

# BROADCASTING

Vol. 12 • No. 11

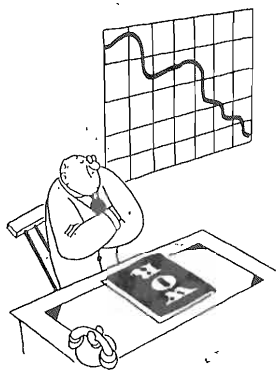
WASHINGTON, D. C.  
JUNE 1, 1937

## Broadcast Advertising

Foreign  
\$4.00 the Year

\$3.00 the Year  
15c the Copy

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



**WOR is Too Expensive**

**WOR can't Sell Anything**

**You Don't Want WOR**

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

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

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

# WOR

*Gehrig up...  
Di Maggio on first  
...Two out*

# 4,500,000 Cars Have Radios

*A Tremendous Bonus for NBC Advertisers*

**T**HIS YEAR—right now—every fifth car is radio-equipped. Rolling and on the job...answering America's favorite summer question "What's the score?" ...adding new millions of listeners to NBC's vast nation-wide audience.

With America, NBC Network Programs have taken to the road. Automobile sets have formed new listening habits, dictated new sales policies. They have proved their right to be known as sound and effective sales makers for any advertiser.

4,500,000 installed sets! 4,500,000 cars on the roads whose drivers and passengers listen to radio programs an average of 65 minutes per day in the summer time alone! Another thing to remember—a very important thing:

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

## National Broadcasting Company

*A Radio Corporation of America Service*

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

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



## The Country's Greatest VACATION AUDIENCE

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

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

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

This plus audience can be reached through but one medium — The Yankee Network . . . the only network with enough stations and a sufficient network following to influence buying throughout New England, both urban and resort areas.

Stay on the air in New England this summer. Schedule your program over the Yankee Network to boost your sales throughout the entire New England vacationland. Get your share of this extra \$306,000,000 summer sales.

*\*New England Council estimate.*

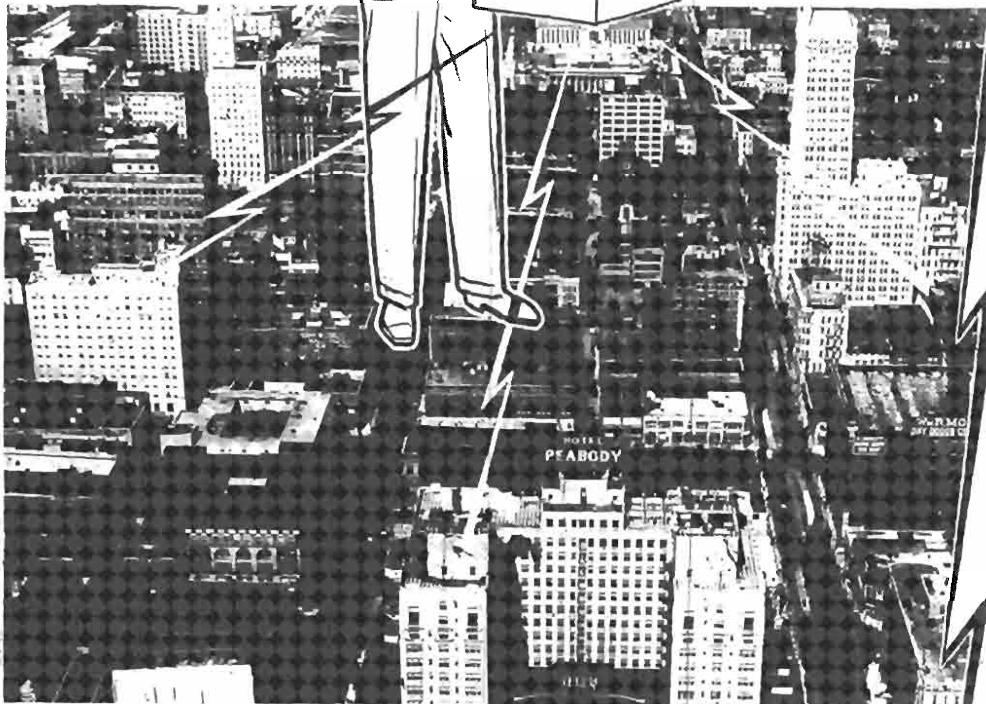
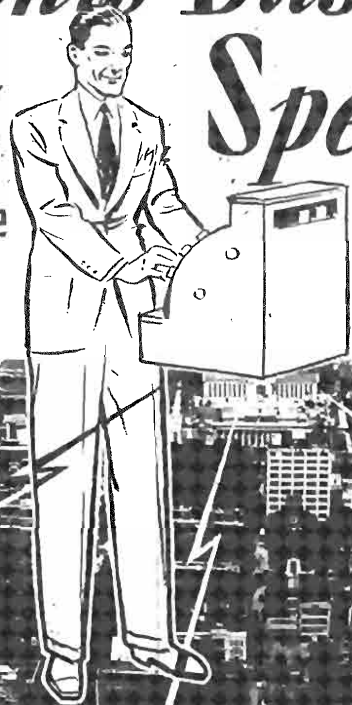
WNAC Boston	WLBZ Bangor
WTIC Hartford	WFEA Manchester
WEAN Providence	WSAR Fall River
WTAG Worcester	WNBH New Bedford
WICC Bridgeport	WLLH Lowell
WNL New Haven	WLNH Laconia
WNLC New London	WRDO Augusta
WCSH Portland	WNBX Springfield, Vt.

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

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

# Memphis Business Men Speak...

Buying WREC more than 2 1/4 to 1



During the month of April, 1937, Memphis business men bought and ran 2 1/4 times as many commercial programs on WREC as they did on Memphis' second station . . . 282 to 124\*. These men have learned through experience that WREC delivers their sales messages to more people . . . produces greater results. They know the listener preference of Memphis and Mid-South for WREC, and are spending their own money accordingly. **THEY GET CASH REGISTER RESULTS!** And so can you.

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

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

# WREC

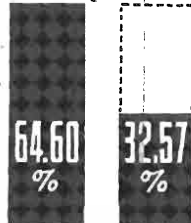
TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

QUALITY PROGRAMS  
QUALITY RECEPTION  
LISTENER POPULARITY

*Some of the Outstanding CBS Programs over WREC*

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

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



WREC LISTENER POPULARITY

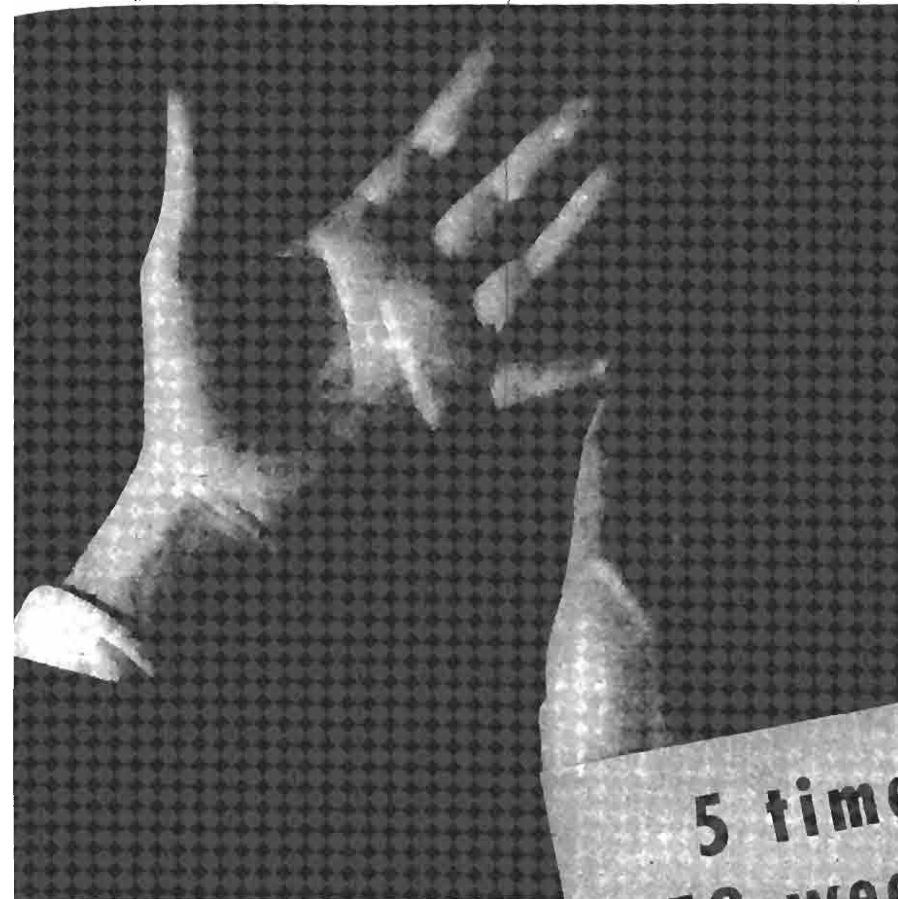
Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBO	.84%

(Survey made by Oliver P. Cobb Co. Certified Public Accountants, Memphis.)



WREC alone gives you 2/3 of Mid-South Listeners



5 times a week  
52 weeks a year

**That's what Cincinnati advertisers think of WKRC**

WKRC has more local advertisers than any other Cincinnati station.

More than half of them use WKRC *five times every week.*

Sixty-nine per cent of them use WKRC *fifty-two weeks a year.*

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

# WKRC

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



BECOME



# RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. And count the new cars with "outside" radio antennas. Here are the families who like radio so much—they take it with them when they ride. There are now 5,000,000 such automobile-radio families in the United States: one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, just published by Columbia, shows how radios on the road have tripled since July, 1934. It also gives the who, when, where and how of home listening habits. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures by income-levels, days of week, age and sex, etc.

## THE COLUMBIA BROADCASTING SYSTEM

**KDKA MAKES KNOWN  
THE UNKNOWN**



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

**KDKA**  
**50,000 WATTS**  
NBC Blue Network  
**PITTSBURGH**

*Completely programmed by NBC*

# WMCA *leads again!*

**ROSS FEDERAL SURVEY SHOWS**

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

WMCA . . . . .	31.69%
STATION No. 2 . . . .	18.03%
STATION No. 3 . . . .	14.42%
STATION No. 4 . . . .	12.33%
STATION No. 5 . . . .	11.01%
All Other Stations . .	12.52%

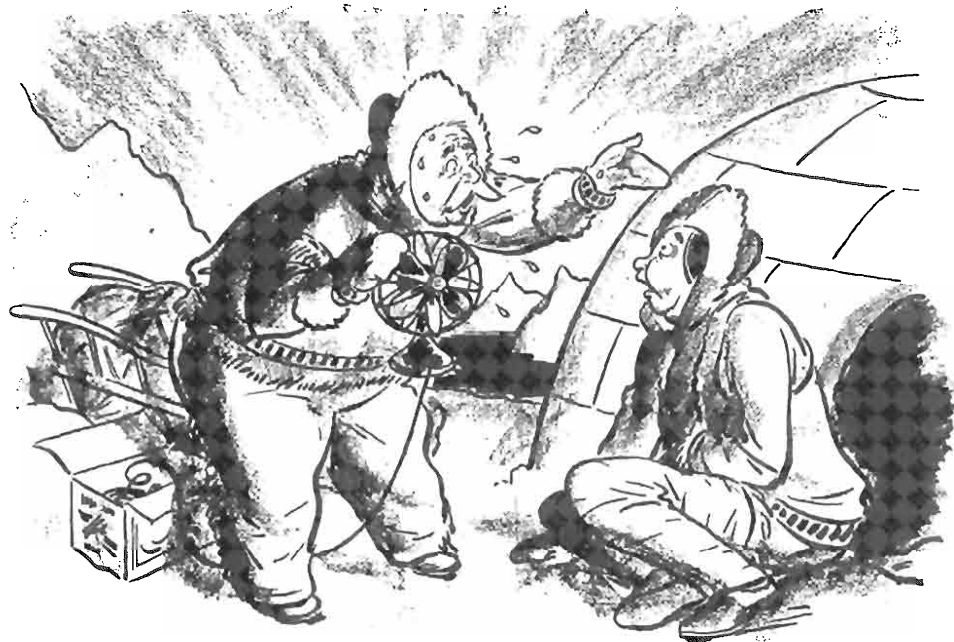
This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

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

1. That a good radio program will always attract a sizeable audience.
2. That WMCA knows and presents the type of program that appeals to the New York listener.

*May we remind you . . .*

**THIS IS "NEW YORK'S OWN STATION  
AT THE TOP OF THE DIAL"**



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

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

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

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

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

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

**Radio Station Representatives**

<b>NEW YORK</b> 110 East 42nd St. Lexington 2-8660	<b>CHICAGO</b> 180 N. Michigan Franklin 6373
<b>DETROIT</b> New Center Bldg. Trinity 2-8444	<b>SAN FRANCISCO</b> One Eleven Sutter Sutter 4333
<b>LOS ANGELES</b> C. of C. Bldg. Richmond 6184	

WHO ..... Des Moines  
WGR-WKBW ..... Buffalo  
WHK-WJAY ..... Cleveland  
WHKC ..... Columbus  
KMBC ..... Kansas City  
WAVE ..... Louisville  
WTCN ..... Minneapolis-St. Paul  
KOIL ..... Omaha  
KOIN-KALE ..... Portland  
KSD ..... St. Louis  
WFBL ..... Syracuse  
KOL ..... Seattle  
WKBN ..... Youngstown

WIS ..... Columbia  
WOC ..... Davenport  
WDAY ..... Fargo  
KTAT ..... Fort Worth  
WDRC ..... Hartford  
WNOX ..... Knoxville  
KFAB ..... Omaha-Lincoln  
WMBD ..... Peoria  
WPTF ..... Raleigh  
KVI ..... Tacoma  
KTUL ..... Tulsa

# BROADCASTING

and  
Broadcast Advertising

Vol. 12 No. 11

WASHINGTON, D. C., JUNE 1, 1937

\$3.00 A YEAR—15c A COPY

## Retirement of Stewart May Reshape FCC

### White House May Take Firm Hand by Naming Strong Figure As Successor to Quell Criticism of Commission

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

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

This leaves a Democratic vacancy on the FCC, for Dr. Stewart will have finished his three-year term as Democratic member of the Commission from Texas, as vice-chairman of the full Commission and as chairman of its Telegraph Division. His successor to the \$10,000 post will be appointed for a seven-year term under the law.

#### Rumors of Successor

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

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

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

American Plan acquitted itself in a superior and impartial manner in the last political campaign and honestly wants to continue to keep itself clear of politics.

#### Much Conjecturing

Exactly what President Roosevelt may have in mind, and whom he may select to bolster the Commission's membership and leadership, are subjects of pure speculation at this writing. Inquiries among highest official sources indicate that the White House is fully cognizant of the consistent criticism that has been heaped upon the Commission, especially in press reports, but has been too busy lately to pay much attention to that body. On the other hand, the Stewart retirement more or less precipitates a situation which gives President Roosevelt an opportunity to take a direct hand.

All sorts of rumor, conjecture and press reports were current as BROADCASTING went to press as to

### Speculation on FCC Vacancy Brings Renewal of Demand for Westerner

A NEW drive for appointment of a far westerner to the FCC is indicated with the creation of the vacancy on that body through retirement on June 30 of Dr. Irvin Stewart. [See story on this page.] Several names already have cropped up, but careful inquiry by BROADCASTING just before it went to press indicated that for the most part they are in the realm of conjecture at this time.

White House sources state that President Roosevelt has not yet given the appointment any consideration although it was learned that political forces already were being mustered for candidates.

First to be mentioned for a possible place on the FCC, even before the Stewart retirement was announced May 26, was Denis J. Driscoll, chairman of the Pennsylvania Public Utility Commission, who served in the last Congress as Representative from St. Mary's, Pa., and who gained nation-wide attention during his single Congressional term by exposing telegrams sent members of Congress against the Wheeler-Rayburn utility holding company bill.

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

how the Administration will attempt to revamp or reform the FCC. Although it is possible that President Roosevelt will simply choose a successor for Dr. Stewart's place, leaving the status quo with Anning S. Prall continuing as chairman, he having been redesignated for that post only a few months ago, close observers ventured several other possible courses—especially if Congressional pressure increases the demand for a "cleanup":

1. It has been suggested that a strong figure of the stature of Joseph P. Kennedy, first chairman of the Securities & Exchange Commission and now chairman of the Maritime Commission, might be selected to give new leadership to the FCC. Mr. Kennedy himself, now deeply absorbed in his mission as trouble-shooter for President Roosevelt on the merchant marine problem, is not regarded as a likely choice because he is known to have accepted his present post only on a temporary basis of leave from his private affairs. Some other equally important figure may be selected, however.

2. It has been rumored that one or more other commissioners might be shifted to other posts in the government service, though this is pure guesswork bolstered only by the fact that two appointments to the Interstate Commerce Commission still pend, and this is the Commission for which Chairman Walker of the Telephone Division has been mentioned. There has also been recurring talk of a federal judgeship for Judge E. O. Sykes.

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

#### Reaction of Industry

Many press stories have been published, and more will follow, regarding the Commission and the industry—some of them obviously inspired and published without any deep inquiry as to facts. The charges of alleged trafficking in station license due to the prices being paid in purchase deals; the question of newspaper ownership of radio stations; the allegations that broadcasting is making excessive profits; the proposal that sta-

(Continued on page 63)















# Joint Press-Radio Ownership Up to Congress, FCC Suggests

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

WHETHER legislation can be enacted to bring about separation of newspapers or other printed publications from ownership of broadcasting stations "appears to rest within the discretion of Congress," the FCC has informed the House Interstate & Foreign Commerce Committee in a letter relating to the Wearin Bill (HR-3892).

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

### Attitude of the FCC

The FCC letter, dated May 5, was addressed to Chairman Lea (D-Cal.) of the House Committee. It stated in part:

"HR-3892 declares that it is against public interest to permit the creation or the continuance of monopolies in the distribution of general information, news, and editorial comment thereon, through any combination resulting in unified control of newspaper, magazines, or other printed publications, with radio broadcasting. To carry out that statement of policy the bill expressly makes common ownership or control of printed publications and broadcast stations unlawful under certain specified conditions.

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

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

### Opposes Newspaper Purchase

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

"The result of granting the requested authority," said the report, "would be a step in the direction of monopoly—would place in the hands of the largest newspaper in Kansas City two of the largest stations now serving this

area and would remove from the Kansas City area a formidable competitor."

The report held further that it was apparent that approximately 77% of the proposed purchase price would represent "what the transferee contends is 'good will' or 'going concern' value, while approximately 23% of the purchase price would represent what the appraiser for the applicant designates as sound value of the property sold to a going concern."

### Points to Balance Sheet

Bringing out that WREN, owned by the Jackman milling interests which operate the Jenny Wren Co., has lost some \$38,000 in its operations from 1927 to 1936, the examiner asserted it was difficult to understand how the station can be operated to earn a reasonable return on an investment of \$295,000 and in addition furnish radio service in the public interest. A witness for the *Kansas City Star*, according to the report, has stated that a return of 10% or more on the investment would be considered reasonable, or, on the basis of the purchase price, an income of \$29,500 or more a year.

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

Examiner Hill concluded that it was his opinion that no satisfactory showing had been made that the transfer of the stock of WREN to the *Kansas City Star* "would serve public interest, convenience and necessity." WREN operates on 1220 kc. with 1,000 watts night and 5,000 watts until local sunset, sharing with KFKU, of the University of Kansas in Lawrence. The agreement on the sale, subject to FCC approval, was entered into on Nov. 16, 1936, and \$30,000 had been deposited by the *Star* in escrow to effectuate it.

## American Oil Co. Plans Summer Spot Campaign

AMERICAN OIL CO., Baltimore, on June 7 starts a spot campaign in 47 cities in which the company operates. Both live and transcribed announcements will be used, with the schedule calling for three times a week in some cities and four times in others. The campaign is for the entire summer.

The account is placed by the Joseph Katz Co., Baltimore agency. Osborne B. Bond is the director of media.

Stations in the list are: WICC, WTIC, WLBZ, WOSH, WNAC, WMAS, WORC, WNEB, WGY, WEAN, WBEN, WHAM, WSYR, WMAL, WRC, WBAL, WTRP, WFMD, WJEF, WYMG, WSOB, WDNC, WIGC, WPTF, WBSB, WGAR, WEP, WCAU, WFIL, KDKA, WCAE, WCSC, WIS, WFBC, WCHV, WLVA, WTAR, WVA, WDBJ, WVA, WJAX, WIOD, WDAE, WSB, WGST, WMAZ, WTOC.



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

## CBS Building Resumed

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

## NBC Pacific Offices

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

## Weetabix in New England

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

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

WHILE a complete amateur phone and code transmitter and receiving station were operating in the Waldorf-Astoria Hotel, New York, William S. Paley, youthful CBS president, on May 24 made the first award of the William S. Paley Trophy for distinguished amateur radio service during 1936 to Walter Stiles Jr., of Coudersport, Pa. The award was in recognition of 24-year-old Stiles' heroic service during the March floods in the Allegheny River Valley when his W8DPY was the sole means of communication for the 4,000 people of Renova, Pa., who had been cut off from the outside world.

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

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

## Postal in New York

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

## Dr. Caldwell to Add

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

# BRINGING OUR *Presidents* CLOSER TO THE PEOPLE OF IOWA



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

Another page from the 12-year record of public service that has made WHO a vital factor in the life of the midwest.

"It's the President!"

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

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

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

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

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

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

Even before the advent of regular network broadcasting, WHO had established the policy of bringing, to its listeners, every available public event of importance.

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

**WHO**  
**Des Moines**  
**FULL TIME**  
**CLEARED CHANNEL**  
**50,000 Watts**

**CENTRAL BROADCASTING COMPANY, DES MOINES**

J. O. MALAND, MANAGER

PHONE 3-7147

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

BROADCASTING • Broadcast Advertising

June 1, 1937 • Page 23

## Facts on Markets Published by Petry

Data Are Standardized for 36 Stations, Three Networks

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

The volume, 11 1/4 x 14 inches, and 2 1/2 inches thick, consists of 39 separate books thumb-indexed in a heavy loose-leaf notebook. Lettering is black and white on grey and black background. Compilation of data required months and the information has been reduced to a standard classification for the 36 stations and three networks represented by Edward Petry & Co.

In the inside cover of each book is data covering station equipment, population figures for primary, secondary and occasional coverage areas with comment on market highlights. The second page shows the three degrees of coverage in brick color, black and white on solid grey background.

### Data on Markets

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

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

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

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

### Burlington Placing

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

### Cosmetic Firm Test

42ND STREET SALES Co., Chicago (cosmetics) is making a free offer of a booklet, *Ten Commandments of Beauty*, in conjunction with its recently inaugurated test campaign over WGN. The cosmetic firm is using 100-word announcements on *Musical Mailbox* program five mornings weekly. *Behind the Camera Lines*, a half-hour dramatic program on WGN, is off for the summer, but plans are to resume in the fall, with the possibility that when greater distribution has been secured other Mutual stations will be used. The firm now has distribution in a few mid-western sections. McGiveran-Child, Chicago, is the agency handling the account.



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

### Bakery Discs Renewed

LOCAL bakeries have recently renewed their *Adventures of Ace Williams* serial on the following seven stations: WJBO, KALB, KVOL, WOWO, WGL, KOY and KVOO. The program is also being sponsored by local bakers on CHNS, WTAD, WQAM, WOKO, WRVA, KOA, KSL, KMJ, WCBM, WTBO, WFMD, WJFJ, WJAC, KFPW, KVOA. W. E. Long Co., Chicago advertising agency, produced the show and is handling promotional work in conjunction with it. A complete film, showing how bread is made in various countries throughout the world and taken by Ace Williams, world traveler, is being presented in schools, women's clubs and auditoriums where the program is being broadcast. The *Ace Williams* series was transcribed by Columbia Transcription Service, Chicago. Seventy-eight episodes were recently sold to station 2KY, Sydney, Australia.

## Mason-Dixon Group Declares 'Joker' In Line Rates Causes Unjust Boost

CHARGING that local remote rates for broadcast lines have been substantially increased by subsidiary companies of the A. T. & T. through a "joker" in the recently revised tariffs which should have resulted in rate reductions, Clair R. McCollough, general manager of the Mason-Dixon Radio Group in Pennsylvania and Delaware, on May 18 filed with the FCC a complaint against what he described as a "gross injustice" against smaller stations and asked an investigation.

Addressing Paul A. Walker, chairman of the FCC Telephone Division, Mr. McCollough asserted that on May 1 the Diamond State Telephone Co., a Bell subsidiary in Delaware, increased local rates for remote broadcast lines some 243% for the first quarter-mile and 44% for each additional quarter-mile. This developed from the use of air line measurement for mileage, instead of the old method of route measurement, he pointed out.

"However," he added, "the joker now comes to light in Delaware, with a minimum charge to WDEL and WILM of \$3 for the first quarter-mile and \$1.25 for each additional quarter-mile," the letter stated. Heretofore, the cost was

\$87 1/2 per quarter-mile regardless of length of line with no minimum charge.

At the FCC Telephone Division it was stated that the matter was receiving study. Action probably will be forthcoming shortly.

Mr. McCollough's letter concluded:

"This means networks and larger stations using long line hauls are now receiving lower rates by air-line measurement while hundreds of stations operating in cities where most of their broadcast lines are purely local loops, a few quarters of a mile in length, will suffer an increase in rate beyond all reason when the new rates become general.

"If some companies during the recent investigation submitted new schedules using bulk costs by air-line measurements which claimed reduced line costs to broadcasters, they may have been correct about some stations, although it was never before known to hundreds of smaller stations that eventually they were expected to pay the bill.

"We trust your Commission will inquire into the new rate schedule for broadcast lines in Delaware and notify us accordingly."

### WJBK GETS GAMES

#### DESPITE W.U. BAN

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

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

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

### CRAVEN CONFERS

#### ON HAVANA PLANS

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

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

### Sante Fe Boosts Train

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

THE Oregon State Highway Board's *Come West to Oregon* campaign, handled through Botsford, Constantine & Gardner, Portland, has placed a series of 26 one-minute transcriptions on KSL, Salt Lake City.

WLS School Time

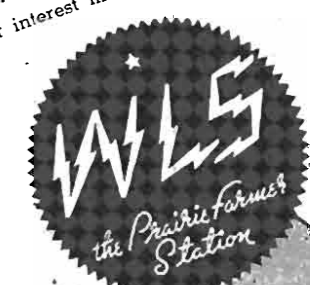
Last year WLS announced a policy of curtailing its number of commercial programs in the interests of an enlarged service to listeners.

"School Time" is an example of a program that fulfills that promise. It was established, first, by removing from salable time one of the desirable mid-morning periods, at that time sponsored commercially, and second, by appropriating, additionally, several thousands of dollars with which to build a sustaining feature that would in turn fulfill our obligation of service to listeners.

The informality and sincerity which has won—and holds—listeners for WLS—and which has made WLS a recognized leader, are employed in the presentation of School Time. It is a five time a week service feature that will not be moved—and is not for sale. It inaugurates the principles of sound pedagogy adapted to the methods of successful radio presentation.

Hundreds of schools—and homes—in the WLS area tune to this program daily. It is but one example of many programs WLS maintains as permanent sustaining features. By serving listeners first—we build listener interest. And listener interest in turn predicates advertising results.

870 KILOCYCLES  
50,000 WATTS  
BURRIDGE D. BUTLER, President  
GLENN SNYDER, Manager



3rd in  
Retail Sales  
Per Capita . . .

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

PHOENIX HAS GONE KOY! Use it for sales. CBS affiliate.

KOY and WLS represented nationally by JOHN BLAIR & COMPANY

**THE VOICE OF ARIZONA**  
Now 1000 Watts  
**DAY and NIGHT**  
1390 KILOCYCLES  
**PHOENIX ARIZONA** BURRIDGE D BUTLER  
CHAIRMAN

# Film Industry Finds in Radio Good Buildup for Productions

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

By DAVID GLICKMAN

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

Despite the cry raised by motion picture trade publications that radio is ruining the theater business, it is no secret that both film studios and players are anxious to cash in on the Pacific Coast boom in network programs which will originate from Hollywood within the next few months.

Radio, in the meantime, is viewing complacently the efforts of film producers who on one hand are trying to placate the Motion Picture Theatre Owners Association with promises of stringent regulations of film star appearances on broadcasts while simultaneously making overtures to advertising agencies and sponsors for sale of their players.

## Warner Activities

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

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

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

identical to Gosch's and Cowan's. Louis Hyman has taken on similar duties with Principal Productions Inc. From all indications that organization is going in heavy for radio production, similar to Warner Bros. Besides featured players and stars, it will sell writers and producers and also prepare radio shows for sponsorship. A deal is now pending with Edgar Rice Burroughs Inc. for the rights to put Glenn Morris, as Tarzan, and a picked cast, in a twice-weekly quarter-hour transcontinental serial. Two national sponsors are said to be negotiating for the serial. Morris is doing Tarzan in a Principal Productions picture at the present time.

## MGM Plans Program

Metro-Goldwyn-Mayer Studios, which turned a deaf ear to radio for many months, is planning to come back into the fold, and according to Hollywood officials of the company is planning a mammoth program with featured players, for sponsorship. It is said that Louis K. Sidney, head of WHN, New York, controlled by Loew's Inc., the MGM parent organization, will handle the show, probably moving his headquarters to Hollywood. Plans are in the formative stage, but it is said that prospective sponsors have already been contacted.

With picture studios busy establishing their coordination bureaus and appointing executives to head same, advertising agencies have been quietly signing film talent under term contract, exclusive of film engagements, for transcontinental broadcasts. This is a counter move to meet an expected ban or curtailment of stars and featured players participating in broadcasts during the fall season. The retaliatory move is directly



**RADIO AIR MEET**—Macon's first Model Gas Airplane Meet, sponsored by WMAZ, Macon, Ga., was held last month at the local airport with some 3,000 present. E. K. Cargill, WMAZ president and general manager, organized the Model Airplane Association, and himself exhibited two models. One of his planes crashed in the take-off, but the other, a nine-footer, made a perfect flight. In the photo, left to right are L. E. Newton, of Swift and Co., Mr. Cargill and James Lowe, of the Lowe Electric Co. The meet was a huge success, says E. K., and another is planned in two months.

## MARBLE CHAMPS Are Sent to Tournaments by Southern Stations

REPEATING its entry last year of the first radio-sponsored "delegate" to the National Marbles Tournament at Ocean City, N. J., which otherwise has entries sent only by newspapers, WLVA, Lynchburg, Va., will again send its local "mibs" champ to the national finals to be held in Wildwood, N. J., starting June 27. It will also send its local runnerup to the Southern tournament at Gulfport, Miss.

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

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

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

Each advertising agency producing weekly transcontinental shows used its own experience to illus-

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

## Dodging the Issue

Agency, network and motion picture executives called upon for expression of opinion on the subject side-stepped the issue, declaring that it was against the policy of their organization to discuss it and implied that it was dangerous territory to tread upon at the moment bearing in mind the MPTOA. However there is a deep conviction in the broadcasting industry that exploitation of film talent in network shows has been a tremendous stimulant to the theater box office. On the other hand, the motion picture fraternity feels that its contribution to broadcasting showmanship, through allowing its name stars and other talent to participate in radio shows, has strengthened the latter and in the aggregate the larger benefit has gone to radio.

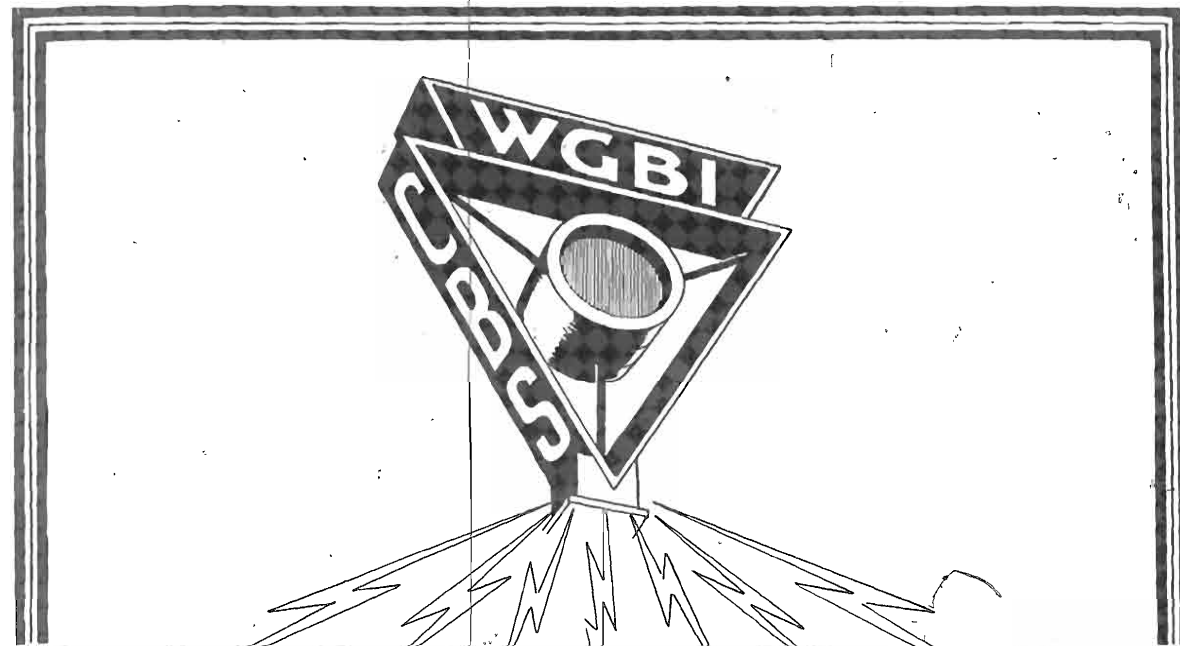
Between these viewpoints is the working of forces trying to equalize or stabilize the relationship between the motion picture and broadcasting industries, maintaining that they have a common ground. The situation is not without certain dynamic potentialities and for this reason the triumvirate—motion pictures, radio and advertising agencies—are moving cautiously.

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

## Disc Spots for Movie

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

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



# Eight-Eighty on Your Dial

## TWO GREAT EMBLEMS

are united to bring

## THE WORLD'S FINEST PROGRAMS

TO

## OVER A MILLION

IN

## Northeastern Pennsylvania

WGBI, Scranton, is the only station completely covering Pennsylvania's third largest city and the United State's seventeenth largest metropolitan area. To cover Pennsylvania, advertisers must use WGBI.

## Canada to Place Powerful Stations On Air in October

Two 50,000 Watters to Be Ready for CBC Oct. 1

By JAMES MONTAGNES

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

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

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

### Limit on Private Power

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

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

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

### Vitamin Plans Radio

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

## RADIO EDUCATION

Is Effective, But the Public Wants Entertainment

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

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

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

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

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

## JUST WHAT IS EDUCATION?

Harlow Reminds Educators They Can't Agree on a Definition; Wishes of the Majority

BEFORE a group of educational experts gathered recently from many States for a conference at the Hotel Bradford, Boston, Roy L. Harlow, assistant to the president of Yankee Network, defended commercial radio's cooperation with educational groups and suggested the experts present declare what they meant by 'education'.

On the platform leading the open discussion about 'Adult Education and the Radio', were such prominent persons as Rev. Michael J. Ahern, S. J., of Weston College, a Yankee Network feature broadcaster; James A. Moyer, State University Extension director; Russell V. Burkhard, a Newton, Mass., High School principal; Edward Fenn, headmaster of Fenn School, Concord, Mass.; Miss Mary Walsh, managing editor for books on parental education, Houghton Mifflin Co.; Dr. Franklin Dunham, NBC director of education.

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



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

### Eclipse Broadcasts

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

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

group to prove it and asserted, in part: "This question is perfectly simple and if the adult education groups would get right down to rock bottom and make up their minds what they mean by education, there would be no question at all. Radio stations are perfectly willing, even glad, to cooperate on the subject of education, but when they are approached on the subject they naturally want to know what it is the educators want and what they propose to do with our time.

"If music appreciation, lectured on by such an expert as Walter Damrosch is not education then radio may be wrong. But how about the *March of Time*? How about news broadcasts? Isn't news education? These programs are popular. We can't go against a majority of the radio listeners. It would be ridiculous to attempt it."

Father Ahern broke the somewhat noticeable silence that followed with the comment that Mr. Harlow's statements were unquestionably well-founded.

Another side was pointed out by Dr. Dunham, who declared people purchase radio sets for entertainment and not for education.

## Sponsors Sought For Amos 'n' Andy

Lord & Thomas Named by Pair As Their Exclusive Agency

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

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

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

### Popularized Serials

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

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

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

### Wickies Using Spots

GANTNER & MATERN Co., San Francisco (Wickies swim suits), on May 17 started a two-week test campaign of announcements preceding or following boys' programs on 13 stations, the announcements tying in with newspaper and magazine advertising. This is the first time company has used radio. Stations are WJR, WSB, WNAC, WGAR, WWL, WCAE, KSD, WFAA, WCAU, KFRC, WGN, KNX, WOR. Agency is Emil Brischer & Staff, San Francisco.



Here Comes

\$100,000,000!

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

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

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

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

# KLZ

Denver

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative E. KATZ SPECIAL ADVERTISING AGENCY



# Wage-Hour Measure, Federal Revamping Occupy Congress

Conflict May Block Plan for Reorganization of Departments; Connery Resolution at Ease

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

In the nature of a modified version of the NRA legislation of several years ago, the new proposals, however, do not bear upon trade practices which constituted the most serious phase of broadcasting industry application of the former measure. The measures already introduced in the Senate and House by Chairmen Black (D-Ala.) and Connery (D-Mass.) of the respective Labor committees, simply provides for wage and hour legislation with no specifications for either. A fortnight of hearings before a joint committee are contemplated.

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

### Federal Change

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

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

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

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

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

### Supported in Senate

On the Senate side, it is indicated that a majority of the members of the joint committee are prepared to support the President's plan. The notable exception is Senator Byrd, head of the select committee on reorganization which was eclipsed at the outset of the present Congress by the appointment of the larger joint committee.

The Brookings Institution report on independent agencies, is being awaited with considerable interest. In one of its reports, this private research organization dealt with regulatory agencies responsible for power regulation. It recommended greater rather than curtailed responsibility for the Federal Power Commission and members of the Byrd committee look forward to a similar finding on the Trade and Communication Commissions.

In informed Congressional circles, the view is expressed that while reorganization studies may go forward at a swift clip at this session, there is very little likelihood of actual legislation. Any work done during the current Congress, it is pointed out, could be picked up at the next session.

The fate of the Connery resolution (HRes-92) was still undecided as BROADCASTING went to press. Forces are still functioning for its adoption by the House Rules Committee, before which it has languished practically since the outset of this session in January, but it has gained little momentum.

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

Mr. Wigglesworth followed up his original request with an inquiry as to how many experimental grants had been cancelled over particular periods, which information also was supplied him. Whether he intends to launch another attack upon the FCC, following up several he has already made during the current session, is problematical.

Other legislative activity involving radio during the last fortnight included transmission by the FCC to the Senate of complete records and exhibits in the so-called Oslo



**BEFORE THE RACE**—Len Riley (right), announcer of WFBM, Indianapolis, and Peter DePaolo, winner of the 500-mile auto race in 1925, broadcast a series of pre-race programs and were paired for the race itself May 31 feeding to CBS, along with Ken Ellington, CBS staff announcer from Chicago.

(Norway) case in which RCA was granted a circuit to this point and Mackay Radio & Telegraph Co. was denied this permission by a 5 to 2 vote of the FCC. Senator Borah (R-Idaho) introduced a resolution (SRes-133) asking for the data and the request was complied with May 24.

A resolution (SJRes-95), passed by the Senate and proposing an investigation of power utilities by the Federal Trade Commission, also indirectly involves the FCC. It was introduced by Senator Norris and now is pending before the House. The FCC is named in the resolution to cooperate with the Trade Commission in its work. Senator Norris said there was no intention on the part of investigators to inquire into the Communications Commission or any other agency mentioned in the resolution and that the reason for the specific mention of the FCC was to enable investigators to request assistance in the event developments warranted it. He said there would be no "fishing expeditions."

The House Interstate & Foreign Commerce Committee during the last fortnight delayed scheduled action on the Lea Federal trade bill, which in effect is a substitute for the Copeland food and drugs measure (S-5) which already has passed the Senate. The Lea bill (HR-3143) would broaden the Trade Commission's power over advertising and the House subcommittee, in considering both the Copeland measure and the Lea measure struck from the former all advertising provisions. The major difference between the two bills is that the Trade Commission, rather than the Department of Agriculture, would be empowered to administer the advertising provisions.

Chairman Lea (D-Cal.) said in connection with the measure that the committee now has before it the railroad retirement bill and that until it clears this issue it will be unable to consider the food and drug legislation.

# Radio Prominent In AFA Program

Several Sessions to Include Discussions About Radio

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

Talks on the use of broadcasting as an advertising medium already scheduled include one by J. Albert, promotion manager of the *Detroit News* on the topic "Radio as used by Newspapers." Mr. Albert will speak before the meeting of the National Newspaper Promotion Association on June 22. Neal Barrett, manager of KOMA, Oklahoma City, and governor of the tenth district of the AFA, is another scheduled speaker. He will speak at the breakfast session of the Council on Advertising Clubs which will be held on June 21.

### Women to Discuss Radio

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

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

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

### RMA to Convene

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

MBS has for the second time increased its space at 1440 Broadway, New York, taking new offices on the 23d floor to give added space to program, traffic, sales, sales promotion and executive departments.

# FOR SALE!

## 132 Top Notch Counties

# 21<sup>c</sup> EACH

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

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

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

JOHN BLAIR & CO. NEW YORK CHICAGO DETROIT SAN FRANCISCO Represent Us

"The Friendly Voice From Out of the Hills of West Virginia"

Columbia Network

# WWVA

5,000 Watts

HAWLEY BUILDING

WHEELING, WEST VA.

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

Consistently Boosts Annual Sales Since Going Radio

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

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

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

Beautiful I. J. Fox Spring Fashions  
Featured in  
Oakite's Big Spring Radio Contest  
Begins March 22nd to April 30th

There are 100 prizes to be won in this contest. The prizes are: 1. A \$100.00 gift certificate to I. J. Fox; 2. A \$50.00 gift certificate to I. J. Fox; 3. A \$25.00 gift certificate to I. J. Fox; 4. A \$10.00 gift certificate to I. J. Fox; 5. A \$5.00 gift certificate to I. J. Fox; 6. A \$2.50 gift certificate to I. J. Fox; 7. A \$1.00 gift certificate to I. J. Fox; 8. A \$0.50 gift certificate to I. J. Fox; 9. A \$0.25 gift certificate to I. J. Fox; 10. A \$0.10 gift certificate to I. J. Fox.

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

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

### Then-the Discovery

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

## LEAVE OFF THE GREASE, BOYS

That's Don Herold's Tip; He Resents Being Spoken To as Though He Were a Crowd

VENTING some personal peevishness against radio practices, Don Herold, writer and cartoonist, in the May issue of *Judge* includes a few pointers that might be heeded by those who work behind the microphone. For example, he gives this "tip" to all radio speakers and performers: "Treat me as if I were one person. I resent being addressed as if I were an auditorium full of morons."

Too many speakers, writes Herold, make the fundamental mistake of thinking of themselves as talking to 50,000,000 people. They ought, he says, to think of themselves as being in a room with just one or two other people. "They ought to think of that and tame down." He continues:

"I've always resented oratory and exaggerated intonation. Public speaking in its worse sense is a relic of barbarism. (Yet they even teach it in colleges, still.) I don't like to have anybody try to 'sway my emotions' with the tune of his voice. That sort of thing is to be classed with tom-toms. If any subject is at all vital, gimme the words without the music. As I say, convince me if you can—but don't try to sway me.

### Pretty but Feeble

"Now I'm never quite sure what it is that Father Coughlin wants or is trying to say, but I'm always pretty sure it is something pretty fishy or pretty trivial, because he says it with such passionate intonation. He hits every syllable as if it were a bass drum. He must be afraid of his subject matter, or he wouldn't work so hard at his delivery.

"This Economist-with-a-Pipe-Organ has the lushest line of furnished words on the air, and I haven't the slightest idea what it's all about.

its first contest series. Puzzles, looks of magic, and china dinner sets were given away all over the Corn Belt. And Oakite made another important discovery: Merchandising tiens increase sales. Market areas were flooded with window-displays, mailing pieces and program listings. Sales shot up.

There was more trial; there was less error. And Oakite found another promotion tie-in that has proved its effectiveness time and again. Martha Dean, news commentator on WOR, Newark, had been giving a series of interviews with personalities from the headlines. Along with her interviews Miss Deane gave news flashes and the news of Oakite was found behind the news of the day. Oakite in the red package journeyed with Byrd to Little America; Oakite was used to clean the two-and-a-half acres of fabric in the National Geographic Stratosphere balloon; and more recently, when some boys found gold coins buried under a house in Baltimore, Oakite cleanser made it possible for them to recover \$25,000 treasure trove. This is the news behind the news that has helped Oakite increase its sales every year since it began using radio.

"We're very anxious for television to get under-way so that we

"The other night, the Father's announcer offered to send anybody a handsome pocket crucifix for the asking, and a few minutes later Father Coughlin was tearing at Roosevelt's Supreme Court plan like a tiger at a wheelbarrow full of raw meat. I don't get the connection \* \* \*.

"But I am against oily hypnotism on either side of the fence. I am against it in priests, politicians, labor leaders or capitalistic spellbinders, or in radio announcers peddling their toothpaste. Just say it, boys, and leave off the grease \* \* \*.

"Radio right now is where the drama was a hundred years ago. It is full of practices as naive and elementary, for example, as the 'asides' of the old-time speaking stage. Remember how the villain used to come down to the footlights and talk to the audience? I believe it was Ibsen who first conceived of the stage realistically as a room with one wall removed. We had to have centuries of artificiality in the theatre before anybody thought of that. And that put, or should have put, a definite end to stomping and stalking on the stage, and to such phoney practices as 'asides.'

"I believe that the reformation of radio will come with the general conception of radio programs as going to one or two persons sitting in a room . . . rather than as going to millions of people in a vast auditorium. Oratorical hypnotism and announcer goo which might get over to a theatre full of people seem ridiculous when spilled to one or two people at a fireside. Would Father Coughlin call me up on the telephone and go into such orgiastic raves? Would a Packard salesman call me up on the telephone and give me all that gush? Well, what is a radio, but a telephone in a box? \* \* \*"

can show America how easily and quickly and cheaply the worst grease spots can be removed. We consider radio a primary sales medium and never once have we regarded it as a secondary medium to be used merely as institutional background.

### Successful Contest

The entire grocery trade, as well as the consuming public throughout the six States of New England took part in the recent Oakite contest conducted by Miss Florrie Bishop Bowering, of the *Home-makers' Council of the Air* program on WEI, WPRO, WORC, WMAS, WLBZ, and WDRC. Housewives were invited to submit a brief letter telling "What Is The Most Unusual Spring Cleaning Task In My Home For Which I Have Ever Used Oakite." Spring fashions were awarded as prizes. For example, three-piece I. J. Fox spring wardrobe, I. J. Fox spring dress and one year's supply of Oakite for each of the next ten winning letters.

The response to this contest, finished April 30, definitely brought in a startling collection of consumers letters telling of the uses to which Oakite had been put that were surprising to even ourselves, who thought we knew every spring cleaning use for Oakite.

## KMJ Is Authorized To Increase Power

WMBD Is Given Boost; Full Time Is Granted to WGBC

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

Simultaneously, the Division authorized WMBD, Peoria, Ill., to increase its power from 500 watts night and 1,000 watts day on 1440 kc. to 1,000 watts night and 5,000 watts day, sustaining the recommendations of Examiner George H. Hill.

### Scranton Grant

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

WAAB, Boston, operated by the Yankee Network, was granted modification of license to increase its day power from 500 to 1,000 watts on 1410 kc. The station uses 500 watts at night.

## Use of Broadcasts Seen As Aid to Firm's Credit

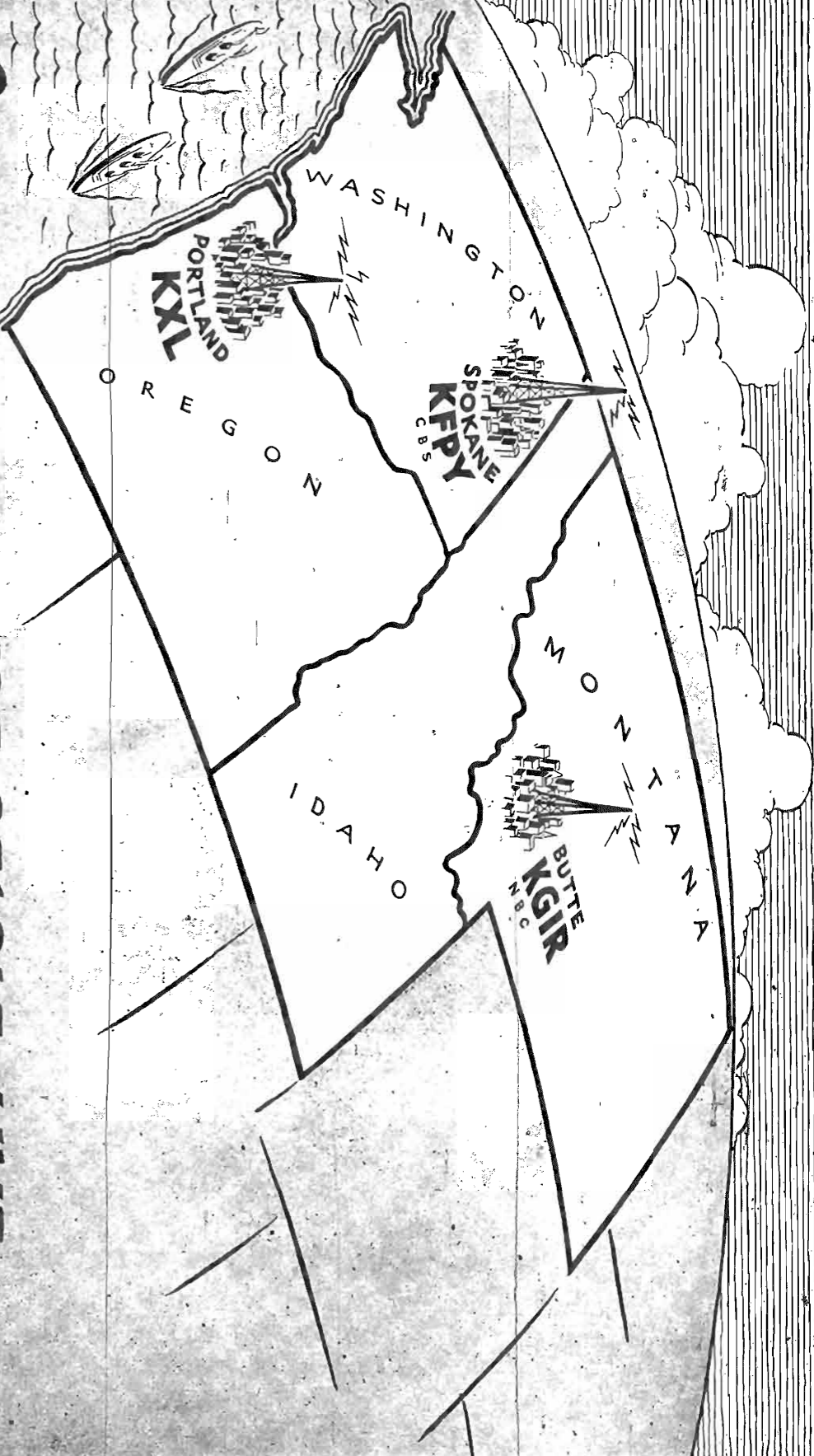
THOUGH the "only thing permanent about a radio broadcast is the impression left on the mind of the listener," Donald W. Thornburgh, CBS Pacific Coast vice-president, addressing the California Bankers Association in Los Angeles May 22 prophesied that "in the promotion of the manufacturing and distributing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

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

SEEKING a new local station on 1310 kc. in Savannah, Ga., is a group organized as the Seaboard Broadcasting Corp., which includes Harben Daniel, commercial manager of WSM, Nashville, and Aaron Shelton, of the WSM engineering department.

NATIONAL REPRESENTATIVES  
Joseph H. McGillivray  
506 MADISON AVENUE, NEW YORK CITY X PALMOLIVE BLDG. CHICAGO

3 MARKETS WITH BUT A SINGLE CONTRACT  
COVERAGE WHERE PEOPLE LIVE . . . . .



## Providing Agency With Station Data A Tough Problem

Radio Sales Inc. Is Compiling Elaborate Set of Facts

By J. KELLY SMITH  
General Sales Manager  
Radio Sales Inc.



ONE OF the greatest services a radio station representative can deliver to an advertiser or an agency is prompt, concise, complete and, above all, correct information on the stations and the markets he represents. And one of the greatest handicaps under which most station representatives have worked in the past has been their inability to render this service properly.

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

### Getting Information

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

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

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

We have found our teletype, weekly program charts, and frequent promotion pieces furnished by our stations to be most helpful to our salesmen in representing the stations for which they are the distant ambassadors. But even rapid communication and "better-than-ordinary" promotion left something to be desired—quick ac-

(Continued on page 36)

## Radio Luxembourg Records Programs Of American Type for Use in Europe

A FRENCH version of the *Marche du Temps* programs titled *Le Marche du Temps*, is being recorded in three half-hour transcriptions for broadcasts in France as a test of the European audience's acceptance of this type of American program. Transcriptions of this and a number of other American features are being made by Jean Masson, program director of Radio Luxembourg, who is visiting America in search of new features.

Popular with American advertisers, Radio Luxembourg carries an average of two hours of English programs daily, directed at the British Isles whose own stations carry no advertising. On Sunday, most popular listening day, 14 hours of English programs are broadcast by the station, M. Masson said. Colgate-Palmolive-Peet Co., Lever Brothers, Horlick's Malted Milk Corp., Procter & Gamble Co., Liggett & Myers Tobacco Co., Quaker Oats Co., Miles Laboratories Inc., Kraft-Phenix Cheese Corp., and Sterling Products Inc., were among the American users of time he recalled offhand.

With power of 200,000 watts, Radio Luxembourg is probably the most expensive of all commercial stations, its rate for commercial time being \$2,000 an hour. It is possible to buy time for less than this, however, M. Masson stated, by sponsoring a station feature. There are three classes of programs according to their standards, he explained: Commercial programs, which contain commercial announcements of the selling type; sponsored programs, in which the sponsor is limited to a courtesy announcement before and after the broadcast, and sustaining. Typical of the sponsored program was the broadcast of the boat race between Oxford, Cambridge and two French crews, which was sponsored by Horlick's.

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

time. At his station series of records are used to describe a particular place or situation, in much the same way as motion pictures are combined to make a travelogue or similar short movie feature. As a result of asking listeners what future features of this kind they would like to hear Radio Luxembourg is sending its traveling engineering crew to the Vatican, to make a radio tour of the Holy City.

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

## WOAI Case Dismissed By FCC With Prejudice

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

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



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

## Courses in Cooling Find Radio Helpful

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

Starting June 1, the first-named firm adds WHK, WPRO and WTMJ to the present list of 11 stations being used, bringing the total list to 14. Other outlets are: WOR, WLW, WBBM, WBZ, WBZA, WGY, WCAU, WJR, WCCO, WTIC and WTAM. Critchfield & Co., Chicago, is the agency.

Utilities Engineering Institute has been testing on three stations with gratifying results and will use radio advertising on a much larger scale next fall. Stations now being used are CKLW, WWVA and WNAX. First United Broadcasters, Chicago, is the agency for Utilities Engineering Institute.

## RADIO IS PROBED BY MOVIE OWNERS

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

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

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

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

**NORTHERN CALIFORNIA**

**OREGON**

**IDAHO**

**NEVADA**

**50,000 WATTS**

**KPO**

**SAN FRANCISCO**

**TOPS IN SPOT**

*A Pacific Coast Red Network Station programmed and represented by NBC*

**BROADCASTING • Broadcast Advertising**

## Labor, Storm Combine To Disrupt Schedules Of Michigan Stations

MICHIGAN stations found a variety of interruptions in their efforts to keep on the air during the last few weeks.

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

Later in the month a four-hour electrical storm struck Detroit, and when lightning struck the transmitter of WWJ, Detroit, that station was forced off the air. Emergency repairs were completed after WWJ had been silent for about 2 1/2 hours. A similar occurrence happened to CKLW, Windsor, earlier in the month, when utility current in that city was cut off by a severe storm. CKLW leaned on its emergency transmitting equipment off and on during the evening, and managed to keep programs going.

## Lightning Strikes WHK, Causing \$1,000 Damage

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

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

## WBHP Goes on Air

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



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

## Providing Agencies With Station Data

(Continued from page 34)

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

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

### All Types of Facts

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

Giving every station the complete information on every other station will serve two purposes: (1) It will provide a convenient exchange of ideas on promotion, programs, and policies, and (2) it will enable each station better to serve as a sub-office of Radio Sales.

Since the chief air of the book is to put between two covers complete station information, every possible phase of each station's activities is being covered: Programs, personnel, policies, equipment, history, market data, coverage data, success stories, and many more, all under their respective general headings and all divided further into "day" and "night" subheadings.

In the subdivision "general" is included that information which is equally applicable to day and night operation; "day" and "night" subdivisions contain information applicable alone to each of them.

Here's an example, taken directly from the book. One of the major sections is indexed as "Sponsors and Case Histories." Under "general" comes a complete list of the station's 1937 sponsors, to date, by business classifications, divided into local and network clients, and comparisons of total local and network sponsors quarter-hour units with those carried by major competitors, by business classifications.

The "day" and "night" subdivisions carry the same kind of listing and comparison, limited, in their respective instances, to "day" and "night" sponsors, plus case histories of successful daytime and night-time sponsors. All information about daytime business is in the "day" subdivision; all information about night-time business is in the "night" subdivision.

A dreadfully uninteresting but pertinent example of how this separation of day from night may work, came up the other day when an advertiser wanted information on the number of price-mentions he could use in a quarter-hour program in the early evening on a certain Radio Sales station. And he wanted it right away. A quick flip to the subdivision "night" in the section of the book marked "policies" disclosed that the station policy permitted two price-mentions after 6 p. m.; but reference to the "day" subdivision disclosed that five price-mentions per quarter-hour were allowed during the day. This advertiser had become accustomed to bringing up the question of limitations on commercial copy first when placing spot business in order to avoid later entanglements caused by misinformation. He had usually waited an hour or a day or even longer until station representatives could either check with their stations by mail or wire or hunt through mas-

## MISSED BY STORM Tornado Swerves From WMT —But Stops Power—

WMT, Waterloo, Ia., was saved from considerable loss in transmitter equipment May 21 when a freakish tornado struck near Marion, Ia., where its vertical radiator is located. The tornado caused thousands of dollars of damages when it flattened barns, houses, killed many head of livestock, uprooted dozens of power lines and resulted in injuries to at least one person.

The wind was headed directly toward WMT's new transmitter building and towers when it suddenly swerved, missing the station equipment and loosed itself on all sides. Station was without power all forenoon and could not broadcast until workmen rebuilt nearly a half-mile of highline carrying power to the transmitter northeast of Marion. The highline was uprooted by the storm throwing off the current at 5:08 a. m.

Charles F. Quentin, technical supervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers, but the wind blew at a terrific speed there. Tests were being made preliminary to the start of the days broadcasting when the tornado swept across the high line. The power line going to the transmitter carries 6,600 volts. Every available man was kept busy repairing the line and broadcasting was resumed about 10 a. m.

## WFBR Signs Up Rates

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

## Spark Plug Discs

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

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

# WELCOME

TO THE MOST INTERESTING HOTEL IN AMERICA!

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



BE SURE TO VISIT

the Internationally Famous

# COLLEGE INN

Sophisticates from every corner of the world are conspicuous "among those present" nightly in this nightclub-restaurant, which has consistently maintained its reputation as Chicago's greatest attraction. . . . The College Inn is the perfect rendezvous for luncheon, dinner, or late supper. . . . Visitors from other cities do not have to guess—"where shall we go"—there is always a nationally known orchestra and an outstanding floor show at the College Inn. . . . And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.

# HOTEL SHERMAN

HOME OF THE COLLEGE INN  
**CHICAGO**

*L.B. Wilson*  
presents...



DOING THE REAL JOB  
FOR THE ADVERTISER

10,000 watts  
VERY SOON

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





**It's Done With Letters**

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

**Service to Oil King**

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

**Flowers and Anniversary**

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



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

**Credit for Credit**

IN CONNECTION with the paragraph published in this department, May 15 issue, titled *Everybody Likes "Credit"*, information has been received by BROADCASTING that Associated Broadcasting Co. of Toronto, Canada, has this game copyrighted in the United States and in Canada. Stations or agencies adopting this idea should check with Associated Broadcasting Co. for clearance. The United States copyright number, according to Associated, is 22652.

**Watching the Builders**

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

**PURELY PROGRAMS**

**Youngsters Take The Mike**

AN OPPORTUNITY for youngsters between the ages of 5 and 15 to become radio announcers is being offered by the Good Humor Ice Cream Co., Baltimore and Washington, on WBAL, Baltimore. The program, heard Friday evenings, is titled *Junior Varieties*. Youngsters write to the station and are accepted in sequence. Five or six participate in each broadcast. Their duties are to open the program, introduce musical selections, read commercials and, in general, control the entire program. An ultimate "best announcer" will be chosen to handle an entire program by himself.

**Tips on Recreation**

NEW YORK State has gone on the air via WGY, Schenectady, to publicize points of interest in the State for summer automobile tourists. In six quarter-hour broadcasts, the first May 26, historical dramatic sketches are produced by the WGY Players under the direction of Radcliffe Hall. The first was *The Battle of Oriskany*. Others will be *The Battle of Saratoga*, *Seige of Fort Niagara*, and *General Sullivan's Campaign in the Susquehanna Valley*. Players will include Patricia Sheldon, Betty Schurig, Frank Oliver, Maurice Randall and Ralph Cohen, all veteran WGY players.

**Trump that Ace!**

ADVICE from bridge experts is given on WMCA, New York, during a series of programs conducted by the Four Aces, David Burnstine, Oswald Jacoby, Howard Schenken and Merwin Maier, recent winners of the U. S. Bridge Association tournament. Card players who want advice come to the studio, question the experts temporarily and the problems are thrashed out then and there.

**The Other Man's Job**

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

**Dan's Arrows**

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

**Luring Male Listeners**

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

**The Little Radio Schoolhouse**

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

**A Message of Cheer**

*GOOD NEWS* is the descriptive title of a quarter-hour Thursday program now heard over the Don Lee network from KGB, San Diego, at 2 p. m. With Dr. Frank Lowe, pastor of San Diego's Central Christian Church as newscaster, the program concentrates on cheerful and informative news, barring mention of crime, accidents or other depressives. New and different, the idea has won approval of both civic officials and organizations.

**Peeks at Society Row**

ON WACO, Waco Tex., *Bowen's Society Reporter*, Monday through Friday morning from 10 to 10:15, sponsored by Bowen Drug Stores, a Texas chain, has proved an unusually successful innovation. Miss Kate Edmond, a member of Waco's 400, handles the program, which is done in the regular society column style, with the commercials preceding and following read by a staff announcer. After an initial contract of six months the sponsor has renewed for a year.

**Selling Autos Via Autos**

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

**Hot From the Hog Lot**

WDZ, Tuscola, Ill., heavy user of remotes, recently staged a month-long series of thrice-weekly "hog lot" broadcasts using the 5:30 a. m. period. Pickups originated as far as 80 miles from the studios. Studio interviews with prominent feeders supplemented the remotes. Wayne Feed Co. was sponsor.

**Visualizing Television**

AS A FORERUNNER of what may be expected when television comes and indicating that networks are quietly stepping up production in preparation for the new science, CBS started May 19 a series of weekly sustaining mystery dramatic shows from Hollywood for Pacific Coast release. Initial presentation title *Take the Witness*, an original was staged with new flexible microphone setups, permitting free movement of players who were in costume. No scripts were used. All members of the cast are theatre experienced. Broadcasts are heard Wednesdays, 10-10:30 p. m. (PST).

Preparations and experimental research had been quietly under way for several weeks for the programs, which originate from the CBS Music Box Theatre on Hollywood Blvd., under the direction of Charles Vanda, the network's West Coast production manager. William Lawrence, on the CBS production staff for six years, assists Vanda. Ashmead Scott is script writer. Broadcasts have a contest angle with CBS offering a weekly prize for the best solution.

**After the Diploma**

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

**From Monkey Manor**

KLZ, Denver, has organized a KLZoo Club, with remotes from the city park zoo every Saturday morning. Mathew McEniry, KLZ announcer, interviews Clyde Hill, Park Supt. regarding the animals. Broadcasts originate from the monkey house, the monkey island—



where the monkeys run loose, the bear pits where the bears run loose among the rocks, woods and streams, the eagle cages, etc. The animals have been very accommodating with growls, barks and roars when the "mike" was close enough for a pickup. Some 500 youngsters follow the KLZ "mike" around the park. Park officials estimate the broadcasts have increased park attendance throughout the week by 200%.

For the Literary-Minded WCPO, Cincinnati, has a five-minute book review program *The Reader's Guide Post* twice weekly, with Alice Plaut giving short reviews of current volumes.

**Where Crime Begins**

BILLED as "anti-crime dramas," a cast of KYA San Francisco players is heard in a new series of dramatizations intended to show that criminal careers often begin after the criminal's conviction. The true story foundation for the program is drawn from the experiences of Dr. L. L. Stanley, resident physician of the San Quentin prison since 1913, and nationally known writer on the medical aspects of crime. Dr. Stanley acts as narrator on the program, which attempts to go behind the actual crime itself and investigate the psychological and environmental factors which caused it. The program is heard weekly over the California Radio System Orange Network.

**Drawing the Rural Listener**

AS A MEANS of building farm listeners for KSFO, San Francisco the program department has inaugurated a new feature called *The Farm Reporter*, heard daily except Sunday at 7:30 a. m., under the direction of Ira L. Smith, KSFO agricultural director. Aside from information about markets, quotations, and other pertinent farm data, the broadcast carries news from various Northern California Farm Bureaus. A feature of the promotion behind the program was the sending out on May 7 of some 300 mimeographed letters and numerous special letters to Farm Bureau officers in the northern part of the state, requesting the appointment of "air correspondents" to forward news and information for the broadcast.



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

**Airing From an Airport**

WITH the title *Know Your Airport*, KWK, St. Louis, has started a series direct from Lambert Airport, some 20 miles from downtown St. Louis. Microphone pickup points are located at various points of interest at the Municipal Airport, the base of all airline traffic through the city. Announcer Tom Daily and John Neblett handled the first broadcast, Daily in the control tower, and Neblett at the landing dock. The series which will continue for several months—touring the airport, broadcasting a fly-by-fly description of the St. Louis air races, and meeting celebrities flying through St. Louis by air lines.

**What Parents Should Know**

KLZ, Denver, has started a new series of educational programs titled *Parent's Forum*. Problems of child rearing will be discussed. Mark Hansen, narrator, presents questions and their answers from *Parent's Magazine*. Questions sent in by listeners will be forwarded to *Parent's Magazine* and will be answered and discussed on subsequent broadcasts.

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

**Wielders of the Hoe**

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

**How to Be Happy Though...**

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

**Spelling Bee**

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

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

**POWER TO SELL!**  
Your Prospects Are Friends of WSOC

WSOC is known as a friendly station. Our honest effort to serve our listeners has gained their respect and confidence. A trial will convince you, too, that WSOC has the POWER to move merchandise in volume.

**WSOC** Charlotte, N. C. an NBC Affiliate

**PULLING POWER...**

In the St. Louis area KWK is the station with the pulling power to bring in those EXTRA sales returns. Like a giant magnet KWK attracts orders in quantities you never thought possible. Investigate what KWK can do for you, too—a phone call or letter will bring a representative immediately.

**THOMAS PATRICK INC.**  
HOTEL CHASE ST. LOUIS

REPRESENTATIVE-PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

**KWK**



# Tested TRANSCRIPTIONS FOR THESE 8 TRADES

- BAKERIES
- LAUNDRIES
- JEWELERS
- USED CAR DEALERS
- LOAN COMPANIES
- OPTOMETRISTS
- CREDIT CLOTHIERS
- DRY CLEANERS

## 26, Half-Minute Skits for Only \$26

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

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

SEND FOR SAMPLE RECORD

GENTLEMEN: B

Send me presentation records of the following for which I will donate \$1.50 each:

- BAKERY SKITS
- USED CAR SKITS
- LOAN SKITS
- LAUNDRY SKITS
- OPTOMETRIST SKITS
- CREDIT CLOTHING "
- DRY CLEANERS "
- CREDIT JEWELERS "

It is understood any deposit paid will be refunded upon return of records prepaid within 30 days.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## TIME FOR SPACE— AN EXCHANGE WROK Has Arrangement With Group of Seven Weekly Newspapers to Publicize Station.

A NOVEL arrangement has been developed by WROK, Rockford, Ill., and a group of seven weekly newspapers operated by the Associated Publishers of DuRand, Ill. To publicize WROK throughout its Northern Illinois and Southern Wisconsin area, officials of the station worked out an agreement with the youthful heads of the newspaper group whereby, in return for a half-hour broadcast period, the papers were to publish publicity and advertisements of the station. Titled *Howdy Folks*, the program carries out the neighborly theme of weekly papers and features a mystery quartet and "Doc", a master of ceremonies who is Edward Baker of the newspaper group. Each Sunday afternoon an air tour is taken to one of the seven communities in the publishing group and musical talent from the community is presented. The mayor, village president or outstanding citizen of the community is present to discuss briefly the historical and civic background of the town or village.

### Time For Space

Commercial direct attention to the newspapers' circulation contests and features, driving home the importance of a weekly paper in rural community life. WROK turned over the half-hour period to the newspapers and the programs are prepared, talent recruited, and the broadcasts presented under the direction of Baker and the firm partners. WROK, in return, without stipulating any definite size, asked that the newspapers run advertisements



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

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

The exchange was started by WROK as an experiment to determine a basis for possible cooperation with more than 50 daily and weekly papers in the area it covers.

Associated Publishers, a three-year-old company was organized by Horace C. Baker and John R. Van Sickle, graduates of the University of Illinois. Papers in their group include the *DuRand Gazette*, *Bryon Tribune*, *DeKalb County Journal*, of Kirkland, *Davis Leader*, *Leaf River Register*, *Stillman Valley News* and *Winslow Register*.

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

## Presto to Defend Infringement Suits

### Contests Patent Claims Made By Concern in Los Angeles

CLAIMS of the U. S. Sound Recording Supply Co., Los Angeles, that a patent on the coating of metallic discs is being infringed in the manufacture of instantaneous discs employing the Presto Recording Corp. process, have been contested by the latter corporation in an issue involving KGIR, Butte, Mont.

On May 5, Gail Vandenbraak wrote KGIR that the station, as a user of "coated metallic sound recording blanks", would be interested in knowing that it was the U. S. Sound Recording Supply Co.'s contention that all sound recording blanks of this nature are covered by a patent owned and controlled by the company. The patent was identified as No. 2,008,092. The letter further stated:

"Any coated metallic sound recording blank not carrying 'U. S. Patent No. 2,008,092' has been manufactured and sold without our license and is an infringement of this patent. All manufacturers, sellers, purchasers, or users of these instantaneous sound recording blanks are subject to suits for infringement and incidental relief.

"We wish to emphasize that it is fully our intention to protect ourselves in the premises."

### Presto Makes Reply

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

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

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

Of course, we agree to assume at our own expense the defense of any suit which may be brought against you for infringement of U. S. Letters Patent No. 2,008,092, dated July 10, 1935, based upon the sale or use by you of any Presto Green Seal Discs, purchased by you, from us, and we agree to indemnify and save you harmless from and against any decree or award of profits, damages or costs or other judgment or recovery in any such suit, provided, however, that you shall notify us of any action or proceeding in any court against you based upon any such infringement or claimed infringement, and that you permit us to defend such action or proceeding by counsel of our own selection.

### Darical in the West

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



• WKY puts a kick in sales that Oklahoma dealers can feel. They know that when WKY is in your selling recipe . . . when you mix WKY in your selling campaign in Oklahoma . . . it will pack plenty of wallop where they like to feel it most. So when you talk WKY in Oklahoma, you're talking business. WKY is a sales stimulant, they have tasted . . . an argument they can understand. Give yourself and your dealers that rosy feeling by making WKY the chief ingredient in your selling effort in Oklahoma.



# WKY Oklahoma City!

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY— PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

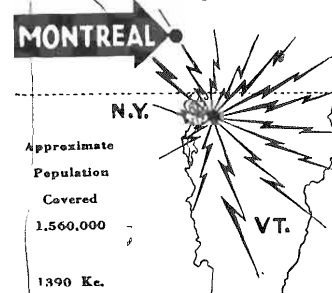
Representative E. KATZ SPECIAL ADVERTISING AGENCY

**America's BEST  
FOREIGN  
LANGUAGE STATION**

A NEW APPROACH TO THE  
NEW YORK MARKET

**WBNS NEW YORK**  
1000 WATTS DAY AND NIGHT

### LOWEST COST COVERAGE!



**WQDM 1000 WATTS**  
St. Albans, Vermont

BROADCASTING • Broadcast Advertising



# RADIO ADVERTISERS

GOLDEN BEAR COFFEE Co., Los Angeles, is using KGB for the new Breakfast Club Coffee campaign in San Diego. Starting May 17, the KGB Don Lee serial *Savannah Street* was sponsored Mondays, Wednesdays and Fridays with supplementary announcements Tuesdays and Thursdays. *Savannah Street* is authored by Perry Crandall and produced by David Young in the KGB studios and is broadcast to the Don Lee stations as a Monday thru Friday sustaining feature, 9:15-9:30 a. m.

WHITEMORE BROS. Co., Cambridge (shoe polish) is advertising through Stoddard Sampson Co., Boston.

COLLINGBOURNE MILLS, Elgin, Ill., has placed its account with Crutcherfield & Co., Chicago.

Investigate  
The Power of the  
Spoken Word  
**WTOC**  
SAVANNAH, GEORGIA  
1260 K.C. - CBS  
UNITED PRESS NEWS  
Represented Nationally  
By  
Paul H. Raymer Co.

HECKER I-I-O Co., Inc., New York (Force cereal), is sponsoring three announcements weekly in German on the *German Housewife Hour* on WBNX, New York, placed through Erwin, Wasey & Co., Inc., N. Y.

ROYAL FLOOR WAX Co., Buenos Aires, Argentina, is sponsoring broadcasts of NBC Thesaurus programs on IRL, Buenos Aires, according to William J. Linderman, RCA-Victor agent in that city.

SWIFT & Co., Chicago (meats), began twice weekly four minute participation on the *Women's Home Forum* over KDKA, Pittsburgh, May 28, placed through J. Walter Thompson Co., Chicago.

CHICAGO-ROOSEVELT STEAMSHIP Co. is considering use of radio advertising on Chicago stations this summer. McJunkin Advertising Co., Chicago, handles the account.

W. M. G. BELL Co., Boston (seasoning) makes up lists, including radio, during June. Agency is H. B. LeQuatte Inc., New York.

BILLINGS CHAPIN Co., 1163 W. 10th St., Cleveland (paint), radio user, makes up lists in July. Advertising is placed direct.

GRAHAM-PAIGE MOTORS Corp., Detroit (autos), occasional radio user, makes up lists in July. J. Walter Thompson Co., Chicago, is now agency. M. V. Wieland and T. W. Harrison are account executives.

KOSTO Co., Chicago (desserts), radio user, makes up lists in July and August. Perrin Paus Co., Chicago, is agency, D. L. Paus, account executive.

OLIVE TABLET Co., Columbus (Dr. Edwards olive tablets), a radio user, makes up lists in July and August. Agency is Erwin Wasey & Co. Inc., New York. J. W. Sturdivant, account executive.

FISHER FLOURING MILLS Co., Seattle, has appointed Straug & Prosser, Seattle, as agency.

**Texaco Signs Eddie**  
TEXAS Co., New York, sponsoring Eddie Cantor on CBS Sunday nights, has renewed the comedian's contract for six years until June, 1943, as a result of a survey of 45,000 gasoline dealers. Seeking a star for its radio program, Texaco instructed each of its dealers to query five of their customers who was their favorite entertainer—and Cantor led his nearest competitor two to one.

LITTLE CROW MILLING Co., Warsaw, Indiana (Coco Wheats) in a recent giveaway offer on their *Jolly Joe Kelly and His Pet Pals* program on WLS, Chicago, distributed more than 25,000 Pet Pals Club books to youngsters. Book contained "funny flickers," words of song parodies used on the program, riddles and games, in addition to the prizes offered in contests on the show. The Coco Wheat show recently shifted to a three-weekly schedule for the summer but will return to the regular five weekly series on Sept. 25. Rogers & Smith, Chicago, is agency.

AMERICA & SECURITY Corp., specializing in term financing of insurance premiums, has placed its account with Gerth-Knollin Adv. Agency, San Francisco. The agency has just completed a direct mail campaign of 12 units featuring the company's new "Econ-o-plan," samples of folders and other material having been sent to insurance agents throughout the country.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), is sponsoring *Women Make News*, a daily 15-minute summary of news of particular interest to women broadcast by Vincent Connolly, on WOR, Newark, Monday through Friday afternoons. Program was placed through Benton & Bowles Inc., New York.

MARLIN FIRE ARMS Co., New Haven (razor blades) has named Grady & Wagner Inc., New York, as agency.

NORTH STAR WOOLEN MILL Co., Minneapolis, has placed advertising with BBDO, Minneapolis.

VIRGINIA DARE EXTRACT Co., Brooklyn, has appointed C. Frederick Bell Inc., New York, to service its account.

QUAKER OATS Co., Chicago, has named Mitchell-Faust Adv. Co. to handle its macaroni products account.

SNIDER PACKING Co., Rochester (catsup) on May 17 started its fourth consecutive summer series on WBBM, Chicago.

**WDRRC**  
THE ADVERTISING TEST STATION  
IN THE ADVERTISING TEST CITY  
HARTFORD, CONN.

An ATTENTIVE audience of more than a MILLION people who SPEND money! — AND a merchandising plan that FOLLOWS THRU!  
(Write for booklet.)

Basic Network Station of the Columbia Broadcasting System

FELDMAN PETROLEUM Co., Chicago, operators of a chain of 64 gas stations in that city, will add WAAF, WEDC, WCRW and WGES on June 7, bringing the number of stations being used in their current campaign presented three times daily except Sunday will start on the four stations at that time. The firm is now using a similar schedule on WJJD, WCFL and WIND. A quarter-hour transfered show *The Mirth Parade* is being used Sundays on WJJD and WCFL, with a quarter-hour recorded program on the latter station three mornings weekly. Dade B. Epstein Adv. Agency, Chicago, is agency.

WALGREEN Co., Chicago (drug store chain), started daily except Sunday time signal announcements on WGN May 25, concentrating their commercials on ice cream. Schedule will continue until June 30, at which time Walgreen's will switch to a regular full-length show which is now being formulated. Possibilities are that it will be a quarter hour three weekly series. Dade B. Epstein Adv. Agency, Chicago, has the account.

GRANT WATCH Co., Chicago (Grant watches), now using spots on WJJD will expand its schedule this fall and use a half-dozen stations in Chicago. Morris & Davidson Inc. is the agency.

TOWNSEND NATIONAL WEEKLY, Chicago, originally scheduled to go on 95 stations June 6 and 20 will not start until a later date because of a change in the Townsends national convention from the first to the third week in July.

NIPPERSTINK COUNTRY CLUB, Wisconsin recently began sponsorship of a quarter-hour weekly program on WBBM, Chicago. Norman Ross is master of ceremonies of the variety program which was placed by Kirtland-Engle Co., Chicago.

I. J. FOX, national furrier chain, is using 24 thrice-weekly transmissions and 31 time signals a week on WEEI, Boston, through Huber & Creedon.

ESTABROOK & EATON, Boston (cigars), one of the largest spot users in New England, has added a series of nightly *Sports Headlines*, as well as time signals, on WEEI, Boston, through Huber & Creedon.

PROCTER & GAMBLE Co., Cincinnati, has been sponsoring the *Original Amateur Hour* on WJLN, New York, broadcast each Tuesday evening from the stage of Loew's Ziegfeld Theatre in New York, in the interest of Oxydol. Blackett-Sample-Hummert Inc., New York, is the agency.

ASSOCIATED Golfers of America, Chicago, recently started a quarter-hour sponsored series over WCFL featuring interviews with leading golfers, placed direct. AGA operates 29 golf courses in metropolitan Chicago. Program is broadcast Monday, Wednesday and Friday at 7:30 p. m.

GRUEN WATCH Co., Cincinnati (watches), recently signed a two-year noncancelable contract with WCFL, Chicago, to broadcast seven time signals daily. Schwimmer & Scott, Chicago is agency.

PENNSYLVANIA RUBBER Co., Jeannette, Pa., (tires), placing direct, sponsored the Badminton world championship matches from the Pan-Pacific Auditorium Los Angeles, on KATV, Hollywood, May 20. Sandy Roth, sports announcer described the match between Jack Purcell, champion and Guy Reed, challenger.

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

# MAHAN APPOINTED BY WESTINGHOUSE

THE appointment of S. D. Mahan as general advertising manager of Westinghouse E. & M. Co. was announced May 17 by G. H. Bucher, Westinghouse executive vice-president. Roger Bolin was named as merchandising advertising manager, succeeding Mr. Mahan.

In his new position Mr. Mahan will have general supervision over all advertising and sales promotion work of Westinghouse and its subsidiary companies. He will headquarter in Mansfield, O., where Mr. Bolin also will be located. A native of Waterford, Pa., Mr. Mahan has been directing advertising and sales promotion activities in advertising agencies and industrial concerns for more than 20 years. He was first associated with the H. K. McCann Co. and has been with such agencies as Fuller & Smith & Ross, Cleveland, and Greenleaf Co., Boston. He joined Westinghouse in 1933.

Mr. Bolin joined Westinghouse in 1925 at East Pittsburgh and since that time has been continuously associated with its merchandising, advertising and sales.

# Radio Set Lineage

RADIO manufacturers, a few of whom are more or less consistent advertisers on the radio, spent large sums on newspaper advertising during 1936, which was the first real recovery year for radio set and equipment sales since the 1929 peak. *Media Records* reports the following as the lineage of leading radio manufacturers in the newspapers last year: Philco, 2,071,238; RCA, 559,146; Grunow, 428,517; Zenith, 422,730; General Electric, 417,810; Stewart-Warner, 68,990; Crosley, 53,259; Westinghouse, 24,030; DeJco, 7,438.

NBC Awards Scholarships  
NBC has awarded two scholarships for advanced instrumental study during the summer at the National Music Camp in Interlochen, Mich., to winners in the National Orchestra Contest; held May 15 at Columbus. Recipients of the scholarships, both graduates of high schools this Spring, are Roy Houser Jr., 17, Centerville, Ia., bassoon player, and Edward Epstein, 16, Chicago, French horn player. The \$200 scholarships provide for board and tuition at the camp during July and August.

Hello!  
Murray Carpenter  
Compton Advertising, Inc.  
Enjoyed our visit when in New York recently. Glad to know that our coverage statements have been checked and proven to your satisfaction—by surveys and actual campaigns. WMBD's advertisers have doubled and tripled their radio advertising budgets because of our REAL community service to Central Illinois. WMBD carries, we believe, more national and local advertising than any other station its size in a market its size.  
We're at your service!  
MEMBER CBS NETWORK  
**WMBD**  
FLORIDA, ILLINOIS

# OTHER FELLOWS' VIEWPOINT

## President's Mimic

EDITOR, BROADCASTING:  
Through the medium of a press clipping bureau an item which appeared in BROADCASTING April 15, captioned "President's Mimic Cut Off," was brought to my attention. I take exception to the article as misleading and unfair to my client Arthur Boran, for failing to offer both sides of the question.

To be exact, WMCA, New York, erred in cutting Mr. Boran off the air at the Press Photographers' ball because of his presidential impersonation. Mr. Boran had received blanket permission from Stephen Early, the President's secretary. Mr. Boran did at the President's request the impersonation this past year before Mr. Roosevelt at the White House Press

Correspondents' dinner in Washington, D. C.

Mr. Boran also impersonated the Chief Executive on Eddie Cantor's (Texaco) program only a few weeks ago over the Columbia Network. May 12, 1936

SAM BLAKE  
Publicity, New York City

## KFRU News Announcers

EDITOR, BROADCASTING:  
In reading the May 15 issue of BROADCASTING, I notice an article about Yale University undergraduates being used on WBRY, Waterbury, Conn., for news announcers and it was interesting to note that Lucky Strike sponsored the programs. I thought you might be interested to know that we have been doing this very thing for the past five months. The famed Missouri University School of Journalism processes our news and we have trained six different journalism students as news announcers. It was gratifying to know that three of the six students have already procured jobs in broadcast-

ing stations as news processors and announcers, so it looks as though our training here has been effective.

C. L. THOMAS, Manager,  
KFRU, Columbia, Mo.  
May 22, 1937

## Seminole Placing

SEMINOLE FLAVOR Co., Chattanooga (beverage flavors), is now selecting additional stations for placement of its one-minute dramatized, transcribed playlets, complete with commercial. Seven southern stations are now being used with nine more scheduled to start the one-minute transmissions. McJunkin Adv. Co., Chicago, is the Seminole agency.

RED AND BLUE NBC  
**WCOL**  
COLUMBUS, OHIO  
Joseph H. McGillivra, Rep.

Sure!  
**WIBW**  
SAYS  
SO!

Reliability... **WIBW**  
HAS THE FULL CONFIDENCE OF 839,770  
FARM HOMES THROUGHOUT ITS SERVICE AREA

**WIBW**—"The Voice of Kansas"

DON SEARLE, Gen. Mgr.  
Represented by Capper Publications in  
New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

## AGENCIES AND REPRESENTATIVES

H. C. VOGEL, has been appointed radio director of Beaumont & Hohman Inc., Chicago. Mr. Vogel was with the Chicago-NBC network sales department for two years and was one of the heads of Freeze-Vogel-Crawford Inc., advertising agency with offices in Chicago and Milwaukee.

ARTHUR H. HAGG & Associates, newspaper representatives with offices in New York, Chicago, Kansas City, Omaha and Denver, has entered the radio representation field. Its first client is KGNO, Dodge City, Kan., owned by the *Dodge City Globe*, which it also represents.

J. T. CROSSLEY Co. Inc. is the new firm name of the former Crossley & Wicker Inc., Portland, Ore., agency.

JACK VAN NOSTRAND has joined the radio production staff of Young & Rubicam Inc., Hollywood, switching from Lord & Thomas, Los Angeles. Carroll O'Meara, KTLJ, Los Angeles, writer-producer, has resigned his post and on June 7 also joins the staff of Young & Rubicam Inc., in a similar capacity.

WEED & COMPANY, station representatives, has opened a Detroit branch in the Michigan Bldg., under management of M. J. Thoman, formerly of the Chicago office.

FERGUSON & ASTON Inc., has been appointed representatives for KXBY, Kansas City, and KFRI, Columbia, Mo. Representation in Chicago for the latter station, however, does not take effect until July 1.

PAUL R. WINANS, president of Advertising Arts Agency, Los Angeles, is the father of a 6½ pound baby girl born May 7. Mrs. Winans, radio singer, is known professionally as Mary Janice.

IVAR F. WALLIN JR. & STAFF, Los Angeles advertising agency, has moved to larger offices at 3806 Beverly Blvd., that city.

JACK WITHINGTON, for the last six years an account executive of KPAC, Los Angeles, has entered the agency field, specializing in radio, and established offices in the Architects Bldg., that city, under the firm name of J. H. Worthington Co.

NORMAN GREGG, publicity director of Erwin, Wasey Co., Chicago, for the last ten years, has resigned to open a publicity firm at 121 N. Clark St., Chicago. He will continue to handle publicity for the agency's NBC *Contented* program sponsored by Carnation Co., Milwaukee.

CHICAGO office of Transamerican Broadcasting & Television Corp. will expand soon, adding a complete writing and production unit.

## Hollinshead Shifts

MELVIN A. HOLLINSHEAD, for 15 years with the Campbell-Ewald Co. in Detroit and New York, has joined Morner Productions Ltd., New York, as a vice-president and partner. Starting with Campbell-Ewald as an account executive, Mr. Hollinshead became head of the agency's radio department in Detroit about six years ago and during the last two years he has been vice-president in charge of radio of the New York office, handling chiefly the Sunday evening concerts on NBC for General Motors Corp. Morner Productions is engaged in the building and production of commercial radio programs for advertisers and agencies. The company is headed by Count Gosta Morner.

CRAIG & HOLLINGBERY Inc., recently began national sales representation of WAAP, Chicago, bringing the list of stations the firm represents to 15. Other stations are: WHAM, Rochester; WRBX, Lawrence, Kan.; KSCJ, Sioux City; WIBC, Duluth; WIOD, Miami, Fla.; WORC, Worcester, Mass.; WOKO, Albany; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; WBX, Utica, N. Y.; KPMS, El Paso, Tex.; WEAU, Reading Pa.; WMEX, Boston; WEAU, Eau Claire, Wis.

C. J. LaROCHE, President of Young & Rubicam Inc., New York, and Jack Reeder, vice-president of the agency's Detroit office were in Hollywood to discuss the summer status of the NBC *Packard Hour*. With them were Frank McKinney, advertising manager of Packard Motor Car Co., sponsors of the program, and Julian Field, Young & Rubicam New York executive.

DON FRANCISCO, vice-president of Lord & Thomas, Los Angeles, has returned to his desk after a four-month world tour.

WALTER BIDDICK Co., Los Angeles, has been appointed exclusive Pacific Coast representative of KJBS, San Francisco, and KQW, San Jose, Cal.

**KIRO**  
SEATTLE  
1000 Watts 710 KC

**KIRO LOOIE SAYS:**

"If you ever have the Comparative Sales Curve Blues, try the KIRO LOOIE Special. It's a sure-fire pick-up. Recipe upon request."

NATIONAL REPRESENTATIVES  
**John Blair & Co.**  
NEW YORK CHICAGO  
DETROIT SAN FRANCISCO

JOE L. KILLEEN, cofounder of Fitzgerald Adv. Agency Inc., New Orleans, has been elected president succeeding C. L. Fitzgerald, who has joined Fletcher & Billis. Other officers were named as follows: Joseph H. Epstein, vice-president; Leonard Greener, vice-president and treasurer; Roy M. Schwarz, secretary; Warren G. Posey, production manager; E. W. Rector Wooten, art director; L. R. O'Pry, comptroller. No personal changes are planned and the corporate name will be retained.

GRACE & BEMENT Inc., have been appointed to handle advertising for the Detroit Radio & Television Corp. and its subsidiary, Detroit Refrigeration Corp., both of Detroit. The agency has also been named for the Electrical Products Co., (electrical specialties) another Detroit firm.

CARL A. FURSTENBERG has been appointed production manager by the Barlow Adv. Agency, New York, with headquarters at Syracuse.

LEE CROOKS, formerly in charge of advertising promotion of the *Detroit Times*, and Wm. Carnh, formerly account executive with the Stevens-Farron advertising agency, have been added to the staff of the Fred M. Randall Adv. agency, Detroit.

McCANN-ERICKSON Inc., advertising agency, will move into new and larger quarters in the Guardian Bldg. in Cleveland on July 1. R. M. Alderman, vice-president in charge of the Cleveland branch, has announced.

TWO CHICAGO agencies have enlarged and redecored their quarters. They are Wade Adv. Agency, which has doubled its space at 208 W. Washington St. while Ruthrauff & Ryan, Inc. has taken over the entire 13th floor at 360 N. Michigan Ave.

FRANK P. MORTON, formerly of Carl J. Balliet, Adv., and later advertising and sales manager of Southeastern Hotels Co. and Textile Chemical Products Co., has formed an agency under the firm name of Morton Advertising, in Greensboro, N. C. He will act as general manager, with William Stack as art director.

H. W. KASTOR & SONS ADV. Co. Inc., with headquarters in Chicago, has opened a New York office in the RCA Building in Rockefeller Center, with Arthur Kastor in charge.

EUGENE H. BROCKHAUS has joined Guenther-Bradford & Co., Chicago, as account executive. He was formerly with the *Chicago Evening American*.

FRANK C. MAHNKE Jr., formerly with Roche, Williams & Cunningham Inc., Chicago, is now an account executive with Albert Kircher Co. of the same city.

CHESTER R. CURTIS, formerly of Gottschaldt-Humphrey Inc., Atlanta, has been named advertising manager of Armour Fertilizer Works.

KFEL, Denver, has appointed John Blair & Company as exclusive national representatives and continues as a Transamerican affiliate.

THORNLEY & JONES Inc., New York, has established a branch office at 134 S. LaSalle St., Chicago.

GOTTSCHALDT-HUMPHREY Inc., Atlanta, has started a branch office at Greensboro, N. C.

J. J. DEVINE & Associates, national representatives, have been appointed exclusive representatives of KRMD, Shreveport, and KPDC, Lake Charles, La.

**KFRU**  
COLUMBIA, MISSOURI  
A Kilowatt on 630  
A Sales Message over KFRU  
Covers the Heart of Missouri

## Radio Consulting Firm Formed by Norman Ross



Mr. Ross

NORMAN ROSS Inc., radio consultants, has been formed in Chicago to handle writing and production of shows and develop radio programs. Headed by Norman Ross, who will continue his announcing work at various Chicago stations, the organization includes Jesse A. Alexander, formerly with WAAF; Ralph Andre, brother of Pierre Andre, WGN announcer; and Elizabeth Onderdunk. The firm's new offices in the Merchandise Mart will have one of the most complete layouts in the city when the audition studios, now being installed, are completed.

Ross was a member of the old *Chicago Daily Journal* sports staff for five years and was also on the sports staff of the *Chicago Herald & Examiner*. He held several world's championship swimming titles from 1916 to 1922.

## Foreign Language Group Formed for Alka-Seltzer

NORMAN B. FURMAN Inc., New York, recently formed advertising agency handling foreign language radio programs exclusively, is placing several foreign language program series for Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer): A daily quarter-hour in Italian on a special network composed of WEVD, New York; WELI, New Haven; WSPR, Springfield, Mass.; WCOP, Boston; WPEN, Philadelphia; WNBC, New Bedford, and WSAR, Fall River; a quarter-hour daily Polish program on WELI and WNBC; and a half-hour in Jewish every Saturday on WEVD and WPEN. Mr. Furman told BROADCASTING that this foreign language network, with WEVD as its key station, had been set up by him for the service of his clients.

Other accounts handled by the new agency include: D. Wroblewski & Co., Brooklyn (Kalvariski Vno, tonic), using a daily half-hour in Polish on WEVD, WRAX and WCOP; Guardian Loan Co., New York, using a weekly half-hour in Jewish on WEVD; Borden Co., New York (Puritan Brand Dairy Products), weekly half-hour in Jewish on WEVD; and David's Fifth Ave. Inc., New York (department store), quarter-hour weekly in Jewish on WEVD.

NOTED for being the only station whose call letters spell the name of its home town, WACO at Waco, Texas, is also unique in being located in a building which is self-sustaining, getting its water from an artesian well under the building and generating its own electricity from oil taken from wells owned by the Amicable Life Insurance Co., owners of the building.

**NEWS**  
is your best bet  
**TRANSRADIO**

## Mrs. Melrose Joins Agency

EDYTHE FERN MELROSE, former director of WJAY, Cleveland, and more recently associated with Pan American Broadcasting Corp., New York, on June 1 joins Street & Finney, New York, as director of radio. Mrs. Melrose is well known in radio, having managed the Cleveland station for several years.

## R & R Adds in Chicago

THE Chicago office of Ruthrauff & Ryan Inc. is expanding its radio setup effective June 1. Ros Metzger remains as radio director but Dale Perrill, who has been in the production end, will become a radio account executive. A new man will be added to the staff to take charge of station relations and facilities. Arden Bucholz, who has been radio contact man on the Penn Tobacco Co. account (Kentucky Winner Cigarettes and Kentucky Club Tobacco) will be in charge of production, succeeding Mr. Perrill. Miss Katherine Haney will be in charge of scripts. Under the new set-up, Ruthrauff & Ryan will have one of the largest radio staffs in Chicago with the personnel in that department occupying an entire wing on the 13th floor at 360 N. Michigan Ave., the agency having just finished expansion and redecoration.

## Swift Increases Spots

SWIFT & Co., Chicago (meats), continues its expansion in spot expanding its current spot schedule with two stations being added and a third receiving a 52-week renewal. On June 1 Swift starts thrice weekly participation in the *Martha Deane* show on WOR, Newark. The meat firm recently began 100-word announcements on a staggered schedule on WOW, Omaha, which will run for 16 weeks and end Sept. 4 and has renewed its twice weekly participation in *Polly the Shopper* for 52 weeks beginning June 12 on KSTP, St. Paul. J. Walter Thompson Co., Chicago, handles the account.

APPLICANT for a new regional station on 1200 kc., the *Chattanooga Times*, one of the properties of the late Adolph S. Ochs, publisher of the *New York Times*, proposes to use the call letters WASO in honor of Mr. Ochs if the FCC authorizes the station. Except for its extensive activities in the shortwave field, the *New York Times* has never been an applicant for broadcasting facilities.

**HURRY!**

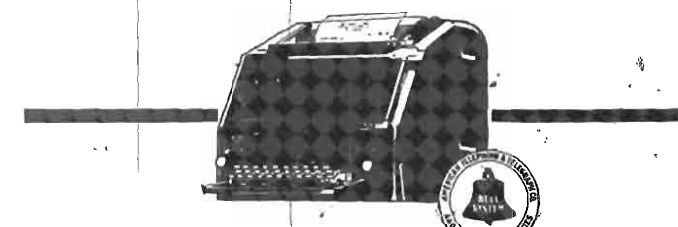
THE latest BULLETIN from Hotel Sherman, Chicago, indicates a complete sell-out of accommodations for the NAB Convention! Better wire NOW — today — if you can't stand disappointments. Will be seeing you June 20!

**WGES**  
"In the Heart of Chicago"  
Management, Gene T. Dyer



**200 yards or 2000 miles**  
by TELETYPEWRITER

• You've got to be fast, in your business. And you've got to be accurate. Bell System Teletypewriter Service transmits information in typewritten form, letter for letter, across any distance. It produces typed copies of last-minute script changes, time-clearances, program details, at both ends. Carbon copies are struck off at the same time for routing and filing. Teletypewriter Service will link two places or many, with fast, written intercommunication. Ask your local telephone office for complete details.



The MILWAUKEE JOURNAL STATION **WTMJ**

**WOKO**  
ALBANY, NEW YORK

POPULARITY + EFFICIENCY = RESULTS

Get Your Share of Results In This Rich Capital District Market

USE **WOKO** Hotel Ten Eyck, Albany

**STUDIO NOTES**

A. L. ALEXANDER, who conducted the turbulent *Good Will Court* on WMCA, New York, and later Inter-City and on NBC-Red for Chase & Sanborn, has published a memorandum of a new program in which disputes would be settled by important laymen rather than by lawyers. Both sides would appear in every case.

KTAR, Phoenix, Ariz., has received a letter of thanks from St. Joseph's Hospital for a broadcast announcing the immediate need of a blood donor. The broadcast drew quick action and the transfusions led to recovery of the patient.

AFTER several days of informal testing, KYA, San Francisco, went on the air May 24 with its new 5,000 watt transmitter located at Candle Point

**THE DAILY HABIT OF OVER ONE HALF MILLION PEOPLE**

... with an income the highest in Wisconsin outside of Milwaukee. Now affiliated with CBS. Write or wire for details.

JAMES A. WAGNER, Manager-Director

**W T A Q**  
GREEN BAY • WISCONSIN

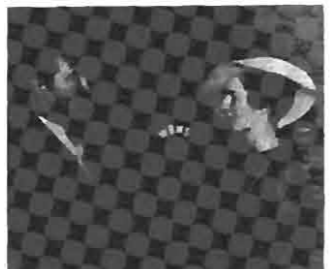
NBC's *Death Valley Days*, sponsored by the Pacific Coast Borax Company, celebrated its fourth anniversary May 18 with a studio party at the NBC studio in San Francisco. McCann-Erickson agency was host for members of the cast, agency executives, and newspaper and magazine radio columnists and correspondents.

BELIEVED TO BE the longest remote pick-up on the Pacific Coast is H. Sutliff Tobacco Co.'s *Smoke Rings*, which begins June 3. The show will originate in the studios of KSFQ, San Francisco, and be piped from there for release over KNX in Hollywood, not being heard in San Francisco. On behalf of Heine's blend pipe tobacco, the company broadcasts twice weekly over KYA in San Francisco, D'Evelyn and Wadsworth, San Francisco, is the agency.

NBC's Chicago studios launched two new dramatic shows late in May. *Stepmother*, a quarter-hour five-weekly script, authored by Jocelyn Gerry, and *There Was a Woman*, a weekly half-hour drama co-authored by John M. Young and Bessie Hoyton. The NBC Chicago Young Hickory drama was taken over by Procter & Gamble Co. for Dreue.

WHEC Rochester, donated six quarter-hour dramatic shows during the week of May 9 to the Community Chest Campaign. Each program was a dramatization of a case helped by one of the social agencies which are supported by the common Chest, planned, written and produced by Walter Folmer. WHEC also contributed several periods for talks by prominent citizens during the campaign and saluted the Chest in the weekly "Stone 1320" program which honors Rochester industries and institutions.

KLPM, Minot, N. D., has moved to new studios on the second floor of the Fair Block. Two studios are air conditioned. Insultite and Nu-Wood were used for wall treatment.



**WHEN TOM MIX**—Brought his circus to Columbus, Betty Hartly of WBNS, switched from her regular custom of discussing women's fashions for the Dunn Taft Co. over to a chat about what the well-dressed circus performer will wear. She and Mr. Mix talked about circuses, movies, horses, but forgot about women's clothes. Miss Hartly is now making plans for a trip to Paris salons to study fashions and to prepare material for fall broadcasts.

WCKY, Cincinnati, will conduct a radio talent search over a period of ten weeks, starting June 8, by means of a *Stars of Tomorrow* contest in which cash will be awarded as prizes for the best acts. The contest will be held in cooperation with the Liberty Theater, Covington, Ky., which will give a prize of \$200 for the best act, \$100 for the second and \$50 for the third. The winners will appear for three days at the theater. The talent contest is open to both amateurs and professionals, including vocal and instrumental acts. Entertainers may compete as individuals or as teams.

A VARIATION of the sidewalk interview broadcast has been adopted by WNEW, New York. The idea is to make transcriptions of noontime interviews for broadcasting during the evening, on the basis that when these people are told that they can hear themselves on the air that night they will have every friend and relative listening in, thus guaranteeing an audience for the program in advance.

THREE candles on the birthday cake, four networks to carry their voices from one end of the North American continent to the other, and five little girls, born three years ago in Callander, Ont., combined to give the American audience a listen-in on the Diones' third birthday party on May 28. Originating in the Dafoe Hospital, the program was broadcast by the Canadian Broadcasting Corp. and through its cooperation, by NBC, CBS, and MBS.

DON LEE network is using transcriptions of selected Mutual programs when it is unable to accept the program at the time it is on the nationwide network.

CRISKEY-FOWLER LUMBER Co., Colorado Springs, has inaugurated a series of broadcasts on KVOR featuring Joseph P. Pollard, author, critic, lawyer and authority on the American constitution. Mr. Pollard, master of history at the Fountain Valley School for Boys just outside of the Springs, calls his Friday night broadcasts *Builders of America*. Fifteen-minute talks, informal in nature, on American patriots are featured. Samuel Adams, Thomas Jefferson, James Monroe and other figures in United States history, are under discussion. Pollard brings out the human side of these men and ties their activities up with present-day conditions.

WTAR, Norfolk, is making a special low-frequency installation to receive and rebroadcast the Arlington time signal locally. Plan is to let standby dashes ride through music as a background a few minutes before noon preceding the signal. New service will supplant 15 second Arlington time signal and announcement through NBC network for the station.

WOW, Omaha, will again broadcast this year the feature race each day from the Ak Sar Ben track, the series being sponsored by Falstaff brewing Co. John Gillin Jr., WOW manager, and Harry Burke, program manager, will handle the announcing.

NBC has installed a new broadcasting studio for commentators and small dramatic productions in the annex building of its Hollywood headquarters. There are no audience accommodations. KPFL, Los Angeles, owned and operated by Earle C. Anthony, and an NBC-Red network station, is being remodeled and studio improvements added at a cost of approximately \$10,000. Improvements include a speaker studio and monitor booth.

CFCO, Chatham, Ont., devoted its facilities to public service during the recent flood in Western Ontario, all members of the staff working night and day to collect news bulletins broadcast flood warnings and requests for aid, and advice from public health and police departments. Announcers Ross Wright, Virgil Morgan and Lyle Thackeray were active in the flood broadcasts.

WCFL, Chicago, is now on the air at 6 every morning, and presents its first news broadcasts from 6:45-7:00. Hal O'Halloran former WLS Barn Dance announcer, is announcing a half-hour recorded program at 6:15 a. m. daily except Sunday for Levinson Radio Stores.

A CREW from KWK, St. Louis—Martin Bowin, Sterling Harkins and Jim Burke—made a trip through the Union Station yards to greet the presidential party as it stopped in St. Louis while en route to the nation's capital after President Roosevelt's fishing trip in the Gulf. A number of distinguished members of the party were heard on the air, including the President's secretary, Marvin E. McIntyre, who told all about the "boss" and his experience in landing a tarpon.

NEW studios of WFIL, Philadelphia, according to General Manager, Don Withycomb, will be ready for occupancy by June 15. The studios will be finished and ready for broadcasting about a month later. Although broadcast operations will begin from the new quarters in the latter part of July, it is planned to defer the formal opening until September, when an inaugural week will be set aside with appropriate ceremonies being staged to usher in the debut.

**GET TEXAS MONEY!**  
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!  
**KFRO**  
"Voice of Longview" - TEXAS

THE seventh annual picnic of the *WIP Homemakers' Club*, conducted by Carolyn Ann Cross, will be held by June 22, at Pitman, N. J. A gala day is being planned for those attending, including lunches, games, circuses, water sports, and then at 2:00 p. m., the regular Tuesday meeting of the *WIP Homemakers' Club* will be broadcast from the park. Gifts totaling a cash value of over \$1,000 will be distributed. Although slightly over 6,000 attended last year's picnic, present indications point to an attendance of over 8,000. Tickets, which include all fares, luncheons, amusements at the park, etc., are 75c each.

BECAUSE of the interest in the trial of Fred Parker in Brady, Tex., who was charged with the slaying of his wife near Brady last January, KNEL, Brady, broadcast final arguments in the case.

WABY, Albany, has opened a studio in Troy, located in the Platoro Bldg. Announcers now use the signature. "This is WABY, with studios in Albany and Troy."

NBC, Chicago, inaugurated the new *NBC Night Club* May 20, with couples actually dancing at the studios during the half-hour broadcast. Fifty couples take the "floor" each week and sway to popular dance tunes played by Chicago-NBC musicians with Morey Amsterdam acting as m.c. between numbers. The "night club" is studio A in the Merchandise Mart studios with the center of the studio cleared for dancing. The weekly 100 customers of the night club are the first 50 couples writing in each week for reservations.

BEGINNING July 6, KGGC, San Francisco, will go on full time with a view toward soon running on a 24-hour schedule, to match augmented service planned by KLSA, Oakland, which recently added more time and expects shortly to stay on the air all night. The two stations are affiliated in the new Bay Broadcasting System.

BECAUSE of crowded conditions in the CBS Hollywood studios, rehearsals for the Campbell Soup Co.'s *Laugh with Ken Murray* are now being held at the Associated Cinema Studios, that city. The CBS *Jack Oakie's College*, sponsored by R. J. Reynolds Tobacco Co., is also rehearsed there.

WJTN, Jamestown, N. Y., has been designated the official radio outlet for the 1937 Chataqua session on Lake Chataqua, New York. Twice weekly, WJTN will originate and feed to NBC-Blue network leading Chataqua programs, including musical and dramatic features.

WAAF, Chicago, celebrated its 15th birthday May 23. A special hour's program giving highlights of the various shows presented by the station was broadcast on the anniversary. Bob Hawk was master of ceremonies.

WOPL, Bristol, Tenn., recently packed its Radiatorium for the spring style show of Parks-Belk Co., department store. The station observes its eighth anniversary June 15 with a 24-hour broadcast.

DRAMATIZATION of outstanding books are broadcast on WHN, New York, each Thursday night in a new program called *New York University Literary Forum*, broadcast from the Washington Square College of N.Y.U.

ALFRED J. McCOSKER, president of WOR, Newark, has announced a summer schedule for the station's offices, which will operate with a skeleton staff on Saturdays during June and on a five-day week during July and August.

**W T C N**  
ST. PAUL AND MINNEAPOLIS  
**FREE & PETERS, Inc.**  
National Representatives



FOR A DAY—Phoenix Junior College students took over the operation of KOY May 11 after being coached in their duties by regular staff employees. Left to right are Margaret Haymes, student music director; Aaron Dow, student operator with a copy of BROADCASTING; Fred A. Palmer, station manager; Charles Durbee, student manager; W. A. Baldwin, president; Leonard Barvitz, student sales manager; Nan Redd, student announcer; Mary Anne Douglas, student secretary; and James DeSauza, student program director.

**WOKO's Murals**  
ULTRA-modernistic photo murals feature the modernized studios of WOKO in the Ten Eyck Hotel, Albany. Massive photographic panels, presenting an eye-picture sequence of interesting scenes and buildings in the Capitol City of New York State, are attracting hundreds of visitors to the studios. The murals are 66 inches deep and of varied width. They were made by Photographer Ralph MacDougall. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated in the selection of scenes and points represented.

**FTC Takes Action**  
THE FEDERAL Trade Commission has ordered a number of manufacturers and dealers in radio sets and parts to cease unauthorized use of brands or simulations of prominent radio concerns. Among names used by the companies cited by the Commission are Marconi, Edison, Bell, Victor, Majestic, Brunswick, RCA and GE. Unauthorized use of the names was declared by the Commission to constitute unfair competition.

WELCH GRAPE JUICE Co. has stipulated with the Federal Trade Commission that it will cease inferring that its product is a cure for excess weight and making certain other claims.

**Out MILLION\***  
Spends Too !!  
**KUOA** The 2500 Watt Voice of the Ozarks  
Siloam Springs, Arkansas  
(\* CORRECT!!)

**IT MUST BE THE CHINESE IN HIM!**

The other day we heard about an Eastern guy who selects his radio stations all over the country by seeing which ones he can hear in New York! ... WHY NOT IN CHINA??? ... Of course that would eliminate WAVE and our 1,132,692 Louisville-area listeners. ... But then he'd have at least a "theoretical chance" to pick up 200,000,000 Chinese—FREE! Good gosh, boys—he can't afford to miss them—and so can you! ... N. B. C.

**STATION WAVE**  
INCORPORATED  
LOUISVILLE, KY.  
1000 WATTS... 940 K.C.

**PROGRAMS TO FIT YOUR PRODUCT**

- Increase sales by having WCAE build a program to fit your product.
- Late in March, "A Night at the Inn" was among WCAE's new local commercials.
- Two national publications gave the premiere glowing reviews and said essentially the same as a Pittsburgh radio editor who wrote—"Congratulations to WCAE's program director for writing a show that fits perfectly the sponsor's product."

**WCAE**  
PITTSBURGH • BASIC NBC RED NETWORK  
National Representatives - HEARST RADIO  
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

**Off BALANCE**

In Your Favor

The one low rate you pay for the Carolina Combination is far outweighed by the concentrated coverage you get in the rich cotton-tobacco region of the Carolinas.

For double results, at one low rate, use the Carolina Combination.

The **CAROLINA COMBINATION**

<b>WIS</b> COLUMBIA, S. C. 5000 WATTS NBC	<b>WPTF</b> RALEIGH, N. C. 5000 WATTS NBC
--	--

Represented by Free & Peters, Inc.

**IN Atlanta USE WGST**  
CBS 5000 watts day  
1000 watts nite  
890 kc.  
Reps. E. KATZ SPECIAL ADVERTISING AGENCY

**BEST EQUIPPED**  
to serve you



For thorough and dependable representation in the West, the Walter Biddick Company is best equipped to give you 100% service.

Our eight full-time salesmen call regularly on agencies and advertisers in the entire territory. Since there are over 250 advertising agencies in this section you can readily see there is business available. Many of these agencies' clients are national accounts, scores of them are of regional importance and are expanding.

Moreover, the West is first among nine U. S. areas in per capita retail sales and in population increase. Let us help you get your share of business from this growing all-year-round territory.



**Walter Biddick Co.**  
RADIO STATION REPRESENTATIVES  
Los Angeles • San Francisco • Seattle

**TRANSCRIPTIONS**

**GORDON BUTLER** Radio Productions has been opened in the Melba Bldg., Dallas, to offer a recording and radio production service. It also has an Artists Bureau under the direction of Miss Jean King.

**HARRY MEYERSON** has been made West Coast manager of the transcription and RCA-Victor recording department of RCA in Hollywood, succeeding W. Arthur Rush, who recently resigned to become Pacific Coast Manager of the Columbia Concert Corp., that city. Myerson was associated with the RCA office in New York before coming to the west coast.

**COLUMBIA TRANSCRIPTION SERVICE**, New York and Chicago, a division of American Records Corp., is the new name of Columbia Phonograph Co. The Chicago branch has just completed redecorating and modernizing its studios and offices.

**CONSOLIDATED Transcription Library**, Los Angeles, owned and operated by Bert A. Phillips, and Frank Ausman Inc., Hollywood transcription producers, have merged with headquarters at 6103 Melrose Ave., in the latter city. Concern will be known as Consolidated Transcription Library, and will produce its own dramatic shows and do general transcription work. Organization has also established a script bureau with Ula Holt in charge. It will be operated as a sales department for free lance writers. Henry Caldwell, formerly recording engineer of Fairchon & Marco School of the Theatre, Los Angeles, has been brought in as assistant recording engineer. Being added to the library service is a new 120 episode five-minute dramatic serial, *Thrills in Sports*, written by Howard Langley. *Los Angeles Examiner* sports writer. Frank Bull, sports announcer, is commentator. Concern is also cutting 160 five-minute episodes of *Voice of Superstition* and a 60-episode quarter-hour serial *Affairs of Patti*.

**MERTENS & PRICE Inc.**, Los Angeles radio feature service, has appointed representatives abroad as well as in this country. Broadcasting Program Service, Marseilles, France, will represent them in Europe, Africa and Asia. A.C.O.R.T., Buenos Aires, has taken over South American representation and will also reproduce the various Mertens & Price Inc., transcribed shows in Spanish and Portuguese for Latin-American distribution. Harold S. Chamberlin & Associates, St. Paul, Minn., has been made Northwestern states representative. Ralph Rogers, president of Associated Radio Writers Inc., has taken personal charge of eastern sales and service.

**CAPT. MURRAY G. REES**, retired after 18 years in the Army, has joined Grombach Productions Inc., New York program producers.

**WEBC**  
Tells Your Story In  
**AMERICA'S SECOND PORT DULUTH & SUPERIOR**  
And on the IRON RANGE IT'S  
**WMFG HIBBING WHLB VIRGINIA**

**Calo Placing Discs**  
**CALO DOG FOOD Co.**, Oakland, is just finishing the cutting of 13 five-minute *Calo Newshound* transcriptions, on behalf of Calo Dog and Cat Food, using Archie Presby, NBC announcer, as commentator. Records are for general release. Emil Brisacher & Staff, San Francisco, is placing the series.

**Disc Series for Utilities Auditioned in the East**

A NEW transcription series, designed to promote the use of electricity in the home, will be started on the air in a number of cities on Sept. 27, in each case sponsored by the local electrical company. Titled *Phenomenon*, the program deals with the adventures of a young electrical engineer who, through the invention of an eccentric scientist, is transported back through time to visit Cleopatra, Napoleon, Queen Elizabeth and other great historical characters. Recorded in the World studios in Hollywood, the series features such movie personalities as Jean Colbert, who plays the feminine lead and who has also been heard on a number of *Cavalcade of America* broadcasts, and Claude Rains as Napoleon, and is announced by Hugh Conrad, announcer of the *March of Time*.

The program was written and developed by KMBC, Kansas City, whose special program representative, George E. Halley, is now auditioning it for power and light companies throughout the East. Cost of the feature, which will be broadcast five quarter-hours weekly, ranges from \$50 to \$415 weekly, depending on the population of the market, station coverage and number of meters the company has. Sponsors are urged to broadcast the series at a time when the entire family can listen in, preferably in the early evening hours. Numerous merchandising tie-ins have been arranged, such as free copies of the *Boston Gazette & Country Journal* for March 12, 1770.

What is possibly the longest audition on record was held by Dr. Halley in Cincinnati, he reports. Three officers of the Cincinnati Gas & Electric Co. came in at 4 o'clock to listen to a couple of episodes, got interested in the story and kept on listening until 9, when they had heard all 20 of the recordings Halley had with him.

**CONTRACTS for NBC Thesaurus** service have been signed by WIS, Columbia, S. C.; WCSC, Charleston, S. C.; KICA, Clovis, N. M.; KML, Fresno, Cal.; and LR4, Radio Splendid, Buenos Aires. Renewals for the service have been received from WWVA, Wheeling; WFAA, Dallas; KPBS, Shreveport, and KFJZ, Fort Worth.

**ADVERTISERS' Recording Service Inc.**, New York instantaneous recording company, announces that John Mayo has been appointed sales manager. Mr. Mayo has been in radio in various capacities for nine years with CBS and NBC as well as WNOX, Knoxville.

**RADIO STATION WFLA**  
STUDIOS TAMPA CLEARWATER  
SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY  
620 KC • 5000 WATTS DAY • 1000 NIGHT - FULL TIME

**NBC Transcription Sales Expand 58%**

**Thesaurus Service Enlarged To 15 Features a Week**

**SALES** of the NBC transcription department for the first quarter of 1937 exceeded those for the same period of 1936 by 58% according to figures just released. The network's revenue from its transcribed programs for the first three months of this year totaled \$146,516; last year for the same time sales amounted to \$92,353, and in 1935, the department's first year on a commercial basis, \$33,261.

Following up this increase, the department is this month launching an intensive promotion drive, the first step of which will be the publication of a new recorded program service catalogue, due off the presses in time for distribution at the NAB convention in Chicago June 20-23.

In preparation for this campaign the NBC Thesaurus, syndicated transcription service, has been enlarged and revised to bring its schedule up to 15 features a week. These range from once-a-week to six-times-weekly programs, totaling nearly 20 hours of weekly entertainment. The new schedule goes into operation June 21. Organized early in 1934, the NBC transcription department began commercial operations as of Jan. 1, 1935. Its functions are the creation, production and sale or lease of recorded programs for use by stations, agencies, advertisers and artists, for broadcast or reference purposes.

**Three Types of Service**

Output of the department falls into three general categories: (1) Syndicated recorded programs, chiefly the Thesaurus library of nearly 2,000 recordings, which contain entertainment but no commercials and which are leased to stations or national advertisers; (2) recorded commercial programs, which may be custom-built shows produced by NBC, agency or client-produced shows with NBC furnishing only the studios and recording equipment, or simultaneous "wire-line" recordings of live shows which are recorded during their broadcasts over the network or one of its stations; and (3) the reference recording service, which provides inexpensive instantaneous recordings suitable for audition or reference purposes.

The NBC transcription department was organized in New York by C. Lloyd Egner, formerly of RCA Victor, who is present manager. Frank C. Chizzini is assistant manager in charge of sales and Reginald Thomas is production manager. The Chicago office is headed by Maurice Wetzel, assisted by E. M. Young.

**BROADCASTING** of Notre Dame University's football games next fall will be continued on noncommercial basis, Elmer Layden, director of athletics, has announced.

**FCC Orders Hearings Into Charges**

(Continued from page 20)

calling upon George S. Smith and Paul M. Segal to show cause why they should not be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as before this Commission prohibited:

**ORDER**  
In a regular meeting of the Federal Communications Commission, May 19, 1937:

**WHEREAS**, The Commission having conducted an investigation into the facts and circumstances concerning the alleged unauthorized and unlawful interpolation of documents into the records of the Commission in the case of Richard M. Casto, Docket 4212, and having inquired into the demeritorious conduct and conduct of Paul M. Segal and George S. Smith, in the making and prosecution of the application in the said case; and

**WHEREAS**, The Commission having further inquired into the demeritorious conduct and conduct of Paul M. Segal and George S. Smith in connection with the organization and filing of applications with the Commission by or for the Palmer Broadcasting Syndicate, Inc., and

**IT APPEARING** That the demeritorious conduct and conduct of the said Paul M. Segal and George S. Smith may constitute unbecoming, unethical and unprofessional conduct and demeritorious as practitioners before this Commission; may constitute concealment in obtaining admission to practice before the Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or may constitute a violation of their oaths taken upon admission to practice before the Federal Communications Commission;

that they would demean themselves as practitioners before the Commission uprightly and according to law, and that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, and

**IT APPEARING** That charges should be preferred against the said Paul M. Segal and George S. Smith, affording them an opportunity to be heard as to why they and each of them should not be suspended, disbarred, or their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission should not be prohibited;

**IT IS ORDERED**, That charges be and they hereby are preferred by the Commission against the said Paul M. Segal and George S. Smith for alleged unbecoming, unethical and unprofessional conduct and demeritorious; for the alleged concealment in obtaining admission to practice before this Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or for the alleged violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, in the following particulars:

1. That the said Paul M. Segal and George S. Smith did, on or about the 9th day of December 1936, knowingly and with intention to deceive, interpolate, or aid and

**STANDARD RADIO**  
Electrical Transcriptions for STATIONS and SPONSORS  
HOLLYWOOD ★ CHICAGO

hearing and the vindication to which we are entitled. We intend to give every cooperation.

"In the instance of Mr. Smith, matters of which he is accused have been thoroughly investigated in a previous informal proceeding by the full Commission, after which a letter was written him which, although it reprimanded him, said in part:

"... we do not find that you should be cited to show cause why you should not be disbarred or suspended from practice before this Commission.

"As for the accusation against me, my conduct in connection with the matter has been entirely proper and consistent with a sound administration of law. The most simple explanation on my part will show this. I can only express regret—and I feel that Commissioner Payne's colleagues have not been told—that I have had no opportunity to relate the facts to the investigating committee headed by Commissioner Payne prior to the recent and present publicity. Had I been extended an opportunity to clear up the facts for the committee I am sure the disbarment proceedings would not have been brought.

"On May 3, 1937, a Commission attorney told me over the telephone that I would be given an opportunity to appear before Commissioner Payne's committee; he agreed to telephone back to make definite arrangements for my appearance; I have not heard from him."

TO CELEBRATE the first anniversary of its *Saturday Night Swing Club* on June 12, CBS will broadcast a full hour of swing music.

**IT IS FURTHER ORDERED**, That the Commission enter upon a hearing, at a time and place hereafter to be fixed, to determine the truth or falsity of the said charges, and to determine whether the said Paul M. Segal and George S. Smith and each of them should be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission prohibited.

A copy of this order shall be forthwith served upon the said respondents, Paul M. Segal and George S. Smith.

**Mr. Segal's Statement**

Following is the full text of the statement of Paul M. Segal, Washington attorney, issued May 20 upon release by the FCC of its order:

"Telegraph Commissioner George H. Payne after a preliminary investigation of which he had charge has requested that the Federal Communications Commission hear evidence on charges of improprieties on the part of my associate George S. Smith and myself.

"Of course, the Commission in the face of such charges owes it to itself to hear the testimony and find out the facts. The proceeding by way of citation for disbarment is the only formal proceeding available for this purpose under the commission's regulations.

"Both Mr. Smith and I are confident that our conduct as practitioners and lawyers will bear any scrutiny by the commission or by any of the courts before which we have practiced for many years. We also feel certain that Commissioner Payne's colleagues on the Federal Communications Commission will give us a prompt and fair

**RICH PANAMA**  
and the **CANAL ZONE**  
buy American

... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

**HP5K-HP50**  
**LA VOZ de la VICTOR**  
• COLON Republic of PANAMA •  
1440 and 6005 KCS, RCA EQUIPMENT  
(SIMULTANEOUSLY) NBC THESAURUS

**They'll Listen IF THEY LIKE IT!**

**WHAS**  
Represented Nationally by Edward Petry & Co.  
Owned and Operated by The Louisville Times Company  
Publishers of  
**THE COURIER-JOURNAL**  
**THE LOUISVILLE TIMES**



### Brander Tests Radio

BRANDER Co. Inc., New York, is testing radio in New York as an advertising medium for its No. 7 Sunburn Lotion. Sponsor is using a live talent serial, *Sally at the Switchboard*, broadcast for a quarter-hour in the afternoon twice weekly on WMCA, New York. A letter-writing contest, with weekly prizes for the best letters telling of the efficacy of the lotion and accompanied by proof of sale, will shortly be launched in connection with the broadcasts. If the New York test proves successful program will be extended to other cities. Norman H. White Jr. Inc., New York, is the agency.

**LANG-WORTH**  
planned programs

**LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD**

LANG-WORTH  
FEATURE PROGRAMS  
420 Madison Ave.  
New York

### Venard Joins WCKY

LLOYD GEORGE VENARD, sales promotion manager of WGAR, Cleveland, has resigned that post to become director of sales and merchandising of WCKY, Cincinnati, effective June 1, according to an announcement by L. B. Wilson, president of the Cincinnati station. With the Cleveland station for several years, Mr. Venard has been prominently identified with radio sales and sales promotion. Many innovations in radio merchandising in the Cleveland area were credited to him and he has written a number of articles on the subject, several of which have appeared in BROADCASTING.



Mr. Venard

Mr. Wilson announced also that WCKY probably would be on the air with its new 10,000 watt RCA transmitter on June 25.

### Sidney to Hollywood?

OFFICIALS at WHN, New York, have refused to comment on the persistent rumor that Louis K. Sidney, general manager of the station, will resign in the fall to take charge of a radio program to be produced in Hollywood by Metro Goldwyn Pictures Corp., featuring M-G-M stars. Howard Dietz, advertising manager of the company, told BROADCASTING that such a program was being considered but that no definite plans had been made.

### WSM DEVELOPING

Tailor-made Offerings for

Autumn Season

EXTENSIVE program building and broadcasting activities during this summer on a sustaining basis, to "build up" tailor-made offerings for the coming fall season, have been undertaken by WSM, Nashville. Taking fewer sustainings from the networks and devoting more and more time to programs originating locally, the station has imported considerable talent and, according to Jack Harris, promotion director, is doing more original broadcasting than ever before in its history.

"Instead of twiddling our thumbs during the hot weather," he said, "we are determined to build as many worthwhile radio shows as possible—to create a neat radio package, to gain for it a following on the station, and then in the fall be able to lay both at the door of the advertiser when he goes out to market for radio bargains."

New artists and staff members are being used in programs recently built and others now being auditioned. One of the new programs is *Symphonic Sketches*, with a staff orchestra of 28 and soloists. Another is *Swinging South*, featuring a swing band and guest stars, as a sort of night club of the air with a Southern motif. Still another is the *Music Encouragement Hour*, a kind of high-toned amateur hour, with teachers of voice, violin and piano nominating the participants. In addition to production programs, the new talent importations are featured in solo acts and smaller groups, to develop new program combinations.

### Expense of Television Will Impede Progress, Asserts Powel Crosley

"A LONG, painful and costly" road ahead for television, with program production costs running 25 to 50 times those of ordinary radio, is predicted by Powel Crosley Jr., president of Crosley Radio Corp., and operator of WLW, in a letter in the June *Atlantic Monthly*. The letter is in the nature of comment on an article in "The Errors of Television" in the May edition of the same magazine by the journalist, Gilbert Selles, who warned against some of the commercial aspects of prospective television. Mr. Crosley wrote:

"I believe that the first television sets will range from \$300 to \$1,000. The market for them in any given community will be limited to those who can afford such an experimental expenditure. There will be almost a negligible audience, which cannot justify the interest of advertisers for years to come. The cost of production of programs will be from 25 to 50 times as much as the cost of producing radio programs. The cost of the television transmitter will be infinitely greater to cover a given area than a broadcasting station to cover the same area. Every production, with the exception of news events, will be comparable in cost to the production of moving-picture film.

Who is going to pay for this? And who is going to be satisfied or interested in the best that is now available? Far be it from me to suggest that we shall never have television, but I predict a long, painful, and costly road before we have it.

### Slover Interests Apply For New Norfolk Station

APPLICATION for another local station in Norfolk, Va., evidently earmarked for association with the NBC-Blue network when that chain is projected through the South and Southwest, has been filed with the FCC Broadcast Division by the S. L. Slover Corp. of Norfolk. The Slover Corp. is affiliated with the ownership of the *Norfolk Virginia Pilot* and WTAR, present NBC outlet in that city.

The same interests now are constructing a new local station, to have the call letters WRTD, to be operated in Richmond in conjunction with the *Times-Dispatch*, also identified with the Slover interests. This station, to begin operation this summer, already has been signed by NBC as a Blue network outlet.

The new application requests assignment on the 1370 kc. channel with 100 watts night and 250 watts day unlimited time. The only other station in the Norfolk-Newport News area is WGH, full-time local independent. James W. Baldwin, NAB managing director, is the principal owner of WGH.

TO ENABLE studio listeners to know which announcers are on duty, WMBH, Joplin, Mo., has built a cabinet with partitions about two inches apart. In these, slides with staff announcers' names illuminated are mounted.

### Outside Stations Are Not Heard Here Daytimes.

1000 watts **KGVO** Missoula, Montana  
1260 kc. **WFOZ** Columbia Broadcasting Affiliate

### FCC OKAYS CKLW AS MUTUAL OUTLET

CKLW, Windsor, can continue as the Mutual Broadcasting System outlet in the Detroit area as long as the network desires the affiliation and no other complications develop, insofar as the FCC is concerned.

The FCC on May 20 so informed Congressman Withrow (Progressive-Wis.) in response to an inquiry. Mr. Withrow wanted to know why the people in Detroit were forced to listen to a foreign station for Mutual programs instead of one of the Detroit stations.

While neither Mr. Withrow nor the FCC would make public the correspondence, it is understood the official viewpoint was that it is up to the network to decide what stations it uses as outlets. The FCC pointed out that Mutual has permission to transmit programs to CKLW until December, 1937, at which time another renewal application must be filed for action. Further, it is understood that the FCC suggested that stations in the Detroit area which may desire Mutual service should communicate with that network rather than with the FCC.

Congressman Withrow's letter, among other things, inquired why Detroit stations are not given the opportunity to broadcast Mutual programs, and expressed the view that an American program, broadcast for an American audience, should use American outlets.

The FCC's reply is understood to have stated that no regulations are in force which would prevent the Detroit stations from broadcasting such programs, and that such matters were in the nature of contractual relationships. Moreover, it was pointed out that the FCC has received no protests against the use of CKLW on economic grounds, but that it would give careful consideration to any facts which might be presented in connection with the renewal of the authority to Mutual to transmit programs to CKLW upon expiration of the present authorization on Dec. 1, 1937.

### INS "Time Copy"

SUPPLEMENTING its regular service to radio subscribers, International News Service has inaugurated a mail news release, "Radio Script-News", which is sent out daily except Sunday. The new service comprises six pages of news copy designed to give the station special news features, filler material and background copy on current news events.

### American Mop Tests

AMERICAN MOP Co., Kansas City (Marno Dust Mops) recently began a test campaign over KCMO, Kansas City. Fifty-word announcements are being used 100 times monthly. Bozell & Jacobs Inc., Chicago, handles the account.

### WFIL 560 Kc.

PHILADELPHIA'S MOST POPULAR STATION  
NBC BLUE - MUTUAL



GOLF WINNER—John Gambling, of WOR, Newark, congratulating Andre Baruch, captain of the CBS team which defeated the golfers of other New York radio groups for the second consecutive year, at the annual tournament at River Vale, N. J.

### CBS Golfers Again Win Annual Gotham Contest

WITH a team score of 598, CBS golfers again walked off with the honors at the second annual radio golf tournament played at the River Vale Country Club at River Vale, N. J., on May 21. Runner-up was the Inter-City network with a score of 602, followed by NBC, who scored 629, with WHN, 641, beating out MBS for fourth place by a single stroke. Individual honors went to Phil Duey, NBC singer, with a low of 79.

The winning team, which now needs only one more victory to gain permanent possession of the River Vale trophy, put up by John Handwig, owner of the club and sponsor of the annual tournament, consisted of Andre Baruch, announcer who captained the team, Fred Rich, orchestra leader, Walter Pierson, announcer, Nick Lucas, guitarist, and Howard Phillips and Buddy Clark, singers.

WMCA-Inter City were represented by William Weisman, vice-president, captain, Ira Herbert, Lew Hym and Phil Fuss of sales, John M. Littlepage, Washington representative, and Antony Leader, production.

Ben Grauer and Lyle Van, announcers, George Frey, salesman, Carl Hoff, orchestra leader, and Phil Duey, singer, composed NBC's team. WHN was represented by Joe Bolton, announcer, Mort Harris, production chief, Harold Stretch, salesman, and John Murphy of the executive office staff.

Members of the WOR-MBS team, who alibied their last-place spot by saying they didn't want to win the golf balls put up for low scorers by Alfred McCosker, WOR president, were Jack Poppele, chief engineer, Harry Carlson, production manager, Ted Herbert, salesman, John Gambling, announcer, Rudy Roscoe, pianist, and Ed Clapham, of sales promotion.

### Seek Two in W. Va.

WEST VIRGINIA Broadcasting Corp., licensee of WVVA, Wheeling, on May 28 applied to the FCC for two new stations in that state—one of 100 watts on 1310 kc. in Wheeling and the other of 100 watts night and 250 watts day on 1500 kc. in Charleston. Each city now has only one radio station, the Charleston outlet being WCHS. Fort Industry Co. is listed as 100% stockholder of the West Virginia Broadcasting Co., and it also has interests in WSPD, Toledo, and WMMN, Fairmount, W. Va. The principals in Fort Industry Co. are George B. Storer, president; J. H. Ryan, manager of WSPD, first vice president and treasurer; George W. Smith, manager of WVVA, second vice-president; H. G. Wall, secretary; A. M. Rowe, WMMN, director.

★  
**WATL**  
offers you  
the greatest  
buying audience  
in  
**ATLANTA**  
at  
**LESS COST**  
You pay less to get the  
**BEST Results!**



"YESSIR, THAT'S MY BUILDING TOO, B'GOSH!"

Instead of patches on their pants, our Red River Valley farmers have "patches" of real-estate in downtown Fargo. They have both the money and the inclination to buy what you sell in just about the same proportion as well-to-do people in any prosperous section . . . That's why WDAY, though located in agricultural country, also carries so many essentially urban-type accounts. May we—er—elucidate?

## WDAY, INC.

N. B. C.  
**FARGO N. D.**  
940 KILOCYCLES  
5000 WATTS DAY  
1000 WATTS NIGHT

Affiliated with the Fargo Forum

In Baltimore, it's  
**WFBR**  
NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.



## Shakespeare Plays Arranged by CBS

CBS will present, during July and August, the first major radio production of Shakespeare's plays, using 25 ranking stage and motion picture artists as well as more than 100 other players. The plays will be offered weekly in a cycle of eight one-hour productions using a night hour.

Brewster Morgan, former Rhodes scholar from the University of Kansas and an outstanding Shakespearean director, with experience in England's Oxford Theatre and legitimate productions on Broadway, will be director. A symphony orchestra will offer musical background.

"Columbia is offering this Shakespearean series because of the heightened interest of the listening public in the broadcast of fine drama and to further its development along the high standards now enjoyed in music and increasingly demanded by the American audience," said William S. Paley, president of CBS. He referred to the unusual response of critics and audience alike to such broadcast plays as Archibald MacLeish's *Fall of the City*, written by the Pulitzer prize winner for CBS, and to experimental efforts of the Columbia Workshop and sponsors of other dramatic series in offering drama especially written or adapted for the microphone. "All of this interest by the public and by those in broadcasting, the theater and literature should eventually lead to even finer creative writing and production of a new art," he added.

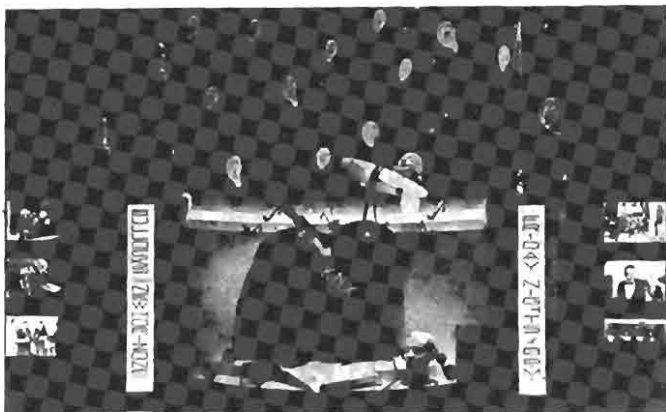
## RADIO ASSIGNMENTS OF MUSICIANS CUT

LIMITATION of radio assignments of individual musicians in order to spread work among members of the Los Angeles Local 47, American Federation of Musicians, went into effect May 30. Ruling, approved by J. W. Gillette, international studio representative of the federation, is similar to the regulations which have been operative in the Hollywood motion picture studios for six years.

Musicians receiving less than \$35 per week on sustaining time are now limited to one-and-a-half hours on a weekly transcontinental commercial radio program basis. Musicians earning more than \$35 a week are restricted to one weekly program, regardless of the time involved. Members not employed on steady or seasonal engagements will be allowed up to two hours' radio work in a week.

Gillette said that about 100 of the 4650 union musicians were receiving the lion's share of radio assignments. Increase in the number of broadcasts emanating from Hollywood and Los Angeles is expected to bolster employment of musicians.

NBC stations will be shown in flashing red and blue lights on an illuminated topographical map of the United States as a part of NBC's exhibit at the American Library Association meeting at the Waldorf-Astoria Hotel in New York, June 21-26. Leading public libraries throughout the country will also be indicated on the map to show where broadcasting literature and information are available.



**SURREALISM**—Furnished the motif for a window display used in May by Bullock's, Los Angeles department store, as a tie-in with its weekly half-hour program *New Horizons*, on KNX, Hollywood. Center attraction was a pulsating heart from which a microphone and power tube emerged. Symbolic ears, stars and musical notes added to the effect. *New Horizons*, weekly program which recently started for 52 weeks, features Felix Mills and 20-piece orchestra, guest artists, narrator and featured soloists who have not yet arrived in the "big name" category.

## Late Personal Notes

**DR. FRANK N. STANTON**, CBS market research specialist, spoke to members of the Wayne University radio technique classes May 24. Dr. Stanton, formerly of the psychology department Ohio State University, told Garnet Garrison's students about current methods of measuring the radio audience and outlined problems still to be solved by new technique.

**HARRY MASON SMITH**, WBBM commercial manager, spoke on "The Advertising Agency Looks at Radio" before the Advertising Club of Indianapolis May 27.

**DON CURRLIN**, formerly CBS Hollywood and San Francisco announcer, has joined KEHE, Los Angeles, in a similar capacity. Station has also added Charles A. Cashon to its staff as news writer. He was formerly on the *Los Angeles Examiner*.

**BILL HAMPTON**, Chicago writer on the *Willis Overland MBS Surprise Party* Sunday nights, will leave for Hollywood June 8 for picture work. He will continue his work for Kay Kyser from the West Coast as well as his special material for *Kaltenmeier's Kindergarten* and the *King's Jesters*.

**STAN THOMPSON**, WBBM operations manager, recently completed a 14-page manual for radio announcers which contains both correct and incorrect announcing techniques.

**RADCLIFFE HALL**, announcer-production man at WGY, Schenectady, was married May 29 to Miss Gertrude C. Peoples, of Buffalo, former chairman of the Buffalo Broadcasting Co. audition committee.

**PHILIP HOUGHTON**, student at Antioch College, Yellow Springs, O. has joined the guest relations staff of NBC in Radio City for 10 weeks training, following which he will return to his studies. All students at Antioch alternate school sessions with periods of employment which give them practical experience as well as academic training.

**E. L. BENGSTON**, formerly of KLZ, Denver, has joined KEHE, Los Angeles, as account executive.

**KEN STUART**, announcer, has left San Francisco to succeed Mel Roach as master of ceremonies on the *Listen, Ladies*, show at KEHE, Los Angeles.

**ROBERT L. EASLEY**, formerly of KFDM, Beaumont, Tex., has joined KLUF, Galveston, in the program and technical departments. W. C. Douglas took his place at KFDM. Orvin Franklin, sports announcer of KFDM, has joined KABC, San Antonio.

**THOMAS LOEB**, formerly of Philadelphia, has joined the microphone staff of WDNC, Durham, N. C. Robert du Four, of Pleasantville, N. Y., a North Carolina U. student, is announcing part-time.

**JACK WYATT**, formerly of the announcing staff of NBC, New York, has joined WWJ, Detroit.

**JAMES E. SWEET**, formerly with the *Washington News*, has joined the sales staff of WRC and WMAL, Washington, following the resignation of Vincent Callahan, commercial manager, who has become manager of WWL, New Orleans, and the designation of John Dodge to succeed Mr. Callahan.

**EDMOND T. MCKENZIE**, formerly of the engineering staff of WPTB, Cumberland, Md., WFIL Philadelphia, KEJM, Prescott, Ariz., has joined WJBB, Detroit, to handle remote control broadcasts.

**LES WHEELANS**, musical director of KLZ, Denver, has resigned to join KDYL, Salt Lake City.

## Fills for Phil

AN ANNOUNCER will be starred in a nationwide network program when popular Harry Von Zell, pinch-hits for Phil Baker on the Gulf Refining Co. CBS series during the latter's absence from the air-waves this summer. Effective with the broadcast of July 4, and until Baker's return in the fall, Von Zell will serve as master of ceremonies and star of a Sunday half-hour variety program assisted by guest artists. Oscar Bradley's Orchestra will continue during the summer series. Von Zell has announced many network programs, and has established a reputation as a stooge for such comedians as Fred Allen and Baker. This will be his first starring assignment. Young & Rubicam Inc., New York, is agency.

## Resort Series in West

CATALINA ISLAND Co., Catalina Island, started quarter-hour program on KNX, Hollywood, May 21 featuring interviews of Island residents and visitors. Program, called *Happy Catalina Islanders*, is on five times weekly, and was placed through Neisser-Meyernhoff Inc., Chicago.

## Three Stations in Ohio Added by Mutual; Plans For Seaboard Advancing

WITH the acquisition by Mutual Broadcasting System of three Ohio outlets, effective as of Dec. 1, plans still are going forward whereby the network proposes to affiliate a group of stations along the South Atlantic seaboard. Not later than Dec. 1, according to an announcement made by MBS General Manager Fred Weber, WJAY and WHK, Cleveland, and WHKC, Columbus, operated by United Broadcasting Co., will join the network. The addition of the three outlets brings the total number of affiliates to 56.

WHK, now a CBS outlet, becomes an NBC basic Blue station this fall. The exact date for the switch has not yet been definitely set. Simultaneously, WGAR, by virtue of arrangements completed nearly a year ago, becomes a CBS outlet. The alignment of the three Cleveland *Plain Dealer* stations with MBS grows out of the switch in the WHK affiliation, it is understood.

It was learned that progress is being made for the affiliation of a number of stations in the Carolinas and Georgia with Mutual, following a conference held with Mr. Weber in Charlotte two months ago. WATL, Atlanta, already is handling an hour of Mutual programs on Sunday night, half of which is commercial. It is anticipated that some definite arrangement may be made on the South Atlantic link this summer, probably for fall inauguration.

Meanwhile, station affiliation activities of NBC and CBS seem to be quiescent. Negotiations are going forward in several quarters, it is understood, but no new contracts have been signed. NBC has been working on plans to expand its Blue network to parallel the Red in the South and Southwest, in the hope of having the complete nationwide unit aligned by fall.

## Hits Interlude Spots

COMPLAINT against the cutting down of standard 15-minute programs, other than network programs, to 14 minutes in order to clear for "spot announcements" was expressed May 27 by Joseph M. Koehler, president of Radio Events Inc. Growing volume of spot business and the resultant inability of many stations to clear time has caused this situation. In the present trend, Mr. Koehler said, this means that a station "sells the last minute of a 15-minute program twice." He said that eventually this might mean that the accepted length of a standard quarter-hour program will actually be 14 minutes with everyone admitting the condition.

## "Carolina Net" Series

A "CAROLINA Network" in which WPTF, Raleigh, and WIS, Columbia, will be the principal stations, is being aligned by Carolina Sales Corp., sponsor of *Southland Echoes* over the former station in behalf of Kelvinator. WPTF will continue to produce and feed the program each Sunday and other sectional stations will be added if they are able to clear time.

## Again Demand Westerner on FCC

(Continued from page 11)

represented on the Commission, whose other members are Prall, Democrat, New York; Sykes, Democrat, Mississippi; Walker, Democrat, Oklahoma; Brown, Republican, Ohio; Case, Republican, Rhode Island; Payne, Republican, New York. Payne was reappointed last July for a seven-year term, and Case's term expires on June 30, 1938.

This western group centers around Senator Bone (D-Wash.), who was a leader with Senator Schwellenbach, his Democratic colleague from Washington, and Senator Wheeler (D-Mont.), in an unattractive effort to secure the last Republican vacancy for a far western state. They have not yet gotten together but Senator Bone asserted he hoped they would, with Senators from Oregon, California and other western states also participating, to urge that their section of the country be represented. Senator Bone said he could not announce as yet any names of possible candidates that might be set before President Roosevelt, but intimated it would not be difficult to find a "strong Democrat" for such an important post.

It is recalled that Senator Wheeler, and other western Senators once voiced strong objections to two New Yorkers on the Commission, leading to the belief that President Roosevelt may now be persuaded to fill the post with a westerner. On the House side, Rep. Rayburn (D-Tex.), Democratic floor leader who espoused Dr. Stewart's original candidacy, may have something to say about the appointment, and possibly might get behind the selection of his fellow Texan, Mr. Gary, or some other man from his state.

How much weight Senator Wheeler will carry, since he has been at odds with the White House in the Supreme Court issue, is questionable, but he is in the key position of being chairman of the Interstate Commerce Committee which has charge of radio and communications legislation and which will be called upon to consider the appointment before reporting on its confirmation to the full senate. Senator Wheeler and

Senator Bone are close friends who work together on much legislation, and Bone is a member of Wheeler's committee.

Inquiry by BROADCASTING developed no definite information that Mr. Driscoll is being considered, although it was learned that he probably would not be averse to taking the post if preferred despite the fact that he now holds a post in Harrisburg paying slightly more than the FCC's \$10,000 emolument. He is known to enjoy President Roosevelt's esteem, and it is said he was appointed to his present job last April 1 at a suggestion made by President Roosevelt to Gov. Earle. Senator Guffey (D-Pa.) is said to favor Mr. Driscoll's selection.

Mr. Driscoll, an attorney, was first mentioned in press association reports emanating from Harrisburg, the basis for which he said he did not know. He is 66 years of age, a veteran of the Spanish-American War, a former Wilson appointee as district attorney for western Pennsylvania. He was for many years active in Democratic politics in his state. He was defeated for reelection to the present Congress last fall.

## H. A. Merrick Mentioned

In connection with a possible western appointee, the name of Herman A. Merrick, National Employment Service director for the Department of Labor, in Seattle, has cropped up. Mr. Merrick, said to be a practical wire telegraph man, is understood to have the endorsement of Senator Schwellenbach. Whether his name has been broached officially, however, cannot be ascertained.

## Dunham Awarded Degree

DR. FRANKLIN DUNHAM, NBC educational director, will be honored by St. Bonaventure College June 8 with the degree of Litt. D. Dr. Dunham will also deliver the annual commencement addresses at Ithaca College, Ithaca, N. Y., on June 11 and before the Wellesley Hills high school student body on the Wellesley College campus, Wellesley, Mass., on June 12.

THE hearing on the proposed transfer of ownership of KTHS, Hot Springs, Ark., to the Tom Barton interests (BROADCASTING, May 15), originally set for June 23, at which local interests have asked to be represented as opposed to both the sale and the proposed removal of the station to Little Rock, has been indefinitely postponed.

CBS will issue a new rate card dated June 1, on about that date. The card, No. 23, will include the recent changes in the CBS lineup and a number of rate increases.

# NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE....

(In Effect June 1st)

*Saves from 20% to 75% and more depending upon distance and length of message*

●With staggering economies that claim the attention of every executive the new Postal Telegraph Night Letter Service goes into effect, within the United States, as the most important communication development in years.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate\*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate\*) even from coast to coast. The maximum rate for a 25-word message between the most distant U. S. points on the map is only fifty cents...two cents a word!

Take full advantage of the economies the new Postal Telegraph Night Letter Service offers. Use it for business and social messages. Make it a part of your daily correspondence routine. Get an assured next-morning reading of your message. Open the way for an immediate telegraph reply. Call Postal Telegraph for further information.

\*NOTE: The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.

# Postal Telegraph

**The Script Library**  
A DIVISION OF RADIO EVENTS, INC.  
535 Fifth Avenue,  
New York, N. Y.  
A Radio Script for Every  
Sustaining and Commercial Need

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP  
SERVING ADVERTISING AGENCIES  
535 Fifth Avenue,  
New York, N. Y.  
From script to production—  
and extra something that's good radio

<b>KOMO</b> 5000 Watts L.S. NBC Red	<b>SEATTLE</b> WASHINGTON	<b>KJR</b> 5000 Watts NBC Blue
National Representatives — Edward Petry & Company		



## Increased Activity In Hollywood Area Handicap to NBC

Disposition of Present Site Proves a Stumbling Block

WITH Don E. Gilman, western division vice-president, announcing that NBC will not build its new Hollywood headquarters until the lease on the present studio building in that city is disposed of, the network faces the problem of obtaining facilities to meet the fall influx of new shows which will move in from other parts within the next few months.

Mr. Gilman, who has established his west coast headquarters in Hollywood, at a recent press conference, intimated that expansion at the present site, if decided upon, would provide only temporary relief from facility demands. NBC's lease on the property still has 3½ years to run. Only stumbling block to immediate building plans on a new site is disposition of this property. He stated that the network is prepared to close for a new site within 48 hours after freeing itself from the now occupied property. He admitted that both the Sunset Blvd.-Vine St. property and the old Metro lot near Santa Monica Blvd. and Cahuenga (often mentioned as the new locations), are feasible.

### More Space Needed

Regardless of NBC's move, the pressure of fall business will see the network leasing theatres and auditoriums to tide over the construction period. From a careful survey there isn't a theater or auditorium available in Hollywood, and NBC will be forced to remote its shows from downtown Los Angeles. Because of lack of facilities, Mr. Gilman admits that NBC's situation is serious insofar as handling next fall's business.

Because of the rapid development of Hollywood as a program center, Mr. Gilman stated that the traffic, press and auditing departments will be moved from the NBC San Francisco studios to the former city to meet exigencies as they arise. He neither denied nor confirmed the rumor that Hollywood would become the network's West Coast headquarters, but predicted that that city would be the world's radio center within the next five years.

It is well known that Victor Dalton, owner of KMTR, Hollywood, would like to affiliate his station with NBC, becoming the Blue network outlet, replacing KECA, the Earle C. Anthony station in Los Angeles. NBC's agreement with Anthony has three years more to go. Dalton is building a \$150,000 radio village in Hollywood to house his station and he was scheduled to have a conference with Gilman on May 26. Exact nature of the conference could not be learned, but it is expected that Dalton offered the facilities of his radio village to meet emergencies, building up a friendship with NBC for the future.

NBC Transcription Service has announced a substantially reduced price scale for "reference recordings," discs cut for file or checking purposes and not to be used for broadcasting, to go into effect on June 1, with a graduated scale of discounts ranging up to 15% for quantity orders.

## WBBM SCHOLARSHIP Prize to Be Awarded; Pupils To Operate Station

WBBM will turn over its entire station on June 5 to senior honor students from Chicago high schools. The star pupils will replace every WBBM artist, engineer and executive that day. The staff will watch the proceedings in a casual manner.

Each senior's grades, his ability to fill a station post, and his understanding of the position he chooses in radio—as exemplified in a brief essay on broadcasting—will be taken into consideration in choosing the staff for a day. In addition, the winner of the essay contest will receive a \$300 scholarship from WBBM to any university or business school of his choice. The idea, conceived by Milton Charles, WBBM organist, was carried out by CBS-Chicago officials in cooperation with Dr. E. William H. Johnson, president of the Chicago Board of Education.

### CBS Contest Winners

WINNERS of a contest for a secret password to *Sunbrite Junior Nurse Corps*, children's program sponsored by Swift & Co., Chicago, on CBS, have announced in a special edition of the *Sunbrite Junior Nurse Corps News*, a leaflet sent to all enrolled members. Enrollment required a label from a can of Sunbrite Cleanser. The 15 girls who won the contest will leave with their mothers for a free 16-day trip to Hollywood July 4, during which they will meet *Dorothy Hart* and *Aunt Jane*, leading characters in the series, and attend the first national convention of the Junior Nurse Corps. The series, which was broadcast during the winter and spring of 1936 and 1937, won the approval of authorities as a suitable juvenile program, educational and constructive in quality.

ALL-CANADA BROADCASTING Corp. has signed an exclusive Canadian distributor for programs of H. S. G. Advertising Agency, New York.



**RADIO DRAMA CRITICS**—Selected *You Can't Take It With You*, also the Pulitzer Prize choice, as the most meritorious theatrical production of the year, and on May 26 presented a parchment scroll to the producer. The proceedings were broadcast over WMCA, New York. Harry Hershfield, WMCA dramatic critic, and Bide Dudley, WOR dramatic critic, made the choice. Let to right are Josephine Hull, featured player in the play; Donald Flamm, president of WMCA; Harry Hershfield, and John Peter Toohy, publicity representative for Samuel H. Harris, producer.

### Around The Clock

WABY, Albany, has inaugurated a new series of programs for the stay-up-all-nighters and the milkmen. Program runs continuously from 1 to 7 a. m., after which time WABY starts its regular established schedule for the day and night. Extensive tests were made, and it was found that many listeners tune in from midnight to dusk, especially DX fans.

### WDBJ Thrown Off Air Five Hours by Lightning

DURING a severe thunder storm May 22, lightning struck the 312-foot vertical radiator of WDBJ, Roanoke, Va., and the flash found its way into the concentric transmission line and melted the inside copper tube, brazing it to the outer copper tube and thereby causing a short which put the station off the air. This happened at 7:05 p. m. The storm continued in such intensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an overhead transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock the next morning. The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station.

F. B. CLARK, director of the worldwide British Broadcasting Corp., Empire shortwave service, sailed from England May 7 for an Empire tour which will last until next December and during which he will study the reaction to the Empire broadcasts and investigate mutual radio problems of the BBC and the British colonies and dominions.

KIUN, Pecos, Tex., was to broadcast continuously for 48 hours, May 30-31, to celebrate opening of new studios.

## White House Less Active On Food-Drug Measure

ADMINISTRATION interest in food and drug legislation evidently has diminished because of pressure of other legislation having presidential endorsement. At his press conference at the White House May 28, President Roosevelt indicated he did not know the status of pending legislation. When informed that the Copeland food and drug bill was stymied in a House subcommittee because of a controversy over its administration either by the Department of Agriculture or the Federal Trade Commission, the President said he believed the trouble was not entirely the jurisdictional question.

The Copeland bill (S-5), providing for Department of Agriculture control, passed the Senate earlier this session. In the House, however, a substitute measure offered by Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee has been given precedence and proposes jurisdiction within the Trade Commission rather than the executive department. The subcommittee, which Chairman Lea also heads, stripped the Copeland bill of its advertising provision and reported favorably on the Lea measure.

### Himber Gives Views

THE "astonishing" lack of proportion between the amount of money a sponsor spends for his radio program and the amount he allots to promoting his broadcasts with advertising and display material was cited as radio's greatest paradox by Richard Himber, orchestra leader on the Studebaker programs in an informal discussion at lunch the other day. "When an advertiser uses newspapers, magazines and billboards extensively," he said, "there is a reasonable assurance that in the long run the public will eventually see the message. But on the air it is entirely different. Unless the audience is frequently reminded that a certain radio show is on the air at a certain hour it is quite likely to be missed by a sizable number of listeners."

### Fitzpatrick Enlarges

FITZPATRICK Bros., Chicago, (Automatic Soap Flakes) will add WJAS, Pittsburgh, about June 1 to its four-station list now broadcasting its *Meet the Missus* program five times weekly. Tommy Bartlett, who started the quarter-hour series on WBBM and inaugurated the show on WKRC, WJR and WCCO, will be in Pittsburgh to help get the series started there. *Meet the Missus* is broadcast direct from the women's club meetings with the announcer quizzing the clubwomen. Neisser-Meyerhoff Inc., Chicago, is the advertising agency.

### Gotham Salesmen Meet

SALES promotion men for the networks and independent stations in the metropolitan New York area met for their second luncheon meeting at the Hotel Edison on May 19 and determined to meet once a month hereafter. Meetings are strictly informal, with no speeches or other formalities and the plan is to keep them on a purely social basis, with the sole purpose of getting better acquainted with each other.

# They Read BROADCASTING Broadcast Advertising

RESULTS OF SURVEY Made Among 1,000 National Advertisers and Agency Executives Taken at Random

Which Magazine Do You Read for News of Radio Advertising?

## THIS ADVERTISER FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?"

World Broadcasting System and its advertising agency, Fishler, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and agency executives at random and asked them.

When the replies came in, this is what they revealed so far as readership of periodicals devoted to radio and radio advertising is concerned: BROADCASTING Magazine, including the Yearbook Number, led all the rest--by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.

50.4% said BROADCASTING including Yearbook  
29.1% said Publication B  
23.9% said Publication C  
6.3% said Publication D  
6.0% said Publication E  
1.4% said Publication F

When you check your national list  
you'll find checks

# BROADCASTING

Broadcast Advertising

That's why 177  
broadcasters used  
BROADCASTING during  
1936, to carry their  
sales messages to  
the right men in  
the right location and  
the right radio  
advertising field.

**GENERAL MILLS, INC.**  
MINNEAPOLIS, MINNESOTA  
March 17, 1937  
VOUCHER NUMBER 22530  
CHECK NUMBER 4767  
\$3.00  
PAY THREE AND NO/100 DOLLARS  
Broadcasting Magazine  
National Press Bldg  
Washington, D.C.

**BULOVA WATCH COMPANY**  
NEW YORK  
April 15 1937  
No. 2167  
\$3.00  
Pay to the order of Broadcasting Magazine

**Kellogg's**  
BATTLE CREEK, MICHIGAN  
No. B3290

**Horlick's Malted Milk Corporation**  
RACINE, WIS.  
Check No. C 1090  
National Bank of Chicago 2-1  
March 5, 1937

**The Finex Co.**  
123 W. COLUMBIA STREET  
FORT WAYNE, IN.  
Broadcasting

**RALSTON PURINA COMPANY**  
ST. LOUIS, MO.  
1937

**SPERRY FLOUR COMPANY**  
SAN FRANCISCO, CALIF.  
PAY THREE AND 00/100  
BROADCASTING

**PHILLIPS PETROLEUM COMPANY**  
LEWISVILLE, ONLA.  
FEB 27 1937  
\$3.00  
32084

**TIDE WATER ASSOCIATED OIL COMPANY**  
SAN FRANCISCO, CALIF.  
3-23-37  
DIVISION  
ASSOCIATED  
No. 19714  
WILKES-BARRE, PA.  
APR 14 1937  
\$3.00

**PENN TOBACCO COMPANY**  
No. 19714  
WILKES-BARRE, PA.  
APR 14 1937  
\$3.00

**International Cellucotton Products Co.**  
Chicago  
TO THE FIRST NATIONAL BANK  
No. 13081  
\$3.00

**ALTORFER BROS. COMPANY**  
PEORIA, ILLINOIS  
To Continental Illinois National Bank and Trust Company of Chicago  
Chicago, Illinois  
March 10, 1937  
\$3.00

**COLONIAL POULTRY FARMS**  
WORLD'S LARGEST CHICK PRODUCERS  
PLEASANT HILL, MO.  
PAY TO THE ORDER OF  
Broadcasting Advertising  
COLONIAL  
THE PLEASANT HILL BANK  
80-325 PLEASANT HILL, MO.

**THE RATH PACKING COMPANY**  
PORK AND BEEF PACKERS  
WATERLOO, IOWA  
APRIL 2 1937  
A 51898  
EXACTLY \$1.50

**LORD & THOMAS ADVERTISING**  
LOS ANGELES  
March 11 1937  
No. 4936  
\$3.00

**J. WALTER THOMPSON COMPANY ADVERTISING**  
CHICAGO  
MAR 15 1937  
No. 8323

**N.W. AYER & SON INCORPORATED ADVERTISING**  
Lowell, Mass.  
March 31 1937

**ERWIN, WASEY & COMPANY, LTD.**  
Advertising  
CHICAGO  
H 5933

**HANFF-METZGER OF CALIFORNIA, LTD.**  
ADVERTISING  
922 SOUTH BROADWAY  
LOS ANGELES, CALIF.  
March 14, 1936  
No. 7354

**FULLER & SMITH & ROSS INC.**  
NEW YORK CLEVELAND  
No. 9295

**MOSER & COTINS Inc.**  
Advertising  
Cleveland, Ohio  
MAR 15 1937  
\$5.00  
No. 22905

**Humphrey, Prentke & Associates, Inc.**  
ADVERTISING  
ENGINEERS BLDG. CLEVELAND, OHIO  
CLEVELAND, O.  
No. 1429

**Wells Fargo Bank & Union Trust Co.**  
Market at Montgomery  
San Francisco  
San Francisco  
Pay to the order of BROADCASTING Magazine  
Three and no/100  
Subscription renewal from March 1 1937  
No. 414  
\$3.00

**THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.**  
PHILADELPHIA, PA.  
MAR 10 1937  
\$3.00/100  
18769

**SIMONS-MICHELSON COMPANY**  
No. 5577  
No. 10960  
Climm DAUGHERTY Advertising





# Merchandising & Promotion

Anglers' Lore—Steamers for Andy Boy—Only Four Readers—Herb's Pix—Play for Tourists

ANGLERS over a wide area follow the heavily merchandised fishing program sponsored on WJAX, Jacksonville, three evenings a week by Atlantic Refining Co., Philadelphia (White Flash). Fishing facts are obtained each week through 400 self-addressed postcards, 50 letters and telegrams sent to fishing grounds.

Each Friday the information is assembled into a Fish-O-Gram distributed through Atlantic dealers and sporting goods stores. A fishing camp booklet also is supplied. Every month prizes are awarded for fish stories. The Jacksonville Tourist and Convention Bureau has published a fishing camp map in which Atlantic is giving credit for supplying data. The Jacksonville Journal runs a Friday fishing column based on Atlantic's fishing facts, and gives credit.

WORC, Worcester, Mass., has a cooperative tie-up with the Worcester Evening Post. The Post furnishes local and county news items to the station in exchange for credit lines. Items are inserted in regular news periods along with Transradio news. The Post has remodeled its radio page and WORC programs are given much plugging. Station gets top listing and all the breaks in radio column. WORC carries several programs weekly under newspaper auspices, including local social and shopping gossip, movie-fotes, racing news.

D'ARRIGO Bros., Boston and San Jose, Cal. (Andy Boy Broccoli), has been giving a broccoli steamer to listeners who send in \$1 and 12 Andy Boy Bands. Stations on which announcements were spotted and the offer described included WOV, WEVD, New York; WNAC, WEEI, WHDH, WCOP and WORL, Boston. The sponsors recently used eight five-minute organ recitals by Doris Tirrell, former accompanist of NBC's Gospel Singer, Edward MacHugh, on WBZ-WBZA, Boston and Springfield. Agency is Harold F. Lewis Adv. Service, Boston.

IN A 32-page market data and statistical handbook being distributed by Weed & Company, its representatives, WTIC, Hartford, tells its story to sponsors and agencies. Growth of WTIC from 500 watts in 1925 to 50 kw. is reviewed. Contour maps and other data are included as well as success data on the G. Fox & Co. broadcasts, the store being the second largest in Connecticut.

RADIO program listings are carried in a full column on the classified page of the St. Joseph (Mo.) News & Press, co-owner of KFEQ, on the theory that they are closely read and will also attract interest to the classified ads.

RESULTS of a survey taken in Syracuse by Kenneth G. Bartlett, professor at Syracuse U, are contained in a brochure distributed by WFBL, that city.

COWNIE FUR Co., Des Moines, is offering a free booklet *The Romance of Furs and Their Care* to any woman who writes to the company telling the kind of fur she owns. The *Cownie Musical Furrier*, a 15-minute recorded program, is broadcast over WHO, Des Moines, every weekday. A packet of Guinea Gold Marigold seeds and a booklet *We Grew It* are given by the Northrup King Seed Co., Minneapolis, to listeners to the *Almanac of the Air* on WHO, each weekday at 6:45 a. m. Listeners are asked to send in a date line off a packet of Northrup King Seeds.

WBNS, Columbus, sent out 1,000 letters to members of the Chamber of Commerce telling them about the miniature apothecary shop set up by WBNS in a compartment of the special train which carried Columbus businessmen on a goodwill tour of 11 cities in Southern Ohio. The drug store carried an extensive line of hangover remedies, toilet articles, etc. supplied by WBNS advertisers. A public address system was set up all over the train.

JACK RATHBURN, announcer of WJAX, Jacksonville, Fla., is editor and one of the four subscribers to *Aunt Sally's Almanac*, a clearing house of baseball data for Sally League announcers sponsored by General Mills. Other subscribers are Vic Lund, of WIS, Columbia, S. C.; "Windy" Herrin, of WTOG, Savannah, and Lew Bristol, of WRDW, Augusta, Ga.

TO STIMULATE interest in the National Boy Scout Jamboree, KCKN, Kansas City, gave 200 genuine Indian arrowheads to scouts who filled in the missing letters of a famous leader. A portion of the name was printed in a local newspaper and listeners were advised to get the remaining letters from a KCKN broadcast.

DEVOTED entirely to the programs of KMOX, St. Louis, the St. Louis Star-Times carries a daily advertising display column which names not only all programs but identifies the sponsor and gives a short summary of each program. KMOX also shows movie trailers in 22 local movie houses as a tie-in for its advertisers.

KSFO, San Francisco, is merchandising Red Heart Dog Food and encouraging interest in its *Camera Club* sustaining feature by mailing enlargements of photographs of pets to all listeners sending in negatives and three labels.



FOR CORN FLAKES—Kellogg Co., Battle Creek, has 160 billboards around Chicago to promote its sports programs on WJJD. N. W. Ayer & Son Inc. is agency.

A BEAUTY contest with a two weeks free trip to Hollywood and a screen test in addition, is being offered by J. H. Marrow Co., Los Angeles & Chicago (Mar-O-Oil Shampoo), which started May 5 for 30 weeks *Mar-O-Oil Movie Magazine of the Air*, with Hedda Hopper, actress, as commentator, on 7 NBC-Pacific Red stations, Wednesdays, 1:30-1:45 p. m. (PST). For the first three after-noon broadcasts Miss Hopper is calling attention to the contest, inviting aspirants for film careers to submit pictures and qualifications. On May 26 program switches to a late hour, 9-9:15 p. m. (PST), when the same invitation will be extended. Contest is to take 26 weeks, and from photos submitted, the judges, who are outstanding Hollywood talent scouts and casting directors, will pick the winners. Agency is Janes-Morton Inc., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati, is giving prizes totaling more than \$50,000 in a six-week letter-writing contest, conducted in connection with two of its serial broadcasts, *The O'Neills* and *The Story of Mary Marlin*, each broadcast five days a week on both NBC networks. Contestants are required to complete the sentence: "I use Ivory Flakes for washing my stockings because..." and to send the top of a box of Ivory Flakes with each entry. For the best letters each week the sponsor will award five cash prizes of \$1,000 each and 2,500 pairs of silk stockings valued at \$1.35 a pair. Compton Adv. Inc., New York, is the agency.

CHANDU, transcription serial produced by Earnshaw Radio Productions, Hollywood, is being used by the Star Outfitting Co., San Francisco, on KYA, with a magic trick giveaway. United Baking Co. Schenectady, uses the series on WGY, with a premium offer, and the Gooch Bakeries, Lincoln, Neb., on KFAB, offers a picture premium on evidence of sale. WEEU, Reading, Pa., which started using the series in Aug. 1936 under Keystone Grocery Co. sponsorship, has renewed and early in May started with the Algerian sequence which is program No. 234.

A DEPARTMENT of research and promotion is being organized by John Blair & Company, national representatives, with activity to be centered at the Chicago office in charge of Dick McBroom, former manager of the NBC Chicago press department. A new checkup system designed to minimize demands on stations will provide a steady flow of sales information to sponsors and agencies. The present bulletin service for agencies and stations will be amplified.

ON THIS page, May 15 edition, it was reported that the *Chicago Herald & Examiner* is sponsoring a quarter-hour program five mornings weekly over WGN from the Criminal Court building, placed through Schwimmer & Scott, Chicago. Jack Scott, of the agency, calls our attention to the fact that this program is on WJJD, Chicago, and not on WGN. BROADCASTING deeply regrets its inadvertent error.



PAINTING—The town red, WBZ, WBZA, Boston-Springfield, has scattered window streamers everywhere to promote the *Packard Paint Men*, sponsored by Packard Paint & Varnish Co., Boston. Daily newspaper spotlights are used. Here is the studio scene as the Paint Men, Malcolm McCormack, WBZ announcer, and Carl Moore, entertainer, put on their program. Agency is Dowd & Ostreicher Inc., Boston.

TO SELL their diverse line, Nevelo Brothers Auto Supply Stores, San Antonio, are using six five-minute programs a week, featuring Pat Flaherty in *Chuckles & Oddities on the News*. Each day continuity is linked with the type of product being advertised on WOAI, such as star gossip for radio sets, swimming and sightseeing items for tires. Newspaper ads, weekend sales placards and other merchandising tieups are being used and a contest is planned. Bernard M. Brooks Adv. Agency has the account.

LIBERALLY spotted with candid masterpieces of Herb Hollister, camera artist, is a spiral-bound brochure just distributed by KANS, Wichita, of which Mr. Hollister is manager. Market and station information are attractively offered. The promotion piece closes with a candid shot of the Manager, Hollister, caught in a pipe-lighting pose, and carrying this message: "Thanks for your serious consideration."

FIRST in a series of promotion pieces being sent out by WBZ-WBZA, Boston-Springfield, link Florenz Ziegfeld's habit of using New England to test his productions, with use of the area as a radio proving ground. WBZ-WBZA has completed an expanded merchandising service using display cabinets in the Hotel Bradford, Boston. An illuminated easel shows program highlights.

MAKING a play for travelers, as the summer vacation period approach, station KYA in San Francisco is backing up other Hearst stations of the Orange Network by citing their call letters and frequencies in twice-daily spot announcements.

OLD HOMESTEAD Bakery, San Francisco, uses personal appearances of Bennie Walker and his amateurs, heard over NBC station KGO Wednesdays, whenever suitable tieins present themselves. Recent broadcast was picked up from the Dreamland Auditorium, where an exposition was held.

# without

# WLW

... countless listeners would be deprived of excellent radio reception provided by WLW's 500,000 watts.

Without WLW, your program suffers the loss of the listeners who depend regularly upon

# ... THE NATION'S STATION

# NOW'S THE TIME

# HERE'S THE EQUIPMENT

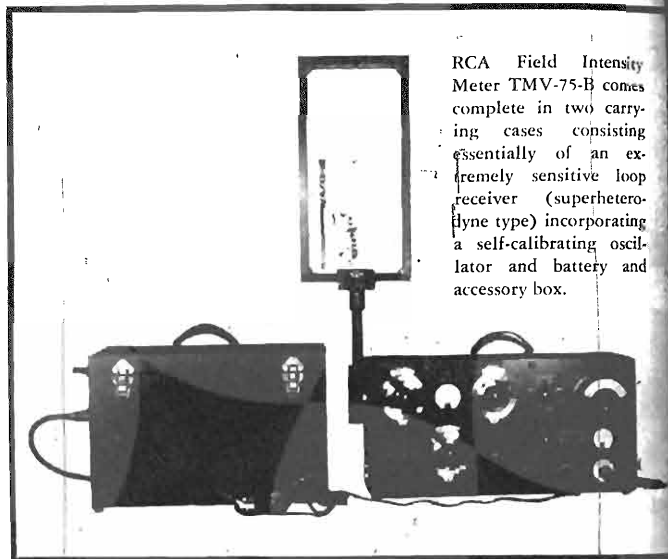
## For Making Field Intensity Measurements!

**M**AKE your field strength measurements now — in pleasant summer atmosphere! It's so much easier than doing it in winter, when you're hampered by snowdrifts, howling winds and frozen fingers.

It's easy, too, to use the RCA 75-B field intensity meter. No calibration charts are necessary. Readings are taken quickly and simply. The meter is stable, accurate and dependable. Is used by leading consultants and broadcasters throughout the country.

This fine instrument answers all your questions for you. Tells you about antenna efficiency. Checks harmonic radiation. Informs you if your directional antenna is operating correctly. Tells you your coverage.

In addition, this meter enables you to measure signals from 515 kcs. to 20,000 kcs., thus including harmonics up to the 12th of any broadcasting station. You can cover intensity readings from 20 microvolts per meter to 6 volts per meter. Provision is also made for adding a recording meter to make fading records without in any way changing the measuring instrument.



RCA Field Intensity Meter TMV-75-B comes complete in two carrying cases consisting essentially of an extremely sensitive loop receiver (superheterodyne type) incorporating a self-calibrating oscillator and battery and accessory box.

The 75-B does *everything* necessary for checking signal strength! You will discover, as many others have, that this meter actually pays for itself, not only by providing routine checks on station operation, but by giving you data for sales purposes — and for use proving radiator efficiency.

*Write to nearest district office for full information and prices*



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