast 23 minutes

after Miss Earhart's actual de-

During her flight to Puerto Rico,

A hundred miles at sea, Miss

recording of the Miami takeoff and

IRVING FOGEL, pioneer Southern California radio producer and for the

WBS announces a series of new sum-

weekly, 11 weeks; Continental Nights, half-hour weekly, permanent addition to continuity service; The Charm Circle, half-hour weekly. Revised pro-grams are America on Parade, half-hour weekly; Contert Under the Stars, half-hour weekly; The Garden Club, two quarter-hours weekly; Success Story, twice a week, Discontinued are Table for Troo, Gens of Melody and Secrets of Happingss.

LOU R. WINSTON, for five years president of Radio Recorders Inc., Hollywood transcription concern, has sold his interest in the firm to the

sold his interest ju the firm to the directors, but refains ownership of the building at 932 N. Western Ave., that city. Firm has been reorganized with F. Shang Winter, president; J. C. Brundage, vice-president; Darrell Minkler, secretary and Ernie Dummel, treasurer. J. Joseph Sameth is pro-duction and sales manager. Winston, in covering relations with Decorder

in severing relations with Recorders Inc. has become sole owner of Radio Producers of Hollywood and will specialize in custom built and featured

transcribed shows. Production plans include 10 new shows before July 15.

Fall schedule calls for 20 productions of not less than 39 quarter-hour epi-

NEW subscribers to NBC Thesaurus service include stations KSUB, Cedar City, Utah, KPQ, Wenatchee, Wash., WAZL, Hazelton, Pa., WCBM, Balti-more and KFBK, Sacramento, Cal. Panawais for the service have been

More and KFBK, Sacramento, Cal. Renewals for the service 'have been signed by WGBB, Freeport, L. I., KGBX, Springfield, Mo., WJBO, Batton Rouge, CFQC, Saskatoon, CFRC, Kingston, Ont., and KGKL, San Antonio, Tex.

sodes each.

ing to get off safely."

parture.

ami, to have recording equipment on the scene for WQAM's broad-cast of the start of Amelia Ear-hart's flight around the world from throughout the Continent. TO ASSIST subscribers in their summer sales campaigns, NBC Thesaurus has revised its library service by in-Miami, prevented an embarrassing situation when a condenser in the cluding seven entirely new programs mobile transmitter, used to feed the To promote the summer series, NBC Transcription Service is having printdescription to the station blew out just before Miss Earhart's sched-uled take-off. Lines were quickly ed a new "Portfolio of Attractive Reed a new "Portiolo of Attractive Re-corded Programs", containing descrip-tive program sheets and complete classification of *Thesaurus* artists, to be ready for distribution at the time of the NAB convention. switched to the Presto recording outfit and a 55-minute description of the take-off, by Leslie Harris,

NATHAN CAPLOW, formerly con-tinuity editor at WAAF, Chicago, and Lewis Herman, *Esquire* contrib-utor, have joined the staff of D'Arcy Laboratories, Chicago.

E. D. BEDELL, associated with Radioaids Inc., Hollywood transcription producers, since its inception more than two years ago, has taken over the general managership, succeeding M. J. Mara, president, who resigned May 31. Mara is now identified with the Ralph R. Brunton stations, KJBS, San Francisco, and KQW, San Jose.

LORENE LOWERY, of the radio programs division of Walter Biddick Co., Los Angeles station representa tives, leaves that city June 23 on boards the S. S. Mariposa to contact station executives in Honolulu, Australia and New Zealand. Organiza-tion has sold its Green Valley Line transcription serial to 3HA, Melbourne. Australia.

STANDARD RADIO Inc. reports that more than 200 stations have pur-chased its special news broadcast recording comprising several variations of themes for news broadcasts. More than 400 stations throughout the world are using Standard recordings, the Library now including 45 doublefaced records containing more than 200 different effects.

ED LINDSEY has joined the sales staff of American Radio Features Syndicate, Hollywood program and mer programs for its continuity serv-ice: Sce America First, half-hour weekly, 11 weeks; Continental Nights,

transcription concern. WAIR, Winston, Salem, N. C., has signed for the World Library program service beginning June 20.

HOWARD W. DAVIS. manager of KMAC, San Antonio, Tex., becomes a partner in the ownership of that sta-tion along with W. W. McAllister, present licensee, under an arrangeneut whereby they have applied to the FCC for voluntary transfer of the license to the Walmac Co., which con-sists of Messrs. Davis and McAllister.

> **TODAY'S CHILDREN** RADIO'S MOST POPULAR DAYTIME PROGRAM WRITTEN BY IRNA PHILLIPS - PRODUCED BY N. B. C. NOW ENTERING 5TH YEAR FOR **Pillsbury Flour Mills Company** DIR.-HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK - MONDAY THROUGH FRIDAY 10:45-11:00 A. M., E. D. S. T.

Tweet Music

MATHEW MURRAY, who conducts the early morning Ambassador of the Air program on KMPC, Beverly Hills, Cal., has a daily guest artist who sits in a tree and broadcasts. The guest is a mocking bird who has been serenading the station for some days. Recently Roger Love, technician, ran a line to the roof of the studio, hooked on a microphone and now each morning the bird's serenade is picked-up and broadcast. First morning more than 50 listeners phoned the station to find out whether it was a sound record or a live bird. Love and Murray feed the bird each morning and as a result expect that the "special feature" will continue through the summer months.

NOTICE! TO RADIO STATIONS * 1

> Is there a Sears, Roebuck & Company Store in your locality?

We are happy to announce that the Chicago office has approved our five minute human interest dramas to be used by your local Sears, Roebuck & Company Store for broadcasting.

* Loan shows for Morris Plan Banks and Loan Companies

* Other custom-built five-minute dramas.

🖈 52 optical half-minute dramatizations to be used for one-

minute spot announcéments. TRANSCRIBED

RADIO SHOWS INC. 2 West 47th St., New York City LOngacre 5-3440

June 15, 1937 • Page 37



BROADCASTING • Broadcast Advertising

Baker Denied Plea

AUTHORITY to transmit programs to stations located in Canada and Mexico was denied the Baker Hospital, Muscatine, Iowa, in a FCC Broadcast Division decision June 1. The application was filed by Dr. J. L. Statler, doing business as the Baker Hospital.

Norman Baker, also identified with the hospital, who was the former operator of a station in Muscatine, now operates XENT at Nuevo; Laredo, Tex. He was recently convicted on a charge of violating the Communications Act.

JAMES A. NOE, of Monroe, La., oil operator, state Senator and former lieutenant-governor of Louisiana, is disclosed as 50% stockholder in KOTN, local outlet in Pine Bluff, Ark., in a license renewal issued by the FCC. B. J. Parrish, manager, wins 40%. Senator Noe also is 95.57% stockholder of the commercial group operating WBNO, New Orleans, li-censed to the Coliseum Place Baptist Church.







BLILEY ELECTRIC COMPANY UNION STATION BUILDING ERIE, PA



KROW, San Francisco and Oakland, has ordered an RCA 10 kw. transmitand sites and designs for a vertical radiator tower are now being con-sidered. The tower will probably be located along the Oakland shore of Sau Francisco Bay. A 12-acre plot on Oakland waterfront is currently favored. Contract for the ¼ or ½ wave-length radiator is expected to be let within a few days.

JOHN S. MECK, who recently re-signed as sales manager of the Clough-Brengle Co., Chicago, has been elected president and general sales manager of the newly-formed Electronic Design Corp. of that city. The new company manufactures Vocagraph sound ampli-fiers for radio stations.

WBBM, Chicago, is constructing a WBBM, Chicago, is constructing a portable transmitter for its ultra-shortwave station, W10XAL. When completed the transmitter will weigh less than 40 pounds and can be car-ried in a suitcase. It will be able to operate continuously for six hours with two ordinary auto schrage base teries and can be installed in an 'air-plane or boat in less than five min-utes for use in emergency spot news utes for use in emergency spot news broadcasts. Frank B. Falknor, WBBM chief engineer, selected the suitcase type transmitter in preference to a mo-bile unit or shortwave truck because bile unit or shortwave truck because its portability makes it adaptable to all rebroadcast conditions and permits its use in many spots not readily ac-cessible to automobiles. WBBM engi-neers, Joseph Novy and William Fligel, are assisting Mr. Falknor in the construction of the transmitter. SHURE BROTHERS, Chicago, announces that the Shure Zephyr Crystal Pickup now is available with a new locking arm-rest which holds the pick-up securely in position when off the record. According to the release, no thumb screws or other adjustments are necessary — the pickup is simply pressed down over the arm-rest post and automatically locks in position.

WNAC, Boston, was thrown off the air May 29 for nearly two hours by a breakdown in the condenser of the main transmitter at Squantum.



PLENTY OF LIGHT-KJBS has brilliant illumination for its new tower in the heart of the San Francisco busines district, and the canopied entrance is right under the radiator. Up to 100 feet each of the four legs is lighted by strips of red neon and a three-foot neon ball sits atop the tower.

THE vertical radiator antenna, put into operation at WXYZ, Detroit, on May 17, has resulted in a substantial increase in efficiency of coverage, the station reports. The antenna is 283 feet tull and is set on top of the 15-story Maccabees Bldg., in which the station's studios are located, so that its apex is 474 feet above the street. At the top of the tower is a turnstile antenna, to be nsed later for ultra-high frequency transmission. high frequency transmission.

BROCK - FORSYTHE Co., represen-tative of the Presto Recording Corp. in Chicago, has opened new offices in that city at 20 E. Jackson Blyd, Richard F. Brock is head of the office.

DESIGNED to give the highest degree of fiddhty possible in completely port-able equipment, the new Remler APS-177 public address system embraces an amplifier unit using metal tube volt-age amplifiers and a push-pull "beam power" output stage. Speaker units are contained in a portable, baffle equipped carrying case. A Remler floor stand or banquet crystal micro-plone is included in the outfit.

NEW STUDIOS and transmitter of KRLC, Lewiston, Ida., were inaugu-rated May 23 under the direction of Donald A. Wike, station director, and Herbert E. Studebaker, general mana-ger, who is also owner of KUJ, Walla Walka, Wach ger, who is als Walla, Wash.

WCFL, Chicago, has installed special brondcasting equipment at the Cubs' ball park for Hal Totten's broadcasts. A Collins pick-up amplifier, an RCA inductor and Western Electric salt shaker mike in Hal Totten's booth, and unother salt-shaker mike placed at the screen behind the batter's box comprise the new equipment.



COLLINS RADIO Co., Cedar Papid announces the following installations: 12H speech input console at KFXR. Oklahoma City; speech input equip-ment including 12H speech console, equalizers and 12X remote amplifiers at KFNF, Shenandoah, Ia.; 12H speech console at WMBG, Richmond; 30H 100-watt UHF mobile -relay broadcast transmitter installed in panel truck for WADC, Akron; 32G 40-watt MHF relay broadcast transmitter at WIRE, Indianapolis; six 12X remote amplifiers at WNYC, New York; two 12H speech consoles at WBNS, Co-lumbus.

RCA MFG. Co. announces the follow-ing new equipment, described in a series of separate catalogues: 5 Star transmitter 100-G for 100 watt sta-tion, 250-G for 250 watt and 100/250 watt stations; RCA Victor instant-aneous recording discs, nonbreakable-listed as type 72-A; new and moder-ized meter panel 15-C, streamlined with individually illuminited meters with individually illuminated meters AUDAK Co., 500 Fifth Ave., New AUDAK Co., 500 Fifth Ave., New York, has announced a new profes-sional cutter, type 10-A, designed to deliver the same professional results in instantaneous recording as obtain-ed in studios of record-makers. Avail-able in any impedance up to 500 ohms., the cutter is said to record maximum sound level on nitrocellulose record with an input of about 18 to record with an input of about 18 to 20 db. It is said to be effective on such material to well over \$,000 cycles.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has obtained patents covering a constant velocity unit that is protected by 10 claims allowed in the U. S. Patent Office. Its first ap plication on the commercial market embodied in the pickup for playback of instantaneous recordings either on acetate or aluminum discs.

A NEW oscillator and amplifier tube especially designed for use in high frequency work, is announced by Westinghouse E. & M. Co. Main be radio, therapy and other frequency purposes. The tube has a plate dis-sipation of 160 watts and is capable of delivering 400 watts of usefu power up to 50 megacycles.

WCFL, Chicago, has bought two transmitters one mobile and one porable-to be delivered about Sept. 1 The two units include type 32G Col lins transmitters and a specially

portable gas generator weighing about 92 lbs. WHK-WJAY, Cleveland, have pur chased a dozen Western Electric "salt-shaker" mikes to supplement the sup-ply of WE "ape-ball" mikes which have been in use at the stations.

Cullen Surveys Liner

E. R. CULLEN, assistant operating engineer of NBC, sailed on the Normandie June 2 to survey the ship's radio problems and to instruct its operators in the tech-nique of broadcasting. He under-took the survey at the request of French Line officials, who plan to make the liner available for broad-casts over American networks by traveling radio artists. He will also teach marine operators how to handle microphones and associated sound equipment. In Europe he will present his recommendations on changes and additions to the equipment to officials of the Compagnie Generale Transatlantique. He will return aboard the same ship from Havre June 23 to continue his survey on the westward passage, arriving in New York June 28.



STUDIO NOTES

IMPROVING the shining summer hours of developing new types of en-tertainment for its listeners, the prog-ram department of WOR. Newark, has already started Spotlight Revue, a new style variety program featur-ing as guests artists not regularly head on the air and with Benny have been and vaide starter and vaide parts, yeteran songwriter and vaude-ville headliner, as master of ceremonville headliner, as master of ceremon-ies. Program is broadcast for a half-hour Monday afternoons. Another novel feature, which starts June 20 as a full hour Sunday evening broad-cast, is a new kind of comedy with Ray Perkins and Joe Browning, an ex-vandeville actor and writer who is making his ridio debut with this pronounced on the programs." I tell you this so when you hear you will know that this point was discussed at length before we gave

making his radio debut with this pro-gram, titled Hi There, Audience. Othour first broadcast. 'I wanted to have the "Voice of the Bank" angram, titled he incre, Audience. Oth-er radio novelties, especially programs devoted to trying out new kinds of onymous-nameless. However, the comedy for the air, are being pre-pared and will be announced shortly. A NINE-MAN staff of MBS an

A NINF-MAN SUM OF MIDS an-nouncers and engineers has been as-signed to duty at the Great Lakes Exposition at Cleveland to Jiandle the network's daily broadcasts from Ra-dioland and the Alpine Village, two of the fair's exhibits. WTMV, E. St. Louis, has expanded its new bureau and added two INS printers to replace the "drop copy"

formerly obtained by messenger. KGVO, Missoula, Mont., will move in the autumn to larger quarters. A twostory building has been purchased ad-jacent to a projected new hotel. The second floor will be modernized to provide office space and studios.

A GROUP of scripts of summertime A GROUP of scripts of summer-time programs, light in character and call-ing for small casts and light produc-tion costs, has been announced by the Script Library division of Radio Events Inc., New York. Three of the scripts already released call for only scripts already released call for only two characters, to fit the needs of sta-tions with small staffs due to vacations or summer curtailments.

KEHE, Los Angeles, has issued a new rate card in connection with its mov-ing into new headquarters at 141 N. Vermont Ave., that city. New rates went into effect June 1.

THE cooling system in the new trans-mitter house of KYA, San Francisco, atop Candlestick Point broke just one minute after the station had gone on the air at 7:01 a. m. on June 1. The rupture in the water system caused a short circuit in the transmission lines, necessitating repairs which kept the station inactive until

wood WWAE, Hammond, Ind., claims to have been the first station to broad-east details of the steel strike in South Chicago and also to have outseored

strikers were knied. Atthough the sur-tion has no mobile transmitter, Ever-ett C. Parker, WWAE newscaster, covered the strike directly from the mills and telephoned his reports to the station

A PROGRAM for inventors and po-tential inventors will start July 7 on WQXR, New York. Entitled *Can It Be Done*?, the program is aimed to give its listeners an outlet for that instinctive urge to create new comforts and gadgets, to make suggestions conducive to inventive thinking and to enable inventors to present, protect and promote their inventions, both large and small. Ray Gross, practic-ing inventor, who has a score of in-ventions and patents to his credit, and author of the *Can It Be Done?* book and syndicated newspaper cartoons under the same title, will conduct the program.

TALBOT JQHNS has been appointed publicity diffector of BBDO, New York, following the resignation of Douglas Contan, whom Johns former-ly assiriation

Radio—Personal Medium for Banks (Continued from page 15)

him for an explanation and he thought I should be introduced as an officer of the bank. The station chases-loans for remodeling, repairing or modernizing-making the home more comfortable and manager said, "It lends a touch of livable-safe deposit boxes for proauthenticity to the entire program tecting valuables-savings accounts for the listener to know that an officer of the bank takes time to for future pleasures and profitchecking accounts for convenience, safety and economy in household come up an personally deliver the talk. People hear our announcers management-mortgage loans for all day long. Your voice is entirely home ownership. different to them and should be an-

Bishop Shift May Affect the transcriptions of our program,

Fr. Coughlin's Fall Plans WHETHER Father Charles E. Coughlin, the Detroit radio priest; will return to the air this autumn over his usual sponsored independent hook now depends upon his new Archbishop, Edward Mooney, who has been transferred from Rochester to the newly created Archdiocese of Michigan. A r c h bish o p Mooney succeeds the late Bishop Michael J. Gallagher, who always had supported Father Coughlin's political and social broadcasts on the ground that they educated peo-

ple in governmental problems. Detroit reports say there is little likelihood that Father Coughlin will be transferred away from his Shrine of the Little Flower at Royal Oak, Mich., but there is some question whether Archbishop Mooney, noted as a diplomat, will permit him to continue his former type of broadcasting. Father Coughlin is now on the air only on Sunday afternoons with a halfhour sponsored Children's Hour over the Michigan Network.



Firm	T:41 -	
	 110.0	
Address	 	



www.americanradiohistory.com

RADIO

OUTLINE MAPS

of the

UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The

reverse side of the map carries

a complete log of broadcast stations, alphabetically by state,

city, and call letters, with wave

The map is 171/2 x111/2 inches,

printed on white ledger paper that permits the use of ink.

PRICES

25 Copies _____ \$2.00

50 Copies _____ \$3.75

100 Copies _____ \$5.00

200 Copies _____ \$9.00

Single Copies _____ 10c

BROADCASTING

National Press Building

Washington, D. C.

lengths and powers shown.



rounded, effective advertising pro-gram, all of these media should receive careful attention and be allocated a portion of your budget. Radio, the newest medium, is the spoken word. Do not overlook radio in your advertising appropriation. J. Mills Easton, advertising manager of the Northern Trust Co., Chicago, in a recent talk to the Chicago Federated Advertising Club said in part, "A growing number of banks throughout the country use radio. My institution is in its seventh year in radio. Unlike most advertisers on the air, we have nothing to move from the shelf. To us, radio is not an expedient to accelerate production or distribution. We use it definitely as a long-haul medium to humanize and personalize a semi-public institution. Our particular attitude toward radio differs from that of

many sponsors, for we regard our program as a human contact with depositors, and not as a hypodermic." Radio does provide that warm,

friendly, personal contact with both present customers and prospective clients. The voice of the bank comes right into their homes and talks informally with them on financial problems that have been discussed over many a dinner table. Personal loans for paying off old debts or making new pur-

D

VIEGINIA'S

OLDEST

BEOADCASTER

RF

OLK

VIRGI

INIA CO.

8:45 p/m. Parts needed, available in San Francisco, were flown by special plane from RCA in Hollythe newspapers on the news of the Memorial Day skirmish in which seven strikers were killed. Although the sta-NO

FOR SALE

Great Sacrifice Western Electric . 1 Kw. 106 B

Transmitter

A well-known Radio Station, which recently has been granted a permit to operate at a higher power will sell a Western Electric 1 kw. 106 B transmitter which cost in excess of \$20,000 for \$2,500. The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps. Designed to operate from DC supply, but can be modified for AC operation on any power from 100, watts to 1 kw. Ideal for police department or airport service. The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price.

Box 705, BROADCASTING

	Box 705, BROADCASTING	MINNEAPOLIS SAINT PAUL	i	"For meritorius service in record- ing the <i>Hindenburg</i> disaster broad- cast.'	-	ried; best of references. M after three and one-half y reached in Chicago during Plaza 7971. Box 710, BRO.
	CLASSIFIED AD 'Help Wanted and Situations Want fications, 12c per word. Minimum Forms close 25th and 10th	ed, 7c per word. All other classi- charge \$1.00. Payable in advance		PROFE		SIONAL
-	Help Wanted Thoroughly experienced announcer, give us full details and photo in first letter, a personal interview at your expense nec- essary if your recommendations are at- tractive to us. Write Radio Station KALB, Alexandria, Louisiana. Salesman, by live-wire midwestern net- work full-time station, only station city approximately 150,000 and manned by ex- perienced agency executives who back their men with ideas, continuity, col- lections, promotion, personal assistance. Commission ; against guaranteed drawing account. Good prospects and regular paying accounts. Give full particulars in- cluding age, experience, sales record, ref- erences. Box 708, BRADCASTING. Radio engineer who can also announce. KGNF, North Platte, Nebr. Desirous locating with station or adver- tising organization. 30 years old. 8 years' radio experience, all phases. Also first class license. If personal interview de-	Where is Joseph H. Pierson? Formerly with WNOX, Knoxville, WAVE, Louis- ville, and WHAS, Louisville. BROADCASTING, Box 706 would like to get in touch with him. For Sale—Equipment 1 KW-W. E. 6-B Transmitter, Good Condition, Exceptionally low price, for quick disposal, write for particulars, Box 704 BROADCASTING. Increasing Power to 1 KW? EOP SALE Wastern Floo		JANSKY & BAILEY An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING National Preva Bidg. Wash., D. C. There is no substitute for experience GLENN D. GILLETT Consulting Radio Engineer 982 National Press Bldg.		TORY McNARY and CH. Radio Engineer National Press Bldg. Washington, D. PAULF.GOI Consulting Radio E Montclair, N. "25 years of Professional Back
· ·	sired will attend NAB Convention. Box 690, BroADCASTING. Announcer-producer. Three years exper- ience. Desires atalf position with progra- sive station. Will be in Chicago for Con- vention. Box 696 BroADCASTING. Manager, ten years' experience, large, small stations, reputation showmanship, interested Western, Northern stations, ref- rences, willing to invest, newspaper radio background, now managing metropolitan station. Box 686. BROADCASTING. Licensed first class telephone operator, age 25. martied, sober, dependable, in- dustrious, loyal, wishes to make change. Preferably West or Northwest. Three years in broadcasting. Box 709, BROAD- CASTING.	FOR SALEWestern Elec- tric 106-B 1 KW transmitter revamped for high fidelity to meet all FCC requirements. Has 5,000 - volt r e c t if he r, speech equipment and spare generators and tubes. Priced at \$3,300 for immediate sale. Write for pictures and details to: KVI Tacoma Washington Wanted to Buy		Weshington, D. C. EDGAR H. FELIX 32 ROCKLAND PLACE Telephone: New Rechelle 5474 NEW ROCHELLE, N. Y. Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports. JOHN BARRON Consulting Radio Engineer Specializing in Broadcast and Allocation Engineering Earle Building, Washington, D. C.		FRED O. GRIM Consulting Radio E Specializing in Pro Broadcast Transmis .Coverage Develop P. 0. Box 742 Ev HERBERT L. W Consulting Radio Em Design of Directional and Antenna Phasin ment, Field Strength
	License desires position with progressive station. Box 697 BROADCASTING. 10 years' selling time-1 am a married man, thirty-two years of age, and have been identified with the selling end of ra- dio advertising since 1927. Have been sales manager of a 5,000 watt day- time station, and operated my own busi- ness as a special representative. At the present time I am an applicant for a station. Should it not materialize (deci- sion expected by July 16th). I will be a nowith a selling a more the present in the selling a selling a nowith a selling a second back of the selling selling a nowith a selling a second back of the second back of the second back of the selling selling second back of the second second back of the second back of the second back of the second back of the second back of the second back	Curves. WCBD, Chicago. Would be interested purchasing either controlling or full interest small local station, preferably Northwest. Box 703 BROADCASTING. Want to buy part or whole interest 100 watter or any independent, help manage, references. Box 687. BROADCASTING. Wanted 1,000 to 2,500 watts transmitter. Western Electric preferred. Must be in good working condition and very low priced. Box 673. BROADCASTING.		HECTOR R. SKIFTER Consulting Radio Engineer FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT SAINT PAUL, MINNESOTA		Station Location Sur 260 E. 1614 St. NEW Alexander Sher Buriness Consu in Broadcasti 360 North Michigan CHICAGO
	a position as an use microsted in ether owner of a station located in city of not less than 200,000 population. Would also consider a straight selling job if satisfied that same offered possibilities of making upwards of seventy-five hundred dollars per year. Can also offer financial as- sistance to one interested in expanding or in the construction of new station. Let's talk it over during the convention, or write me in care of BROADCASTING. Arthur H. Croghan.	For Rent-Equipment For Rent-Equipment Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR' radio frequency bridge; radio oscilla- tors, etc. Reasonable rental. Allied Re- search Laboratories, 260 East 161st Street, New York City.	And	A. EARL CULLUM, JR. Radio Consulting and Field Engineering Service 2935 North Henderson Avenue Telephones 3-6039 and 5-2945 DALLAS, TEXAS		RADIO EVENTS Inc., 2 making a confidential su sections of the country in determine what factors e production of local progra been successful in compu- network and all-star tran- the local audience. Te veys, sales results and ot determining-results are b
	Page 40 • June 15, 1937	, ,		BROADCASTI	N (G • Broadcast Ad

POSITION WANTED

rbosilition wantible -Thorough knowledge all phases of radio work. Good record. Several years as manager of prominent eastern regional station. Will in-vest in station where future is as-sured. Competent as manager, commercial manager and engineer. Twenty years' experience. Age un-der 40. Married. Go anywhere. Bux 707, BROADCASTING.

NORTHWEST'S LEADING RADIO STATION

RECEPTION

KSTP

OFFLAS

LISELIKI

TRANSMITTER

INCREASED COVERAGE

BASIC RED

SAINT PAUL

story

Mav

"For



meritorius service in record-

Another Time Chisel LATEST of the "first time offers' and one of the most audacious in recent years, is one that comes over the signature of one Jean Stewart on behalf of the United Brewers Industrial Foundation, 2 E. 40th St., New York. It offers radio stations a series of five-minute talks giving "authoritative in formation on various aspects of beer," its use in cooking, its value in diet, etc. It encloses a postcard (paid, thank you) suggesting that stations that reply will b placed on the mailing list to get more of the talks. It makes m mention of buying time. Too Late to Classify Help Wanted-Announcer and a sales, man. Must have successful background Give full particulars first letter. KML

Give full particulars first letter. KML2 Monroc, La. Simapion Wanted—Available June Iat twelve-year veteran with high class rece as an executive... also programming ac announcing. Have been with three of the country's best stations. Also seven yean successful work on the air for nation advertiser as sports and news columnie and commentator. College graduate, ma-ried; best of references. Making chang-atter three and one-half years. Can be reached in Chicago during convention at Plaza 7971. Box 710, BROADCASTING.

McNARY and CHAMBERS

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Specializing in Problems of

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HERBERT L. WILSON

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and Antenna Phasing Equip-ment, Field Strength Surveys,

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Alexander Sherwood

Buriness Consulant

in Broadcasting

360 North Michigan Avenue HICAGO ILLINOIS

RADIO EVENTS Inc., New York, is

making a confidential survey in four sections of the country in an effort to

determine what factors enter into the

production of local programs that have

been successful in competing against network and all-star transcriptions for

the local audience. Telephone surveys, sales results and other means of

determining results are being used.

Station Location Surveys.

Consulting Radio Engineer

Coverage Development.

Evansville, Ind.

Boy Scouts Given Time by Sponsors

horee programs.

COOPERATING with the Boy Scouts of America to promote their Jamboree which will be held in Jamporee which will be neid in Washington, June 30 to July 9, more than 25 national advertisers have donated time on their network programs for courtesy announcements. The networks and individual stations have also been generous in donating announcements

and special programs, Leslie C. Stratton, national director of public relations for the Scouts, told BROADCASTING. Some 65 network programs have or will broadcast Scout promotion before the Jamboree takes place. he stated, while the individual station broadcasts for this event

will total in the hundreds. KSL. Salt Lake City, for one, has broadcast nine special 15-minute Jam-Tastyeast Inc., Trenton, leads

the list of cooperating advertisers, having inserted boosts for the encampment on 11 of its NBC programs. Other advertisers, who have given the Scouts from one to a half-dozen program mentions, include: George W. Caswell & Co., New York, New Haven & Hartford R.R., Alleghaney Steel Co., G. Washington Coffee Refining Co., Molle Co., Group of American Banks, Carnation Co., Modern' Food Process Co., General Mills Colgate-Palmolive-Peet Co., Radio Corp. of America, C. F. Mueller Co., Loose-Wiles Biscuit Co., Postal Telegraph-Cable Co., Durkee's Famous Foods, Ltd.

Sussman & Wormser & Co., Jergens-Woodbury Sales Corp., Sun Oil Co., Wasey Products Co., Corn Products Refining Co., Miles Laboratories Inc., Albers Bros. Milling Co., General Foods Corp., and National Biscuit Co.

Lottridge to KOMA APPOINTMENT of J. Buryl Lottridge, former sales manager of Central States Broadcasting System, Omaha, as commercial manager of KOMA, Oklahoma City, Hearst-owned station, was an-nounced June 2 by Neal Barrett, station manager. Mr. Lottridge began his radio career in 1926 as an announcer, artist and producer, working on such stations as WLS. WHO and WDAF. In 1928 he was assistant manager of KCRC, Enid, Okla., and in 1930 was business manager of KFH, Wichita. He has also been with the Willott Co., station representatives, and was commercial manager of WMT, Water-

loo, before joining Central States in 1934. He was instrumental in the organization of the Sales Manager's Division of the NAB and was its chairman until a few

Anderson Fall Plans

ANDERSON Co., Gary, Ind., is sponsoring a daily five-minute sport review on WIND, Gary, to advertise the Spot-Master, a new type of side-view mirror for automobiles. Plans for a national campaign, which will probably be launched in the fall, are now being considered. Schwab & Beatty Inc., New York, is in charge.



AIR AIRING-When Dick Merrill and Jack. Lambie stopped at the Raleigh municipal airport at their regular Eastern Airlines passen-ger flights after their sensational West-East and East-West flights across the Atlantic, WPTF was on the job. Surrounding the WPTF mike, left to right, are Merrill and Lambie, and Carl Goerch, WPTF commentator.

Woolley Leaves WWJ

EASTON C. WOOLLEY, who on Sept. 16 last became manager of WWJ. Detroit, resigned on June 1 and will enter new activities, as yet unannounced. No statement beyond the fact of the resignation was made by William J. Scripps, Detroit News director of radio operations, except that Mr. Scripps said he was personally taking over the managerial duties. No plans are under way for a new manager, nor has Mr. Woolley verified ports that he may rejoin the NBC station relations department. He resigned from station relations last fall to accept the WWJ post.

CBS Stadium Concerts

cast from Kansas City in the morning, the porgram which start-ed over WBBM June 8, is now be-CBS announced June 9 that it has secured exclusive broadcasting rights to the Lewisohn Stadium Concerts in New York City for the summer of 1937. These concerts, which run for eight weeks in June. July and August and are one of the world's most famous outdoor music institutions, are in their twentieth season. They are per-formed by the Philharmonic-Symphony Society of New York under the auspices of Stadium Concerts, Inc.

Cantaloupe Drive

WESTERN GROWERS Protective Association. Los Angeles, in the interest of California and Arizona grown cantaloupes, honey dew and honey ball melons, through J. Walter Thompson Co., that city, on July 10 will start a six-week spot announcement campaign concentrating on the eastern market. An-nouncements will be used six times weekly on the following 15 stations: WOR, WMCA, WLS. WMAQ, WBZ, WBZA. WCAE. KYW, KSD, WKRC, WHO, KMOX, WJR, WTAM, KSTP. Campaign will also include newspapers.

Flour Firms Place

MORTON MILLING Co., Dallas (La France flour), started a quarter - hour thrice - weekly series, Friendly Frolic, over the Texas Quality Network (WFAA, KPRC, WOAI) June 2. Another Dallas flour firm, Burris Mills (Texocan Flour), recently renewed its quar-ter-hour five-weekly hillbilly show for 52 weeks on the same network. Walter Thompson Co., Chicago, is the agency for both flour firms.

Guild Now Negotiating **OBLIGING FISH** WMCA Labor Contract Angler Has Five Minutes to -Get One—And Does-

HAVING successfully negotiated an agreement with management of MARCUS EVANS, supervisor of the Dallas municipal fish hatchery, CBS regarding recognition of itself as exclusive bargaining agent for had just five minutes in which to catch a fish or the Radio Goes announcers and production men, wages, hours of work and condi-Fishing program of WFAA would tions of employment [BROADCAST-ING, June 1], the American Guild of Radio Announcers and Produc-Announcer Bill Hightower, with a portable transmitter strapped to ers is now holding similar negotiaback, was nearing the end of tions with the management of the 30-minute program he and an-nouncer Hal Thompson staged at

WMCA, New York. Committee representing the stathe hatcheries. Mr. Evans, a barbtion's 17 announcers and direcless hook on his pork rind spinner, tors, who signed up 100% with the Guild early last month, consists of rearing ponds and at the signal Floyd Miller, James Clemenger and from Hightower, began casting. Andrew Stanton. Donald Flamm, president, and William Weisman, One, then two minutes passed. Faster and faster Evans cast, vice-president and attorney for the faster and faster Hightower station, are representing WMCA management. Several meetings have been held by the committees talked. With less than three minutes to go, a nice one struck solidly and was speedily landed. On the and Roy Langham, president of the next cast, in another part of the Guild, reports that satisfactory pond, a second strike netted fish progress toward a contract is being made

The broadcast was timed to bring to the attention of fishermen the necessity of good sportsmanship **RMA Reelects Slate** and the value of conservation. Fishing laws, including bag limits, **RE-ELECTION** of the entire slate were explained to the listeners.

stood on the bank of one of the

Household Continues

HOUSEHOLD FINANCE Corp.,

Chicago, after successfully testing

Across the Breakfast Table on

KMBC, Kansas City, is giving the

program a final test on WBBM,

Chicago, before putting the show

on a regional CBS network. Broad-

ing heard on Tuesdays, Thurs-

days and Saturdays at 5:45-6 p. m.

under the title Across the Dinner

Table, Margaret Heckle and Neal

Keel co-star in the show, which

offers gossip about current affairs.

BBDO, Chicago, handles the ac-

Don Lee Names Peiser

SEYMOUR PEISER, formerly Los

Angeles newspaperman and fea-

ture writer, has been appointed

publicity director of the Don Lee

Broadcasting System, succeeding

Wayne Miller who resigned to join

Hixson - O'Donnell Inc., agency handling the Richfield Oil Corp. ac-

count. Miller will supervise writ-

ing and editing news copy for the

NBC-Pacific Red network Richfield

Reporter broadcasts, and takes over

the assignment formerly held by

Earle Ferris Organizes

FORMATION of Earle Ferris Ra-

dio Feature Service Inc., with of-fices in the Taft Building, Holly-

wood, was announced June 4. Offi-

cers are Earle Ferris, president

and treasurer; Irving Parker, vice-

president and general manager,

and George Lessall, secretary. The Ferris organization has been func-

tioning in Hollywood as a branch office, but now is a separate Cali-

together with employes of the Milwau-

company for at least five years, are

being permitted to participate in the purchase of one-fourth interest in the

Fred Yeates, resigned.

fornia corporation.

No. 2.

count.

of officers of the Radio Manufacturers Association was voted June 9 at its convention in Chicago. Leslie F. Muter, president of the Muter Co., Chicago, was re-elected president for a fourth, term, and Bond P. Geddes, executive vicepresident and general manager with headquarters in Washington, was renamed, as was Fred D. Williams, treasurer. Membership of the board of directors was in-creased from 18 to 25. John A. Van Allen, Buffalo, was reappointed legal counsel.

Field Starts Firm

GEORGE H. FIELD, formerly eastern sales manager of Radio Transcriptions of America Ltd., has started his own company, General Transcription Features Inc., and opened offices at 505 Fifth Ave., New York. The new company will specialize in the production of one-minute and five-minute recorded programs for sponsorship by retailers in specific fields and is now working on series of such transcriptions for drug stores, loan companies, used car dealers, jewelry stores, furniture stores, bakeries and laundries.

Wilson Expanding

WILSON & Co., Chicago (meats), has renewed its daily one-minute spot schedule on KOMA, Oklahoma City. The packing firm is also participating in the Margery Miles program on Yankee Network and recently began a new quarter-hour live-talent program on WGN. United States Adv. Co., Chicago, Wilson agency, started handling advertising for the packing firm's dog food recently.

LADY ESTHER Co., Evanston, Ill. (cosmetics), will switch agencies Sept. 1 when Lord & Thomas, Chi-EMPLOYES of WTMJ, Milwaukee, cago, will take over the account. No change in the program is contemplated at present. Wayne King and his or kee Journal who have been with the wheetra is currently on 38 NBC-Red. stations Tuesday nights and 40 NBC-Red stations Wednesdays.

Journal Co., totaling 30,000 shares, at \$35 per share. June 15, 1937 • Page 41

BROADCASTING • Broadcast Advertising | BROADCASTING • Broadcast Advertising

months ago.



This is our second column in BROAD-CASTING. Because there has been some confusion of our three affiliated or-ganizations, we have decided to devote this column to an explanation.

Of course the original organization is , Ridio Events, Inc.—however, it's no longer The Script Library, Radio Events, Inc. today serves the radio agencies of the country handling either the complete show or any part of a show, network or transcription. As President of Radio Events, Inc. there is the writer and as Chairman of the Board there is Georgia Backus, It may interest the readers of this col-umn to know that it was five years ago that Miss Backus left the Colum-bia Broadcasting System and that the writer left the Brunswick Radio Cor-

poration to form Radio Events.

The original function of Radio Events, that of The Script Library is now an entity apart with Genevieve Pace as general manager. Miss Pace has been behind the scenes of The Script Library for a good many years and most of what has gone on between stations and our organization has passed through her hands. Today, however, she is the last word on what The Script Library does and has an ade quate force to supply each and every station demand from a five-minute dramatized commercial to an hour gala broadcast with full symphonic orchestra and chorus (completely catalogued too). The Script Library is entirely distinct from Radio Events, Inc. It has its 135 writers and its 3500 titles. (*That number naturally* changes day by day.) Hundreds of scripts pass through its hands every week and the cream of these become available to the broadcasting stations of the country at a nominal royalty

The third affiliated corporation is Service Programs, Inc., headed by that outstanding merchandising au-thority, Gladys Miller. Here is an organization that follows through from idea to sale, from blueprint to cash register. It reverses the usual proce-dure—it builds a merchandising idea irst and on the merchandising idea builds a broadcasting program.

These three, The Script Library, Radio Events, Inc., and Service Pro-grams, Inc. have already brought thousands of dollars in time sales to radio stations.

They are not represented by sales people at the Convention for their job is to help you sell when you're back home.

This column, although it may be redundant to say so, is addressed to those station executives who are in attendance at the N.A.B. Convention in Chicago and that you may have a in Chicago and that you may have a pleasant convention is the wish of Generieve Pace of The Script Library: Gladys Miller of Service Programs. Inc. Georgia Backus, Chairman of the Board of Radio Events, Inc., and the write

Anepl M. Fachler

Jhe Script Library SERVICE PROGRAMS, INC. RADIO EVENTS, INC. 535 Fifth Ave., N. Y.

Beemer Agency Adds BRACE BEEMER Inc., Detroit

advertising agency specializing in radio, on June 11 announced that had added Bromley House and E. Campbell to its staff. Mr. House for the last two years was an announcer and baritone with WTAM, Cleveland, and becomes the agency's production manager. Mr. Campbell, former newspaperman and college professor, has

been named continuity editor.

Does Your Station Need a Commercial Manager?

I was formerly manager of a regional in a city of 150,-000. Have had ten years in radio, advertising, and promotion. Four and one halfyears as head of one of the South's leading agencies with radio billings in excess of \$200,000 annually. Available in three weeks. Address Box 712. BROADCASTING.



Word on Hollywood Site THE American Association of Ad-For NBC Expected Soon: vertising Agencies has designated

AAAA Pacific Conclave

WMCA Hotel Deal

scutive secretary.

made

KMTR Offer Rejected Oct. 21 and 22 for its third annual Pacific Coast convention, to FACED with the problem of ex. be held in the Hotel Del Monte, Del panding facilities to accommodate Monte, Cal. The convention execu-tive is O. H. Blackman, former the fall influx of new shows to originate from the West Coast, Lenox R. Lohr, NBC president, was in Hollywood June 4-8 to conpresident of the Blackman ¹.Co., New York, and a charter member and early director of the associafer with Don E. Gilman, Pacific tion. Douglas McPhee, San Fran-Coast vice-president. Announce. cisco advertising and business ment from New York as to the writer, will serve in an advisory site is expected soon, with the Suncapacity. Pre-convention headset Blvd.-Vine St. property and quarters are in Mr. McPhee's ofthe old Metro lot near Santa Monica Blvd. and Cahuega still fice in the Russ Building, San Francisco. Details were worked out being considered. Plans for the during a recent visit to the coast new studios are being prepared in of Frederic R. Gamble, AAAA ex-New York.

Victor Dalton, operator of KMTR, who offered his station to NBC to replace KECA as the Blue outlet, is holding up erection of a AL ROSE, sales promotion manprojected new "radio village" near ager of WMCA, New York, has Santa' Monica Blyd. and Cahuega, ararngements with four but it is understood his offer will not be accepted. Representatives of hotels-New Yorker, Lexington, Earle Anthony, owner of KFI and Park Central and Waldorf-Astoria KECA, have increased their offe ----to have WMCA programs avail-to Dalton to \$200,000 for KMTR able at all times to guests of the but Dalton stated he was not in hotels, all of , whose rooms are terested but might be interested in equipped with radios affording a an offer from NBC. He said choice of three or four stations. M-G-M had made an offer for his In return, WMCA is broadcasting station which he rejected. William Lewis, CBS vice presia program for visitors each week-

day mornnig from 8:55 to 9, listdent in charge of programs, was ing outstandnig events of the day also in Hollywood early in June in the city, including meetings and for conferences with Charles Vanbanquets to be held at these hotels. da, Pacific Coast production manager, on new programs to emanate from the West Coast this summer MENTHOLATUM Co., Wichita and fall. (proprietary), is currently placing a

> **Crown Turns to Spots** CROWN OVERALL Co., Cincinnati (Crown Overalls), will drop its Mutual show the first part of July in favor of a transcribed program series. Practically the same set-up of stations as was used on the net will be used for the new series. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is

Air Conditioning Test

DELCO-FRIGIDAIRE Corp., Dayton (division of General Motors), has purchased 100 station-break announcements twice daily on WHIO, Dayton, in a test campaign for the firm's home air-conditioning unit. Series, which is the first radio advertising to be used for this product, is placed through the Dayton office of Lord & Thomas.



Rumors Swirl Over Vacancy on FCC meeting June 2 appointed Samuel H. Kaufman, of New York as special counsel for the probe. Kaufman's appointment was on recom-mendation of Telegraph Commis-

Muny Candidates Named his eye on the Department of State.

As Possibilities

For Post

THERE were indications in high administration circles during the last fortnight that President Roosevelt, cognizant of the internal situation at the FCC and fully aware of the large amount of criticism currently being heaped upon that agency, is considering the appointment of a man having a broad knowledge of the whole field of communications and federal regulation to succeed Dr. Irvin Stewart, who retires June 30.

At his regular press conference June 11, President Roosevelt indicated that the FCC post, along with two vacancies on the ICC. will be filled soon. This was interpreted as meaning that the Stewart successor might be named in advance of June 30. The Democratic vacancy created

by Dr. Stewart's decision to accept the post of director of the Committee on Scientific Aids to Learning under the National Research Council has caused considerable stir in political circles and has provoked activity on behalf of various

candidates. It was learned, however, that serious efforts are being made to keep the post away from politics in order to give the President free hand to select a man of outstanding stature who might give the FCC new leadership.

The White House apparently is in no hurry to fill the vacancy, and the selection may not be made known before Dr. Stewart leaves July 1 for his new post in New York. In the meantime, all sorts of conjecture and rumor are still going the rounds and finding their way into print regarding the White House's purposes, none of which can be verified in official quarters.

Possible Appointees

The known field of candidates thus far seems to be headed by Fritz Lanham, Democratic member of Congress from Fort Worth Tex. His name has been placed before President Roosevelt by Rep. Sam Rayburn, Democratic floor leader of the House and chairman of the House Interstate Commerce Committee at the time the Communications Act of 1934 was framed. Rep. Rayburn was the original sponsor of Dr. Stewart and stands very high in administration circles.

Whether Rep. Lanham would be interested in the job, has not definitely been indicated, but it was learned that when his name was advanced administration leaders raised the question of technical qualifications, thus indicating that the President was disposed to find a man of experience in the com-munications field. Rep. Lanham is the son of a former governor of Texas, a graduate of the University of Texas and a man of outstanding ability in the House where he is now representing his district for the ninth term. It is understood he is favorably disposed to leaving Congress, but has had

The possible candidacy of Rep. Lanham thus conflicts with that of Hampson Gary, now FCC general counsel, who also is from Texas, and who has strong Senatorial support. Mr. Gary served on the original FCC for six months in 1984 to fill out an interim appointment until Anning S. Prall, present chairman, could assume the post after his retirement from Congress,' Mr. Gary once served in the diplomatic corps under President Wilson and was a friend of Mr. Roosevelt, then Assistant Secretary of the Navy.

Mr. Gary's Senatorial sponsors are understood to include Senators Sheppard, McAdoo, Wheeler, Murray and Pope.

Definitely being considered by the White House is the name of Comdr. T. A. M. Craven, now FCC chief engineer, which post he assumed a little more than a year ago at the request of the White House, relinquishing a lucrative consulting engineering practice to accede to its wishes. He is outstanding among American radio engineers, having served in the Navy on radio duty for 20 years or more and having served under Mr. Roosevelt during the war days. Comdr. Craven is from New Jer-

The only other candidate whose name is still being mentioned is Denis J. Driscoll, chairman of the Pennsylvania Public Utility Commission, who served in the last Congress as Representative from St. Mary's, Pa. Mr. Driscoll is said to be backed by Senator Guffey, (D. Pa.) but he has told friends that he would prefer, if a Washington post is offered to him, to serve on the Federal Power Commission or some such agency more within his scope of experience. Mr. Driscoll, 66 and an attorney, gained considerable fame during the last Congress by exposing the fake telegrams sent members of Congress in opposition to the Wheeler-Rayburn utility holding company measure.

The name of H. A. Merrick, of

ANOTHER WAR-May find radio announcers and control men equipped

something like this. The picture was taken during a recent drill in

protection against gas attack in which the entire staff of Station EIAR,

Rome, was required to participate. Announcer read the news through

mike inlet within the mask, which lets out speech, keeps out gas.

Seattle, first advanced by Senator Schwellenbach, (D-Wash.) while still up evidently is not being pushed, and there is now some question whether the Western Senators are going to persist in their demand that the post go to a westerner [BROADCASTING, June 15]. Similarly, Carl F. Arnold, FCC assistant general counsel assigned to the Telegraph Division, is not now regarded as a candidate; Mr. Arnold resigned from the FCC June 2 in order to return to the University of Wyoming as dean of its Law School.

Dark Horse Possible

There is a possibility that a "dark horse" will be projected into the field either by President Roosevelt himself or by Senators whom he desires to favor. The President has several important vacancies to fill in the federal establishment, including an Assistant Secretary of War, Assistant Secretary of State, Civil Service Commissioner, a Federal Power Commissioner, two Interstate Commerce Commissioners - and there is a possibility that he may do some shifting around. While there is no official verifi-

cation, the report persists that the President is holding up the two C. C. appointments and others pending anticipated action on his government reorganization program. If this theory is correct, then there is the possibility that the Stewart vacancy will not be filled by July 1 since the FCC, under the President's program, would be slated for possible absorption by the Department of Commerce. Legislative observers, however, feel that there is little likelihood of the reorganization program being carried to fruition at this session.

WITH THE resignation from the FCC of Carl F. Arnold, assistant general counsel for the telegraph division, who also served as special counsel of the investigating committee inquiring into alleged improprieties of lawyers practicing before it, the FCC at an en banc



sioner George H. Payne, chairman

the University of Wyoming, where

he will resume duties as dean of its

law school." He had served as spe-

cial counsel, of the investigating

committee, but whether the activi-

ties of this committee motivated

his decision 'to resign was not dis-

The new special counsel, a prac-

ticing attorney in New York, first

has been assigned to handle a

study of charges brought by the

FCC against two Washington at-torneys—Paul M. Segal, and his associate George S. Smith, upon

motion of Telegraph Commissioner

Payne's investigating committee.

He was a former special assistant

to the Attorney General in the in-

vestigation of immigration cases.

The order to show cause issued

by the FCC against the two Wash-

ington attorneys specifies that an answer shall be filed by June 19.

A hearing on the allegations [BROADCASTING, June 1] presumab-

Telegraph Commissioner Payne

is plaintiff in a \$100,000 suit al-

leging libel against BROADCASTING.

This case is now awaiting trial in

the U. S. District Court for the

District of Columbia. Messrs, Segal

and Smith are of counsel for the

Distant Eclipse Covered

Effectively by Networks

THE RESULT of months of plan-

ning and thousands of miles of

traveling by announcers and engi-

neers accompanied by tons of

equipment was realized on June 8,

when the three-and-a-half-minute

total eclipse of the sun was

described for the NBC audience by

.

ly will be scheduled soon.

publication.

closed officially.

Mr. Arnold resigned to return to

of the investigating committee.

ments Hick's voice was sent by ultrashortwave from a transmitter on Canton Island, manned by Marvyn S. Adams, NBC engineer, to a receiver on the Navy minesweeper Avocet, where another transmitter. in charge of another NBC engineer, Walter H. Brown, relayed the description some 4,000 miles to Point Reyes, Cal., whence it was fed to the Blue network at San Francisco.

Ralston to Return

RALSTON PURINA Co., St. Louis, will bring its juvenile serial back to NBC on Sept. 27, when it will start a 52-week, five days weekly, broadcast of Tom Mix's Straight Shooters on the Blue network in the interest of Ralston Wheat Cereal, Account is handled by Gardner Adv. Co., St. Louis.

Page 42 • June 15, 1937

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

One story indicated that more than one new appointment may be made to the Commission, with one or more commissioners shifted to other posts.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

- MAY 29 TO JUNE 12, INCLUSIVE

Decisions . . .

JUNE 1 APPLICATIONS GRANTED :

WHLB, Virginia, Minn.-CP increase D

WRLS, Virginia, Minn.-Gr increase D 100 to 250 w. KFYR, Bismarck, N. D.-CP move trans., change equip. vert. radiator. KGBX, Springfield, Mo.-Mod. license re

directional antenna. WLBL, Stevens Point, Wis.—Mod. CP move locally, new equip., increase D to 5 kw. 5 kw. KGBU, Ketchikan, Alaska — Mod. CP change trans., vert. radiator, decrease D 5 to 1 kw.

WMBS, Uniontown, Pa.--Mod. CP trans.

site, antenna. KOL, Seattle—Mod. CP extend comple. KSEI, Pocatello, Id.—Mod. license D 500

w to 1 kw. KYA, San Francisco — License for CP 1230 kc 1 kw 5 kw D unl. KFJB, Marshalltown, Ia.—License for CP

KOYN, Pine Bluff, Ark. - License for

CP: KAND, Corsicana, Tex.-License for CP

KAND, Corsicana, Tex.—License for CP as mod. SET FOR HEARING—NEW, C. Bruce McConnell, Indianapolis, CP 1500 kc. 100 w 250 w. D; NEW, Floyd A. Parton, San Jose, Cal., CP 1830 kc 250 w D unl; NEW, Enterprise Co., Beaumont, Tex., CP amend-ed to 1330 kc 250 w 500 w D unl; NEW, wer, Waterloo, Ia., CP 1400 kc 500 w D; Wer, Waterloo, Ia., CP 1400 kc 500 w D; Santa Salt Lakk City, CP exp, sta-trans., we quip, Monroe, La., CP move trans., ed., CP move trans., increase Ba 1 to 5 kw; WALH, Monroe, La., CP move 520 kc, increase to 500 w itomin.; KWED, Backy Mount, N. C., CP directional N, change to 1240 kc, increase 100 w 250 w D unl; D Sh-WCHV N, to 500 w unl; KSLM, Salem, Ore, CP move trans., new equip, vert. radiator, change 1370 to 1860 kc, in-crease 100 to 500 w; WCNW, Brookhrn, mod, license to use all hours now used by applic, and WMBQ hours; WQDM, St. Al-bans, Vt., mod. license spec. to D, LS Cleveland.

Cleveland SPECIAL AUTHORIZATIONS - WWJ Detroit, ext. temp. auth. 5 kw N to 7-2-37; KGFI, Corpus Christi, Tex., temp. auth. remain silent 30 days to move to Browns-

remain silent 30 days to move to Browns-ville. ORAL ARGUMENTS — KINY, Juneau, Alaska, 9-16-37; NEW, Leonard A. Ver-sluis, Grand Rapids, 9-16-37. ACTION ON EXAMINERS' REPORTS:

NEW, Lincoln Memorial Univ., Middles-boro, Ky.-CP 1210 kc 100 w unl.; mod. CP change equip., increase 100 w to 100 w 250 w D 1210 kc unl., sustaining Examiner Seward J. L. Statler, d/b Baker Hospital, Musca-

J. L. Statler, d/b Beker Hospital, Musca-tine, Ia.—Denied authority transmit pro-grams to stations in Canada and Mexico, sustaining Examiner Walker. NEW, J. Leslie Doss, Sarssota. Fla.— Denied as in default CP 1390 kc 250 w D, sustaining Examiner Berry. NEW, Northern Brdestg. Co., Traverse City, Mich.—Denied as in default CP 803 kc 500 w D, sustaining Examiner Berry. MISCELLANEOUS — Lamar Life Ins. Co. Jackson. Miss., granted pet, postpone Cici, mich.—Defined as in default CP 803 Co. Jackson, Miss., granted pet. postpone hearing Standard Life Inc. Co., Jackson; KHKO, Everett, Wash, granted continu-ance hearing; NZW, Brenau College, Gainesville, Ga., denied postponement ac-tign on WAPO applic. pending decision on Hernau College applic. pending decision on Hernau College applic. granted con-tinuance hearing; Key City Srdestg. Go., Hankakee, Ill, denied continuance hearing; WCHS, Charleston, W. Va., granted con-tinuance hearing; Key City Srdestg. Go., Hankakee, Ill, denied continuance hearing; KGA, Spokane, denied continuance deposi-tivance hearing; Key City Srdestg. Go., Hankakee, Ill, denied continuance deposi-tivance hearing; NZW, denied continuance deposition session; KOLO, Mason City, Ia., granted reconsideration action h.12-37 set-ting for hearing; NEW, Robert Raymond withous D to 250 w, and granted same without hearing; NEW, Robert Raymond michesrings 61-537 on applic. CF. Bur-enside Statesta, Co., El Paso, denied re-conside statesta request take deposi-ting Leon M., Wisledt; NEW, Harold F. Gresse, Und, New Orleans, Continuance hearing granted pet intervene hear-ing; NEW, Burlington Bridestg. Co., Bur-lington, M. Wisledt; NEW, Harold F. Gresse, Gresse, Gorlinuance hear-ling; Wenneing, granted pet, intervene hear-ling; Wenneing, granted pet, intervene hear-ling; Wenneing, granted potic, Standard Life Product Co the South; NEW, Continental Radio Co., Deaver, denied inder. continuance britest Paso Bridestg. Co., WEAN, WCBA, Nic El Paso Bridestg. Co., Standard Life Price JP aso Bridestg. Co., WEAN, WCBA Brdestg. Co., granted pet. intervene ap-plic. El Paso Brdestg. Co.; WSAN, WCBA,

Page 44 • June 15, 1937

RATIFICATIONS—WHAT, Philadeiphia, extension effective date action denying CP applic.; order to take depositions in KIRKD transfer applic, granted; Earl Yates de-nied motion to suppress order to take:depo-sitions in applic. El Paso Bridestr, Co.; supplemental request El Paso Bridestr, Co. for amendment order take depositions; for amendment order take depositions; granted continuance hearing on applic. John W. Haigis, Greenfield, Mass., hearing set for 6-26-37; denied confluouance date take depositions in applic. John Stewart Bryan re new station at Petersburg VA.; WGAR granted petition intervene MRBC applic, new station at, Clevennei; Havens applic. new station at Cleveland; Havens & Martin Inc. granted, petition intervene WRVA applic. CP; Joseph C. Callaway and Harry Dahl granted order. take depo-sitions WKBH applic.; Radiotel Corp., San Diego, granted pet. Intervene applic. War-ren. B. Worcester; WGRC granted petition intervene WRBC applic. Cleveland.

JUNE 2 JUNE 2 NEW, Saginaw Brdestg. Co., Saginaw, Mich.—Denied rehearing on applic. CP 1200 kc 100 w 250 w LS spec. and on applic. Harold F. Gross and Edmund C. Shields for CP 950 kc 500 w D. . W2XNT, New York-Denied mod. temp. auth. television station 2000-2100 kc 500 w unl., also final order entered denying ap-plic. CP visual station.

JUNE 8 APPLICATIONS GRANTED:

PPLICATIONS GRANTED: WTFI, Athens, Ga.-Mod, CP move tudio, increase D 500 w to 1 kw. KSRO, Santa Rose, Cal.--CP'move trans., ite, extend comple. KTEM, Temple, Tex.--License for CP. KCMC, Texarkana, Ark.--License for

KVEC, San Luis Obispo, Cal.-License WFBG, Altoona, Pa.-License for CP as

mod. KRLC, Lewiston, Id.—License for CP as WKBW, Buffalo-License for CP.

WKBW, Buffalo-License for CP.
WGR, Buffalo-License for CP as mod.
KGNC, KFYO, Lubbock. Tex.-Auth.
transfer control of Plains Radio Bridcast.
Co. (KGNC) to Globe News Pub. Co.
WSIX, Inc.
SET FOR HEARING-NEW, Southern
brdestg. Corp., Begulusa, La., CP 1500
kc. 100 w 250 w D unl.: NEW, Seaboard

Brdestg. Corp., Savannah, CP 1310 kc 100 w 250 w D unl.; NEW, Martin R.

EMBRYO ENGINEERS, Capitol Radio Engineering Institute; Wash-

ington, held graduation exercises June 4. Jobs appear to be plentiful, the Institute announcing that one manufacturer alone asked a dozen

E 12, INCLUSIVE O'Brien, Aurora, Ill., CP 1240 kc 250 w D; NEW, Tom Hsen, Port Angeles, Wash., CP 1420 kc 100 w unl. WMA2, Macon, CW 1420 kc 100 w unl. WMA2, Macon, Server, KEW, State Brieders, Corp., New Orieans, CP 1500 kc 100 w unl.: NEW, Radiotel Corp., San Diego, CP anended to 920 kc 1 kw unl; WME2, Saranac Lake, N. Y., vol. assign. license to Upstate Erdestg. Corp.; KLRA, Little Rock, Ark., CP directional N: WHK, Cleveland, CP directional N: WHK, Cleveland, CP directional N. TSMSSED—(request of, applicants)—NEW, WDRC, Inc., New Haven, CP 1330 kc 250 w to synchronize with WDRC; WFIL, Philadelphia, 560 kc 5 kw unl.

kw unl. ORAL ARGUMENT SCHEDULED-9-URAL ARGUMENT SCHEDULED-9-28-37: KDON, Monterey and Salinas News-papera Inc. Salinas, Cal.: WHOM, Jeraey City: Sharon Herald Brdestz, Co. Sharon, O., and Allen T. Simmons, Manaheld, O.; KADA, Ada, Jolla.: 9-30-37; WSOC, Char-lotte, N.C.

lotte, N. C. MISCELLANEOUS-WRR, Dallas, .pet. intervene applic. Centennial Brdestg. Corp., Dallas; WDAE, Tampa, Fla., auth. inter-vene applic. Tribune Co., Tampa, CP 940 Kc 5 kw LS unl.; KXA, Seattle, granted

kc b kw LS unl.; KAA, Seattle, granted request continue hearing on applic. CP; NEW, Richland Brdestg. Co., Mansfield, O., denied pet. to withhold decision on ap-plic. Allen T. Simmons, Mansfield for CP until such time as hearing is held on pe-titioner's applic.; KORC, Enid, Okla., granted request withdraw applic. CP 1360

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titioner's applic.; KCRC, Enid, Okla., granted request withdraw applic. CP 1360 ke 500 w unl., without prejudice; NEW, Seaboard Brdestz, Corp., Savannah, denied hearing on applic. Arthur Lucas for new station at Savannah until such time as Commission shall schedule for hearing ap-plic. of Seaboard Brdeastz, Corp., and that hearings be consolidated; NEW, Seaboard Brdestz, Corp., Savannah, granted pet. in-tervene applic. Arthur Lucas; NEW, George H. Payne, San Jose, Cal., granted continuance hearing on applic. Inservent ad V. A. Bernier, Kankakee, Ill., granted pet., intervene applic. Robert Raymond McCulla; NEW, Gallatin Radio Forum, Gallatin, Mont, denied motion quash order take depositions on applic. Roberts-Mc-Nab Co. for CP at Bozeman, Mont. and dismissed Roberts-McNab Co. apposition; WOW, Omaha, denied extension effective date order on applic. WKZO for CP move trans. etc.; WAAB, Boston, denied auth. operate 1 kw D pending effective date Commission order authorizing such opera-tion; WKEU, Griffin, Ga., granted pet. fontomate. Hearing for 18-371; KGMB, Honolulu, granted continuance hearing to November; WBBO, New Orlenas, Commis-sion on wm motion continued hearings on annic. Colisseum Place Bathat Church.

sion on own motion continued hearings on applic. Coliseum Place Baptist Church, WJBW, Southern Brdestg. Corp., Standard Life Ins. Co.; WRC, Washington, denied reconsid. & grant without hearing applic.

5 kw N; KFWB, Hollywood, same; KMBC ansas City, same. RATIFICATIONS - KROC, Rochest RATIFICATIONS - KHOC, Rechester Minn., granted without hearing applic OP change equip., increase D to 250 w; WEAU, Eau Claire, Wis., granted without hearing applic. CP trans. site, increase from D to LS Abilene, Kan.; NEW, North where the search Frandation Le Series from D to LS Abilene, Kan.; NEW, North-west Research Foundation Inc., Seattle, dismissed without prejuide applic. CP 1530 kc 1 kw unl.; WCLS granted con-tinuance hearing to 9-7-37; Athens Times Inc., granted continuance hearing to 9: 37; Southern Minn. Supply Co. granted continuance hearing to 7-16-37; WCM, Achland Kv. reconsid. action 61-37 dec continuance hearing to 7-16-37; WCM, Ashland, Ky., reconsid. action 6-1.37 den-ing continuance hearing and directed and ing continuent 09-8-37; George W. Tark Co. denied continuance hearing; J. K. Tick & Co. granted order take depending on applic. CP Athens, Ga.; WSMK grang hearing applic. CP 7-2-37 together with applic. KQV.

Examiners' Reports ...

NEW, Charles Porter & Edward T. Eversole, Festus, Mb.—Examiner Sewand recommended (I-428) that applie, CP 140

recommended (I-423) that applie, CP 140 kc 100 w D be granted. KIEM, Eureka, Cak-Examiner Sewal recommended (I-429) that applic, CP is crease 500 w to 1 kw be granted. WMBO, Auburn, N. Y.-Examiner Seward recommended ¹(I-430) that applic transfer control of corp. to Auburn Peb-lishing Co. be denied.⁴ NEW, Cartis Radiocasting Corp., India-section France in June Theorement I have Curtis Real casting of p., India apolis—Ex a m in cr frwin recommende (I-431) that applic. 1500 kc 100 w 250 t LS spec. be denied; WKBV, Richman Ind., recommended that mod. license spe

"KOVC, Valley City, N. D.—CP change entip. increase D to 250 w. MUZ, Decatur, III.—CP move trans, ' KPVD, Los Angeles—License for CP water antenna, increase power. GGC, San Francisco—CP increase D u 260 w, change 1420 to 1370 kc, con-tingent grant KRE applic. change freq. KTM, San Bernardino, Cal.—CP change com NEW, Bend Bulletin, Ben, Ore.—Exami-NEW, Bend Bulletin, Ben, Ore.—Exami-er Hill recommended (I-432) that applic CP 1310 ke 100 w 250 w LS unl be ner CP

NEW, Beaumont Brdctsg. Assn., Beaumont, Tex.-Examiner Dalberg recom-mended (I-433) that applic. CP 1420 k 100 w unl, be granted.

NEW, WWPO Inc., Pittsburgh — CP 1120 kc 250 w unl, directional. WJRD, Tuscaloosa, Ala. — CP increase WMBH, Joplin, Mo.-Examiner Seward recommended (I-434) that applic. CP change 1420 kc 100 w 250 w LS uni to 1380 kc 500 w unl. be denied. 100. to 250 w. NEW, Gila Brdestg. Co., Safford, Ariz. --CP 1420 kc 100 w 250 w D unl.

to 1380 kc 500 w unl. be denied. NEW, West Texas Bridensie, Co., etc.-Examiner Bramhall recommended (1-43) that applic. West Texas Bridesig, Co., Wichita Falls., for CP 1380 kc 1 kw ull be granted; that applic. Wichita Bridesig. Co., Wichita Falls, for (CP 630 kc 250 v 1 kw LS unl. be denied; that applic. Falls Bridesig. Co., Wichita Falls, for CP 1380 kc 1 kw LS be denied; that applic. KFPL. Tox for vol assign liense bublin Tex., for vol. lassign. license by KFTX Inc. he dismissed under Rule 103.3; that applic. KFPL for CP change 1310 kr 100 w (CP 250 w LS) to 1500 kr 100 * 250 w LS be dismissed under Rule 103.8.

Applications . . .

MAY 29

WFBG, Altoona - License for CP new trans.. vert. antenna. WCPO, Cincinnati; WNOX, Knoxville Mod. license Continental Radio Co. to Scripps-Howard Radio Inc. KCMC, Texarkana, Tex.-License for CP

seven minutes directly preceding the new Miller program, called *Highlights of Sport*. The beer firm

also has a sports review on WBT.

Charlotte, N. C., and is now ar-

ranging time for similar shows on

other stations. Roche, Williams &

Cunnyngham Inc., Chicago, handles

GATES Manufacturers of Everything in Sprech-Remate-

Transcription and Microphene

 KOMC, Texarkana, Texa-Incease power.
KOBH, Ranid Citv. S. D.—CP increase.
100 w to 100 w 250 w D. new.trans.
amended from Black Hills Bridestg. Co.
Ranid City to Black Hills Bridestg. Co. NEW, Hurlington Brdestg. Co., Burling-ton, Ia.- GP 1310 kc 100 w unl. KVEC, San Luis Obispo, Cal .-- License for CP. KVOR, Colorado Springs - License for

JUNE 3

WPHR, Petersburg, Va.--CP new trans-directional increase 500 w to 1 kw unl. KMAC, San Antonio - Vol. assign. W cense from W. W. McAllister to W. W. McAllister and Howard W. Davis, d/b st

WMFJ, Daytona Beach, Fla.-Mod. CP ew trans., antenna, change 1420 to 1240

JUNE 5 WDEL, Wilmington; WILM, Wilming-ton; WAZL, Hazleton, Pa.; WEST, basion, Pa.; WGAL, Lancater, Pa.; Easton, Pa.; WGAL, Lancater, Pa.; WGR, York, Pa.-Auth. transfer control WORK, York, Pa.-Auth. transfer control WIGE, Muskegon, Mich.--Vol. assign. WKBZ, Work---License for CP new trans. astenna.--- Mod License 1310 to NETWORK ACCOUNTS (All times EDST unless otherwise specified)

New Business

BRISTOL-MYERS Co., New York (Vitalis hair tonic), on June 7 started *For Men Only* on three stations of the WLW Line (WLW, WFIL, WHN), Mon., 8:30-9 p. m. Agency : Pedlar & Ryan Inc., N. Y.

INTERNATIONAL SILVER Co. Meriden, Conn. (silverware), on Oct. 3 starts an untitled dramatic series on or Starts an untiled gramatic series of CBS, Sun, 55:30 pl m, with Claud-ette Colbert and other Hollywood stars. Agency: Young & Bubicam Inc., N. Y.

1210 Re⁴ D^{*}_D, t^{*} Worth-License for CP new KTA^{*} Arisenna. KTA^{*} Arisenna. KTA^{*} attenna. KTK^{*} to 250 w N & D. 1350 Ko^{*} A. Start, S. Start, C. F. MUELLER Co., Jersey City (macaroni products), on Sept. 6 will resume Kitchen Cavalènde, starring (vosby Gaige, on 6 NBC-Blue sta-tions (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mon. thru Fri., 10:45-11 a. m., which signed off for the summer after the brondcast of lange 4 Accesses Vedwan & Eckhardt June 4. Agency: Kenyon & Eckhardt Inc., N. Y.

JUNE R WDAH, El Paso-Mod. license use KTSM trans., amended from 100 w to 100 w 250 w D. WAIR, Winston-Salem, N. C. - CP change trans., increase 250 w to 1 kw. KTDS, Shreveport, La.-CP change 1450 to 620 kc, directional. NEW, Natl. Life & Accident Ins. Co., Nsihville-CP 1370 kc 100 w 250 w D unl. KARK, Little Rock, Ark.-Invol. trans-fer control from John R. Frazer to Radio Inc. HUDSON MOTOR CAR Co., Detroit (motor cars), on June 15 starts for 13 weeks Lud Gluskin's orchestra, with Virginia Verrill and guest artists, CBS Pacific Coast station on 6 CBS Pacine Coast Station (KNX, KSFO, KOIN, KOL, KVI, KFPY). Tues. 8:45-9:15 p. m. KFPY). Tues. 8 45-9:15 p. m. (PST). Agency: Brooke. Smith & French Inc., Detroit.

SPERRY FLOUR Co. (division of General Mills), San-Francisco, on June 21 begins participation in four Woman's Magazine of the Air broad-casts over the NBC Pacific Coast Red Network and the MrClatchy stations, 2:15-2:30 p. m. [(PST), Agency: Westco Adv. Agency, San Francisco.

A. J. KRANK Co., St. Paul (cosmet-A. J. KRAAK Co., St. Pain (coshect ics), on May 25 started Minute Mys-teries, on WBBM, KMOX, WCCO, KRNT, WFBM, WISN, KFAB and WMBD (CBS hookup), 11:15-11:30 p. m. Agency: McCord Co., Minne-valies upolis

CHEVROLET MOTOR Co., Detroit dles the account. (motor cars), on June 8 started for 13 weeks Musical Moments transcrip-13 weeks Musical Momenta transcription series on 9 Mutual-Don Lee stations (KHJ, KGB, KDDB, KFRC, KFXM, KPMC, KDON, KVOE, KXO), Tues., Thurs., 8:45-9 p. m. (PST), Agency: Campbell-Ewald Co. Log. Detection WKBZ, Muskegon, Mich.—Mod. heense '1600 to 1200 kc. KFDM, Beaumont, Tex.—Vol. assign. license from Sabine Brdestg. Co. to Beau-mont Brdestg. Corp. WWL, New Orleans—Extension spec. Inc. Detroit.

(IENERAL FOODS Corp., New York (Huskies) on July 16 starts Believe It or Not on 57 NBC-Blue stations, Fri., 9-9:30 p. m. Agency: Benton & Bowles Inc., N. Y.

RALSTON PURINA Co., St. Louis (Ralston Whent Coreal), on Sept. 27 starts Tom Mir's Straight Shooters for the 1937-38 season on 23 NBC Blue stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

Ű

Single & Double

Button Handi - mikes

The handiest microphone ever built. Thousands in daily use. For paging, special events, sports meblic transmitters, etc. With cord and switch as shown.

COST TO BROADCASTING STATIONS

\$5 88 not, single button

\$8 88 net, double button

NAB

Display and demonstration of Universal Microphone Co. record-ors at the Sherman Hotel in charge of L. G. Cushing, Chicago representative, and S. E. Shapiro, factory representative.

J. CURTIS WILLSON A SPECIAL affiliation just con-GETS HEARST POST cluded between Hearst Radio Inc. and Transamerican Radio & Tele-

CURTIS WILLSON, of the New York sales staff of Hearst Radio Inc., has been appointed its national sales manager, succeeding Marvin Hecht Peterson, who resigned early this month. Mr. Willson has been in radio since 1933 when he joined the representative firm of Grieg, Blair & Spight, for whom he opened and managed the Detroit office. When this company was absorbed by John Blair, Mr. Willson was named vice-president in charge of the New York division, from which position he went to the Hearst organization, handling the major New York advertising agencies and the Detroit ter-

ritory. Before entering radio Mr. Willson was connected with the automobile and brokerage businesses. Mr. Peterson left immediately after his resignation for Chicago, after which he went to Minneapo-lis where it is understood he conferred with the Knox-Reeves Agency, which handles the General Mills sports broadcasts. Although unverified, it was reliably reported he may join that agency. He had been with Hearst Radio since its organization in 1934. Prior to that

he served as radio director of the Chicago office of Blackett-Sample-Hummert Inc. Will Place Yeast Spots NORTHWESTERN YEAST Co., Chicago (Maca yeast), will place transcribed versions of their Virginia Lee & Sunbeam program now on WLS, on 20 stations start-

NOTE! ing in July. Ten West Coast and Mr. Employer: We have just the men you are seeking for responsible engineering positions in your station. Ambitious mon who are just com-pleting an intensive year of technical training in our school. We are glad to be of service to you and our students. Write your requirements and we will be pleased to answer in detail. ten midwest stations are to be used with the possibility that more outlets will be added later. Hays MacFarland & Co., Chicago, han-

in detail.

EMPLOY CREI MEN

and when we say 200 stations that doesn't

mean only 200 jobs because some stations

employ as many as 5 men. Chief engl-

neers and executives recognize the train-

ing and ability of CREI men. Our home

study and Residence Courses in Practical

Radio Engineering offer YOU the oppor-

tunity to train now for a better lob

amorrow. It isn't easy - but 'it is

EFFECTIVE. Our free catalog explains

Hearst-Transamerican

vision Corp. gives the latter right

to sell time on 10 Hearst stations

to clients for whom Transamerican

is producing programs. Emile J.

Gough, Hearst vice-president, stat-

ed Transamerican will not take

over any functions of Hearst Ra-

dio and will not act as general

representative of these stations,

but will be able to sell them to

advertisers using the time for

Transamerican programs, wired or

recorded. Stations are: WINS, WCAE, WBAL, WISN, KOMA, KYA, KEHE, KTSA, KNOW,

PRESIDENT

OF CREI

STATIONS

Dept. B-6

WACO.

MR. E. H.

RIETZKE

RICHFIELD OIL Corp., Los An-geles (gasoline), on June 30 starts for 52 weeks variety show featuring Olsen & Johnson, Gertrude Niesen, and George Hamilton's orchestra, on 10 NBC-Pacific Red stations (KPO, KFI, KFSD, KERN; KMJ, KWG, KFIK, KGW, KOMO, KHQ), Wed, 7;30.8 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles. Bacawael Accounts CAPITOL RADIO ENGINEERING INSTITUTE 14th and Park Rd. WASHINGTON, D. C.

Renewal Accounts AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on June 30 renews Your Hit Parade for 13 weeks on 71 NBC-Red stations, Wed., 10-10:45 p. m. Agency: Lord &

CREI



BROADCASTING • Broadcast Advertising **BROADCASTING** • Broadcast Advertising

AWAH, Shreveport, La. - Extension spec-auth, 100 ke unl. directional N. WPTF, Raleigh, N. C. - Extension spec-auth, 5 kw LS at KPO to 11 p.m. direc-tional N. NEW, Four Lakes Brdestg. Co., Madison, NEW, POUT Lattes Bruesty, Co., Madison, Wis-OF 830 kc 100 w D. KFAB, Lincoln, Neb.-Extension spec. auth. Synchro-WBBM. WBBM, Chicago-Extension spec. auth. Synchro-KFAB. Synchro NEW, NEW, Larry Rbine, San Francisco-CP 980 kc 250 w W.

the account.

equip.

Miller Placing Spots

JUNE 5

JUNE 8

nc. KOVC, Valley City, N. D.-CP change

, JUNE 9

WTNJ, Trenton, N. J .--- CP new trans.,

amended re.equip., vert. antenna, change

JUNE 11

WFAS, White Plains, N. Y .- Exp. auth. spec, hours amended. * WKBZ, Muskegon, Mich.---Mod. license

auth. unl. time. KWKH. Shreveport. La.-Extension spec.

MILLER BREWING Co., Milwaukee (High-Life Beer), on June 7 started an eight-minute nightly except Sunday sports review over WGN, Chicago. Quin Ryan, WGN

CP new trans. KPOF, Denver-Mod. license 500 w.to 1 kw. manager and sportcaster; reads news from the Chicago Tribune for

JUNE 21

WGES, Chicago-Vol. assign. license and CP to WSBC Inc. WISN, Milwaukee - License for CP is mod. new trans., antenna, move trans.

Walmac Co.

WMFJ, Daytona Beach, Fla.—Mod. 'Cr new trans., antenna, change 1420 to 1240 kc, increase 100 w to 1, kw, move trans. 'b Port Orange, Fla. WJBT, Gadsden, Ala.—CP change equip-vert. antenna, increase 100 w to 100 w 54 w D. move trans. studio. KSAL, Salina, Kan.—License for CP st mod.

Transradio's Suit Against Networks, Press Is Adjusted **Out-of-Court Settlement Made** Of Two-Year Litigation

AN OUT-OF-COURT settlement on June 10 brought to an end the \$1,700,000 suit of Transradio Press Service against the major networks and press associations which had been pending more than two years.

The suit, charging conspiracy in restraint of trade on the part of AP, UP, INS, ANPA, NBC and CBS and their officials, was filed in May, 1935 at the time Press Radio Bureau was formed and had been on the reserve calendar of the United States District Court

since May 24, 1937. The settlement was appounded by Transradio in a statement reading as follows:

Announcement was made today that there had been a satisfactory adjust-ment between Trinsradio Press Serv-ice. NBC and CPS of the controversy growing out of arrangements for broadcasting news inaugurated in 1934, These arrangements and subsequent modifications will be contin-ued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, AP, UP, INS and ANPA and certain individu-als, has been discontinued.

' Decline Further Comment

Officials at NBC and CBS refused to comment on the settlement. Herbert Moore, Transradio president, likewise declined to amplify the original statement beyond saving that the settlement was "important and significant and should be welcomed by all who have the best interests of radio at heart." He added that the settlement was satisfactory to Transradio.

No comment could be obtained at AP, INS or ANPA but Hugh Baillee, president of UP, said "The discontinuance was the result of negotiations conducted by the broadcasting company defendants. The UP, AP and ANPA declined to participate because they considered the charges made in the suit without foundation."

I. W. Digges, counsel for Transradio, said one of the stipulations of the settlement was that none of the details should be disclosed by any party to the agreement.

Yale Games for Socony

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil), has purchased exclusive broadcasting rights for this fall's home games of the Yale football team. Sponsor, who also had exclusive rights last fall, first year that the University permitted commercial sponsorship of its Yale Bowl games, will use a 16-station hookup, including the Yankee Network of 15 stations in New England and WMCA in New York. The games will also be broadcast by shortwave station W1XAL, Boston. Bill Slater will broadcast the play-byplay reports of the games, with Bob Hall, former Yale athlete, handling the commentaries on the games. Broadcasts will be made on seven consecutive Saturday afternoons, from Oct. 2 through Nov. 13. J. Stirling Getchell Inc., New York, is the agency.

One Out of Three TWO prety girls, rode back and forth on the Weehawken ferry every morning for a week between the hours of 8 and 9, talking to drivers of automobiles, completing 1436 interviews, discovering that 34% of these cars had radio receivers, that 45% of the auto radios were turned on. that (reason for questioning) were tuned to the Morning Almanac, broadcast during that time on WABC. New York, as a sustaining feature.

Meeting on Song Fées

EFFORTS of committees repre-senting the Music Publishers' Protective Association and the Song-FCC writers' Protective Association to settle differences in distribution of mechanical performing right fees ended June 10 without an agreement. It was agreed to hold a meeting of the MPPA full memregulating depreciation and cost analysis work in connection with bership June 15 to decide whether the communications industry. Mr. publishers will accede to the de-Rains will resume private pracmands of the writers for 50% of tice as a special accountant in the mechanical rights payments or look elsewhere for their music. matters relating to accounting, taxes and engineering, with offices Irving Caesar, SPA president, said in New York and Washington. he believed the publishers will Prior to joining the FCC, he was agree to pay half to the writers, chairman of the Committee on Orpointing out that the differences ganization and Procedure of the between half and third of the re-Agricultural Adjustment Adminceipts averages less than \$1,000 a istration. year per publisher. It was reported also that SPA is willing to waive the 2% handling fee and to allow ANDREW JERGENS & Co., -Cin-

appoint an accountant to look after SPA interests.

MPPA to continue in charge of

mechanical rights if MPPA will

Daytime In Demand

PROOF that advertisers are becoming conscious of the value of daytime broadcasting is given by figures just released by NBC. #1932. Program is handled by Lenshowing that expenditures for weekday daytime for the first five months of 1937 are 83.5% ahead of last year. The month of May alone shows a gain of 65.3% over May, 1936. Gross weekday daytime income for May of this year amounted to \$825,528, bringing the five-month total to \$4,688,884. Evening NBC network hours sold to advertisers produced a May revenue of \$2,238,802, a 12.8% increase over last year, making the five-month evening total for 1937 \$11,175,760, a gain of 6.5%.

New Avalon Program BROWN & WILLIAMSON Tobacco Co., Louisville, has started a new program series on WEEI, Boston, in the interest of Avalon cigarettes. Program, featuring Neal O'Hara, columnist of the Boston Traveler, in a radio version of his newspaper column, will be broadcast Monday, Wednesday and Friday from 7:30 to 7:45 p. m. Batten, Barton, Durstine & Os-born Inc., New York, agency for the sponsor, is now lining up personalities in other cities for similar series, which will be added as rapidly as talent and time can be arranged.

Hints "Czar" for NAB McCosker to Be Given REVIVAL of talk about a "Czar" Doctor of Law Degree

for the broadcasting industry has developed as a possible basis for discussion at the NAB convention in Chicago June 21-23. In a press release dated June 11, Eric Palmer of New York, for many years identified with radio publicity, stat-ed a number of NAB members will advise appointment of an "official spokesman" for the industry. Mr. Palmer did not reveal the principals in the movement but mentioned for czar such names as

Winchell Renewed *

cinnati (Jergens Lotion), has sign-

ed Walter Winchell to continue his

NBC gossip and news broadcasts

for another year, through 1938, al-

though his present contract does not expire until the end of this

year. His current Sunday evening series on NBC-Blue, 9:30-9:45 p.

m., will continue through the sum-

mer. Winchell has been broadcast-

ing for the same sponsor since

Pre-Fight Spots

PREMIER PABST SALES Co.,

Chicago (Pabst Blue Ribbon Beer),

is placing announcements on some

of the stations broadcasting the Louis-Braddock fight, June 22.

About 35 stations will probably

be used. The spots will immedi-

ately precede the broadcast of the

fight, which starts at 9 o'clock

Chicago time. Morris-Schenker-Roth Inc., Chicago, is arranging

Woolwine Range Spots

WOOLWINE - NORRIS Co., Los

Angeles, manufacturers and dis-

tributors of Woolwine electric

ranges, on June 8 started its an-

nual four-week summer campaign.

using a weekly ten-minute partici-

pation in Agnes White's California

Kitchen on KFI, Los Angeles, and

spot announcements thrice weekly

on KMJ, Fresno and KRCY, Sac-

ramento. McCarty Co., Los An-

ATLANTIC GREYHOUND, bus

14 of the Cincinnati-Athletics and

Philadelphia-Washington doubleheader

played for the local children's hos-pital in Charleston, W. Va. and broadcast over the West Virginia Network. The sponsorship revenues

geles, is the agency.

also went to the charity.

the schedule.

nen & Mitchell Inc., N. Y.

cises of the John Mr. McCosker Marshall College of Law in Jersey City. Dean A. F former Radio Commissioner O. H. Caldwell, Herbert Bayard Swope, Ormsby announced that Mr. Mc. Cosker will be cited as "one who Bruce Barton, Sen. Copeland (D-N. Y.), and former Sen. James E. with able direction and incalcul. Watson (R-Ind.) as possibilities. able force for the spreading of knowledge has united in his experience the two most far-flung in-**Rains Starts Practice** struments in education-press and RESIGNATION of Robert S. radio." Mr. McCosker did not at Rains, special consultant of the tend college, having been educated Accounting Department, as in the New York parochial schools of July. 15 to enter private pracand beginning his career, as copy tice, was announced June 11. Mr. boy for the late Arthur Brisbane Rains joined the FCC in 1935 to At the same exercises Mrs. Frank. organize and direct activities in lin D. Roosevelt and Orwin W

Edgeworth Placing

Kaye, regional director of the Na.

tional Youth Administration, will

also receive honorary degrees.

THE honorary degree of Doctor

of Laws will be

bestowed June 16 on Alfred J. Mc.

Cosker, president of WOR and for

mer president of the NAB, at com-

mencement exer-

LARUS & BROS. Co., Richmond will start a spot campaign for Edgeworth tobacco and Doming Cigarettes early in July in Philadelphia, Boston, Buffalo, New York and on the Pacific Coast. Program is Alias Jimmy Valen. tine, a quarter-hour adventure serial starring Bert Lytell which is being cut by WBS in New York and which will be broadcast three evenings weekly. Station list is not yet set but about 10 stations will be used at the start, with more being added later. Blackett-Sample-Hummert Inc., New York, is the agency.

Evans on 7 Stations

EVANS FUR Co., Chicago (retail furriers), will add WMAQ in July, making the seventh Chicago station to be used by the fur firm. A quarter-hour thrice weekly show featuring a pianist and vocalist as vet unselected will be used. Other stations carrying Evans programs are WBBM, WGN, WCFL, WJJD, WAAF and WGES. History in the Making, a Sunday night half-hour dramatized news program on WBBM, is purely a goodwill fea-ture, carrying only brief institutional announcements Auspitz & Lee, Chicago, is the agency.

Regional Hearings

THAT the FCC does not plan to license regional stations for 5,000 watts operation at night until it has completed its pending reallocation studies, was indicated June 8 when the Broadcast Division denied applications of three stations on the 950 kc. regional channel for such increases. WRC, Washington, KFWB, Hollywood and KMBC, Kansas City, had petitioned the FCC to reconsider and grant without a hearing their applications for increases in night power from 1,000 to 5,000 watts. By denying the requests, the way is paved for formal hearings on the applica-tions, should the stations so desire.



URED

Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

🖂 WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.

WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.

Local Memphis Advertisers buying WREC more than 21/4 to 1. During April, 1937, Memphis business men bought and ran 21/4 times as many commercial programs on WREC as they did on Memphis' second station-282 to 124 programs. Proven results! That's the answer . . . and you can get the same answer!

PAUL H. RAYMER COMPANY NEW YORK . CHICAGO . SAN FRANCISCO

NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

TENNESSEES FIRST AND MEMPHIS

FINEST RADIO STATION APPRILATED

WITH COLUMBIA BROADCASTING SYSTEM

Page 46 • June 15, 1937

adiohistory.com

BROADCASTING • Broadcast Advertising

Deposited:

\$624,000

For sheer persuasiveness, those six figures beat any argument the most eloquent salesman can make. The \$624,000 is what advertisers are paying WOR annually to sponsor Transradio news.

New York, the world's greatest market, is smart. shrewd, bold, discriminating. It counts but one thing—results. WOR knows how to produce results. Since the day it began with Transradio, WOR has broadcast the most commercially successful news programs in the country. Today it has more sponsored Transradio periods than ever before—and the first sponsor is still sponsoring!

We doubt if you can do better than WOR. It had its reasons for choosing Transradio. And it still has it reasons the very best of reasons—for preferring Transradio today.

www.americanradiohistory.com

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