

BROADCAST MANAGEMENT

Vol. 1, No. 1

JULY, 1936

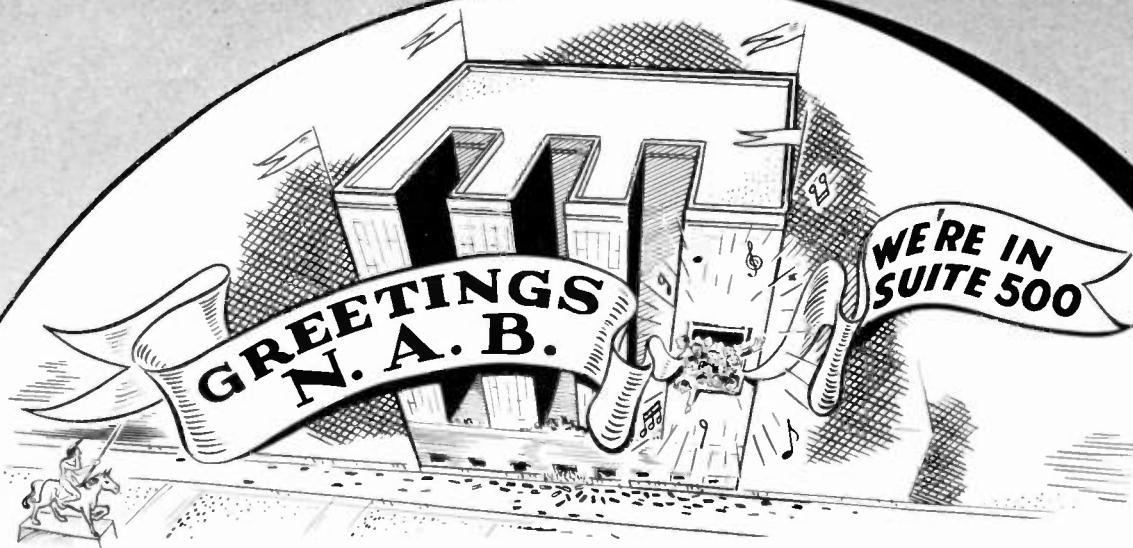
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Editor and Publisher C. R. Tighe

BROADCAST MANAGEMENT, Vol. 1, No. 1. Published on the fifteenth of each month at 515 Madison Ave., New York, N. Y. C. R. Tighe Editor; Harold Winter, Assistant Editor; Business Department; New York. Telephone: Plaza 3-7156; Western Manager, Scott Kingwill, 228 N. LaSalle St., Chicago. Telephone: Central 1610. Subscription rates: yearly: \$4.00 in U.S.A. and Canada; \$4.50 in all other Foreign Countries. Single copies 35 cents.



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Shanghai, China—Santiago, Valparaiso, Chile—San Jose, Costa Rica—Montreal, Canada—Panama City, Panama.

Read “Export Merchandising”; If you are not on the mailing list write to us and you will receive monthly a complimentary copy.

BROADCAST MANAGEMENT

Vol. 1, No. 1

July, 1936

“WE HAVE A VERY FINE STATION”

By Francis C. Barton, Jr.

N. W. Ayer & Son, Inc., New York City

ONE day our receptionist announced the owner of a Southern radio station. He had made a trip of seven or eight hundred miles to personally acquaint New York time buyers like myself with his service. After the handshaking, he was invited to go ahead and tell his story. After a long embarrassing silence he came out with, “We have a very fine station.”

This was followed by another long embarrassing silence—to end when I asked about the results achieved for any of his clients. The answer was equally illuminating—“Oh, we have had some very fine results.” Another long silence indicated that these two sentences—reported verbatim—were all he had to say, so I terminated the interview.

“We have a very fine station.” ——————
“We have had some very fine results.” Perhaps he did! And, perhaps, since he was undoubtedly a most honorable gentleman, I should have taken him at his word and promptly included his call letters in all our recommendations to our clients. Perhaps!

Super Selling?

Another time a New York representative of a Western station called to solicit a certain piece of business we had on the air over other stations. I asked why he thought this account should use his station. “Because the listeners are more interested in the program than they are in the advertising,” he replied.

Not being the smartest man in the world and figuring that I would catch on later—or perhaps he hadn’t understood me—I repeated my question. The answer came back without a moment’s hesitation—unvaried, “Because the listeners are more interested in the program than they are in the advertising.”

I gave up. My salary isn’t supposed to cover riddle solving and I had tried twice. He was bowed out.

These two solicitations—and they actually took place just as I have described them—were

the poorest I have received, either in person or through printed presentation. Both took place about three years ago and I am glad to say the value of station presentations to me has been steadily improving.

Of course, even some years ago all stations didn’t put forward as poor a foot as these—but these two examples do typify the bottom from which the presentation of station information had to rise. And, further, unfortunately, these two stories illustrate concretely two weak types of solicitations still all too frequently received.

The first was a horrible example of the “broad generalization” carried out to the nth degree. The second might have been the grand-daddy of all “irrelevant material.”

Facts Wanted

Believe it or not, time buyers are genuinely interested in learning as much as possible about stations. We read, or look over, depending upon its merits, all promotional material we lay our hands on. We spend many, many hours listening to station owners, managers, and representatives—all in an effort to increase our knowledge, for it is from this we earn our living.

But we want facts, real facts,

lots of facts, substantial facts, and completely correlated sets of facts. And we resent wading through pages and pages of material, or minutes and minutes of personal solicitation to obtain little or nothing. In the first place, we’re busy, in the second, it’s boring.

“We cover the following thirty-eight counties” may not sound as general as “We have a very fine station”—but it is just as meaningless unless—the station goes on to prove in detail and with conviction this coverage.

Pictures Don’t Sell

Pages of pictures on fine coated stock of artists, announcers and engineers may not seem as irrelevant as “Because the listeners are more interested in the program than they are in the advertising”—but they are—unless it is shown how these people make the station valuable. (Even then I still wonder what the pictures prove.)

Facts—a time buyer’s life is a continuous search for facts—and lots of them, not just a multitude of details in connection with one fact. Often stations will utilize the bulk of a presentation in delineating to the last infinitesimal, unimportant (and

uninteresting to us) item their part in some prominent effort such as an election or charity drive. The essential elements could be put in a couple of paragraphs but four pages are used and there is not room for much else in the brochure. Perhaps the management hopes we will take this outstanding job as typical of everything the station does. Perhaps it is. But our’s is a skeptical profession.

Endeavoring to evaluate a radio station from a distance is a difficult job at the best so we want lots of facts—facts about all phases of the station.

Uniform Presentation

Now to digress a moment—if the radio stations could get together on some uniform presentation it would be a blessing to the buyers, for we not only have to endeavor to evaluate but to compare stations. Hence, if all stations would present certain basic information—and present it on the same basis and in the same form it would facilitate comparisons and reference enormously. Such fundamental, uniform presentations could be supplemented by other and different material as any station

(Continued on page 26)

What does an advertising agency want to know about a radio station? Mr. Barton gives his views in the first of a series of special articles written by prominent advertising men.

Broadcast Interest

Leaders Air Views

"TECHNICALLY television is an accomplished fact, although it is not yet ready commercially," said David Sarnoff, president of the Radio Corporation of America at the informal hearings started on June 15 before the Federal Communications Commission. These hearings are being held for the purpose of collecting data on which to base future policies. Following analyses of broadcasting and its future, centering largely on the possibilities of television, by leaders in the industry, more technical witnesses will appear to tell their stories.

"That television has been making tremendous strides in laboratories and that it will be a fact in the not too distant future, is indicated by the illustrations on these pages which show the elaborate technical devices for television and facsimile reproduction being operated by the Radio Corporation of America in the final stages of its experimental work—a task which already has cost millions of dollars and which will consume huge sums of money before the public may buy receivers.

Mr. Sarnoff Speaks

"To present television to the perfection needed for public service," said Mr. Sar-



Top: Receiver employed experimentally in RCA ultra-short wave radio circuit between New York and Philadelphia.



Center: Antenna atop an office building in New York for reception of ultra-short waves, in the New York-Philadelphia circuit of RCA.



Right: Transmitter used for three meter waves in ultra-short wave radio circuit of RCA between New York and Philadelphia.

Right: Facsimile receiver employed in RCA ultra-short wave radio circuit connecting New York and Philadelphia.

Centers on Television

At Washington Hearing

noff, "our work proceeds under high pressure at great cost and with encouraging technical results. Other nations are accepting the standards and methods of RCA engineers and are applying them to the solution of their own television problems . . . For more than a decade in years of plenty and in years of depression, a corps of RCA research engineers has been working unremittingly to give the art of television to the public. We are now entering advanced stages of that effort and will open an experimental television transmitting station in New York within two weeks" (1st of July. Illustrations on these pages show installations for this station).

"The television which is assuming shape in our laboratories, will not, as many persons assume without warrant, replace sound broadcasting or make sound receiving sets obsolete. The present sound

broadcasting services will proceed without interruption. Television must find new functions, new entertainment and new programs.

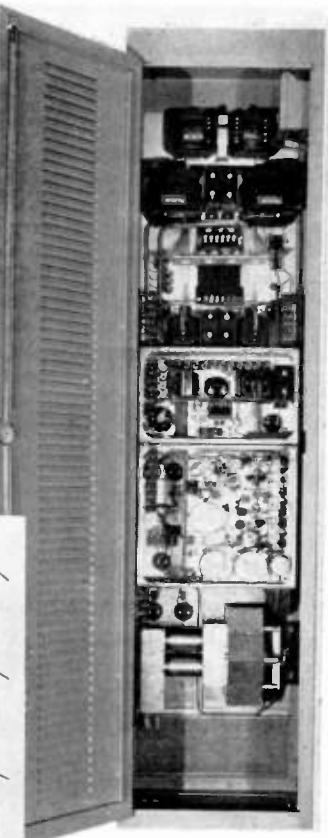
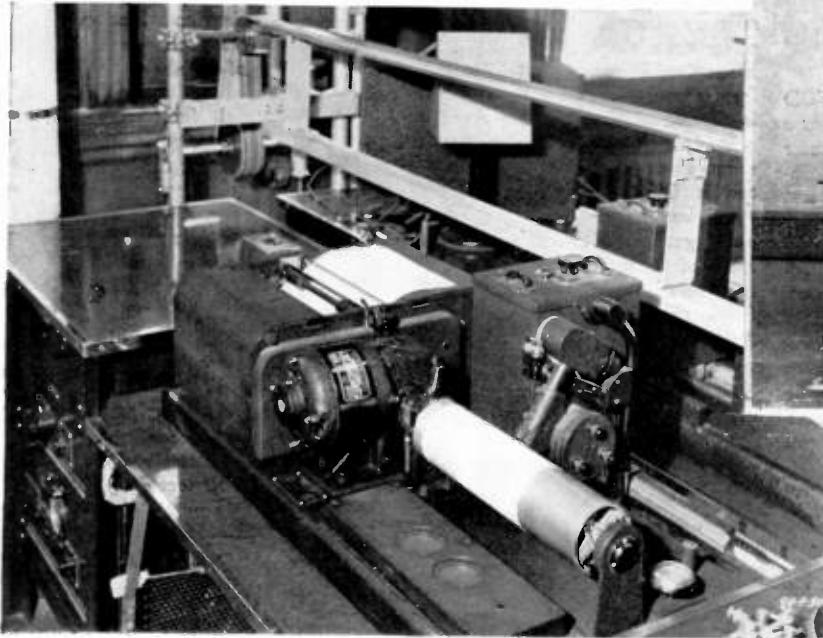
"As soon as television has been brought

(Continued on page 14)

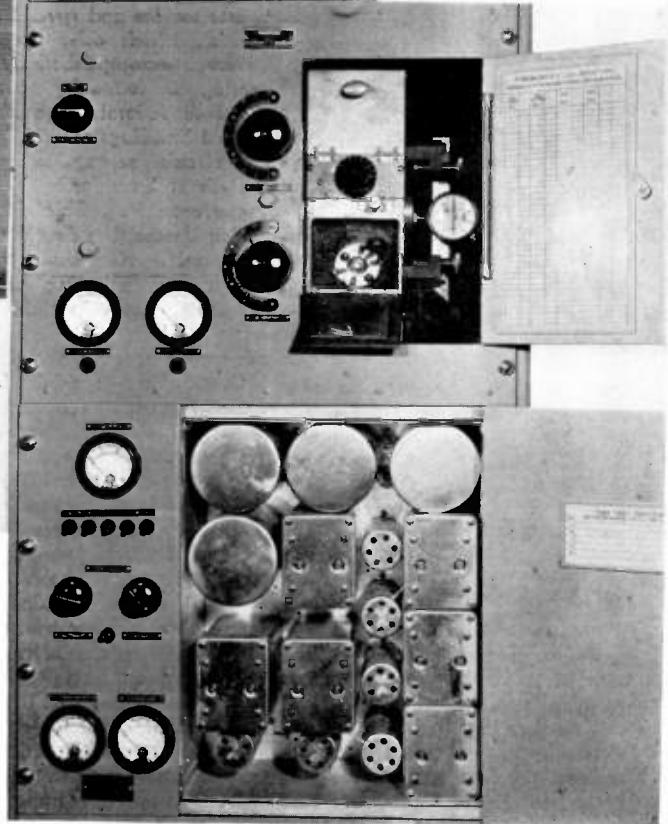
Lower left: Facsimile scanner used in RCA's New York-Philadelphia ultra-short wave circuit.

Lower right: Section of RCA ultra-short wave receiver showing use of "Acorn" Tube.

Right: Transmitting antennas used on New York end of RCA's ultra-short wave radio circuit to Philadelphia.



Rear view of receiver employed in RCA ultra-short wave radio circuit between New York and Philadelphia.



Coming! An Article by O. B. Hanson *Chief Engineer of NBC*

O. B. Hanson, chief engineer of the National Broadcasting Company, will discuss improvements in broadcasting equipment in the last ten years. The article will deal more specifically with improvements as seen by this outstanding engineering executive in their application to his own company.

News On the Hour Every Hour Holds KFEL-KVOD Regular Listener Audience

By Gene O'Fallon

Sales Manager, KFEL-KVOD, Denver

EIGHTEEN times every day, the KFEL-KVOD news gong clangs simultaneously with the stroke of the hour, followed by the announcement, "KFEL-KVOD news service is on the air with 'news while it is news,' on the hour, every hour from 7 A.M. to midnight." . . . Such is the present scope of news coverage offered Denver radio listeners by KFEL-KVOD and this service has been on the air daily, without interruption, since August, 1934, with hourly newscasts daily since October 1, 1935.

Pioneered News

Fore-runner of the present service was the original KFEL Air News, which pioneered the radio news field in Denver, starting back in 1931, utilizing the leased-wire facilities of the old Consolidated Press Service. The appeal of Consolidated's financial, sports, interpretive and feature news material was limited, but proved the possibilities of radio as a news medium if spot news and comprehensive local coverage were made available.

When Transradio made world-wide spot coverage available to radio stations, KFEL was one of the first subscribers, building four daily newscasts around their nucleus and forming a local staff of reporters and correspondents to cover the local field. . . . For the first year, KFEL-KVOD offered the only air news in Denver, continually improving and increasing its facilities for covering the local field. Then, when other Denver stations decided to offer competitive service, KFEL-KVOD augmented its staff, cleared five-minute spots at the beginning of each hour and, with Transradio's then new 18-hour-a-day world-wide coverage, inaugurated its existing schedule of 18 daily newscasts, on the hour every hour, from 7 A.M. to midnight. . . . Principal advantage of the hourly schedule is the availability of every radio listener to tune in on some newscast every day, regardless of what his "regular listening hours" may be and thus be impressed, without assistance from other media, that he can automatically tune to KFEL-KVOD for news on the hour throughout the day.

Wide Audience

Station now concentrates on news as greatest listener attraction of its entire schedule, even offering substantial competition to outstanding night network shows by attracting listeners for at least the first five minutes of each hour. . . . Close allies of



Gene O'Fallon

the news service are KFEL-KVOD sports service and special feature service, which offer spectacular coverage accomplished by maintaining 24-hour-a-day broadcast loops to federal, state and municipal buildings and leasing special circuits as required, including direct lines for major sporting events. . . . Chief Engineer Paden Veatch, has developed several units of remote pick-up equipment, including parabolic reflectors, providing the maximum flexibility and scope in spot news coverage.

Outstanding special features have included eye-witness accounts of flood rampages, complete broadcasts of municipal and state elections, Supreme Court trials, Townsendite and Unemployed demonstrations, and broadcasts direct from the State Legislative Chambers, which aroused such state-wide interest that Colorado's Governor and the House of Representatives wired the FCC requesting additional power be granted KFEL-KVOD for the duration of the session to permit better reception for distant constituents. . . . Closing special session for impeachment

of Secretary of State, Legislators passed resolution commanding excellent coverage, which included the broadcast of every word of testimony in the impeachment proceedings. . . . Sports service includes daily "late sports" review from Transradio, augmented with local and regional coverage, flash service on major league baseball scores at the end of each three innings in each game, and many special events, principally college and professional football broadcasts, A.A.U. basketball tourney and Olympic trials, all major fights and twice-a-week ice hockey schedule throughout the winter season.

"Scoops" Win Audience

Transradio's impressive record for "scoops" on major news breaks, together with many equally impressive "firsts" and exclusive stories to the credit of the local staff have impressed Denver radio listeners that they can hear most of the news first and some of it only on KFEL-KVOD. Local staff operates absolutely independently of any other news gathering agency. . . . Managing Director of the News, Sports and Feature Departments is Frank Bishop, actively connected with the station management since 1928. . . . News Editor is Wallis M. Reef, with 15 years background in the Denver news gathering field, heading a staff of competent editors and reporters recruited principally from the newspaper field. . . . Sports and Night Editor is Bill



Frank Bishop

Welsh, well-versed in Rocky Mountain Conference athletics, resulting from his coaching and managerial activities while at Colorado State College, brought to Denver after serving as Greeley correspondent for KFEL-KVOD, while director of the KFKA news staff.

Local Coverage

Regular "run-men" are assigned to daily coverage of police headquarters and all federal, state and municipal courts and offices. . . . General assignment men cover all other local news sources. . . . Latest improvement in the service is the installation of a private line teletype circuit between news room and transmitter, which permits press operators to copy Transradio transmissions under best possible conditions at remote location. News teletyped at transmitter location is received simultaneously on printer at news room. . . . Microphones installed near-by, with direct communication to studio control room, provide immediate "flashes" on important news breaks and continuous reports on special transmissions as in the instance of the Hauptmann execution and the Moose River mine disaster.

Salable Service

Such complete and dependable coverage has identified KFEL-KVOD in the minds of listeners and advertisers alike as Denver's News Service Stations. Practically all station time is sold on run-of-schedule basis to permit flexibility in clearing time for special features and spot news coverage on a moment's notice. Revenue is derived not only from sale of newscasts and announcements during newscasts, but from the sale of programs and announcements near news. . . . A 25% surcharge is effective on all time sold within fifteen minutes of any newscast and entire station sales and promotion departments are based on selling the advertiser on the merit of presenting his message over the station upon which Denver listeners rely for "news while it is news."

Program Promotion

KLZ, Denver, is broadcasting a series of daily announcements, offering listeners a copy of each week's schedule of programs. Sheets are printed and mailed each Friday. A quantity of the printed schedules are also available to listeners at convenient points in the shopping center. Starting time of programs, names of sponsors, guest stars and other information is included in the schedules.

Red to Black in 12 Hours--What Sound Management Did for WALR

By Fred Palmer

(The story of "Out of the Red in Twelve Hours" is typical of Fred Palmer. He has had a broad experience in radio, including management of WAIU, WBNS, and WCOL in Columbus, O. Palmer organized the Ohio Association of Broadcasters and is a member of the Commercial Committee of the NAB.)

ZANESVILLE, Ohio, according to the Literary Digest, is America's Typical City. Population 40,000 . . . neither sea coast nor completely inland . . . diversified interests.

WALR, a 100-watt station, had struggled for five years to justify its existence. Each month saw it sink deeper and deeper into the bog of obligations, debt, worn-out equipment, and worn-out phonograph records.

A Dismal Picture

On the morning of November 29, 1935, WALR presented a dismal picture. It was four below zero . . . the staff, in overcoats, was huddled around a smoking coal-oil stove . . . an announcer was playing records.

Around that coal oil stove the first staff meeting was held. The entire staff was given a verbal two-weeks notice of dismissal. However, it was explained to them that if during the next two weeks they sold themselves to the new management, they need not fear for their jobs. This placed the need for aggressive cooperation in their hands. Incidentally, no one left the organization, and all employees have had a raise in pay.

\$3 in the Bank

We then examined the situation. \$3.00 in cash in the bank . . . $\frac{3}{4}$ of the day's production was on a trade basis; radio time exchanged for theatre tickets, coal, food, rent, furniture, liquor, clothing, jewelry, auto supplies, etc. . . . Merchants were paying anywhere from 37c to \$2.00 for spot announcements on a verbal day to day agreement.

By noon, the entire staff—all five—were ready for action. We called on every client, explained our new policy, that we wanted to pay our bills in cash and we wanted our accounts to pay us in cash. Every account heartily abandoned the trade arrange-

ment, signed a contract at the new stabilized rate. At ten o'clock that night we had a profit on the day's work of \$11.00.

Organization

The station was now divided into five departments: sales, program, announcers, office and technical. Our new organization consisted of four salesmen, one program director, two announcers, one bookkeeper-stenographer and two engineers.

We immediately installed a high-powered receiver that would pick up WLW, WAIU, WOSU, and WJAR with exceptional

clarity. Arrangements were made with each of these stations for WALR to receive and rebroadcast their programs. This gave us a fine selection of programs to use in conjunction with our own local talent, transcriptions, and recordings. We used remotes in a church and the High School. More would have been used, but due to the questionable practice of charging the same installation fee of our 100-watt station in Zanesville as is charged of a 1,000-watt station in Columbus, or a 50,000-watt station in Cleveland, it was not possible for us to serve the com-



Fred Palmer

munity to the extent we desired.

We began a vigorous sales campaign. Our rates were printed and delivered personally to every merchant in the city. This was followed up by a cordial letter telling the merchant of the improvements already made and what we proposed to do.

We set a goal of \$300 profit for the month. Our slogan for the month was "Burn the Mortgage." Cash prizes were to be awarded at the end of the contest. During the last week, even the engineer went down to the electrical shop and sold them 100 spot announcements. Salesmen used both the telephone and personal calls. The merchants themselves became interested in our goal to "Burn the Mortgage." The Industrial Commission of Zanesville representing 10,000,000 man hours per year gave us a good start by buying 52 half-hours for a Safety Program.

National accounts already on the air were contacted and told the Literary Digest story as to why Zanesville was America's Typical City. We urged them to use WALR as a yardstick or standard to judge their national campaign . . . we asked them to regard WALR as a thermometer with the mercury in America's Typical Market and the reading chart in their office.

We got business. We reached our goal. We made \$311.00 profit for the month.

During the following months other contests have been arranged. A sales school is held each Monday night. Prospects are analyzed . . . new program ideas are presented . . . sales methods are practised. The station seems to be gaining in popularity, listeners, and respect. At the present time, new studios are being built and will be ready for use about July 1.

1370 Channel Stations to Organize at the NAB

By Charles A. Hill

Manager WIBM, Jackson, Mich.

THE 1370 channel is occupied by fifty stations. Their status as broadcasters ranges all the way from deluxe big city layouts down to the very small community stations. Regardless of how great or how small are the business possibilities of these stations, they are all imbued with the fundamental spirit of the broadcasting business. They are all desirous of using their facilities and abilities to the utmost advantage. It is planned to have this group of fifty stations band themselves together into a mutual organization which will have many benefits to both the group as a whole, and as in-



Charles A. Hill

dividual stations. There will be a definite attempt to form such an organization during the NAB Convention.

Under the heading of Engineering Research, it is proposed to retain a competent engineer who will provide for all members a complete coverage plot of all existing 1370 assignments, together with adjacent channel interference patterns. When this is definitely plotted, a projected setup of 500 watt day time and 250 watt night operation will be laid out, also taking into consideration possibilities of interference with adjacent channels. While the Commission has such information in its engineering files now, it is not open knowledge to all stations as to their position and possibilities in the matter of the horizontal power boost. It is believed that a high degree of practical synchronization can be obtained by a complete change-over to closely calibrated AT cut crystals, mak-

(Continued on page 25)

A Plan of Organization for Broadcast Stations

By H. K. Carpenter

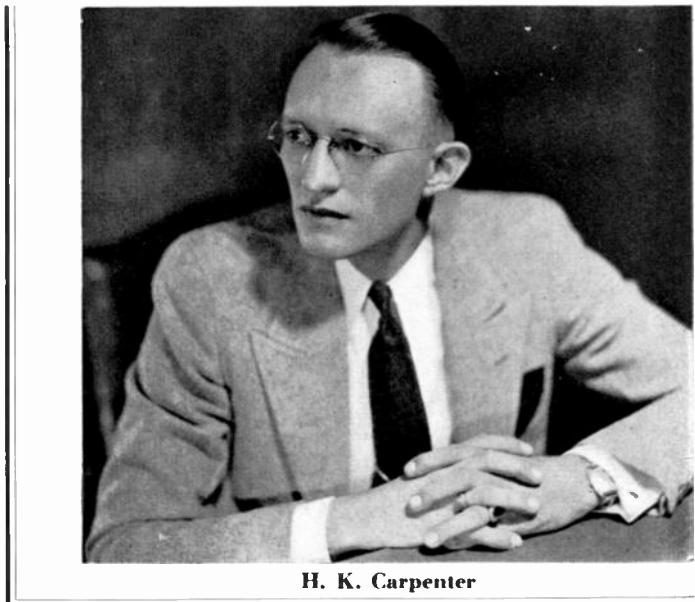
General Manager, WHK, Cleveland

THE business of broadcasting is limited by less than a half dozen major problems, the solution of any one of which will effect a material change in the balance sheet. You will pardon my reticence, but I have no intention of mentioning any of these problems but one—you know the others as well as I do. The particular problem I have in mind at the moment is that of proper organization and management.

Even a superficial glance at most of our broadcasting stations will show a woeful lack in organization. There are many reasons for this condition, not the least of which is the newness of the business and the rapidly changing conditions. Regardless of the causes however, the fact nevertheless remains that the broadcasting business must and will settle down into more uniform and well-defined lines of organization in the near future.

During my eleven years in the broadcasting business, a definite plan of organization has developed in my mind, which I believe is applicable with modifications, to any broadcasting station

should be divided into five general divisions—sales, production, plant operation, accounting, and service. The names of most of these divisions are obvious and self-explanatory—all sales of time, artists bureau sales, and merchandising, in the sales division. The accounting division and service division include functions ordinarily assigned to such divisions in any business. Plant operation includes the entire technical part of the business. The one departure from a common station organization is in the production department—this term is used the same as “production” in any business—



H. K. Carpenter

maintain the proper supervision and checks on the work at all times, and the contact of the management should be with the department heads only. Management should follow organization channels through department and division managers, carefully avoiding issuance of orders direct to those farther down in the organization. Violation of this practice leads to confusion and disorganization.

All persons in key positions must have in mind a clear picture as to the type of decision which must be made in any instance; operating decisions involving one department only must be made by the head of that department or division; operating decisions involving more than one department, or management and policy decisions, must be made by the management; general policy decisions, and those involving capital investment, must be made by the ownership of the organization.

A clear, distinct and well understood organization, with the proper delegation of authority and responsibility, and proper checks and reports, forms the foundation of any business—even including that of broadcasting.

Cost Accounting

I have no hesitation in strongly recommending the cost and accounting system published by the National Association of Broadcasters last year. This system may be elaborated and adapted to any large organization, or may be modified and simplified for the smallest station in the country. The ad-

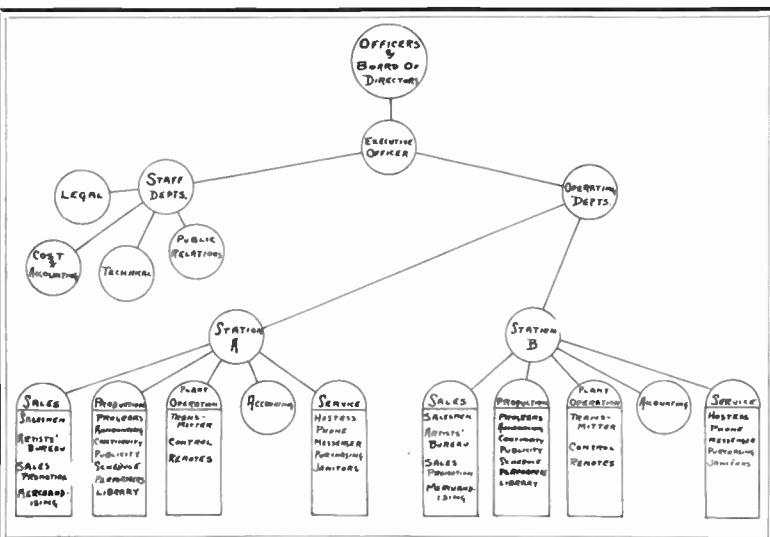
vantage of several stations being able to discuss cost and accounting problems, using the same organization basis and terminology, is obvious. Such a system will permit the establishment of very definite annual budgets for each department. These budgets should be broken down into monthly figures for which department heads are held strictly accountable.

A number of other forms, in addition to the cost and accounting forms, are essential. These include such forms as a schedule chart, rate card, standard contract form, inter-office communication, broadcast order form, talent order forms, and so on. While this matter of forms can be overdone, the general fault in our business is a lack of adequate forms rather than a superabundance; in most instances, it will be found desirable to have these forms printed, with a definite margin limited by a printed border, and the use of contrasting colors.

Monthly operating reports should be required from each department head. A year's file of such reports not only will place the activities of the department in permanent record form, but also will form the basis for a comprehensive annual report which should be invaluable for purposes of comparison with previous years. Such annual reports may be condensed into a Company Annual Report; these documents, combined with Annual Financial Statements, form a permanent record with quite obvious value over a period of years.

Too much stress cannot be laid on the maintenance of adequate permanent records; some

(Continued on page 25)



regardless of size. Briefly, it is as follows:

Departmental Division

Under the general management, there should be a division between staff departments and operating departments. The staff departments include such advisory departments as legal, technical, cost and accounting, and public relations. The operating departments should first be divided into a number of parallel departments consisting of the individual stations in the organization; if there is but one station, of course, there will be but one operating department.

Each operating department

is the department responsible for the “product” which is sold to the public; it should include programs, announcing, continuity, music, publicity, scheduling, music library, and so on.

Definite Authority

As in any business organization, lines of authority must be very definitely established and each employee acquainted with the department or division head to whom he is directly responsible. All matters of operation should be referred directly to the proper department, and that department given a free hand in working out each problem. The management, of course, must

INVITATION to BROADCASTERS

You are cordially invited—during the N. A. B. Convention in Chicago—to visit ASSOCIATED and hear the finest, most complete, most flexible and most *saleable*

TRANSCRIPTION LIBRARY

ever made available to radio stations and advertisers. Complete audition facilities—at your convenience and in a comfortable setting—will be maintained throughout the convention in

**Suite 2104-5-6-7
HOTEL STEVENS
Chicago**

M. E. Tompkins, Loren L. Watson and J. M. Hayes, executives of Associated, will be in attendance to welcome you and demonstrate this truly different and distinguished recorded program service. Come and listen *leisurely*!



Produced by ASSOCIATED MUSIC PUBLISHERS, INC.
25 West 45th St. New York City

F. H. A. Makes Possible Loans Up To \$50,000 for Broadcasting Equipment

WROK Takes Advantage of Modernization Credit Plan to Install New Antenna and Improvements

By Robert B. Smith

Assistant to the Administrator
Federal Housing Administration

STATION WROK of Rockford, Illinois, on and after June 20 will have full "day" on the air, and a signal equal in strength and clarity to that which would be produced by doubling the power of the station with its present equipment. These are the benefits which it derived from erecting a vertical radiator (the latest type of antenna) and improving its transmitter and amplifiers in cooperation with the modernization credit plan of the Federal Housing Administration.

The work is being done in compliance with an order from the Federal Communications Commission to bring the station to the highest state of efficiency by installing the most modern equipment. The new antenna, a single shaft arising 239 feet in the air, replaces the twin towers half that height. Being non-directional, it sends a signal as strong as though the station's power had been increased from 500 to 1,000 watts.

16 Hours a Day

Allowed 16 hours a day on the air as a result of the improvements, as compared with 7½ hours formerly enjoyed, the engineering and operative staff of the station will be increased by about 30 per cent; with a corresponding increase in the number of entertainers and artists. The expense of the improvements will be taken care of by the proceeds from the sale of 1½ hours' time each week.

Station WROK, owned by the Rockford Broadcasters, Inc., is presided over by Lloyd C. Thomas, one of the veterans of radio. It claims a potential audience of around 1,000,000 people in Rockford and the famous Rock River Valley, comprising 12 counties in Northern Illinois and Southern Wisconsin, and adjoining areas, a rich agricultural and industrial region. Twenty-eight "remote" pick-up points over the district give Station WROK an elaborate remote control system for covering the events of the district in a manner as complete as its listening audience could demand.

Money for Stations

Under the regulations of Title I of the National Housing Act, recently extended by Congress until April 1, 1937, radio stations may borrow up to \$50,000 in

modernization credit funds to make improvements and enlargements of equipment and station facilities. In addition to new antennas, amplifiers, and similar equipment, other installed units of equipment such as mixing panels, transformers, transcription facilities, volume indicators, switchboards, motors, electric wiring and other such equipment and machinery are eligible for financing with government-insured funds. All loans for purchase and installation of equipment and machinery must exceed \$2,000 to be eligible.

The Federal Housing Administration does not loan money, but it insures banks, commercial trust companies, building and loan associations and other private lending agencies against loss up to 10 per cent of the total of modernization credit extended. Banks and borrowers may close deals without reference to the Administration. Loans may run as long as five years, depending upon the arrangements made between the borrower and lending agency, but must be repaid in monthly installments. Interest and other charges may be as low as the bank agrees, but in no case can the total charges exceed the equivalent of a \$5.00 discount per \$100.00 face value of a one-year note.

More Listeners

"The installation of the new equipment, especially the new antenna, gives us the same results insofar as the strength and clarity of signal goes, as increasing our power 500 watts to 1,000 watts," said President Thomas. "The height of non-directional feature of the antenna means the amount of power put into it gets out so much better. The listeners to WROK will benefit by these improvements because of better

reception, other things being equal; and we, by complying with the order of the Federal Communications Commission, will be allowed full time on the air. We will have approximately 255 more hours to broadcast during a month, and yet the sale of 1½ hours will take care of the cost of the improvements.

30% Larger Staff

"So far, we know our engineering and operative staff will be increased by 5 men, or 30 per cent. How many more entertainers we will need will depend upon what we do with all of the extra time. We use local talent in all of our broadcasts and, until we get going fully under this new arrangement, we won't be able to say just how many more people we will use."

In line with the improvements in broadcasting facilities, remodeling of the station headquarters in the Rockford News Towers is being done to provide more studios, offices, libraries and auditioning space. A constant increase in commercial accounts makes such changes necessary.

"Disc" Topics

EVERY station interested in electrical transcriptions as a source of profit should receive "Transcription Topics", prepared and distributed by Standard Radio, Inc. The house organ is free, and it contains a wealth of ideas, as well as plenty of transcription news.

Script Co. Formed

STAR Radio Programs has been formed, with offices in New York City, to supply radio stations with program scripts. The company will operate along the lines of a newspaper syndicate.

Burke Boyce, former continuity editor of the National Broadcasting Company, is program supervisor of the organization. Boyce held his NBC post for eight years, being responsible for the continuity of

the two NBC chains during that period. In addition, he has written many network programs, the best known of which is the "K-7 Spy Stories" heard over the Red network every Sunday evening.

Star is offering "one-man" scripts that stations can produce, either sustaining or commercial, at a minimum cost. Rates are based on station power, with different classifications for sustaining and commercial broadcasts.

Star plans to build "Star Chains" of individual stations producing its programs sustaining. These "Chains" will be offered to national advertisers in whole or in part as a flexible, economical form of radio advertising.

Stopped by FCC

AN order to discontinue false representations in connection with the sale of cosmetic preparations has been entered by the Federal Trade Commission against Reta Terrell Sloan, trading as Reta Terrell, with her principal place of business at 513 Oakdale Ave., Chicago, and a branch at 50 East 10th St., New York City.

The order directs the respondent to cease advertising in newspapers, magazines, radio broadcasts, or in any other way, that her cosmetic products, among other things, serve as a food for, nourish, or restore elasticity to the skin, muscles, or tissues; eliminate dryness from the skin and remove wrinkles therefrom, and penetrate the skin beyond the epidermis so as to reach the underlying muscles and tissues.

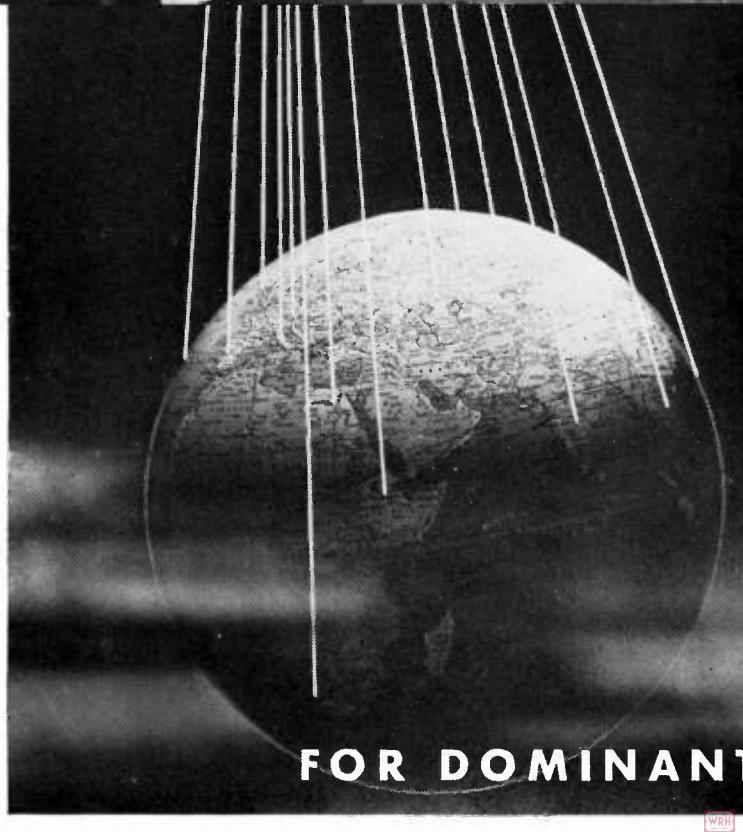
Allege Fake Claims

FALSE and exaggerated claims on the part of Buno Co., Inc., 507 Green St., Philadelphia, as to the remedial or curative qualities of "Buno," advertised and sold as a competent treatment for skin and scalp ailments, are alleged in a complaint issued by the Federal Trade Commission against that company.

Advertising over the radio and in newspapers, magazines and circulars, the respondent company is said to represent that its product in all cases keeps the skin clear and healthy, gives instant relief from sunburn and insect bites, and is an effective remedy for dandruff, falling hair, eczema, athlete's foot, psoriasis, and all skin eruptions. The complaint charges that the product will not, in all cases, cure or effectively relieve the skin and scalp diseases named.



NEWS PULSE OF THE WORLD



NEWS . . . more than six hundred thousand words each day . . . from the four corners of the earth . . . passing through United Press headquarters in New York . . . news pulse of the world . . . relayed to more than 1300 newspapers in two hemispheres . . . unbiased . . . comprehensive . . . edited by experts with traditional U. P. Accuracy and Speed.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Broadcast Interest Centers on Television at F.C.C. Hearing

(Continued from page 7)

to a point of practical service it will be made available to the American people . . . Television reception as we now know it differs from sound reception in at least one decisive technical aspect. In sound broadcasting every receiver is built to pick up any transmission within its range of reception. On the other hand, television represents an integrated system in which sending and receiving equipment must be fitted one to the other, as lock and key. . . . Frequency should be made available not only for the expanded experimental and field demonstration work, but for the fullest measure of development toward a practical television service . . . when television comes, it is my hope that despite the greater expense of its far more complicated program productions, there will still be no need for a license charge for television receivers.

Facsimile Communication

"Side by side with television, although in many respects nearer

to final achievement, there is emerging from the field of radio experimentation high speed facsimile communication. By means of this new development, written, printed, photographic and other visual matter can be sent by radio over long distances and reproduced at the receiving end with amazing exactness. . . .

"In this new facsimile service we have also reached an advanced stage. RCA Communications, Inc., has built an experimental facsimile circuit between New York City and Philadelphia. . . . It uses ultra-high frequencies linked into instantaneous transmission by automatic relays. This circuit will demonstrate the possibilities inherent in facsimile transmission and should also contribute to solving the difficult problems of relaying television programs on these ultra-high frequencies. . . .

"It is the mastery of the ultra-high frequencies which is bringing television and facsimile within the area of practical use. We are steadily pushing farther

into the higher regions of the spectrum which only yesterday constituted a 'radio desert,' now being made fruitful. . . . Ultra-high frequencies have a range which is limited approximately by the horizon so that the same frequency may be used over and over again by keeping the transmitters 100 to 200 miles apart. This means that relatively few frequencies assigned for local broadcast use can be reassigned until every community in the land can possess a radio voice for its own local purposes.

Revolutionary Future

"Future developments in micro-waves may well prove revolutionary. In the past, radio operations have been confined to a limited part of the radio spectrum. Once we have conquered these micro-waves we shall have opened a radio spectrum of almost infinite extent. Instead of numbering the useable channels in a few scant thousands, the radio art will put millions of frequencies at the command of communication services of every kind. When that day comes—and I have no doubt that it will—there will be frequencies enough to make possible the establishment not only of an unlimited array of mass communication services, but of an unlimited number of individual communication connections. In that day each one of our millions of citizens may have his own assigned frequency to use wherever he may be."

CBS Getting Ready

William S. Paley, President of the Columbia Broadcasting System, declared frequently in his testimony before the Commission that "Columbia is getting ready for television." Mr. Paley stated that four principles must be followed if a vital broadcasting service to the people is to be assumed: 1—Broadcasting must be economically sound, on a firm business footing because of huge investment it must make in new developments as illustrated by an estimated cost of over \$500,000 for just one experimental television station. 2.—The principle of competition in the industry must be adhered to, in order to assure constantly improving service. 3.—Experimentation and orderly evolution must be followed,

in order to make the most of the new technical developments. 4.—The principle of assigning channels only to individuals and organizations of demonstrated responsibility must be observed in the interest of the public.

Five Point Plan

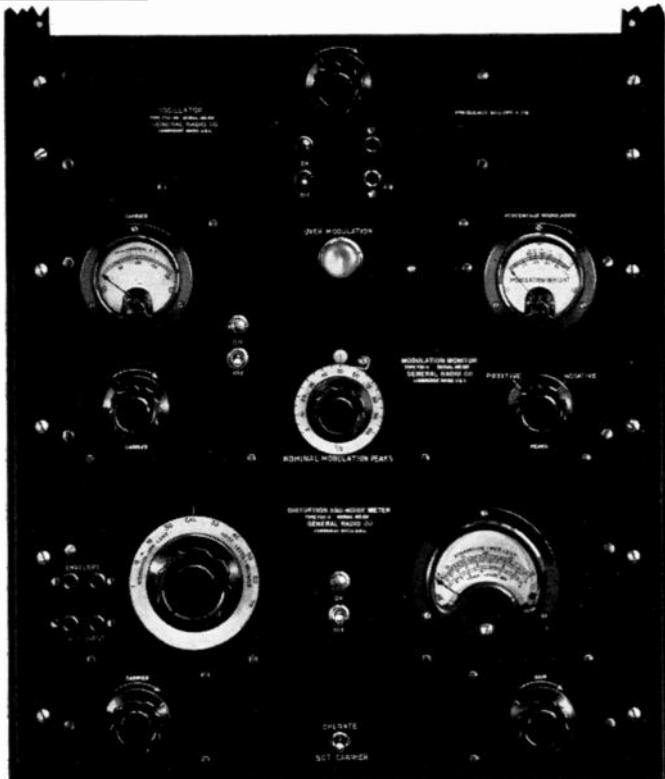
Other speakers prominent in the industry discussed television and its problems. James M. Skinner, head of the Philadelphia Storage Battery Company, makers of Philco Radio, and chairman of the Radio Manufacturers Association's, Special Committee on Television, suggested that a basic five-point program to plan for the successful development of television in the public interest be undertaken by the Federal Communications Commission. Mr. Skinner emphasized that in his opinion television will not be ready for the public for several years to come, but provision must be made for its growth, and he concurred with Mr. Sarnoff that sound radio and television will not be competitors.

The five-point plan recommended by Mr. Skinner included establishment of a single set of television standards for the United States so that all receivers shall be capable of receiving the signals of all transmitters; development of pictures free from distortion and blur, approaching ultimately the distinctness and clarity obtainable in home movies; provision for services giving as near nation-wide coverage as possible; provision for a choice of programs, so that simultaneously broadcasting of more than one television program in as many localities as possible can be realized, to avoid monopoly and provide variety of features; low cost receivers and easy tuning to stimulate domestic installations, both of which, he said, could be best achieved by allocating time to television as nearly a continuous band in the air-waves as possible.

Asks Engagement

Alfred J. McCosker, Chairman of the Board of the Mutual Broadcasting System and President of the Bamberger Broadcasting Service (WOR), pointed out: "We are again facing a long series of pioneering in television, facsimile and kindred activities. Not one of these has commercial possibilities for many years to come. There are today fewer receiver sets capable of receiving the high-frequency than there were receiver sets capable of receiving the Broadcast band in the early twenties." In conclusion Mr. McCosker urged that

(Continued on page 24)



Class 730-4 Transmission Monitoring Assembly, the latest instrument developed for use in broadcasting stations by the General Broadcasting Company, Cambridge, Mass., measures both percentage modulation and audio-frequency distortion in the output of radio broadcasting transmitters. The modulation monitor, which is available as a separate unit, meets all of the requirements specified by the Federal Communications Commission.

**“boloney” is good grammar
whether you mean
food or something phoney**

There is an awful lot of "boloney" spread before station operators about "magazine coverage," "advertising effectiveness," and the type of advertising a station should undertake.

First, consider magazine circulation: Only one kind of coverage can do the station any real good . . . and that is circulation among time buyers and account executives. Circulation among executives associated with sponsor and potential sponsor companies is good only insofar as the publication editorially "sells" the value of radio as an advertising medium.

Second, let's take a quick look at advertising effectiveness. Station advertising can be effective only if it is placed in publications that have the required type of circulation and if the advertising itself does a selling job for the station.

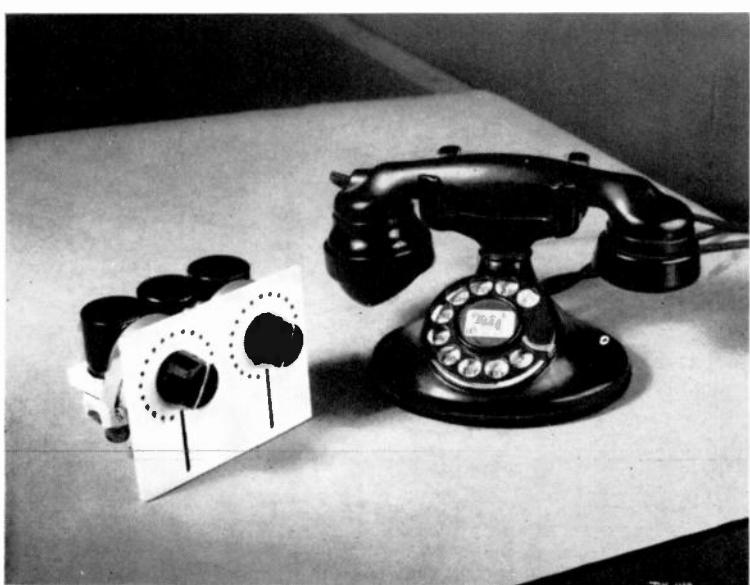
Third, from the standpoint of minimum expense and maximum effectiveness a publication specializing in radio as an advertising medium, keyed to advertising executive interest and with the requisite circulation, represents the best bet for stations.

Radio Art has coverage of the kind that can be most effective for radio stations. **Radio Art** is "built" for advertising agency consumption. **Radio Art** rates are very low considering coverage . . . and the MARKET DATA SECTION enables the independent station to tell a complete story monthly at a cost less than one quarter of the cost of stamps to reach the same group of executives by mail. Investigate the MARKET DATA SECTION in the JULY issue of **RADIO ART** . . . it is a unique advertising investment for radio stations.

RADIO ART
Blue Book of Radio Advertising
515 Madison Ave. **New York**
CONVENTION HEADQUARTERS
Auditorium Hotel . . . Michigan Blvd.

It Costs Less
to tell your **COMPLETE**
Story in the
MARKET DATA SECTION
than the cost of stamps
alone to reach twenty-five
percent of the same po-
tential audience by mail

Broadcasters Planning Technical Improvements



COMPACT PORTABLE EQUIPMENT

THE amplifier shown above, although smaller than a telephone, is high-fidelity portable equipment developed by WOR engineers for use during the National Democratic Convention. This compact unit combines a two-circuit mixer and three-stage transformer coupled audio frequency amplifier having a gain of 90 dB and linear frequency characteristics from 20 to 20,000 cycles. This small size is made possible by use of new AmeriTAN Midget Audio Transformers and RCA Acorn Tubes. This particular equipment is ideal for the purpose for which it was designed.

NEW MASTER CONTROL DESK NBC, CHICAGO

CONTROL facilities are provided for eighteen studios and as many as sixteen outgoing channels. This program switching and control system is similar to the system used with great success at Radio City, New York, since 1933. The chief feature is that all controls can be "pre-set" or adjusted in advance, permitting timed operation thereafter to proceed automatically.

The desk is more than 15 feet in length and 6 feet high; contains 575 lights and more than 500 keys, and is connected by more than 250,000 feet of wire with 650 relays in a nearby room.

The advantage of this set-up is that it eliminates the responsibility of the announcer in the routing of a program into the proper channels for distribution to various legs of the networks. The new equipment was substituted without interruption under the supervision of Howard Lutgens, NBC Central Division Engineer.



THE Daily Telegraph Printing Co., Bluefield, West Virginia, has applied for a modification of its license to change power from 250 Watts, 500 Watts day to 500 Watts, 1 Kilowatt day . . . The KGFF Broadcasting Co., Inc., Shawnee, Oklahoma has applied for a construction permit for new equipment, increase in power and move of transmitter . . . The Dodge City Broadcasting Co., Inc., Dodge City, Kansas has applied for a construction permit to install new equipment and comply with Rule 132 . . . Peter Goelet, Chester Township, New York has applied for a construction permit to install new equipment and move transmitter . . . The Howell Broadcasting Co., Inc., Buffalo, New York has applied for an assignment of its license to WEBR, Inc. . . . The Bamberger Broadcasting Service, Inc., Portable, Mobile, has applied for modification of its construction permit to make changes in equipment. The application was amended to show increase in power to 10.5 watts and extend commencement and completion dates.

Edward Hoffman, St. Paul, Minn., has applied for a modification of his construction permit to make changes in authorized equipment, for approval of antenna, and to change proposed antenna site . . . The Indianapolis Power & Light Co., Indianapolis, Ind., has applied for a construction permit to make changes in equipment . . . William J. Sanders, New Britain, Conn., construction permit to make changes in equipment and increase power from 250 watts to 1 kilowatt has been amended to install directional antenna for night and day use, change requested power from 1 kilowatt to 250 watts, 1 kilowatt-day and hours of operation from day-time to unlimited time . . . The Outlet Co., Providence, R. I. has applied for a license to cover its construction permit as modified for changes in equipment, moving of transmitter, increase in power and installation of a directional antenna.

WRAK, Inc., Williamsport, Pa., has applied for a construction permit to make changes in equipment (antenna) and move transmitter . . . The Ashland Broadcasting Co., Ashland, Ky. has applied for a construction permit to make changes in equipment and increase power . . . WREC, Inc., Memphis, Tenn., has applied for a modification of its license to increase power from 1 to 5 kilowatts . . . Tampa Times Co., Tampa, Fla., has applied for a modification of license to change frequency from 1220 kilocycles to 550 kilocycles . . . The Exchange Avenue Baptist Church of Oklahoma City, Oklahoma, has applied for a construction permit to install new equipment . . . The Nation's Center Broadcasting Co., Inc., Hutchinson, Kan., has applied for a construction permit to make changes in equipment, increase power, move transmitter and make changes in antenna.

The KGBZ Broadcasting Co., York, Neb., has filed an application for authority to install automatic frequency control . . . The Howell Broadcasting Co., Inc., Buffalo, N. Y., has filed an application for a voluntary assignment of its license to WEBR, Incorporated . . . The Standard Cahill Co., Inc., New York, N. Y., has applied for a modification of its construction permit for new equipment, increase in power and move of transmitter . . . Arthur Faske, Brooklyn, N. Y., has applied for a construction permit to make changes in antenna and move transmitter . . . Charles G. Robinson, Jerome, Arizona has applied for authority to install automatic frequency control.

A. M. Roce, Inc., Fairmont, W. Va., has filed an application for modification of construction permit for new equipment, increase in power and move of transmitter . . . **The Courier Journal Co.** and **The Louisville Times Co.**, Louisville, Ky., have filed an application for special experimental authorization to install new equipment, increase power from 50 kilowatts to 500 kilowatts and move transmitter . . . **Memphis Commercial Appeal, Inc.**, Memphis, Tenn., has filed an application for modification of construction permit, to make changes in equipment and an increase in power . . . **Sanders Brothers Radio Station**, Dubuque, Iowa, has applied for a construction permit to install a new antenna and move studio and transmitter . . . **The Anderson Broadcasting Corp.**, Anderson, Ind., has filed an application for a license to cover construction permit for changes in equipment and increase in power.

The Golden Empire Broadcasting Co., Chico, Cal., has applied for a modification of license to change its frequency from 950 kilocycles to 1260 kilocycles, increase its power from 250 watts day-

time to 250 watts day and night and hours of operation from daytime to unlimited time . . . *Ben S. McGlashan*, Los Angeles, Cal., has applied for a construction permit to install new equipment, change frequency from 1200 kilocycles to 1170 kilocycles and increase power from 100 watts to 250 watts, 500 watts-day . . . *The Queen City Broadcasting Co.*, Seattle, Wash., has filed an application for a license to cover construction permit for changes in equipment and to move transmitter and studio . . . *The WKBN Broadcasting Corp.*, Youngstown, Ohio, has been granted authority to install automatic frequency control . . . *John V. L. Hogan*, doing business as *The Scientific Broadcasting Service*, Long Island City, N. Y., has been granted consent to voluntary assignment of license to Interstate Broadcasting Co., Inc.

WGN, Inc., Chicago, Ill., has applied for a construction permit to install new equipment and antenna and increase power from 50 kilowatts to 500 kilowatts . . . *The KTRH Broadcasting Co.*, Houston, Texas, has applied for modification of license to increase night power from 1 to 5 kilowatts . . . *The WDOD Broadcasting Corp.*, Chattanooga, Tenn., has applied for an increase in power from 1 to 5 kilowatts . . . *Western Broadcasters, Inc.*, Clovis, N. Mex., have filed application to change hours of operation from specified hours to unlimited time . . . *Edward P. Graham*, Canton, Ohio, has filed application for consent to Voluntary Assignment of license and construction permit to *Ohio Broadcasting Co.* . . . *The May Seed and Nursery Co.*, Shenandoah, La., has been granted a construction permit to move transmitter and install new radiator.

The WKY Radiophone Co., Oklahoma City, Oklahoma, has been granted a construction permit to make changes in equipment, install vertical radiator and increase power from 1 kilowatt night and day to 1 kilowatt night, 5 kilowatts day; 900 kilocycles, unlimited time . . . *The Oregonian Publishing Co.*, Portland, Ore., has been granted a construction permit to make changes in equipment . . . *The Radio Industries Broadcast Co.*, Asbury Park, N. J., has been granted a construction permit to make changes in antenna . . . *KGY, Inc.*, Olympia, Wash., has been granted a construction permit to install new equipment . . . *The Symons Broadcasting Co.*, Spokane, Wash., has been granted a modification of its construction permit approving transmitter site and approving antenna for 5 kilowatts day . . . *The Perkins Bros. Co.*, and *The Sioux City Journal*, Sioux City, Ia., have been granted modification of construction permit approving transmitter site and to make changes in composite equipment.

The Peoria Broadcasting Co., Peoria, Ill., has been granted a modification of its construction permit to install new equipment . . . *KGY, Inc.*, Olympia, Wash., has been granted authority to make changes in automatic frequency control equipment . . . *The Queen City Broadcasting Co.*, Seattle, Wash., has been granted a license to cover construction permit authorizing changes in equipment and moving transmitter and studio locations . . . *The Radio Corp. of Porto Rico*, San Juan, P. R., has been granted a license to cover construction permit authorizing changes in equipment, moving of transmitter, installing a new radiating system and changing hours of operation from one-half to unlimited time; 1240 kilocycles, 1 kilowatt.

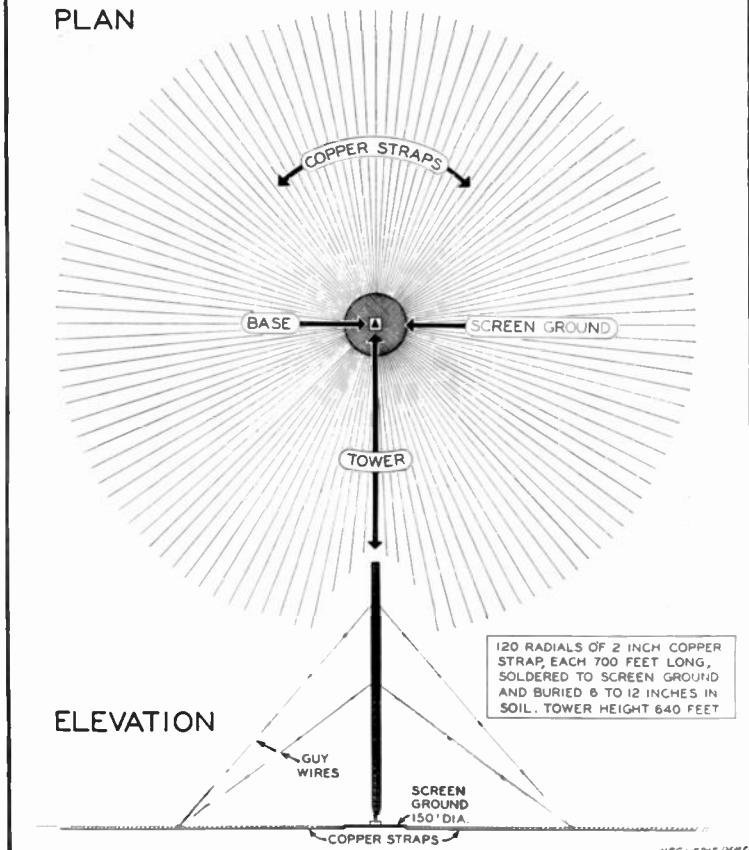
WJJD, Inc., Chicago, Ill., has been granted a license to move its transmitter and erect a vertical radiator . . . *The Lincoln Memorial University*, Middlesboro, Ky., has been granted a construction permit for a new broadcast station to operate on 1210 kilocycles, 100 watts, unlimited time . . . *The Toledo Broadcasting Co.*, Toledo, Ohio, has been granted a construction permit authorizing changes in equipment and increase in day power from $2\frac{1}{2}$ to 5 kilowatts . . . *The Hartford Times, Inc.*, Hartford, Conn., has been granted modification of its construction permit approving equipment, vertical radiator and transmitter and studio sites . . . *The Atlantic Broadcasting Corporation*, North Wayne, N. J., has been granted a construction permit to make changes in equipment and increase power from 5 to 10 kilowatts.

WIBM, Inc., Jackson, Mich., has applied for a license to cover construction permit for changes in equipment . . . *Karl L. Ashbacker*, Muskegon, Mich., has applied for a construction permit to move transmitter and install a vertical antenna . . . *Fort Worth Broadcasters, Inc.*, Fort Worth, Texas, have applied for a license to cover construction permit for new equipment and an increase in power . . . *Edwin A. Kraft*, Juneau, Alaska, has applied for a construction permit to install new equipment, new antenna, change frequency from 1310 to 1430 kilocycles and power from 100 to 250 watts . . . *WDAS Broadcasting Station, Inc.*, Philadelphia, Pa., has

(Continued on page 18)

PROPOSED ANTENNA FOR WJZ

PLAN



NEW ANTENNA FOR WJZ

Plans have been approved by the Federal Communications Commission for the erection of an ultra-modern 640-foot antenna for station WJZ, the NBC-Blue network station at Bound Brook, N. J.

The aviation division of the Department of Commerce concurred in the permission for the new antenna, after engineers of the Department of Commerce, the National Broadcasting Company and the major airlines had collaborated in working out what is expected to be one of the most effective systems of night lighting ever provided for a radio tower.

As a result of years of research, the new design is a steel structure, of constant cross-sections of approximately 8 feet in width, which in itself is the radiating element. No supplementary wires are used.

The single tower will be supported from the earth by two sets of steel guy stays. Directly in the earth beneath it will be a copper screen 150 feet in diameter, to minimize any losses in the earth which might occur at this point. Extending for more than 600 feet in every direction from the base of the tower will be more than 85,000 feet of heavy copper ribbon, placed radially from the tower, thus concentrating all radio transmission into the most powerful signal possible.

Power from the transmitting station will be transferred to the antenna through a 10-inch copper transmission line which will run to the base of the triangular tower. This line consists of two pipes, one within the other, the outer being grounded to the earth and the other insulated and carrying the power itself. The new antenna is designed to prevent fading in certain areas where unreliable reception has existed heretofore.

The new WJZ tower will be painted in alternate stripes of orange and white, making it clearly visible for miles. At night it will be silhouetted by lights placed at spaced intervals all the way to the top. On top of the antenna will be a flashing red aviation beacon.



UNIVERSAL
VELOCITY and CARBON
MICROPHONES

Universal's latest achievement—Ideal for stage use—
Not affected by temperature or humidity—Flat frequency
response curve from 40 to 10,000 c.p.s.; Output—
63-dB; Low impedance or direct to grid types. Com-
pact, $2\frac{1}{2}$ x $4\frac{1}{2}$ in. by $1\frac{1}{4}$ in. thick—Weight, less than
18. oz.—Head swings to any desired angle—Beautifully
finished in black enamel and artistic chrome plate—
Ask for new catalog sheet describing Models RL, RP, RH and CB
—List \$22.50—Latest model music type sectional stand for above
microphones—List \$10.00.

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane Inglewood, Calif., U. S. A.

Broadcasters Planning Technical Improvements

(Continued from page 17)

applied for a construction permit to make changes in equipment, change frequency from 1370 to 1390 kilocycles, increase power from 100 watts, 250 watts-day to 500 watts, 1 kilowatt-day and install directional antenna. AMENDED: To use directional antenna both day and night.

Lester E. Cox, Thomas L. Evans and C. C. Payne, Kansas City, Mo., have made application to change hours of operation from specified hours to unlimited time and change studio site . . . The Springfield Broadcasting Co., Springfield, Mo., has applied for a license to use 1230 kilocycles, 500 watts, unlimited time and a directional antenna at night . . . A. E. Neaton, Jamestown, N. Y., has filed an application for a construction permit to make changes in equipment and increase power from 50 to 100 watts . . . The Lamar Life Insurance Co., Jackson, Miss., has applied for authority to determine operating power by direct measurement of antenna . . . The Clearwater Chamber of Commerce and The St. Petersburg Chamber of Commerce, Clearwater, Fla., have applied for a modification of license to change night time field intensity from 10 to 50 millivolts per meter.

Charles C. Robinson, Jerome, Arizona, has applied for a construction permit to install a new transmitter and antenna system and change hours of operation from specified hours to daytime . . . KVL, Inc., Seattle, Wash., has applied for a construction permit to make changes in equipment, change frequency from 1370 to 1070 kilocycles, power from 100 to 250 watts and hours of operation to daytime only . . . The Evening Herald Publishing Co., Los Angeles, Cal., has applied for a modification of construction permit for changes in equipment and move of transmitter and studio requesting approval of transmitter site . . . KGIR, Inc., Butte, Montana, has applied for a construction permit to install new equipment also vertical antenna and move transmitter and studio sites.

The Indianapolis Power & Light Co., Indianapolis, Ind., has been granted permission to make changes in equipment . . . The WFIL Broadcasting Co., Philadelphia, Pa., has been granted permission to install new equipment, move transmitter, install new vertical radiator and increase power to 1 kilowatt . . . The Dodge City Broadcasting Co., Inc., Dodge City, Kansas has been granted permission to install new equipment . . . Charles C. Robinson, Jerome, Arizona, has been granted authority to install automatic frequency control . . . Fort Worth Broadcasters, Inc., Fort Worth, Texas, have been granted a license to cover installation of new equipment and increase day power from 100 to 250 watts.

WIBM, Inc., Jackson, Mich., has been granted a construction permit which authorizes changes in equipment and installation of new radiating system . . . The Mid-Western Radio Corp., Greeley, Colorado has been granted a license authorizing move of station and installing new antenna system . . . WREC, Inc., Memphis, Tenn., has been granted an increase in day power from $2\frac{1}{2}$ to 5 kilowatts, using a two-unit directional antenna system . . . The Benson Polytechnic School, Portland, Oregon has been granted authority to install automatic frequency control . . . Fisher's Blend Station, Inc., Seattle, Wash., has filed an application for an increase in night power from 1 to 5 kilowatts.

The Oregonian Publishing Company, Portland, Ore., has filed an application to increase night power from 1 to 5 kilowatts . . . The Metropolitan Broadcasting Corp., Brooklyn, N. Y., has applied for a construction permit to install new equipment, move transmitter and studio, and install new radiating system . . . The W. Virginia Broadcasting Corp., Wheeling, West Va., has filed an application to install a new transmitter, erect a new vertical radiator, and increase power from 5 to 25 kilowatts night, 10 kilowatts day . . . The Courier-Journal Co. and The Louisville Times Co., Louisville, Ky., have applied for special experimental authority to increase power from 50 to 500 kilowatts, exact type of antenna and type of equipment to be determined . . . Sanders Brothers Radio Station, East Dubuque, Ill., has filed an application to move transmitter and studio and install a new radiator.

The KGFF Broadcasting Company, Inc., Shawnee, Okla., has filed application for new equipment, increase in power and move of transmitter . . . Oregon Radio, Inc., Salem, Ore., has filed an



"PHOTO-MIKE"

Edwin K. Cohan, Director of Engineering, Columbia Broadcasting System, with the "Photo-Mike", latest type of portable radio transmitter, which he developed for CBS broadcasts of the G.O.P. Convention. Employing no wire lines, the device is used both as a microphone and a candid camera.

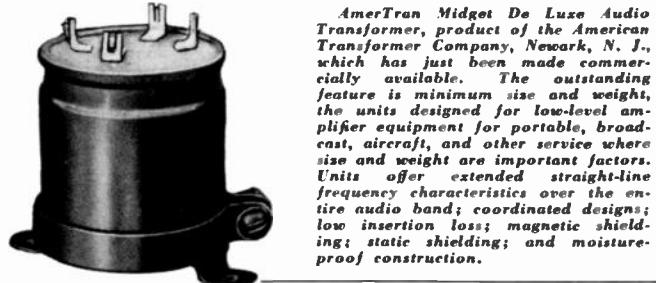
NEW VELOCITY "MIKE"

The new Amperite SR80 velocity microphone is equipped with a ring core transformer. This is the most ideal transformer available and is said to be the first time a ring core transformer has been used commercially.

The ring core construction in itself reduces hum pickup to an absolute minimum. The low distributed capacity of its construction decreases the attenuation of the high frequencies resulting in more brilliant reproduction.

The SR80 velocity microphone offers perfectly natural reproduction without peaks over the entire audible range. Its versatility makes it ideal for broadcast studios.

MIDGET AUDIO TRANSFORMER



AmerTran Midget De Luxe Audio Transformer, product of the American Transformer Company, Newark, N. J., which has just been made commercially available. The outstanding feature is minimum size and weight, the units designed for low-level amplifier equipment for portable, broadcast, aircraft, and other services where size and weight are important factors. Units offer extended straight-line frequency characteristics over the entire audio band; coordinated designs; low insertion loss; magnetic shielding; static shielding; and moisture-proof construction.

NEW UNIVERSAL DISC

Universal Microphone Co., Inglewood, Cal., recently placed a professional recording disc on the market that is said to be the highest priced instantaneous record yet to make its bow in this field. Outstanding features are a wider frequency response, a heavier coating and a silent background. The new disc is said to be largely a development of the film industry.

Though the cost precludes any pos-



sibility of using the new Universal blanks for experimental or test use, they are adaptable for all types of instantaneous recording in stations, studios and radio agencies. It comes in black finish, 8, 10, 12, $13\frac{1}{2}$, 16 and 17 inch sizes.

application for a construction permit to install a new transmitter . . . Thomas Patrick, Inc., St. Louis, Mo., has filed an application for new equipment and move of transmitter . . . The Anderson Broadcasting Corp., Anderson, Ind., has filed application for a license to cover construction permit for new equipment.

The East Texas Broadcasting Co., Tyler, Texas, has been granted a construction permit to make changes and move transmitter . . . Radio Sales Corp., Seattle, Wash., has been granted a construction permit to make changes in equipment . . . A. M. Rowe, Inc., Fairmont, West Virginia, has been granted permission to install new equipment . . . Louis Wasmer, Inc., Spokane, Wash., has been granted permission to install new equipment . . .

Corson In New Post

A COMPLETE reorganization of their Power Factor division has been announced by O. Blake, president, Cornell-Dubilier Corp., New York. Effective as of June fifteenth, Don Corson will assume complete charge of this division.

Mr. Corson, graduate engineer of the Massachusetts Institute of Technology, will set up a complete sales organization with sales engineer representation throughout the United States.

Breaks Ground For WHK Antenna

Two Years of Experimental Work Results in New Design

GROUND has been broken and structural steel work will start by July 1 on a brand new antenna structure for WHK. The new radiating system will be different from any in use.

To the casual observer the new antenna structure will look like a slender steel tower 300 feet high, with a huge bicycle wheel mounted horizontally at the top. The "wheel" is a specially designed cap, whose "rim" and "spokes" conform in size and shape to the requirements indicated by mathematical research and verified by tests. The cap will be 30 feet in diameter.

The work of designing an antenna system to achieve the desired result was started by the WHK engineering department in 1934. As calculations progressed actual tests were made with temporary antennas and results checked by measuring strength of reception at hundreds of locations, affording a complete graphic picture of performance throughout the station's service area.

Several types of antenna were studied and subjected to experiment, with the vertical "loaded" tower herein described as the one finally selected. (Mathematical design, formulae and engineering details will appear in a paper for publication in the proceedings of the Institute of Radio Engineers.)

Field tests verify the calculations of the engineering department that with the new antenna WHK will be received in its normal area with a strength approximately equal to that which could be achieved by using double the present power at the transmitter.

This new structure will be the first of its kind used in the United States and, as far as can be learned, in the world. It was developed and designed by WHK engineers, under the direction of Edward L. Gove, technical supervisor of WHK.

This is not the station's first venture into the field of original design in radiating systems. WHK was the first station in the country to erect a sectionally insulated tower. Two of these were installed in 1930; results bore out the expectations of engineers and gave WHK a new high in radiating efficiency which attracted world-wide attention.

A FEW PURCHASERS OF "1001 TESTED PROGRAMS AND MERCHANDISING IDEAS"

WAAF, Chicago, Ill.
WALA, Mobile, Ala.
WATR, Waterbury, Conn.
WAVE, Louisville, Ky.
WBMM, Chicago, Ill.
WBEN, Buffalo, N. Y.
WBIG, Greensboro, N. C.
WBNS, Columbus, Ohio
WBRC, Birmingham, Ala.
WBRE, Wilkes-Barre, Pa.
WBTM, Danville, Va.
WBZ, Boston, Mass.
WCHV, Charlottesville, Va.
WCLO, Janesville, Wis.
WCOA, Pensacola, Fla.
WCOL, Columbus, Ohio
WCPO, Cincinnati, Ohio
WDAY, Fargo, N. Dakota
WDBJ, Roanoke, Va.
WDEV Waterbury, Vt.
WDRC, Hartford, Conn.
WEBR, Buffalo, N. Y.
WEWI, New Haven, Conn.
WEMP, Milwaukee, Wis.
WENR, Chicago, Ill.
WESG, Elmira, N. Y.
WFAS, White Plains, N.Y.
WFBL, Syracuse, N. Y.
WFBR, Baltimore, Md.
WFDF, Flint, Mich.
WFIL, Philadelphia, Pa.
WFIA, Clearwater, Fla.
WGAL, Lancaster, Pa.
WGBI, Scranton, Pa.
WGH, Newport News, Va.
WHAT, Philadelphia, Pa.
WHBC, Canton, Ohio
WHBQ, Memphis, Tenn.
WHDL, Olean, N. Y.
WHEC, Rochester, N. Y.
WWHO, Des Moines, Ia.
WHP, Harrisburg, Pa.
WIBX, Utica, N. Y.
WIL, St. Louis, Mo.
WIRE, Indianapolis, Ind.
WJAG, Norfolk, Neb.
WJAS, Pittsburgh, Pa.
WJAY, Cleveland, Ohio
WJBC, Bloomington, Ill.
WJBK, Detroit, Mich.
WIDX, Jackson, Mich.
WJJD, Chicago, Ill.
WJR, Detroit, Mich.
WJW, Akron, Ohio
WKBN, Youngstown, O.
WKBZ, Muskegon, Mich.
WKY, Oklahoma City, Ok.
WKZO, Kalamazoo, Mich.
WLBF, Kansas City, Kan.
WLEU, Erie, Pa.
WLS, Chicago, Ill.
WMAZ, Macon, Ga.
WMBC, Detroit, Mich.
WMBD, Peoria, Ill.
WMBG, Richmond, Va.
WMBH, Joplin, Mo.
WMC, Memphis, Tenn.
WMCA, New York City
WMFF, Pittsburgh, N. Y.
WMMN, Fairmont, W. Va.
WMT, Cedar Rapids, Ia.
WNBH, New Bedford, Mass.
WNBR, Memphis, Tenn.
WNBX, Springfield, Vt.
WNEW, New York City
WNOX, Knoxville, Tenn.
WOC, Davenport, Ia.
WOKO, Albany, N. Y.
WOL, Washington, D. C.
WOOD, Grand Rapids, Mich.
WOR, Newark, N. J.

Operating a Station is a MAN SIZED JOB

and no man has a monopoly on ideas. Whether you operate a 50,000 watt station or a 100 watt what the "other fellow does" in the way of putting over ideas should be of interest to you because it may point the way to increased efficiency and greater profits.

BROADCAST MANAGEMENT

is a clearing house for successful ideas. All phases of executive management are included in the editorial set up. Station tested programs, merchandising ideas, sales plans, organization matters, engineering improvements will be passed along to subscribers.

BROADCAST MANAGEMENT

is devoted entirely to the interests of station executives. It will carry no station advertising . . . its columns will be restricted entirely to companies who want to tell their stories to station executives.

ONE IDEA MAY SAVE YOU A HUNDRED TIMES THE SUBSCRIPTION PRICE THROUGH INCREASING THE PROFITS OF YOUR STATION

Purchasers of the 180 page book *1001 Tested Programs and Merchandising Ideas* will receive *BROADCAST MANAGEMENT* free until the end of this year. The price of the book is \$5.00. The regular twelve month subscription price of *BROADCAST MANAGEMENT* alone is \$4.00.

To the left is a list of a few purchasers of *1001 Tested Programs and Merchandising Ideas*. There are only a few of these books left and the offer of a free six month's subscription with the purchase of the book holds good only as long as they are available.

BROADCAST MANAGEMENT

515 Madison Ave. New York

Station Tested Programs and Merchandising Ideas

Make-Believe Ballroom a Winner for Retailers

Inexpensive Recorded Program Source of Profits for Station and Sponsor

TITLE OF PROGRAM: The Make-Believe Ballroom. **TIME ON AIR:** 10:00-11:30 A.M.; 1:15-1:45 P.M.; 5:00-5:30 P.M. and 6:00-7:00 P.M. **STATION:** WNEW, Newark, N. J. **POWER:** 1000 watts. **SPONSOR:** Participating (20 different sponsors.) **CLASSIFICATION:** Family appeal. **AUDIENCE RESPONSE:** Program averages 100 letters daily. An outstanding result is the instance of a jewelry sponsor. In the course of a three-day period more than \$2,500 in business was reported by the sponsor, as a direct result of his radio program. A favorite band leader contest over a period of six weeks resulted in 90,000 votes. A department store sponsor reported so much business in his New Jersey store as a result of the program that he was forced to open a new store in New York City. **MERCHANDISING TIE-INS:** A direct telephone sale is employed. The product is described over the air, the phone number announced, and the fans requested to tele-

phone their orders. A sponsor dealing in ladies' hosiery employed a contest in which the listening audience was asked to send in letters answering the question "Why I Like the Sponsor's Hose." Those sending in the best letters received cash and stocking prizes. Many giveaways with sale of sponsor's product are offered. **DESCRIPTION:** The program offers recorded entertainment, under the direction of a master of ceremonies with a pleasing personality and the punch to sell the sponsor's products. The illusion of a make-believe ballroom is maintained throughout the broadcasts. The master of ceremonies continues to call attention of the listening audience to the fact that the broadcasts are emanating from ballroom Nos. 1, 2, 3 and 4. The recorded music employed on the program is of the dance type, featuring the best-known orchestra, soloists and harmony teams on the air.

lands. **MERCHANDISING TIE-INS:** None. **DESCRIPTION:** "Girl Alone"

is the story of the search for romance by a girl, Patricia Rogers—the heiress of a tremendous fortune—who has decided that money is a handicap in finding true love. As the story opens, Patricia decides to forego the luxury of wealth, secure a position as a working girl, and find someone who will love her for herself alone. In secrecy, she goes to Chicago where she secures a position as a stenographer in the office of a young lawyer, John Knight, with whom she falls in love but who is too engrossed in his profession to respond—at first. The first man she meets in Chicago is a young reporter, Jim "Scoop" Curtis, who proves to be an ardent admirer—in a rather lackadaisical manner—but in him Patricia displays no interest, although he eventually becomes her best friend. At the outset of her new career, Patricia comes into an unexpected fortune in currency. Her attempts to squander this wealth by helping new found friends succeeds only in increasing her own fortune. The other characters in the story, Alice Ames, John Knight's secretary—a serious, shy, but efficient girl whose views are directly opposite Patricia's; Richard Lee, the family lawyer; Otto, the chauffeur; Frieda, her faithful maid, and Leo Warner, the bachelor man-about-town of unsavory reputation, all add much to the humor, interest, and fascination of "Girl Alone." Chicago is the locale for the story, and Patricia, who has come from New York, makes her home in a smart kitchenette apartment on the near north side. Story is filled with sorrows and joys, achievements and disappointments.

Tests Value of Network Series

TITLE OF PROGRAM: Girl Alone. **TIME ON AIR:** 5:30-5:45 P.M. daily except Sundays. **STATION:** WMAQ—NBC network. **POWER:** (Network.) **SPONSOR:** Sustaining. **CLASSIFICATION:** Entire family, but mainly woman. **AUDIENCE**

RESPONSE: Program has been sustaining on the NBC Red network since July, 1935. In October of 1935 a complete check-up of mail received was made. It was found that 21,915 letters were received by the 19 stations carrying the program during the month of September. Letters were received from 39 states in addition to Canada and several outlying is-

Odd Program

TITLE OF PROGRAM: Jacks of All Trades. **TIME ON AIR:** 8:30-8:45 P.M. Tuesdays. **STATION:** WNEW, Newark, N. J. **POWER:** 1000 watts. **SPONSOR:** Sustaining. **CLASSIFICATION:** Entire family. **AUDIENCE RESPONSE:** The program averages 50 letters a week. **MERCHANDISING TIE-INS:** None. **DESCRIPTION:** People with odd jobs are interviewed and receive a dollar for their time and trouble. The questions are sent in by the listening audience. At the end of each program, the following week's guests are announced. Some of the people introduced included: A Dog Walker, a tatooeer, a blood donor, a blush expert, a hair grower, an egg painter, a marriage broker, a fender bender, etc.

Store Receives Contest Votes

TITLE OF PROGRAM: Kiddies Amateur Contest. **TIME ON AIR:** 10:00-10:30 A.M. Saturdays. **STATION:** KGNO, Dodge City, Kansas. **POWER:** 250 watts. **SPONSOR:** Grocery store. **CLASSIFICATION:** Family appeal. **AUDIENCE RESPONSE:** The first contest produced 385 phone calls, while the second contest resulted in 620 phone calls in a town of 10,000 people. **MERCHANDISING TIE-INS:** One of the tie-ups is that would-be contestants must register at the sponsor's grocery store and all votes are telephoned directly to said store. Three cash prizes are given to the winning amateurs, the first prize being \$4.00 in cash; the second, a \$2.00 bill, and the third a dollar bill. The contest is handled on the air by a female announcer who also gives a radio special for that week at the grocery store. **DESCRIPTION:** Program is conducted along the usual lines of an amateur program, including gong, etc., the only restriction being that no contestant be more than 10 years of age. The natural result from a program of this sort is a feeling of sympathy on the part of the listening audience for the contestants, which helps to create a successful program.

Disc Specialist

KQV, Pittsburgh, has put one man in charge of its library of electrical transcriptions and production of disc shows for sponsors. As a result of this specialized service several important contracts have been closed with local sponsors calling for electrically transcribed programs.

Are you GETTING YOUR SHARE of
Western Business?
Six full-time salesmen calling regu-
larly on all advertising agencies in
the Pacific and Mountain states will
give you dependable and thorough
representation in the West.

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES
568 C. of C. Bldg.

SAN FRANCISCO
1358 Russ Bldg.

SEATTLE
1038 Exchange Bldg.

Station Tested Programs and Merchandising Ideas

2,500 Fan Letters and 4,161 Box Tops on KSD

TITLE OF PROGRAM: Little Red School House. **TIME ON AIR:** 1:30-2:00 P.M. Sundays. **STATION:** KSD, St. Louis, Mo. **POWER:** 5000 watts. **SPONSOR:** Cake Flour. **CLASSIFICATION:** Entire family. **AUDIENCE RESPONSE:** 4,161 box tops from sponsor's product were received the first thirteen weeks the program was on the air. The program has been renewed for an additional thirteen-week period. More than 2,500 fan letters were received during the first thirteen weeks. Sponsor reports tremendous increase in dealer outlets.

MERCHANDISING TIE-INS: Window posters have been distributed throughout the territory covered by the station, calling attention to the program. Each box top sent in represents 100 votes for a participant on the

program. **DESCRIPTION:** The program is under the supervision of Professor Beasley, schoolmaster of the Little Red School House in mythical Golden Valley, Mo. The broadcasts consist of pupils, parents, graduates and others in Golden Valley who wish to display their talents. Professor Beasley introduces the talent in typical rural dialect. All participants are non-professional. Each program produces one winner who then becomes eligible to compete in the final program. The winner of the final program receives a trip to New York with all expenses paid and an audition in Radio City. All contestants who reach the finals receive a prize. In addition, everyone appearing on the program is paid for his or her services.

How Standard Built Sound Effects Library

By **Don Allen**

Production Manager, Standard Radio, Inc.

HALF a year ago, when my company decided to enter the sound effects business, the job of getting the effects was turned over to me. I had a very good idea in my head of what was wanted and what is more essential, what radio stations wanted and could use in the way of sound effects. I had been producing radio plays for five years and knew only too well what happens when a script writer turns his imagination loose and demands the near impossible in effects to bolster up the illusion of his writing.

I knew the defects in quality of everything in the way of recorded effects we had been able to garner, and more than that had often cursed the way effects had been made, with no thought of sound perspective or the uses which might be made of particular sounds.

Recorded on Film

So I thought I knew what we wanted to record and how we wanted it. To begin with it was decided we would record our effects on film, not only because this method offers such great flexibility and mobility but because film, in its cutting and handling, would give so much more opportunity to re-arrange the sounds we had captured so as to get the maximum benefit from our effort.

The film when cut would then be duped to regular 10-inch wax discs as these are more convenient for radio than any other.

So we began. Our film equipment was a standard RCA film setup mounted in a two-ton truck and carrying a crew of three,

recorder, mixer and mike boy. This is the equipment used by all film companies for location recording. With this we traveled to the harbor, got our running shots of motorcycles and automobiles and such little trifles as a frogpond at night with the little green beauties in full vocal harmony.

Birds and Crickets

We prowled around beautiful suburban homes to get the singing of birds and stuck microphones in many a hearth before a cricket would chirp for us. But when we had finished gathering up a representative group of sounds this way we found we had all the easy effects and none of the hard ones. Then our problems really began. And then was when I thanked my stars I was in Hollywood trying to do this job rather than somewhere else. Because Hollywood is sound headquarters of the world. Every studio has hundreds of thousands of dollars tied up in



Don Allen

effects which are duped into pictures when the sound track of a scene does not catch the sound as it should.

These libraries of sound effects are inaccessible, else the problem would not have been a difficult one.

But we did wangle ourselves into a position with one outfit whereby they allowed our sound truck to be on hand when they were shooting a scene which had some attractive sound in it. One was when this company was making an airplane story and wrecked a plane. Another time they permitted us to shoot with them a very spectacular auto crash, an effect every radio station in the country can use time and time again. It really is a honey!

A Shot at Thunder

But how we got thunder, real honest-to-goodness thunder, was the best. Hollywood picture studios spend thousands of dollars trying to get good thunder. A strange thing about southern California weather is that it rarely thunders and the only way to capture this phenomenon is to do so when a company is on location in the mountains. Nearly every company on such a location has orders to get sound track of thunder if it should come along.

We bought our thunder from

(Continued on page 25)

Unique Amateur Hour on WAVE

Contestants Register at Sponsor's Store

TITLE OF PROGRAM: Children's Amateur Hour. **TIME ON AIR:** 3:00-3:30 P.M. Sundays. **STATION:** WAVE, Louisville, Ky. **POWER:** 1000 watts. **SPONSOR:** Children's Wearing Apparel Shop. **CLASSIFICATION:** Entire family. **AUDIENCE RESPONSE:** On the average of 2500 letters are received by mail during the week following every program. **MERCHANDISING TIE-INS:** All contestants must register at the sponsor's store.

Listeners are invited to drop in to the store to vote. **DESCRIPTION:** Amateur contestants, aged 3 to 15, offer songs, comedy, dancing, recitation, instrumental and imitations. Master of Ceremonies asks questions concerning age, school, hobbies background, etc. A total of \$100 in merchandise is awarded each week to the three winning contestants. The program is presented before a large, non-paying audience in the roof garden of a local hotel.

Every Listener A KWK Reporter

Station KWK, St. Louis, Mo., has acquired a new idea for getting news scoops in the local vicinity. For every news item telephoned in and used on a broadcast, the informer becomes the recipient of a dollar bill. The idea is publicized on every news broadcast over the station and has become so thoroughly known throughout the greater St. Louis area, that KWK is automatically one of the first stations or newspapers called when anything out of the ordinary happens. In several instances KWK has known of the story and station reporters have arrived at the scene before the police. From suicides to murders, and from fires to accidents, KWK keeps St. Louis posted.

WHO Plays Both Ends

IT isn't every radio station that can prepare a piece of promotional material on one of its features, and then sell a sufficient number of copies to make it pay for itself. But that's what WHO, Des Moines, Iowa, is doing. A booklet, profuse with pictures and statistical information on the "Iowa Barn Dance Frolic," as well as dope on the Iowa Market and WHO as a whole, has been sold to listeners in tremendous quantities by the station. Free copies are available for agencies and clients, however.

"Woman's Club" Steps Up Sales 500 Percent - Station Profit Builder

Program Has 22,000 Members—Monthly Meetings Attended by 2,000—Clever Commercials Do Real Sales Job for Variety of Sponsors

TITLE OF PROGRAM: Every Woman's Club of the Air. **TIME ON AIR:** 11:30 A.M.-12:00 Noon daily except Sunday. **STATION:** WFIL, Philadelphia, Pa. **POWER:** 1000 watts. **SPONSOR:** Participating. **CLASSIFICATION:** Woman appeal. **AUDIENCE RESPONSE:** One client reported a 40% increase in business after six months participation on the program. Another sponsor's business increased 500% within the six-month period following its sponsorship on the program. Still another sponsor reported an increase of 100% in their Philadelphia business after being on the air six months.

Another sponsor's report read: "Results achieved from 'Every Woman's Club of the Air' have more than justified expenditure. We feel that sales from this medium, and particularly this program, have been far greater than any other advertising we have ever used."

A food sponsor of the program says: "We are in the position to know that your morning broadcasts have been very active. We have had numerous reports direct from the housewives in our Philadelphia territory in support of this." A fuel sponsor in renewing his contract wrote: "We are extending our contract with the definite understanding that should the program for any reason be discontinued on your station our contract shall be cancelled. We believe that our excellent increase in sales has been due entirely to the personality and effectiveness of the program and the simple presentation of commercial copy to the radio listening public."

The program has been continuously sponsored on the air for the past five years. The Club has increased its member-

ship from 135 members five years ago to 22,000 members at the present time. **MERCHANDISING TIE-INS:** The program offers unlimited merchandising possibilities. A monthly meeting is held which is attended by approximately 2000 women. The participating sponsors are allowed to distribute samples at these meetings and also donate gifts if they so desire, which entitles them to a listing on the programs distributed at meetings and mailed to Club members monthly. These meetings are broadcast and prominent personalities of the stage and civic world are presented. Practically 80% of this broadcast is devoted to group singing and entertainment of a high calibre. Gifts are offered as door prizes and refreshments served to add to the general appeal of the meetings. Annual picnics for Club members have been held every year for the past five years. Christmas baskets are donated every year. **DESCRIPTION:** Every Woman's Club of the Air is a social radio program, addressed to women by a woman. The broadcasts are entirely informal and consist of music, philosophy, poetry, human interest and dramatized commercial copy. The Mistress of Ceremonies talks to her audience as though she were in their living rooms as a visible guest. The program is casual and unhurried. Copy from the advertiser is reduced to script that fits into the spirit of the program. It is not broadcast as advertising, in the strict sense of the word, but rather a description of the sponsor's goods, followed by the suggestion that such items are excellent things to buy.

Following is reproduced one

HOW IS NEWS BOUGHT, AIRED AND SOLD?

THE August issue of **BROADCAST MANAGEMENT** will contain a comprehensive analysis of the methods used by radio stations to present news to their listeners, and also how the news is sponsored. **BROADCAST MANAGEMENT** is undertaking a survey of the entire news structure from the program and sales end point of view. This article is a result of inquiries that have come in from time to time from station executives who were puzzled as to the best method of putting the news on the air, who is sponsoring it in other cities and with what results.

of the commercial continuities used in the program. It provides a concrete idea of the breezy, interesting style employed:

General Baking Co.

I feel a story coming on. A favorite of mine since I was a little girl. It is about a boy out in search of adventure. On climbing the hillside he noticed a beautiful blossom, a very unusual blossom, and even though boys aren't very much on gathering flowers, he was so impressed with the brilliancy in color of this blossom that he stooped and picked it, and even as he did so, he raised his head and saw before him a door in the side of that hill. He was perfectly certain he had never seen that door before, and he had climbed that

hill many times. Being filled with the natural curiosity of children, he determined to know where the door led, so he cautiously opened it and entered, clasping tightly the glorious blossom he had just plucked from the side of the hill.

As his eyes became accustomed to the darkness inside, he realized he was in a huge cave, and on all sides there were great chests, bins in fact, of jewels. Oh such beautiful jewels! He immediately laid the flower down and commenced to fill his pockets. Then he would go on to another bin, there only to find larger and larger jewels, and as he would find the larger ones he would empty his pockets of the smaller ones, and would refill them with those more beautiful jewels, and he visualized all he was going to do with the money those jewels would bring. He went on and on until he found what he thought were the largest ones there. After he had filled his cap, his pockets, even the tops of his stockings, being so loaded down he could hardly walk, he decided that he had all he could carry and would now

(Continued on page 24)

Minute Safety Dramatizations Score With Listeners on Coast

RADIO is doing an outstanding job out on the coast in the line of safety campaigns. At least that is the word that comes out of Southern California where every station in outlying communities from Santa Barbara to San Diego, and all in the Metropolitan Los Angeles area, are broadcasting "Death's Diary" from three to five times a day in a 30 day campaign.

Though radio talks on automobile driving have been given for years by various jurists and civic celebrities, they were apt to be long drawn out and uninteresting. At any rate, that is how it struck Chet Mittenhoff, commercial manager of KFWB, in Hollywood.

So, in collaboration with Standish L. Mitchell, executive head of the Automobile Club of Southern California, he devised the idea of a series of 48 one-minute dramatized transcriptions. They are written by Owen Crump, KFWB master of ceremonies, with Standard Radio, Inc., producing the series at Recordings, Inc.

The Automobile Club and the Junior Chamber of Commerce have underwritten the series for the southwest and Mr. Mittenhoff left late in June for the northwest and then a swing

around the country to enlist the cooperation of various other civic groups in releasing the series throughout the country.

It is expected that civic groups in scores of cities will follow the lead of Los Angeles where the Board of Education, the Mayor, Chief of Police, Sheriff, Parent Teachers' Association, Chamber of Commerce and luncheon and service clubs have already endorsed the radio campaign.

Don Allen, production manager of Standard Radio, acts as associate producer. Charles Carroll and Jeanne Dunn head the cast.

The timely dramatizations have been adapted from actual happenings. Two characters, Death and Carelessness, rotate in staging the locale of the episodes.

One minute in length—so brief that the listener would hardly have time to twist the dial even if he wanted to—stations run through the 48 and then repeat.

Traffic fatalities and accidents took a nosedive in Los Angeles within 48 hours after the Death's Diary was started. One municipal court judge is going to order that oldtime traffic offenders come to court and hear every episode of the radio program.

Station Tested Programs and Merchandising Ideas

A Triple Threat Five-Minute Dramatization

THEME: "Bugle Call Rag"

ANNOUNCER: Presenting the Prize Hunters, a family like the people who live next door. The Nelsons have found a new hunting thrill which they've made their sport and their hobby. It's a sport that pays its winners well, too! A twist of the radio dial and they find unlimited chances to win valuable awards. Listen!

TOM: Say, Dad, you know we haven't written another Eno Crime Clues contest letter for a long time!

DAD: You're right, Tommy. If we're going to win that big

are—enclose the black and red wrapper from a bottle of Eno and mail to Crime Clues Contest, in care of KSO.

DAD: Easy enough. And we'd better listen tomorrow night and find out how long the contest is continuing. The program's still on KSO at 7, isn't it?

TOM: Sure thing, Dad; Don't you remember when we heard it last week. It was exciting!

DAD: That's right, too. My memory isn't what it might be.

MOTHER: It never has been!

DAD: Oh, is that so? I suppose I didn't remember our last anniversary, eh?

MOTHER: Not until three weeks after it!

DAD: Well, I spent the three weeks worrying about what to buy you.

MOTHER: And then conceived the brilliant idea of a pair of gloves which didn't fit.

DAD: All right, all right. . . . Let's call it quits. . . .

(SOUND: KNOCK ON DOOR)

DAD: Come in, whoever you are!

(SOUND: DOOR OPENED)

MRS. T: Hello, folks!

DAD: Why, hello, Mrs. Thompson!

MOTHER: Hello, Mrs. Thompson! Where have you been!

MRS. T: Oh, I've been so busy! I've had hardly a minute for visiting! I've entered more contests! Say, did you hear about the Music Memory Contest? It's on KRNT now and they're giving more prizes than ever!

MOTHER: Really? Tell us all about it, Mrs. Thompson. What time is the contest on the air?

MRS. T: Well, it's on every Monday, Wednesday and Friday at 11 in the morning. They play five numbers and you're to guess the titles of the numbers and mail them to Music Memory Contest at KRNT. The five most nearly correct listings will receive a check for one dollar!

MOTHER: Oh, that's a great opportunity!

MRS. T: And that isn't all! If the numbers you list are sent in on a Norge entry blank that you can get from any Norge dealer, you receive a check for two dollars!

MOTHER: Well, it certainly pays to send in our entries on a Norge blank then, doesn't it?

MRS. T: I'll say! That's what I'm doing! I'm very good at guessing music titles, anyway!

grand prize of a hundred dollars a month for life, we'd better get busy right away. Eh, Margaret?

MOTHER: Right you are, Harry. Ever since Tommy won that minor prize of \$10 more than six weeks ago, we've been resting on his laurels instead of writing another letter that will win one of the four \$25 prizes awarded each week—not to mention a chance for the grand prize!

DAD: Say, as far as I'm concerned, one of those ten \$10 prizes awarded each week is nothing to turn down, either.

MOTHER: I'm not turning it down, Harry. I'll tell you what—let's each write a letter and then tonight we'll criticize them before sending them out.

DAD: Okay with me. Still have the rules handy, do you?

MOTHER: Surely. Here they

Dines Druggists —

Sells 'em Radio

LAUNCHING a vigorous radio campaign, in behalf of the neighborhood druggist, the Associated Independent Druggists of Salt Lake City, comprising more than thirty-five local drug stores, recently began a weekly thirty-minute broadcast on KDYL.

The idea, formulated by L. A. Loeb of KDYL, was outlined in graphic, interesting form and presented to a group of selected druggists at a special luncheon.

The program, which mentions no individual names, calls attention to the wisdom of purchasing from the druggist whom you know—in whom you have confidence—and who will service you better. Each of the druggists participating, is given attractive window display cards bearing an easily-recognized design to distinguish him as an Associated Independent druggist.

The response to the initial program has led to the formulation of plans for another similar half-hour show. Incidentally the idea is just as sound for other independent retail groups.

Charlie always says I'm just a musician at heart!

DAD: Oh, yes, Charlie's always note-worthy!

MRS. T: Note-worthy! Oh, isn't that cute? I must tell that to Charlie! Oh, did you hear about it? The contest on the Goldbergs is over, and now they're making a very fine offer!

MOTHER: Is that so? What is it, Mrs. Thompson?

MRS. T: Well, if you send in a box top from a twenty cent package of Supersuds or two box-tops from ten-cent packages,

and a dime with the one or two box-tops, you get a fine nailbrush!

MOTHER: Oh, we must send for that! We could use one or two good nailbrushes around the house!

MRS. T: That's exactly what I told Charlie! He has such black nails! I keep telling him he looks like his finger-nails are in mourning!

MOTHER: Where do you send for the brush, Mrs. Thompson?

MRS. T: Why, to the Goldbergs—in care of KRNT. The program is on KRNT this afternoon at 4:45, you know.

MOTHER: Yes, we must listen in. I wonder what the Goldbergs are doing now?

DAD: Rehearsing for today's broadcast probably.

ANNOUNCER: Tune in on the adventures of The Prize Hunters—same time—same station on Wednesday. And write them for details of any offers or contests announced.

THEME:

Gilmore's "Hooker"

ATOMOBILE monogram service, at a cost of only a dime, is the merchandising "hooker" employed by Gilmore service stations to bring listeners to the company's program over KVI, Tacoma, Wash., into the stations to purchase a quart or more of Gilmore Lion Head Motor Oil. Program entitled "Strange As It Seems" is on the air at 6:45 P.M. twice weekly. Plan provides a check on effectiveness of the broadcast advertising.

Paying Mixture

KFSO, has found that mixing live talent with electrically transcribed music, helps to sell local clients. Dramatic bits, etc., do the trick.

SYNDICATED SCRIPTS

Something New!



"One-man" scripts for live broadcasts —
by experienced and skilled radio writers

ECONOMICAL — SALABLE — EASILY PRODUCED

RATES: From \$1.00 per script up in series
Territorial protection

STAR RADIO PROGRAMS
250 Park Avenue

New York City

Broadcast Interest Centers on Television at F.C.C. Hearing

(Continued from page 14)

the Commission give the greatest logical latitude towards the individuals and corporations who are risking capital to make available facsimile and television.

Underlying Trend

The early days of the hearing were not confined entirely to addresses and opinions expressed by leaders in the industry. Emerging from the discussions it is evident that there will be a wild scramble between the various interested factors for a "spot in the television sun."

Opposition to too many Government restrictions were voiced by the leaders in broadcasting on the ground that latitude is needed to bring television and facsimile reproduction to the point where it will become of practical public use. J. H. Dellingen, Bureau of Standards, suggested that 60% of the frequencies between 30,000 and 200,000 kc be controlled by the Government.

James W. Baldwin, Managing Director of the National Association of Broadcasters, urged that care be exercised to eliminate the possibility of a monopoly in television and facsimile. Mr. Baldwin also suggested simultaneous use of the same frequencies for oral and facsimile broadcasting, declaring that facsimile can supplement sound broadcasting and that broadcasters can play an important part in the development of this service through existing facilities. He emphasized the social and economic aspects, and declared that it would be better to delay the introduction of television than inaugurate it in haste and find that through control of patents the industry is in the hands of too few people.

Don Lee Television

That many of the important stations of the country are not losing time in preparing for television is evident. A case in point is the announcement by Harry R. Lubeke, Director of the Television Division of the Don Lee Broadcasting System, that a television receiver that is believed to have achieved a new peak in the clarity of the image transmitted has been perfected.

Simultaneous with the announcement of the new instrument's completion came the word that the Don Lee experimental television station, W6XAO, would immediately as-

sume a regular daily schedule of broadcasting.

Something of the significance of the event is evidenced in the fact that this is to be the first public demonstration of high-definition television ever conducted in the United States. These public demonstrations will observe the following daily (except Sunday) schedule: 3:00 to 5:00 p.m. P.S.T.; 6:30 to 8:30 p.m. P.S.T.

The cathode-ray tube receiver, only recently perfected by Director Lubeke and his associates is the culmination of experimental and test work begun in 1930, conducted for the most part behind closed doors. Television transmissions have gone out from W6XAO since December, 1931, images being received over the air and not by means of wires.

The receiver is of the self-synchronized, cathode-ray tube type developed by Mr. Lubeke and first proved by him on May 21, 1932, when television images were for the first time in history received in an airplane.

The receiver and system in general are based on patents of Mr. Lubeke who declares that the equipment and principles involved are in radical departure from those of other television investigators and represent the Don Lee Broadcasting System's contribution to the progress of the art.

It consists of the cathode-ray tube unit; two scanning sources; the television receiver proper, and the power supply. The television receiver proper serves to convert the television ether waves into electrical pulsations which are properly reproduced on the cathode-ray tube screen with the co-action of the scanning sources. The images are composed of 300 lines and are repeated 24 times per second.

While revealing that ready-made television receivers are not yet available for the reception of any television broadcasts in the United States, Mr. Lubeke had encouraging words for the skilled amateur.

"The advantages of the television enthusiast," said Lubeke, "are far greater than were those of the amateur dialer in radio's earlier days." Sufficient information to allow a moderately well-skilled person to construct a television receiver to receive

the programs of W6XAO, is available to anyone mailing a stamped, self-addressed envelope to The Television Division, Don Lee Broadcasting System, 1076 West 7th Street, Los Angeles.

Director Lubeke testified before the F.C.C. as a representative of the Don Lee Television Division and Southern California, outlining in detail the exceptional problems arising from conditions which make television broadcasting in that section of the country a matter unparalleled elsewhere.

BBC and Television

The British Broadcasting Corporation will begin regular television service early in July. An official statement is to the effect that the maximum size of the picture it is possible to transmit with clear definition is six inches. A special magnifying screen is used to increase the size to twelve inches. The policy of the British Broadcasting Corporation is to regard television broadcasts as experimental throughout the summer. In October transmission of entertainment programs will be undertaken, and this period also will be regarded as experimental, and in November regular television service will be under way. Limitations as to number of subscribers for time have been imposed. Three daily periods will feature the television series made up largely on the basis of variety shows, news films, and the balance devoted to illustrated talks and other items.

Women's Club

(Continued from page 22)

take them home.

As he started toward the door he heard a voice say, "Don't forget the best." He thought, "I surely have the largest jewels," but he went back and made sure. Yes, he had the largest, so he again started for the door, and again that voice said "Don't forget the best." He said, "I have the best, I have the very largest jewels in this cave." Again he started for the door, and again that warning voice came, "Don't forget the best." By that time he was quite angry and shouted, "I have the best," and walked out and slammed the door.

The moment he got outside he

realized that those jewels had suddenly become very light in weight and he reached into his pocket to find out why. As he drew forth his hand, he found, instead of jewels, nothing but dry leaves and sand. He had overlooked, he had left behind, the key to all those jewels. He had left that little flower which had opened his eyes to that door of the cave wherein all those riches lay. He had forgotten the little flower, that lovely blossom. He had forgotten the best.

How often through life we do that very thing. A friend will tell us of a means whereby we can benefit and we will seek that way and find those benefits they told us about, opened our eyes to, and yet while we are so busy reaping those benefits we are very apt to forget the friend who told us about that door.

Suppose we climb a hill this morning, and suppose we are shown a door to a cave wherein lies good health and happiness. You would want to get your fill, wouldn't you? Of course you would, but would you forget the best? Would you forget that which was the means of your discovering and possessing that health and happiness? I wonder. We are apt to. Well, let's name our flower that opens this cave of health and happiness—let's call it Sunshine Vitamin D Bond Bread. For that particular staff of life can play a marked part in our rise toward good health and consequent happiness.

For it has been proven that children in order to build fine bone structure, sturdy, fine, framework, must have Vitamin D, the sunshine vitamin. It has also been proven that Vitamin D tends to build strong bone and tooth structure, and we all want strong, fine, even, well-formed teeth, don't we? We want our kiddies to have them. It has been proven also that Vitamin D tends to build up our resistance against disease, colds, and all such. It has been proven we need it for our general health. Then, too, we all know that bread is the "staff of life" and we all crave the best, the purest, and finest of bread. We can have both, for incorporated in the finest loaf of bread available is this health-giving, health-building element, and if you are in search of the key to satisfied appetites, to general good health, to resistance against bad weather conditions, and its effect on our health, don't forget the best. Have the best delivered at your door daily. Serve each member of your family six slices of the best daily. The best is that which gives you most. The best is Sunshine Vitamin D Bond Bread.

1370 Channel Stations to Organize at the NAB

(Continued from page 9)

ing it possible to maintain plus or minus ten cycles for all stations on the channel, thereby greatly reducing howls and leaving only background crosstalk. The proposal of 500 day, 250 night operation on local channels is one that must enter into the realm of reality shortly and it is the purpose of the "1370 Club" to do as much mutual housecleaning and research among themselves as possible so that they may prove fitness and preparedness, because it is probable that this horizontal increase will be effected on only one of the local channels on an experimental basis prior to any general move.

1370 Objectives

It is also proposed to maintain a Washington attorney on an annual basis to handle the interests of all members of the 1370 channel as they may appear. The establishment of a 1370 man on the NAB Board will be another objective of the "Club" in order that these fifty stations will be certain to have their voice in matters pertaining to the industry.

An Engineering Committee is to be appointed to analyze technical problems and equipment of 1370 stations, and to work for the establishment of highest possible engineering efficiency of all stations. This will include the approval of a standardized design for a quarter-wave vertical antenna so that all stations not now possessing one may have the benefit of quantity fabrication of this item.

Sales Ideas

There are many other mutual exchanges which are being discussed, such as standardization on a great many routine forms of printing. A Commercial Committee will provide a monthly exchange of successful sales ideas which will include good continuities which have produced and not the dreams of some embryo writers.

The "1370 Club" will not concern itself with National sales problems since the National Independent Broadcasters Association ably fulfills that requirement. In summary, the whole plan calls for a mutual attempt to elevate standards of operation, plus a real desire backed up by proper engineering work, to be the first local channel to receive an experimental hori-

zontal power boost. If these stations can prove fitness along these lines, it will greatly assist the Commission in making a justly deserved grant to the local channel stations, who have received none of the benefits of advances in the art of broadcasting since the original re-allocation in 1927.

Sound Effects

(Continued from page 21)

an independent producer who was shooting a comedy in the hills back of Los Angeles. With this company was a soundman who had just joined the outfit but whose orders when with his previous company had been to never pass up a good shot at thunder. During the night it rained and thundered and carried on and Mr. Soundman, without thinking, loaded up and shot thunder. The comedy company had no use for it and peddled the track and we fortunately got a very good series of real thunder.

Train Shots

The most difficult shots, and I think the best ones, are our train sounds. Here we decided to furnish sounds not available at all! Most train effects avail-

able today are those taken of trains passing a certain spot. There is nothing taken on a train while in motion.

To get these we had the co-operation of the railroad even though they at first wanted to sell us a private train at 125 tickets. When they saw the size of our miniature film machine—this was a special job made for such traveling shots and working entirely on small batteries—they allowed us to ride from Los Angeles to Bakersfield on a passenger train and then permitted us to return on a flat car of the local freight. We shot hundreds of feet of film and the result is the most realistic set of train effects, taken from the ear-point of actually being on the train, it has been my pleasure to hear.

And so it goes! Sometimes I think it's the most foolish thing in the world for a crew of grown men and an expensive recording setup to go snooping around to pick up the singing of a bird, or what is more difficult, trying to keep them out of a shot. The little darlings can be heard for miles literally and I would like to have the cost of film we have junked because they showed up on a take louder than a Douglas D-2 transport plane or the wailing of a police siren.

And sometimes I think it's not only foolish but I am actually crazy and ready to be classified as they usually do sound men in pictures. . . . "he's a little off, you know. Sound effects head of this outfit!"

Plan of Organization for Broadcast Stations

(Continued from page 10)

are required by law, and these can form the nucleus of a day-by-day history of station operation, without which management cannot be expected to function properly.

Thus far we have considered mainly the mechanics of management. Back of the mechanics is the general and somewhat intangible relationship between management and men—between employer and employee. Obviously the limitation of space and objectives of this article will not permit of even an outline of such far-reaching matters. Suffice it to say that management of a broadcast business involves all these problems, the same as management of any business.

Public Interest

There is an intangible management problem however, which should be mentioned briefly in the present discussion: broadcasting caters to the public—its success is determined by pub-

lic acceptance, public service, "public interest, convenience, and necessity," if you please. A station and its broadcasts must fit into the community of which it is a part. Starting with management—and on down through the organization—there must develop a consciousness of public interest, public desires, public reaction. There must be a highly sensitized consciousness of shifting interests, of trends, of the march of events. And management must keep abreast of all these changing elements and must interpret the station's position and responsibilities in the light of the broad ownership policies.

Of all businesses, broadcasting must keep abreast of the times; must remain flexible; must keep an open mind; must keep abreast, if not ahead, of all the kaleidoscopic changes taking place in this modern world. This is the responsibility primarily, of management in radio.

Popple Elected Director of WOR

Pioneer Station Engineer Also Is Named Secretary

J. R. POPPELE, chief engineer of WOR, has been elected to the board of directors of the station and appointed secretary of the Bamberger Broadcasting Service, owners of the station.

From point of service, Popple holds a record. Although WOR went on the air February 22, 1922, Popple became connected with the station on February 18—four days before—preparing the 250-watt transmitter for the station's debut. Since that time Popple has been with the station continuously and has been a leading figure in the engineering and technical developments that have brought WOR from its modest beginning to its 50,000-watt rating as the first commercial high-fidelity station operated in the country. Starting as WOR's only engineer back in 1922, Popple now heads one of the largest and most efficient radio engineering departments in the United States.

Popple has become known the nation over as one of radio's really great engineers and his advice is sought throughout the country. He has appeared before many technical bodies and engineering societies with papers on many phases of radio broadcasting. In June, 1935, he delivered a technical paper in Detroit before the Institute of Radio Engineering, on the development of the new WOR 50,000 watt transmitter.

One of Popple's most recent distinctions was being named technical adviser to the Police Radio Survey Commission of New Jersey. The Commission, authorized by the State Legislature and appointed by Governor Harold G. Hoffman, was created to combat crime by means of a State-wide radio telegraph hook-up. He was also consultant on the Newark police system.

Book on Recording

"PRACTICAL Wax Recording" is the title of a treatise written by Everette K. Barnes and copyrighted by the Universal Microphone Company, Ltd., Inglewood, Calif. The book consists of 34 pages of technical information. The subject is handled in a manner to make it easily understood by the layman and, gives complete information about every phase of recording.

"We Have A Very Fine Station"

(Continued from page 5)

might have and desire to disseminate.

Audience and Market

Do I hear someone say—"Facts, he harps on facts but doesn't give any himself. Just what does an agency time buyer want to know?" The point is well taken, so I'll get on. And if I have loitered a bit just put it down to getting square. Basically, I, at least, want to know two things:

1. The audience of a station.
2. The market statistics pertaining to that audience.

The first is a combination of two things:

- a. The area the station covers.
- b. The standing of the stations in that area.

Frequently, a station can better present its "audience" by information on each of the subdivisions separately—sometimes information is presented on the "audience" directly.

Coverage

Coverage, I define as, "That area over which a station sends a satisfactory signal." It is purely a physical element and can probably best be determined and presented from an engineering standpoint—i.e., the field strength survey. However, it must be done thoroughly, according to accredited standards, and with plenty of measurements—at sites properly chosen, and the all-important variable "satisfactory" signal carefully determined for each specific case. "Satisfactory" varies widely among differing localities.

Even at their best, field strength surveys are confined to daytime with only reasoned approximations at what the nighttime coverage should be.

Of course, from a time buying standpoint coverage is meaningless—advertising is only concerned with audience. But, if to a good field strength survey are added other facts, it provides an excellent foundation.

Most other surveys deal with the combined coverage-audience question. What they prove depends upon how they are made. Many surveys made by different methods disclose real information—others are just sales talk. Therefore, for any survey material to carry weight it must be accompanied by complete details as to how the results were obtained.

It is not my province here to discuss the relative merits of various survey methods. As long

as many methods are used the essential element is that the complete story be presented.

Coverage vs. Audience

The standing of a station with the listeners in its area is what turns coverage into audience—hence, is the all-important factor. Surveys and results present evidence as to this standing. Information as to the activities of the station provides a basis for forming another estimate of what this standing might be.

The popularity of a station with the listeners in its coverage area depends upon the actual broadcasts—what—how—when—and how much. Hence, information as to programs, local talent, civic tie-ins, community service, policies as to what may be broadcast, etc., all help to present a real picture, the audience reaction to which may be evaluated.

My second major concern—market statistics—needs little comment. Radio sets, total families, retail outlets, indices of buying power, etc. all not only give a factual estimate of the market but provide figures often so essential to the task of presenting radio to clients.

Many stations go to great lengths to compete and present very complete market data without establishing that they enjoy an appreciable audience in the market.

Other Data

The major matters of audience and market established, a time buyer needs a lot of specific facts about the many phases of station operation. While not of fundamental importance, at times of definite problems such questions as "How are time signals sold?" become paramount. Complete and specific information as to announcements, service features, participation programs, home economic periods, sports and news would ease the burden of many a time buyer.

I receive many lengthy presentations on home economic periods—they read attractively and make an impression. Later a question arises as to how the advertising is handled—that fact is not made clear. How many days a week is the feature broadcast?—This fact also is omitted.—Is this on in the morning or afternoon?—another fact overlooked. And so on—interesting generalities but a scarcity of facts.

Part-time stations sometimes omit to state the exact times on

the air—but I think this is a game to inveigle time buyers into selling stations to their clients at off-the-air periods and so embarrass the buyer.

Technical Equipment

Since radio is fundamentally a technical business, the matter of equipment should come in for a lot more thought. After all, a radio station is only a collection of electrical apparatus—but this apparatus is but little understood except by the engineers. Many stations make a great thing of their equipment with pictures of the generators, towers—and even the engineers—but they don't make this mean anything. Some missionary work needs to be done on the significance of various types and kinds of equipment. It is assumed that a station has a generator—but if it has a special kind of generator that gives it a peculiar advantage that point should be brought out and a picture of the gadget usually doesn't do the trick.

Case Histories

The results that have been achieved for various clients are, however, important data. But here again there is a crying need for facts—nice general letters—frequently from advertisers no longer on the air—mean little. Specific facts on sales increases from clients still broadcasting mean much.

These last are hard to get but in their absence—or in addition—a record of repeat advertisers presents a real story as does a list of current clients. Such lists I like to see divided into chain advertisers, national advertisers using spot programs, national advertisers using announcements, local advertisers using programs and local advertisers using announcements. The lumping of all clients in a big list can hide a lot of facts. The total sponsored spot hours per week is another interesting figure.

Now as to the presentation itself—of course, elaborate printing jobs attract attention but since a good time buyer pays attention to everything that comes to him *elaborateness* isn't essential. However, an attractive physical form does help a lot, and facts are more readily perceived and remembered if properly and interestingly headlined than if buried in pages of solid type.

But even more important—anything sent out by a radio station typifies to a degree that station. Some stations send me poorly mimeographed loose sheets so closely packed with only partially legible typing that

it is difficult to separate the paragraphs. Some of the things that are said sound fine but when I look at the sheet containing them I wonder!

Merchandising Help

Ho-hum! I haven't half covered this subject but I'm getting tired of writing—and you are of reading, don't tell me for I know—but before I actually stop, something should be said about merchandising. This, of course, is purely supplementary but quite important. Recently it has been coming more and more to the fore and lots of stations are talking about it, which is my point—"talking." In most cases nothing much is said in all the talk and I, for one, wonder just how much is done. I know of some stations which do very fine jobs, others which do a couple of very helpful things, others I have never had an opportunity of checking upon, and others with which I suspect merchandising is merely a talking point.

So—on the subject of merchandising I especially plead for facts—specifically just what will actually be done. The old, "We'll cooperate to the limit," is meaningless. How many people, and who are they, who are available for this type of work? The answer to this question will go far toward telling just what actually can be done.

Personal Factor

But—when the presentation is all finished—don't forget the personal factor. A business is only people—not facts nor equipment and any station is only as good as its head. So, come in you station owners, managers and representatives. I, at least, like to meet you and so learn firsthand just what your station is really made of.

I promised to stop.

CLASSIFIED

Cost per word for classified advertisements is 8c per insertion. Remittance must accompany order.

HELP WANTED

Station in large Midwest city seeks man who can sell national accounts. Substantial salary. Give full particulars in first letter. Box A-2, Broadcast Management.

SITUATIONS WANTED

Man 4 years experience selling local time seeks broader radio field. Employed at present. Drawing account, commission. Box A-1, Broadcast Management.

FOR SALE

100-watt part-time station; modern studios and equipment. Good location. No inquiries answered unless assurance of financial ability to purchase, and references are given. Box A-3, Broadcast Management.

This Way



for THESAURUS

“the Convention within a Convention”

PRESENTING

- NEW ARTISTS
- NEW FEATURES
- NEW SPECIALTIES

A Bigger and More Salable Thesaurus

NBC THESAURUS Exhibit

Suite 505 — HOTEL STEVENS

"Save the Constitution!"

AAA

"Vote for Snark!"

WPA

*"From the rockbound
coast of Maine . . ."*

TVA

"We, the people . . ."

*"Happy days are
here again . . ."*

Bureaucracy!

Dictatorship!

PWA

"Three Long Years"

ELECTION YEAR

It comes again . . . like a high fever . . . to sweep the country and bestir the dullest citizen.

In a blaze of brass bands, oratory, slogans and ballyhoo, it casts a spell over the land more gripping than any stage show or all-star radio program can achieve . . . Of course you will broadcast the campaign

speeches. But these won't bring to your audience the news, the color, the excitement and the thrill of the vast spectacle now unfolding from coast to coast.

Transradio will furnish that—in greater measure than was ever offered before—during the big months just ahead.

By leased wire, wireless, teletype or telegraph, Transradio Press Service offers whatever type of news service best suits your needs and your budget—news that is bright, fast, accurate . . . By overnight air mail, Transradio News Features offers (once, twice or thrice weekly) a news-commentator program, "The Political Promenade," vividly reviewing and interpreting the 1936 election battle.

Transradio Press Service
342 Madison Ave. New York City