

BROADCASTING

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WASHINGTON, D. C.
APRIL 15, 1937

Foreign
\$4.00 the Year

Broadcast Advertising


\$3.00 the Year
15c the Copy

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POWERED FOR THE JOB

Power to reach his destination is a primary concern of every good pilot. And the powerful influence of WHO is a vital help in reaching your sales objective in the rich Iowa market.

WHO-Des Moines-50,000 watts



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



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


CEE! WHAT'LL THEY DO NEXT?

DENVER WONDERS . . . AND LISTENS


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

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

KLZ bears down on the showmanship throttle every minute. No bets are overlooked to bring its audience timely, interesting special events. KLZ keeps its audience on the edge of its seat. It is the station this region listens to. It's the station that can really put your selling story over in this market.




GANG BUSTERS—On March 3 the killing of Clifford McKissick in gun battle with Denver police was dramatized during the Gang Busters program. Geo. W. Marland, Denver police chief, and James E. Childers, captain of detectives, leading characters in the episode, are shown listening to program at police headquarters. So many other Denverites listen to KLZ that defense lawyers in sequel cases are hard put to find jurors who did not hear it.



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

RACKETEERS—Bruce Barnes, former Davis Cup star, and Ellsworth Vines, world's champion pro tennis champion, appeared in exclusive interview over KLZ on March 9. KLZ never misses a chance to build in more solidity with sports fans.



BASKETBALL CHAMPS—Week of March 15, KLZ carried broadcasts of national A. A. U. basketball tournament. Denver Safeways won final game before a crowd of 7500, a victory for which Denver had been waiting five years. Presentation of medals to winners by J. T. Mahoney, national A. A. U. president, was aired exclusively by KLZ.

KLZ

Dig into 13 big markets at low cost

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

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

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

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

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

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



The COLONIAL NETWORK

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



Advertising Support right through the Summer!

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

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

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

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

summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)



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

National Broadcasting Company

A Radio Corporation of America Service

THE

QUEEN OF SHEBA COMES TO LIFE!



Phenomenon
ELECTRIFYING HISTORY
Tested Radio Program
ready for broadcasting
NOW!

Custom-Built for
POWER & LIGHT COMPANIES

From the pages of history come drama, romance, adventure to tell one of today's most thrilling stories—presented by New York and Hollywood network stars, under Broadway direction. Not syndicated material—but custom-built electrical transcriptions; auditions immediately available!

RADIO and SCREEN Stars!
Hugh Conrad
"MARCH OF TIME"
Claude Rains Jean Colbert
Fred MacKaye
Robert Frazer

● **New!** Fantastically imaginative and historically correct—scripts to hold an audience of all ages!
● **Tested!** Not an experiment, but a proved "hit"—already tested by actual broadcasting for the industry.
Most outstanding electrically transcribed educational entertainment feature in America!

THIS MERCHANDISING PLAN for ELECTRICAL INDUSTRY will Build Load!

Keyed to cover every phase of the sales problems now confronting you—"Phenomenon" has been audience-proved. It is a merchandising success in selling appliances—in BUILDING LOAD—the industry's major problem,

and has been created solely for this purpose. A radio merchandising plan to entertain and educate as it sells. A program for every member of the family. Send at once for full information on this plan.

WRITE OR WIRE for "FLICK THE SWITCH"

MIDLAND BROADCASTING CO., Kansas City, Missouri

ANOTHER KMBC TESTED FEATURE!

— a sales manual which describes the load-building possibilities of Phenomenon; also a beautiful illustrated brochure.

1st. In Listener Interest
and in Pulling Power
Here's Proof

39%

*of Detroit's Families Prefer WWJ to Any Other Radio Station**

That WWJ is the favorite station of Detroit, there can be no doubt. Actual survey shows that it is preferred by 39% of the city's families—6% more than prefer any other station*. Being the first radio station in the country to broadcast regular daily programs, WWJ has naturally, long since, become an established Detroit institution. Its cooperation with the Detroit public schools, the Detroit Symphony Society, the Detroit Board of Health, the Art Institute, Juvenile Courts and other civic institutions has won for WWJ an intimate standing in the Detroit community unequalled by any other station.

But, WWJ offers more than *quality* and *prestige*. It offers *quantity* as well. It is *first in listener interest* in a rich, prosperous, responsive market and guarantees at least a primary coverage of 2,388,741 people, nights and 3,170,762 people days**. That's why it's *first in pulling power, too*. Check its possibilities today!

*From a survey made in 1936 by George B. Hackett, independent researcher.
**From Standard Coverage and Market Data Service.

Owned and Operated by
The Detroit News—Member NBC Red Network

National Representatives
THE PAUL H. RAYMER COMPANY

NEW YORK 366 Madison Ave. Murray Hill 2-8690
CHICAGO Tribune Tower Superior 4473
DETROIT General Motors Bldg. Trinity 2-8060
SAN FRANCISCO Russ Bldg. Douglas 1294

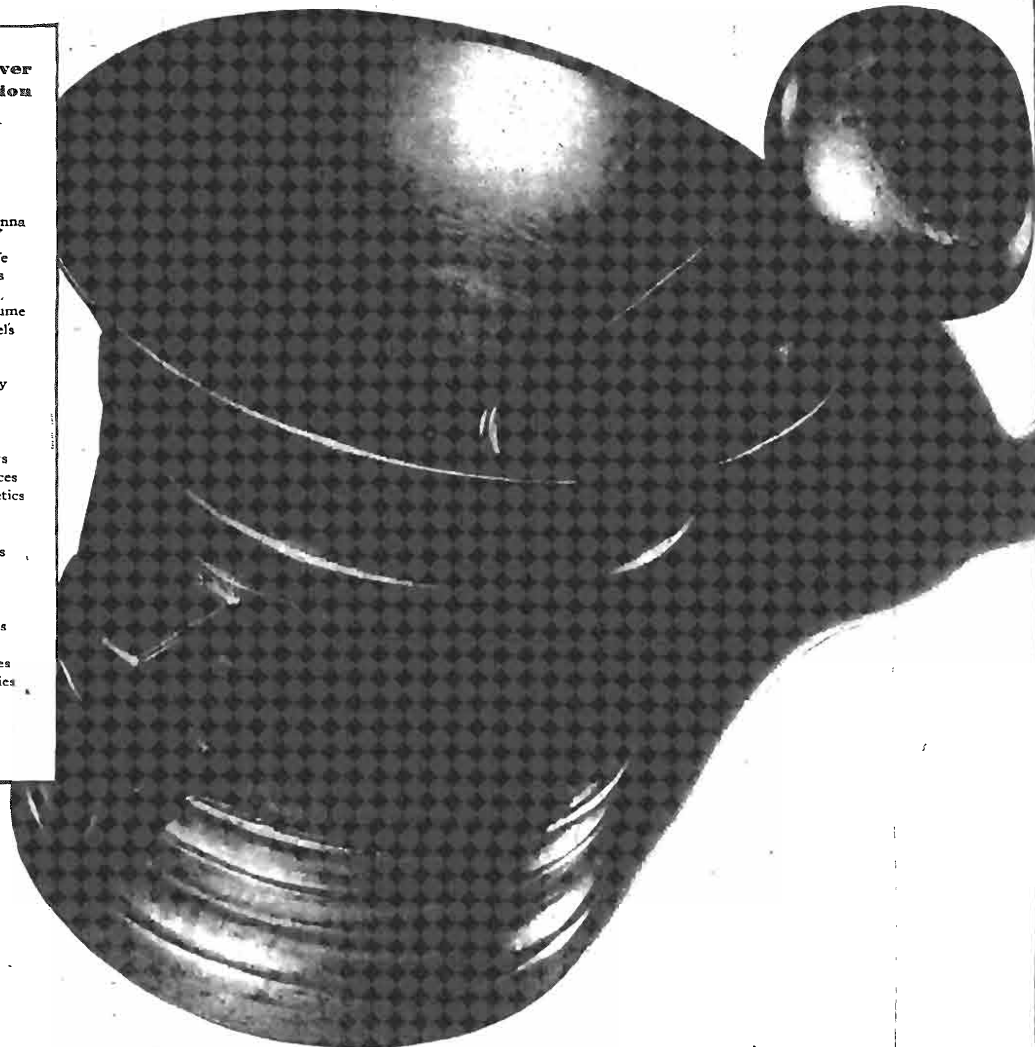


R

Now advertised regularly over
Cleveland's Friendly Station

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

*Direct



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

W·G·A·R

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-President and General Manager

Edward Petry & Company, National Representatives

BROADCASTING • Broadcast Advertising



Two New Important Markets for NBC...

WDEL

WILMINGTON, DELAWARE

Is Pleased to Announce

Its Affiliation with the

**NATIONAL
BROADCASTING
COMPANY**

As a Basic Outlet of the
RED NETWORK

Effective April 15, 1937

WDEL

Wilmington • Delaware

WORK

YORK, PENNSYLVANIA

Is Pleased to Announce

Its Affiliation with the

**NATIONAL
BROADCASTING
COMPANY**

As an Outlet of the
**RED and BLUE
NETWORKS**

Effective April 15, 1937

WORK

York • Pennsylvania

BROADCASTING • Broadcast Advertising



"Odzooks!—I forgot time schedules!"

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

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

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

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

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

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

Radio Station Representatives

<p style="text-align: center;">NEW YORK</p> <p>110 East 42nd St. Lexington 2-8660</p>	<p style="text-align: center;">CHICAGO</p> <p>180 N. Michigan Franklin 6373</p>	
<p style="text-align: center;">DETROIT</p> <p>New Center Bldg. Trinity 2-9444</p>	<p style="text-align: center;">SAN FRANCISCO</p> <p>One Eleven Sutter Sutter 4353</p>	<p style="text-align: center;">LOS ANGELES</p> <p>C. of C. Bldg. Richmond 6184</p>

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

NAB Convention in Chicago June 20-23

By SOL TAISHOFF

Sherman Hotel Is Headquarters; Board Approves Public Domain Disc Library; Supports State Copyright Laws

AFTER designating Chicago as the convention city for the second successive year, with June 20-23 as the time, the NAB board of directors at a meeting in Washington April 7 dug its collective teeth into the general copyright situation and authorized sweeping actions on several fronts.

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

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

May Be Permanent

Chicago won as convention city because of its central location and because last year's convention drew the biggest attendance in NAB history, with a gross enrollment of 816 and a delegate registration of 258. The NAB has approximately 400 station members. With this new precedent in selecting the same city twice in succession, it is not unlikely that Chicago will become the convention city on a permanent basis.

The only definite action taken by the board, after discussion of a wide range of subjects, had to do with copyright, as follows:

1. Gave Managing Director Baldwin, the green light on his public domain transcription library project, to be sold stations through a separate corporation in which NAB officers would be the stockholders. Ten hours of this library already have been recorded, with 25 hours promised for delivery to stations at a rate yet to be established prior to the June convention.
2. Gave unqualified endorsement to the state copyright laws of Montana and Washington State, enacted in March, which strike at the

vitals of radio's controversy with all of the music copyright groups by requiring listing of all numbers, clearance of music at the source in the case of networks and introduction of a "per use" basis of payment.

3. Authorized the managing director to retain counsel to assist in defense of both the Montana and Washington measures, now under attack in the courts by ASCAP.
4. Voted the association's support of the bill proposed by Ed Craney, hard-hitting manager of KGIR, Butte, to amend the Federal copyright laws by striking out the innocent infringement clause of \$250 minimum damages and leaving judgment to the court; and by requiring networks to assume full

liability on infringements at the source, whereas each affiliated station now is held responsible, with the same provision to prevail for transcription companies. This bill was proposed by Mr. Craney in his open letter to Congress two months ago [BROADCASTING, Feb 15]. On March 29, it was introduced in the Senate by Senator Sheppard (D-Tex) and referred to the Committee on Patents.

5. Voted to support the Duffy Bill (S-7) reintroduced this year after having fallen the victim at the last session of violent ASCAP opposition in the House. This bill similarly would eliminate the present minimum statutory damage provision and serve to check the onslaughts of copyright combines in other ways.

6. Authorized the appointment of a committee of three to investigate and formulate plans whereby stations might seek to procure refunds of money paid to Music Publishers Holding Corp., subsidiary of Warner Bros., for its music during the period Jan. 1 to July 31, 1936, when the Warner houses were outside the ASCAP fold. It has been estimated some \$250,000 had been paid these five Warner companies by some 250 stations. MPHC has turned deaf ears to the entreaties of NAB and certain of these stations for the refunds. The committee named comprises Joseph O. Maland, vice-president of WHO, Des Moines; John Elmer, NAB first vice-president and head of WCBM, Baltimore, and John J. Gillin, Jr., manager, WOW, Omaha.

NAB Disc Library

Much interest centered about the auditioning of the public domain library samples. With a turntable set up in an outside office, the board, seated before a remote speaker in Mr. Baldwin's office, listened to a cross-section of the 10-hours of transcribed discs he had available. These covered the customary musical ensembles, vocals and other items adapted for transcriptions, all using numbers selected from the public domain files of the Library of Congress, and arranged by the NAB Copyright Bureau staff of a half-dozen headed by Edward Fitzgerald, NAB copyright director.

These constitute the first segment of a projected library of a minimum of 100 hours planned by Mr. Baldwin and authorized by the Board of Directors just a year ago. All told, he estimates that some 1,700 separate public domain compositions will be required for the 100-hour library. The production schedule calls for 25 hours, or some 400 to 500 public domain numbers, to be available for delivery within the next month or six weeks.

The discs will not be offered stations until the new NAB copyright corporation, which will be largely an incorporation of the existing Bureau of Copyrights, is formed and prepared to do business as a corporate entity, which the NAB cannot. [See BROADCASTING, April 1]. Following the auditions, the board agreed that the NAB officers should proceed with the organization of the corporation, with the executive committee to approve the structure before it actually engages in business. It agreed, too, that at the next meeting of the board, probably during the convention in June, the corporation should submit a report covering plans for the ensuing year. The actual basis on which the

Bulova Plans Atlantic Chain Following Purchase of WLWL

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

AMICABLE settlement of the long-standing Paulist-CBS-Bulova controversy, which resulted in more radio intrigue than any other recent agitation, has been effected with the outright sale of WLWL, New York station owned by the Paulist Fathers, to Arde Bulova, watch manufacturer and broadcaster, for a reported figure of \$275,000.

This transaction, in which Mr. Bulova, CBS officials and the Paulist figured, will make possible completion of the Bulova plan for an upper Eastern Seaboard network extending from Philadelphia through New York to New England with a half-dozen or more stations, practically all of which are Bulova-owned or controlled.

Mr. Bulova and James P. Kieran, commercial manager of WLWL and a central figure in its six-year quest for full time, visited the FCC April 8, at which time they explained the transaction. The plan, it is understood, follows closely that originally worked out by CBS with the Paulists whereby WLWL would become a full-time station in New York, operating with high power of possibly 10,000 watts on the 1100 kc. clear chan-

nel. Whereas the CBS proposition, worked out more than a year ago, would have provided for acquisition by that network of the station either on a lease or sale basis with a certain amount of guaranteed time to the Paulists, the Bulova transaction involves an outright sale and with no guarantee of time to the Paulists.

Forming a Network

It is reported that the sale to the Bulova interests resulted from a three-way transaction in which CBS, and more particularly its executive vice-president, Edward Klauber, used its good offices.

With the anticipated approval of the transaction by the FCC Broadcast Division, plans of Mr. Bulova to proceed with his network probably will go forward at once. Harold A. Lafount, former FCC commissioner and in effect general manager of Bulova broadcasting enterprises, has laid out the network plans. Mr. Lafount also has interest in several other Bulova stations.

This network, as the present situation stands, is expected to include the new full-time WLWL as the key station. Other affiliates would be WPEN-WRAX, Philadelphia regional now operated by Mr. (Continued on page 70)

Organized Labor Movements Make First Inroads on Radio

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



Mr. Langham

ORGANIZED labor movements now occupying front page attention throughout the nation made their first inroads upon the broadcasting industry the weeks of April 5 and 12 when it was disclosed that the off-renowned announcers' union in New York had come into being with the formation of the American Guild of Radio Announcers and Producers in the announcing-production departments of CBS.

Headed by Roy S. Langham, a CBS production man, this group has convinced Edward Klauber, CBS executive vice-president, that it represents a majority of the network's production staff and that its committee is authorized to speak for the producers-announcers. Mr. Klauber in turn has appointed a committee to represent the company in bargaining with these employees. The committee met April 9 and had a second meeting scheduled for April 14.

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

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

No Outside Connection

While not committing himself as to future plans of the Guild, Mr. Langham told BROADCASTING that at present the organization is entirely free of affiliation with any outside labor organization—that is, the Committee for Industrial Organization (CIO) or the American Federation of Labor.

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

Close inquiry by BROADCASTING failed to disclose that any similar groups have approached officials of NBC, and so far as known its production staff is not contemplating any group action at the present time. Mutual Network being a co-operative venture, owned entirely by WOR and WGN, reported that it has had no intimation of any organized labor movement from any of its network or station men.

Mr. Langham did say, however, that various individuals in radio have asked him about the progress of his group, and it is certain that this progress is being closely watched by both employes and executives of all broadcasting companies in New York. At present

RADIO AND LABOR
WROK and Local Union

Cooperating

AN EXAMPLE of the cooperative relationship which can exist between radio stations and labor unions is given in the arrangement between WROK and the Central Labor Union of Rockford, Ill. Early last fall WROK established a program titled *Builders Program*, during which the station donates a half-hour period each Monday for use of the union.

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

Satisfaction of the unions with the program is expressed in the letter sent to WROK by Cap Brady, secretary of the central union, in which he expressed the "sincere appreciation of organized labor in the city of Rockford for your kindness in allowing us the facilities of your station."

Wincharger Names Duff; Placing on 100 Stations

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

Mr. Duff comes from the Bagley, Horton & Hoyt advertising agency in Chicago, where he handled the radio campaigns for the Pinex Co., Fort Wayne, and W. A. Sheaffer Penn Co., Fort Madison, Ia. A University of Iowa graduate, he formerly was with the Iowa Broadcasting Co., Des Moines *Register & Tribune* and Battenfield & Ball Adv. Agency.

Wincharger started a 13-week series of disc announcements March 8, placed by Hays McFarland & Co., Chicago [BROADCASTING, March 1].

La Rosa Adds Group

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

Connery Measure Encounters Delay

Plan for Radio Investigation Continues on the Shelf

THE fate of the Connery resolution (H Res-92) was still undetermined as this issue of BROADCASTING went to press, despite persistent statements by its sponsor that it will go through. The resolution proposes a widespread investigation by a select Congressional Committee of alleged monopolistic practices of the networks and invades such questions as purported trafficking in station licenses through sales at what are described as inordinately high figures.

Even should the resolution, pending practically since Congress convened last January, be reported favorably by the House Rules Committee before which it is pending, there is considerable doubt as to whether the House will actually pass it. In the last fortnight two resolutions favorably reported by the Rules Committee have been rejected by the House. There is known to be considerable opposition on the resolution among administrative leaders in the House. One unconfirmed report is that word has seeped down from "highest quarters" against such an investigation on the ground that it is unwarranted and unnecessary.

Delays Encountered

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

Pressure of other legislative business, notably the Supreme Court issue, has tended to block immediate consideration of a variety of proposals having to do with radio. More particularly it has prevented Senator Wheeler (D-Mont.) sponsor of a legislative plan to bring about separation of newspapers from station ownership, from following through. He has indicated that he may forego this legislation until the end of the session or next session, if necessary.

His plan was to introduce a measure as a basis of discussion and then have full hearings before a subcommittee of the Senate Interstate Commerce Commission of which he is chairman.

New C & S Show

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

A Market for Words Is Developed by Radio

By IRVING D. AUSPITZ
President, Auspitz & Lee Advertising Agency

Better Speech Institute of America Goes Radio and Starts the Whole Country Talking--Correctly

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



MR. AUSPITZ

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



ESTELLE B. HUNTER
Treasurer
Better Speech Institute of America

ONE FINE Sabbath morning in 1935, the mammy singers, hie-de-ho swingers and slap-stick comedians awoke to find a strange type of neighbor in their midst on the network. So far as the radio family was concerned, this extraordinary newcomer was neither "vegetable, mineral nor animal", and speculation was rife as to what this unique personality held in store for the sensitive broadcasting system.

Curiosity was at the itching point. What would the first script release? Would it be a Jack-in-the-box upset, a Pandora's Box of amazing revelations, just another one of those flash-in-the-pan innovations that look like "hot stuff" for a while and turn out to be nothing more potent than "heat lightning"—or what?

Dr. Speaks Prescribes

"Educational," was the way that NBC labeled this new-type show; and if others were apprehensive about how it would be received by radio dialers, that was nothing compared to the check-book goose-pimples experienced by the principals of The Better Speech Institute of America, its sponsors, who were staking their time and money against the interest of the go-getting American public in effective speech as a dominant success essential.

The initial series of *Your English* quarter-hour programs was inaugurated unostentatiously at 11:45 a. m. (EST) on Jan. 27, 1935, over five NBC-Blue stations. With these episodes the Institute ingeniously introduced a kindly central character under the cognomen of Dr. Speaks, who in private life is one of America's outstanding English authorities. Through this stroke of delicately shaded showmanship, the correction of everyday speech faults, advice concerning pronunciation and enunciation, and the exposition of grammar rules were capsuled in easily assimilated, intensely interesting dramatic form. A dash of stringed music and inspiration completed a new technique in edu-

Radio On The Spot

On April 14, 1935, the time of the *Your English* program was changed to 2-2:15 p. m. to secure an NBC-Blue network of 30 stations. By that time, judging from the orders and fan mail, Dr. Speaks was conducting his "Speech Clinic" for the benefit of an audience of major proportions. From this network, the Institute expanded its efforts to a string of 52 stations on the same network, completing a coast-to-coast hookup on one of the fastest-growing pay-as-you-go schedules of recent years.

Can radio do a direct-selling job at an equitable ratio of advertising cost to sales? That was the pertinent question which couldn't be answered by existing precedent at the time Neal B. Dunbar, president of The Better Speech Institute, and Estelle B. Hunter treasurer, first determined to add the microphone to their sales staff. The Institute's "Self Teaching Course in Practical English and Effective Speech" was priced at \$3.75. The subsequent rapid expansion of the Institute's radio activity tells its own story as to what happened so far as the bookkeeping phase of the campaign is concerned.

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

ment, and enrollments from their memberships spread the influence of the network broadcasts far and wide.

Executives in far-flung industries listened with interest each Sunday, and representatives of the Institute found doors of hundreds of sanctum sanctorum open wide for them in the interest of the personnel of some of the country's foremost corporations. The importance of correct, fluent, effective speech had been visualized by means of radio to the profit of both the sponsor and the public at large. The NBC audience recognized in the helpful, instructive broadcasts an easy, interesting way to develop greater poise, stimulate self-confidence and to become more successful in making words pay dividends.

Tempting Responses

Many letters received by the Institute in response to the *Your English* series contained \$3.75, the full price of the course. Most of the envelopes, however, contained 25 cents, which entitled the senders to the first lesson of the course, a 32-page brochure. In this way the recipient of this first lesson was accorded the privilege of proving before enrolling the value the course held for him. If, within ten days, he decided to enroll for the complete course, the Institute agreed to apply the 25 cents toward the cost.

Early in the series, a list of 500 words frequently mispronounced was offered to test listener interest. This pamphlet was mailed upon receipt of ten cents. Included was *The Better Speech Test* entitled "Your Speech! Is it Excellent, Good, Fair or Poor?" From reports that followed the introduction of this feature, the Institute inaugurated a "Question and Answer" department to the regular Sunday programs, and this innovation like many others that were incorporated from time to time, bolstered interest in these unique radio presentations; made them the court of last resort for many wagers concerning words and grammar.

On one occasion when the Institute condoned the use of "Xmas" for Christmas, newspapers and trade papers took up the issue and kept it alive for months. Proof



NEALE V. DUNBAR
President
Better Speech Institute of America

Congressional Static Clouds Broadcasting Business: An Editorial

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

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

We do not differentiate between classes of station ownership. We do not single out newspaper acquisitions or network acquisitions.

We have consistently maintained that any class legislation, by which it would be prescribed that one group cannot do this or that while others can, in the long haul would prove disastrous to all.

In this loose talk about "trafficking" in licenses, the theme seems to be that a station may not be sold for more than the actual physical investment in or replacement value of equipment. The theory, evidently based on rules of law or business not generally recognized, seems to be that there is no "good-will" or "going concern" value to radio, but that all of the intrinsic worth reposes in the government franchise—the station assignment.

Could those legislators believe that a broadcaster should not be compensated in some measure for the task he has performed in establishing a business? Would those same legislators, who happen to be lawyers, or newspaper publishers, or department store owners, insist as a matter of law that their practices or properties be sold for the replacement value of the physical appurtenances, whether

they be law books and desks, or printing presses, or show-cases and goods on the shelf?

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

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

Payne Urges Tax Of \$1 to \$3 a Watt

THE FIRST concrete proposal for a tax on broadcasting stations, fixing rates at \$1 to \$3 per watt, emanated April 14 from the office of George H. Payne, FCC Telegraph commissioner, in the form of a press release setting forth a letter he had written to Rep. John J. Boylan (D-N.Y.) and a tentative bill he had framed as a result of conversations he stated he had with the New York Congressman.

Mr. Payne asserts in the letter that "there has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist. His letter cites \$40,000,000 as the investment in the broadcasting business and declares its gross revenue last year exceeded \$107,000,000 and this year may run up to \$130,000,000.

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

Along with the press release issued by Mr. Payne, newspapermen were given a list of 32 stations now licensed to use 50,000 watts,

WGBI Joins CBS as NBC Signs WDEL Basic-Red, WORK Optional

WHILE NBC concentrated its plans on expansion of its Blue Network into a separate nationwide entity with its own supplementary outlets, CBS continued its own expansion project during the last fortnight by definitely aligning WGBI, Scranton, with service to begin May 2. The three latest additions to NBC's networks are WDEL, Wilmington, which becomes a basic Red outlet, WORK, York, Pa., an optional Red and Blue, and KSOO, Sioux Falls, S. D., an optional Red and Blue. Service was to begin to these stations April 15. This brought NBC's total to 124.

While the WGBI affiliation with CBS previously had been reported [BROADCASTING April 1], actual consummation of the arrangement was held up until the station, operating seven-eighths time, made an arrangement with WQAN, operated by the *Scranton Times*, to clear the other one-eighth time for network service. Frank Megargee, president and general manager of WGBI, announced April 12 that the arrangement had been consummated, subject to FCC approval, whereby WQAN would use WGBI's transmitter for two periods of one half-hour daily except Sunday for news broadcasts. The balance of the time will be used by WGBI. Mr. Megargee pointed out that WGBI, operating on 880 kc with 500 watts, is the only station covering Northeastern Pennsylvania and that the addition of CBS service will greatly improve the station's status in that area.

NBC has made no formal announcement in connection with ex-

each of which would be taxed \$150,000 per year under the proposed act unless they share time. The list also included WLW, whose 500,000 watts of experimental power would mean a tax of \$1,500,000.

pansion of the Blue Network through the South and Southwest. However, it has been in negotiation with numerous stations in that area, among them KGKO, now being moved to Fort Worth from Wichita; WTFI, Athens, now being moved to Atlanta; WDSU, New Orleans, and WNBR, Memphis.

In aligning two stations of the Mason-Dixon Group—WDEL and WORK—NBC sought to intensify its coverage along the Eastern seaboard. WDEL operates on 1120 kc. with 500 watts day and 250 watts night. It is the first basic Red outlet to be added by the network in a considerable time. Most of the new additions have been on the Blue or as optional Red and Blue outlets.

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

New Hookup's First

APRIL 18, date now set for the inauguration of the WLW-WHN-WFIL-KQV network, will also see the start of the group's first commercial program, the *Ave Maria Hour*, sponsored by St. Christopher's Inn, Catholic institution at Graymoor, New York. This feature will be broadcast Sundays, 5:30 to 6 p. m., only by WLW and KQV. It is already being broadcast in New York and Philadelphia (WMCA and WIP) as a Sunday morning program. Several other commercials have already been signed by the new group, according to E. J. Rosenberg, vice-president of Transamerican, sales representative of the hookup.

Kate to General Foods

GENERAL FOODS Corp., New York, will launch an hour-long program starring Kate Smith over one of the major networks late in the summer, with Calumet Baking Powder and Swansdown Cake Flour sharing in the commercial announcements. Neither the network nor the details of the program have been decided. *We the People*, the Phillip H. Lord program currently presented in the interest of Calumet Baking Powder, will shortly sign off for the summer, but Young & Rubicam Inc., New York, agency for these products, expects to find another sponsor for the program before fall. Great Atlantic & Pacific Tea Co., New York, present sponsor of Miss Smith in a Thursday evening hour CBS program, the *A & P Band Wagon*, may continue the show with another star.

Holiner to Agency

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

Quaker Oats Tests

QUAKER OATS Co., Chicago (Muffets), begins a test schedule of short live announcements on WFIL and KYW, Philadelphia, effective May 13. Four announcements will be given daily, two daytime and two nighttime, over a four-week period. Arthur H. Kuder Inc., New York, is conducting the test.

ALL EYES ON KANSAS



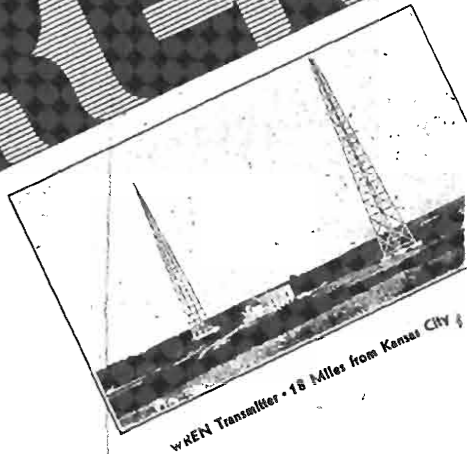
In addition, there were millions of dollars flowing into Kansas from corn, oats, barley, potatoes and from hogs and cattle. Real wealth in cash.

Kansas today has the money to enrich every line of manufacture. The greatest all-round rich farm and stock country in the world is NOW LOOKING FOR THINGS TO BUY. WHEN will tell your sales story in the farmers' own language at the lowest advertising cost—STARTING NOW!

"Yellow Gold" — that's what the farmers of Kansas call wheat. Last year there were 134,000,000 bushels—a bumper crop—worth approximately \$134,000,000.

ALL EARS ON WUREAM

Vernon H. "Bing" Smith, General Manager Lawrence, Kansas. National Representatives Craig & Hollingsbery, Inc. New York and Chicago



WREN Transmitter - 18 Miles from Kansas City

North American Channel Shifts Seen

United States Allocations Are to Be Held Up Meantime; Results of Havana Conference Acclaimed

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

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

The Border Problem

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

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

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

tive acceptance, subject to official ratification of the Craven-Ring principles of allocations. Under it there would be no exclusive channel assignments but guaranteed protection would be afforded on specific classes of channels. By recognition of mileage and frequency separations and of this country's technical standards, all of the nations would share regional and local channels.

It is possible that the question of use of the long-wave band, from 160 to 240 kc., for broadcasting use, will be placed upon the agenda of the November conference. This band now is being used for broadcasting in Europe, but in this country is used by maritime, government and other telegraphic services. The U. S. delegation at Havana, when this question was raised held it could not accept the use of that band for broadcasting at this time, presumably because of the entrenchment of these other services. It has been ascertained that the long waves are ideally adapted for broadcasting.

Immediately upon the return of the American delegation, Comdr. Craven began preparation of a report on the conference to the FCC. This was to be presented orally at an en banc meeting of the Commission.

Because of the outcome of the conference, it appears a certainty that the plans for a domestic reallocation will be retarded until the Pan-American conference concludes its work this fall. The understanding in Havana was that the FCC, in working out its allocation plans, will take into account the requirements of the other nations, based on exchanges of technical data to be submitted, and that Canada, Mexico and Cuba similarly will coordinate their technical data for the November meetings.

Thus it is conceivable that at the Pan-American conference there will be laid before the united delegations a broad plan of broadcast allocations among the four North American nations, as well as provisions whereby nations in South and Central America using the broadcast band will conform to engineering standards to avoid interference. By international convention it is prescribed that the broadcast band is to be used for

broadcast services throughout the world, and the effort at the Pan-American conference will be to devise allocation standards resulting in minimum interference.

U. S. Requirements

The exclusive channel, it was concluded, is a misnomer, since the international rules prescribe use of frequencies for broadcasting nationally and on a noninterfering basis. In other words, provided there is adequate geographical separation or a sufficient differential in time (such as a five-hour difference), assignments can be duplicated. For example, a clear channel of the best category, called Class A, would be exclusive in the United States, yet can be and is used in South America without interference.

[See detailed analysis in April 1 issue of BROADCASTING for allocation standards].

Minimum requirements for the United States were expressed in terms of 60 clear channel stations during the conference. As proposed in the Craven-Ring report, 25 of these would be in the Class A group, with power permitted in excess of 50,000 watts. Because of the formula agreed upon, Class A stations would be located a minimum of 3,500 miles apart, or in countries having at least a five-hour time differential. All clear channel stations would be limited to 500 microvolts protection in their secondary areas, with the Class A channels so measured at the borders as to make way for possible increases in power beyond 50,000 watts.

Class B clear channels would have an upper limit on power of 50,000 watts, and be separated by at least 3,000 miles. In the case of Class C stations, they would have an upper limit of 50,000 watts, but in addition use engineering methods to prevent interference, such as directional antennas. In the third category, stations other than high power stations could be duplicated on the channels as secondary outlets, with the understanding that these additional stations would not interfere with the dominant outlets.

Because the United States is located between Canada and the neighboring Southern countries, (Continued on page 48)

WCBD Preparing To Rebuild Station

Suffers \$60,000 Loss During Fire; Carries on Via WMBI

ONE of the most disastrous fires in radio history completely consumed the transmitting house and auxiliary studio of WCBD, Chicago, at its Zion, Ill. transmitter site, April 2. Only one antenna tower was left standing.

WCBD was originally licensed to Wilbur Glenn Voliva at Zion in 1924, as one of the earliest 5,000 watt grants in radio. It was known nationally for the broadcast of huge choral and band groups of the religious organization of which Mr. Voliva was head.

In May, 1934, WCBD was purchased by WCBD, Inc. headed by Gene T. Dyer, Chicago, also operator of WGES, and later was designated as a Chicago broadcasting station, retaining its transmitter, however, in the original Zion location.

Spread in a Hurry

The fire, which was of incendiary origin and started in and completely consumed historic Shiloh Tabernacle, spread quickly to the adjoining transmitter building. Chief Engineer Ed Jacker held the transmitter on the air until flames crowded him out a window just before the building collapsed.

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

Plans for a new and greater station are already in work, according to Mr. Dyer.

North American Adds

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



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

Allocation Principles Adopted at Havana Radio Conference

RESOLUTIONS totaling 15 in number were adopted by the North American Radio Conference held in Havana March 18-29, and which paved the way for an Inter-American treaty convention tentatively scheduled in the same city beginning Nov. 1, but which is expected to take place later that month. The resolutions were agreed upon as a basis of discussion at the forthcoming conference, and covered engineering principles approved by the technical delegations from the United States, Canada, Mexico and Cuba. Following are in full text those resolutions pertaining to broadcasting and related services, as made public at the closing plenary session in Havana:

RESOLUTIONS DIRECTLY AFFECTING BROADCASTING

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

"It was resolved by the Conference to hold an Inter-American Radio Conference, to be inaugurated the first day of November, 1937, to which there shall be submitted, as a basis for discussion, all the matters prepared and studied by the present Regional Conference as well as any other questions which the American nations may suggest before the 30th day of August, 1937."

"It requests the Cuban Government to offer its hospitality for the holding of said Conference in the city of Havana and, in such a case, to kindly invite all the American nations to be present at the said Conference of Nov. 1, 1937."

The Regional Radio Conference, held at Havana, in the month of March, 1937, has resolved, unanimously, to express to the Governments herein represented, its recommendation that the following be agreed upon, as a basis of discussion at the forth-coming Inter-American Regional Radio Conference, now scheduled for Nov. 1, 1937.

GENERAL DEFINITIONS

Telephone broadcasting service: A service carrying on the broadcasting of radiophone emissions primarily intended to be received by the general public.

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

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

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

Facsimile broadcast station: A station licensed to transmit images of still objects for record reception by the general public.

Frequency assigned to a station: The frequency assigned to a station is the frequency occupying the center of the frequency band in which the station is authorized to work. In general this frequency is that of the carrier wave.

Frequency band of an emission: The frequency band of an emission is the frequency band actually occupied by the emission for the type of transmission and for the signalling speed used.

Frequency tolerance: The frequency tolerance is the maximum permissible separation between the frequency assigned to a station and the actual frequency of emission.

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

STANDARD BROADCAST BAND 540-1600 KC.

General

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

The frequency band between 1500 and 1600 kilocycles should be assigned to radio broadcasting service in the Americas.

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

Within the broadcast band 540-1600 kc, the frequencies which are assigned to broadcasting stations shall be in multiples of ten, and stations operating on these frequencies shall not deviate from their assigned frequency by more than 50 cycles.

The present width of 10 kc for broadcast channels shall be maintained in the band 540-1600 kc.

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

CLASSES OF CHANNELS

Three categories of channels exist, namely: Clear, regional and local.

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

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

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

There are three classes of clear channels, namely:

A.—Clear channels on which stations may operate with powers of more

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

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

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

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

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

Number of Frequencies for Each Class of Channel

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

CLASSES OF STATIONS

The Governments recognize that radio broadcasting service can be rendered in each nation by six classes of stations, each having different standards of service and interference conditions.

For the purpose of promoting coordination between nations with respect to questions of interference in the broadcast band 540-1600 kc., each nation a party to this agreement should notify the others with respect to the call signs, frequency, power, antenna characteristics, and location of the stations they have authorized; and for purposes of obtaining cooperation with respect to international interference they shall state in which of the following classes they deem the stations they have authorized should be listed:

Class I: A "clear channel station" using Class A or B clear channels and designed to render primary and secondary service over extended areas and at relatively long distances. Those stations of this Class operating on Class B channels shall not be permitted to use more than 30 kw power.

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

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

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

Class V: An "urban station" using a local channel and designed to render service primarily to cities and towns and the suburban areas contiguous thereto. The power of "urban stations" may not exceed 1 kw and their service areas are subject to mutual interference, in accord with agreed upon engineering standards.

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

The engineering standards of operation under which each class of station renders service is as follows:

Class of Stations Permissible Power	Signal Intensity Contour Within Which Service Should be Free of Objectionable Interference**	DAY		NIGHT	
		Boundary of country in which station is located.	Boundary of country in which station is located.	Boundary of country in which station is located.	Boundary of country in which station is located.
Class I using Class A clear channels	More than 50 kw	1/10 millivolt	5/10 millivolt	5/10 millivolt	secondary service.
Classes I and II using Class B clear channels	50 kw or less	5/10 millivolt*	2 1/2 millivolts, primary service*	2 1/2 millivolts, primary service, 4 millivolts, primary service.	4 millivolts, primary service.
Class III	5 kw or less	5/10 millivolt	2 millivolts	2 millivolts	2 millivolts
Class IV	5 kw or less	5/10 millivolt	2 millivolts	2 millivolts	2 millivolts
Class V	1 kw or less	2 millivolts	2 millivolts	2 millivolts	2 millivolts
Class VI	250 watts or less	2 millivolts	2 millivolts	2 millivolts	2 millivolts

* These Class III stations are subject to unlimited interference from Class I and II; but it is recommended that Class III stations be so located that this interference is not objectionable within the above mentioned contours.

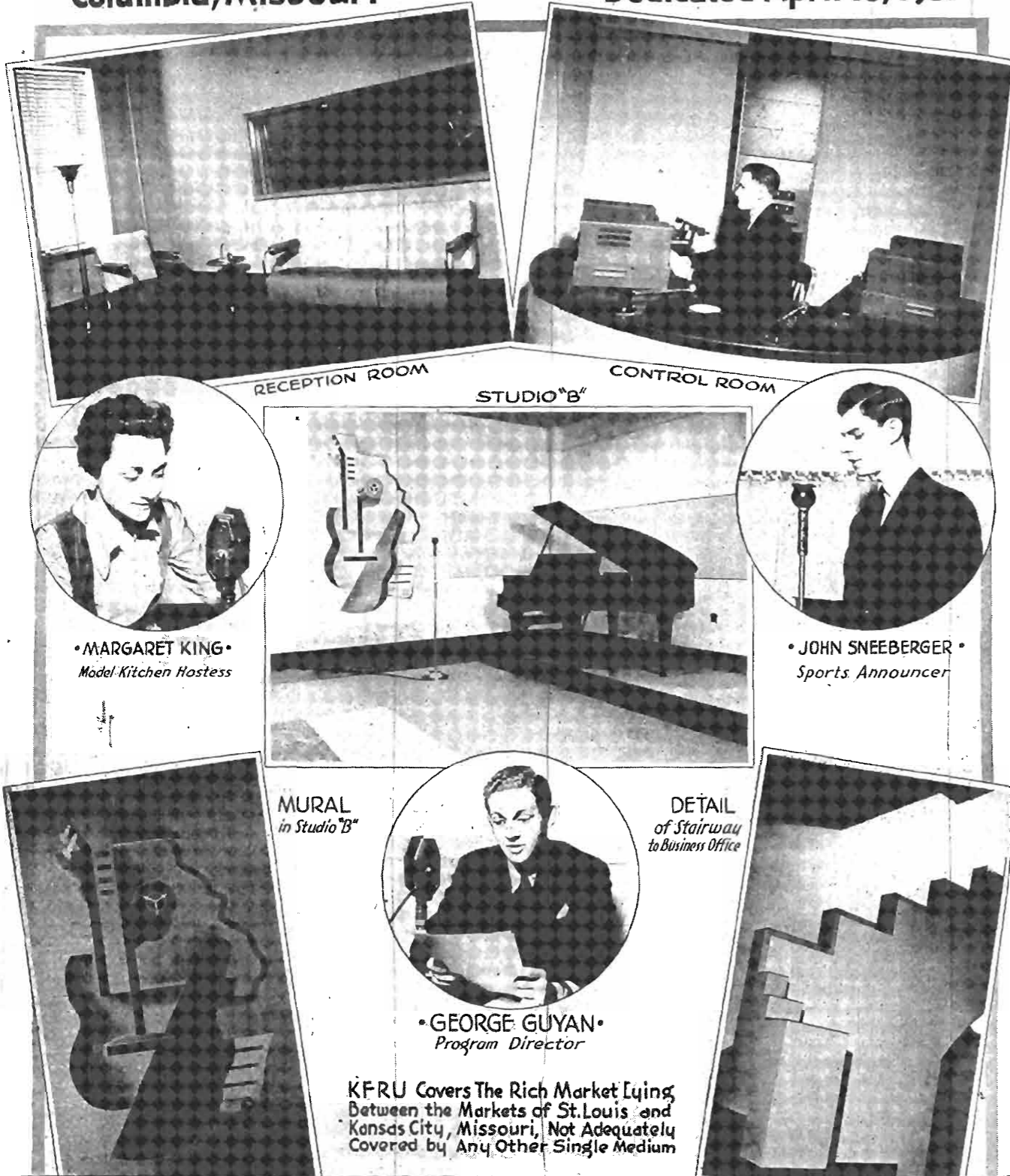
** In accordance with other articles in this agreement this freedom of interference does not apply to any signal intensity, which is within the confines of a country other than that in which the station is located.

(Continued on page 23)

New Home of Radio Station KFRU

Columbia, Missouri

Dedicated April 10, 1937



RECEPTION ROOM

STUDIO "B"

CONTROL ROOM

MURAL in Studio "B"

DETAIL of Stairway to Business Office

• MARGARET KING •
Model Kitchen Hostess

• JOHN SNEEBERGER •
Sports Announcer

• GEORGE GUYAN •
Program Director

KFRU Covers The Rich Market Lying Between the Markets of St. Louis and Kansas City, Missouri, Not Adequately Covered by Any Other Single Medium

Your Sales Message Over KFRU Covers The Heart of Missouri

Havana Allocation Principles

(Continued from page 21)

Use of Channels by Nations and Classes of Stations

In general, clear channels should be assigned to clear channel stations, the regional channels to regional stations, and local channels to urban and local stations.

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

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

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

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

Stations operating on clear channels should in principle employ relatively high power and may employ under certain specified conditions powers in excess of 50 kw.

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

When one nation to which a clear channel has been assigned agrees to permit another nation to use it in a manner not in accord with this Agreement, other nations signatories to this Agreement must be notified in sufficient time to permit their presenting objections thereto.

All nations in a specified region may use all regional and local channels in accordance with the agreed standards of engineering.

That subject to the internal regulations of each country, any radio transmitting station, may, during a period of emergency in which normal communication facilities are disrupted as a result of hurricane, flood, earthquake or similar disaster, carry on emergency communication, with points other than those normally authorized.

INTERFERENCE

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

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

Power	Miles	Distances	Kilometers
1 kw. or less	3,000		4,825
5 kw.	3,250		5,230
50 kw.	3,500		5,630
over 50 kw.	4,000		6,440

Objectionable Interference: Same Channel

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

Class of Station	Permissible Intensity of Interfering Signal.	The Contour or Boundary on or Within Which Interference is to be measured
Class I using Class A clear channels.	5 microvolts (day)	The boundary of the country in which the desired station is located.
	25 microvolts (night)	
Class I using Class B clear channels.	5 microvolts (day)	The 100 microvolt day contour of the desired station.
	25 microvolts (night)	
Class II	5 microvolts (day)	The 100 microvolt day contour of the desired station.
	25 microvolts (night)	
Class III	25 microvolts (day)*	The 500 microvolt day contour of the desired station.
	125 microvolts (night)*	
Class IV	25 microvolts (day)	The 500 microvolt day contour of the desired station.
	125 microvolts (night)	
Class V	100 microvolts (day)	The 2000 microvolt day contour of the desired station.
	200 microvolts (night)	
Class VI	100 microvolts (day)	The 2000 microvolt day contour of the desired station.
	200 microvolts (night)	

* Does not refer to interference from clear channel stations on the same frequency.

Objectionable Interference: Adjacent Channels

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

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

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

From the standpoint of interference stations separated by 40 kc or more may be situated in the same city provided good engineering principles are followed in choosing their transmitter sites.

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

Class of Station	Day Signal Intensity Contour of Desired Station on or within which Interference Measurements shall be made. (in millivolts per meter)		Permissible Intensity of Interfering Signal (in millivolts per meter) on 10-20-30 kc frequency separation.		
	For day interference	For night interference	10 kc	20 kc	30 kc
Classes I & II	0.1	0.5	.05	.25	1.0
Classes III & IV	0.5	2.0	.25	1.0	5.0
Classes V & VI	2.0	4.0	1.0	2.0	10.0

Method of Determining the Presence of Objectionable Interference

In the case of interference to Class A stations from stations using the same channel, the probability of such interference must be determined by the application of the use of the interference curve with the location of the border of the country in which the Class A station is located.

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

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

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

Antenna Performance

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

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

Stations of an urban and city classification shall be assumed to produce an effective field of 125 millivolts per meter at one mile (202 millivolts per meter at one kilometer) corrected for attenuation, for each kilowatt of input power.

In order to determine the effect of comparative radiation of a station employing a directional antenna, it is necessary to determine the unattenuated field at one mile (or one kilometer) in the direction of the service area of the station with which there is a probability of interference, and then to express this value in terms of that of a station having similar classification, utilizing an antenna of the stipulated efficiency.

Power of a radio transmitter

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

Determination of Power

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

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

Propagation Curves

In computing strength of signal at a given distance from a station of given power, for the purpose of establishing frequency-mileage separation tables for the guidance of the Administrations, it is proposed to use as a basic curve, for day propagation the curve for 1000 kc, annexed hereto, entitled, "Ground Wave Field Intensity vs. Distance For One Kilowatt Radiated From Short Antenna, Ground Conductivity = 10⁻⁴ = 15 Field at One Kilometer, 300 Millivolts Per Meter" (187 mv/m at one mile).

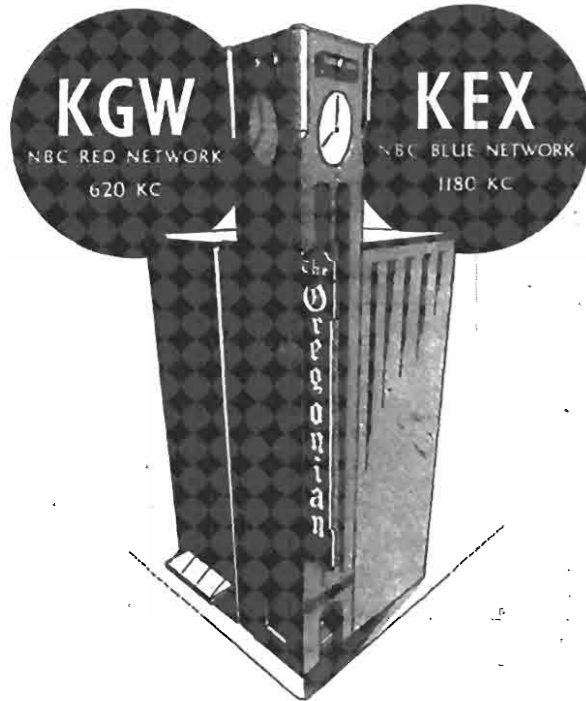
It is to be understood that in using this curve different values of unattenuated field at one mile (or one kilometer) shall be used for the different classes of stations. The values to be used are: For clear channel stations, 200 mv/m at one mile (324 mv/m at one kilometer); for "limited clear channel"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

Sound Station Management

assures

Definite Radio Advertising

results



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

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

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

THE RADIO STATIONS OF

The OREGONIAN PORTLAND, OREGON

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

Havana Allocation Principles

(Continued from page 23)

nel" and regional stations, 150 mv/m at one mile (243 mv/m at one kilometer); for urban and city stations, 125 mv/m at one mile (202 mv/m at one kilometer). These values are for one kilowatt input to the antenna.

For night propagation it is proposed to use the graphs of sky wave field intensity, attached hereto, entitled, "Average Sky Wave Field Intensity, Corresponding to the Second Hour After Sunset in the Recording Station, 100 Millivolts Per Meter at One Mile (161 at one kilometer)".

Prevention of Spurious Radiation

The Administrations shall endeavor to reduce or eliminate spurious radiations from a transmitter. These radiations should not be of sufficient intensity to cause interference on receiving sets of modern design which are tuned outside the frequency band of emission required for the type of emission employed. In the case of type A-3 emission (radiotelephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and in the case of amplitude modulation the operating percentage of modulation should not be less than 75 per cent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

A spurious radiation is any radiation from a transmitter which is outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations or other transient effects.

Changes of Engineering Standards

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

Permanent Address

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

Argentine Republic, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Newfoundland, Nicaragua, Panama, Paraguay, Peru, United States of America, Uruguay and Venezuela.

This organization shall be maintained by proportional quotas from the countries concerned, the annual expenses to be limited to a maximum of \$25,000.

The Cuban Government is requested to forward prior to Aug. 30, 1937, to the Governments which are to participate in the November Conference, a preparatory statement of the terms in which said organization is to be created and relative to the details of its working.

HIGH-FREQUENCY BROADCASTING

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

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

It is the sense of this Conference that there is a need for the study of the high-frequency broadcasting situation in the Americas so that an orderly arrangement based on sound engineering principles can be obtained. Such an arrangement could be designed so as to permit the interchange of broadcasting programs among the American nations free of objectionable interference.

This study should include an observation of the high-frequency portion of the radio spectrum in order to determine existing conditions and causes of interference which are present.

Each nation should be prepared to exchange this information at the forthcoming Inter-American Regional Radio Conference with the view of perfecting a plan which could be presented at the Cairo Radio Conference beginning February 1, 1938.

Such a plan could be coordinated with the plans of other nations in other portions of the world in full collaboration between the Americas and other nations who must also share these high frequency broadcasting bands.

ULTRA-HIGH FREQUENCY BROADCASTING

Television Allocations

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

MISCELLANEOUS MATTERS

Interference from Electrical Devices

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

Study With Respect to High Fidelity Broadcasting

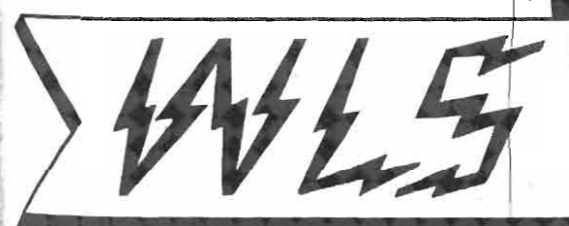
The various Administrations agree to study the problems incident to high fidelity broadcasting to the end that this type of service may be accommodated in accordance with good engineering principles.

Thirteen Years Old

April 12, 1937

ON April 12, 1924, WLS broadcast its first program. The record made through the ensuing thirteen years is one of which we are all justly proud. It speaks of many hundreds of thousands of dollars given by loyal listeners to help neighbors stricken by disaster; of thousands of less fortunate boys and girls who were made happier around Christmas by reason of new radio receiving sets; of listeners who rallied to help throw out non-sensical year-round New York time in Chicagoland; of day in and day out market quotations; weather forecasts and news; of shut-ins whose lives have been brightened by our programs; and of devotional broadcasts which brought renewed courage and inspiration during days of discouragement.

The result after thirteen years is a constantly growing, loyal audience—continued capacity audiences at the theatre box offices—huge mail response and more and more renewal orders. Ask the WLS advertisers—you'll hear that "it pays to advertise over WLS."



THE PRAIRIE FARMER STATION 50,000 WATTS 870 KILOCYCLES 1230 WASHINGTON BOULEVARD, CHICAGO BURRIDGE D. BUTLER, Pres., GLENN SNYDER, Mgr. National Representatives: JOHN BLAIR and CO.

On and On Goes WLS Barn Dance \$394,527 in Six Years — Alumni Scattered Everywhere — Corn-fed Showmanship VARIETY 36 RADI... Tactics which would ruin any other show in the world, make this one successful. There are no straight men; everybody, male and female, is a toby; there are no stars, and no trying to falsely build the ordinary into star class. Uncle Ezra is presented with the same nonchalance as the lowliest singer. There is no line of girls, all the dancing being done by a dozen typical, and typically dressed, barn dancers. Chicago, March 2. WLS Barn Dance, going into its sixth year as a flesh attraction at the Eighth Street, has played to a total of 526,036 ticket buyers in the 260 Saturdays it has operated. At six bits a seat this make \$394,527 at the box office, which, when the fact that there are no traveling expenses, no props, no extras, and very little exploitation expense, is taken into consideration, makes important money. But that's not all; family albums are hocked at 50c a throw, song books are sold, and most important of all, the majority of both performances goes on the air as paid commercial. Stage direction on this WLS affair would, at first sight, seem to be the world's worst. During the show, anyone gives a war whoop at any time he or she feels so inclined; performers walk to right or left to talk to the front rows whenever the urge presents itself; indeed, when a star singer was in the middle of a soft ballad, another performer lay down in front of him and howled like a dog; all of which would be most upsetting to a Belascoesque director; but, nevertheless, prevents any letdown in the show. AIR GABS ON COURT CHANGE Guest List

Thank You, VARIETY... The Barn Dance is one of the greatest attractions in America and we believe the reason for its breaking "every conceivable record" is due to WLS giving its listeners what they like and want.

CHICAGO AGENCY SEEKING STATION

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

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

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

FCC May Change Rules to Require English on Foreign Tongue Programs

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

The large increase in the number of foreign language programs throughout the country, it is understood, has given rise to the projected new rule. The underlying reason has been confusion which results among listeners who do not understand foreign languages but who nevertheless enjoy the music and other renditions on foreign language programs. Moreover, it would give FCC inspectors an opportunity to identify programs and stations whereas this is impossible under existing conditions unless the inspector happens to be conversant with the foreign languages.

Within the last two years there has been a marked upward surge in foreign language presentations. In the Atlantic Seaboard area, particularly, some foreign language programs are broadcast over "tailor-made" networks. The rules governing announcements now specify that stations identify themselves with call letter announcements at half-hour intervals unless the announcement will break up a single continuous program or speech. Most stations identify themselves at 15 minute intervals. In the for-

ign language programs, commercial credits are interspersed in many cases throughout the renditions with no call letter identification. This procedure complies with existing rules.

The committee of the FCC comprises General Counsel Hampson Gary, Acting Secretary John B. Reynolds, Chief Engineer T. A. M. Craven, Chief Examiner Davis G. Arnold and Chief Accountant William J. Norfleet. Its recommendations are passed along to the appropriate division for action.

At this time, it is understood, the question simply has been broached for discussion, and there has been no detailed consideration. The committee meets periodically at the call of its chairman, Mr. Gary.

General Paint List

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

Annual Derby Broadcast To Include 77 Stations

FOR THE THIRD successive year Brown & Williamson Tobacco Corp., Louisville, will sponsor an exclusive broadcast of the Kentucky Derby, from Churchill Downs in Louisville. This year's broadcast of this historic race will go over a network of 77 NBC-Blue network stations, whereas the past two were over CBS network. The race itself will be described by Clem McCarthy, with the rest of the 45 minutes, from 6:15 to 7 p. m. (EDST) on May 8, used by other NBC announcers to depict the colorful Derby Day scene and to advertise the sponsor's Kool and Raleigh cigarettes. BBDO, New York, is the agency. The following Saturday, May 15, Clem McCarthy will again broadcast a race classic for the NBC-Blue audience, the Preakness, from Pimlico at Baltimore. The half-hour broadcast, from 6:15 to 6:45 p. m. (EDST), will be heard over 16 stations, sponsored by American Oil Co., Baltimore, in the interest of Amoco gasoline. The agency is Joseph Katz Co., Baltimore.

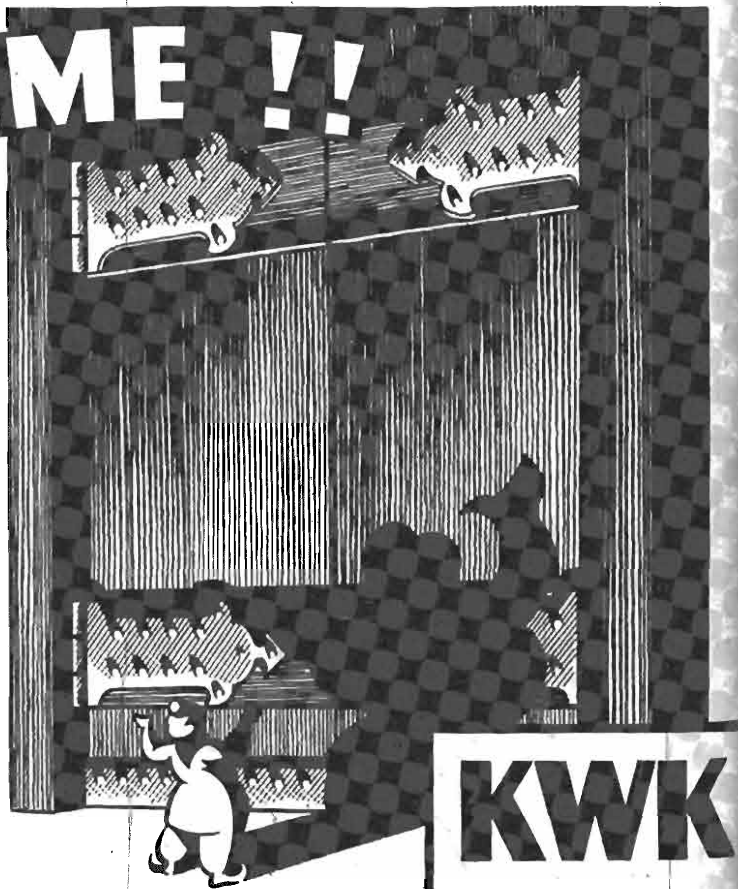
Saratoga Race Plans

SARATOGA ASSOCIATION for Improvement of Thoroughbred Horses, which stages the annual August races at Saratoga Springs, N. Y., has boosted its 1937 advertising budget 40% and will include radio in its plans. Leighton & Nelson Inc., Schenectady, is the agency.

OPEN SESAME !!

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

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO



KWK

THAT'S WHERE
I GET WKY

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

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



WKY *Oklahoma City*



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

Representative—E. Katz Special Advertising Agency

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

MARCH was a good month for the coast-to-coast networks, which continued their record-breaking progress towards a new all-time high in sales to advertisers for 1937 by billing their clients \$6,386,860 for the month, an increase of 18.2% over March of 1936, at which time the combined network billings had totaled \$5,401,738. For the first quarter of 1937 the total network sales amounted to \$18,257,028, passing the \$14,936,646 sales total for the first three months of 1936 by 22.2%.

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

NBC's March revenue totaled

\$3,614,283, an even 19% above the \$3,037,873 of March a year ago. Credit for this gain goes to the Red network, whose March total of \$2,531,322 surpasses the \$1,915,357 figure for the same month last year by 32.2%, while the Blue network's total for the month was \$1,082,961, a decline of 3.5% from its sales of \$1,122,516 for March, 1936. For the quarter NBC-Blue showed total sales of \$3,272,136, an increase of 5.7% over last year, and NBC-Red, with sales of \$7,179,928, was 34.5% ahead of the first quarter of 1936. As a whole NBC reported the quarter's time sales as \$10,452,064, a gain of 23.9% over last year.

MBS, with a March total of \$212,861, bettering by 11.2% its sales for March a year ago, shows a 15.8% gain for the quarter, with 1937 sales of \$602,311 contrasted with \$520,107 for the first three months of 1936.

These network figures, consid-

ered in connection with the even more spectacular increases reported in the spot broadcasting field, indicate that the total volume of broadcast advertising for the year 1937 will readily pass the \$125,000,000 mark and may easily reach a total of \$150,000,000.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	\$2,374,633	37.6%	\$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
NBC-Blue			
Jan.	\$1,187,366	22.0%	\$966,643
Feb.	1,021,809	9.5	1,019,776
March	1,082,961	-3.5	1,122,516
CBS			
Jan.	\$2,378,020	24.2%	\$1,901,023
Feb.	2,204,317	18.6	1,909,146
March	2,559,716	17.3	2,172,332
MBS			
Jan.	\$ 187,332	12.7%	\$ 166,266
Feb.	202,085	24.4	162,358
March	212,861	11.2	191,433

G. A. RICHARDS, owner of WJR, Detroit, WGAR, Cleveland, and prospective new owner of KMPC, Beverly Hills, Cal., is recovering from a badly fractured arm suffered when he fell in his Beverly Hills home.

February Business Shows 25.1% Gain

Seasonal Drop From January Only 1.8%, NAB Discloses

BROADCAST advertising in February jumped 25.1% over the same month a year ago, amounting to \$10,182,325 and experienced a seasonal decline of only 1.8% from January, according to the monthly survey of business conducted by the NAB.

Volume of radio time sales advanced at a faster rate than any other medium, the NAB found, the February figures for the year amounting to a gain of 12.8% for national magazines, 22.8% for farm papers and 12.5% for newspapers.

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

Disc Volume Higher

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

By sponsor groups principal gains were in national network household equipment and soap and kitchen supplies; regional network tobacco, foodstuffs and soap and kitchen supplies; national non-network automotive, beverage and soap and kitchen supplies; and local automotive and cosmetics. Retail advertising totaled \$971,830, a decline of less than 1% from January but 34% above February 1936.

February receipts and cumulative 1937 receipts follow:

	February	Cumulative Jan.-Feb.
National net	\$5,714,443	\$11,775,830
Regional net	96,382	188,551
Nat. non-net	2,517,000	4,830,700
Local	1,854,500	3,756,800
Total	\$10,182,325	\$20,551,881

Station, Dailies Sold

THE 100-watt WSJS, Winston-Salem, N. C., was included with the *Winston-Salem Journal* and *Twix City Sentinel* in a sales agreement concluded April 5 by Owen Moore, publisher of the newspapers, of which the station is a subsidiary. Purchaser is Gordon Gray, son of the late chairman of the R. J. Reynolds Tobacco Co., who is a local attorney and who will take over the publishing and radio properties but keep his law practice. While the FCC has no authority to pass upon the newspaper sale, the purchaser must secure its sanction of the radio station's license transfer. Operating on 1310 kc., WSJS was the only station in the tobacco city until the recent establishment of WAIR, 250-watt daytime station on 1250 kc.

Nothing Succeeds Like---

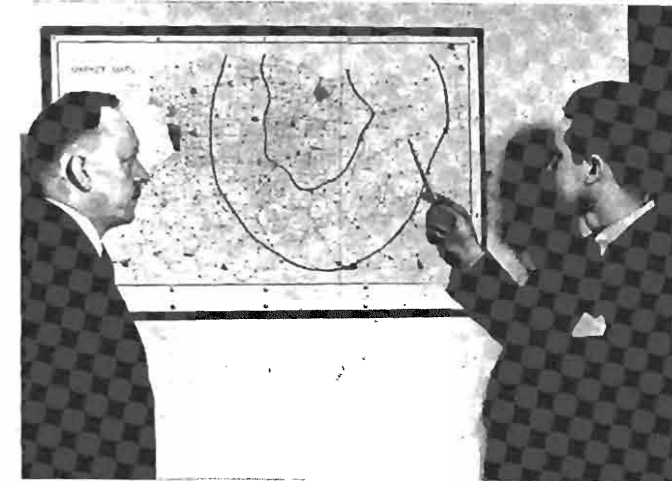


PLAY BALL: Mason McGuire, N. W. Ayer & Son, Inc., (left) and T. G. Prosser, Kellogg Sales Co., (right) lay plans with Gunnar O. Wiig, General Manager, WHEC, for Kellogg's 1937 play-by-play broadcasts of the Rochester "Red Wing" International League baseball games through WHEC.

FOR THE KID FANS. At right Arthur Charity, Knot Hole Gang Director, counsels with "Bill" Burns, 16 year old school boy editor of "Kellogg's Red Wing Knot Hole Gang News", smart merchandising tie-up to Kellogg's WHEC Ball Game Broadcasts.



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



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



Rochester Prefers—



ROCHESTER, N. Y. BASIC CBS

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco



SEVEN LEAGUE BOOTS

WOWO, Indiana's most powerful station, delivers primary coverage in more than 300 cities and towns of 1,000 population and over.

In WOWO's primary area are 598,300 radio homes comprising twenty-seven markets in Indiana, Ohio and Michigan.

WOWO's programs, backed by Westinghouse management and experience, click with folks in its rich tri-state area.

Step up your profits in the midwest—employ WOWO.

J 99473

WOWO

the HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Indiana

10,000 Watts CBS 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY



PEAS PORRIDGE HOT!

PEAS PORRIDGE COLD!

Some like it hot, some like it cold; but it so happens that very few like it in the pot nine days old. Something ought to be done! ● After a conference between the Sales and Advertising Department, it was decided to use spot radio as the quickest means of clearing out this old merchandise. ● Now the Peas Porridge Products Company are selling only the hot and cold variety, as there is no longer any stock nine days old—the merchandise moves too fast. ● Here are radio stations—located in key markets—who know how to move your merchandise off the dealers' shelves—and how to keep it moving.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
 THE YANKEE NETWORK
 THE COLONIAL NETWORK
 TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO.
 INCORPORATED
 NEW YORK CHICAGO • DETROIT SAN FRANCISCO

TRAILING WITH GENERAL MILLS

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

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

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

are of double thickness and also sound-proof.

When program goes on inside, a table microphone is used, set on a flat top chromium table which matches the chromium furniture with ivory upholstery. For comfort of motion picture celebrities participating in broadcast, a cozy chesterfield has been built in at the rear of the studio.

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

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



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



Texaco Disc Series

TEXAS OIL Co., New York (Texaco gasoline), is spotting 39 *Unsolved Mysteries* quarter-hour transcriptions on Midwest stations not covered by its campaign of a year ago. Hanf-Metzger Inc., New York, is the agency. Discs were produced in Hollywood by American Radio Features Syndicate with exclusive eastern distribution by the sponsoring firm.

Heads Docket Section

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

... *Portrait of Satisfaction*
FIVE ¼-HOUR PROGRAMS FOR A NATIONAL SPONSOR RECENTLY brought
15,000 REPLIES ... SATISFIED? ..
the Sponsor is! KFYZ is not!!



KFYZ is never satisfied until it is certain that it has done its best for its clients. Where in the northwest, but with KFYZ, could such a mail count be pulled? The results shown by the mail return of 15,000 pieces is further proof that KFYZ does the job well. KFYZ is proud, indeed, of its record. It is just another reason why KFYZ is called

THE REGIONAL STATION WITH
 CLEARED CHANNEL COVERAGE

Ferguson and Aston,
MEYER BROADCASTING CO.
Bismarck, North Dakota
 NEW YORK CHICAGO KANSAS CITY DETROIT
National Representatives


"Boake Carter Speaking..."

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

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

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

"United for Service"



UNITED BROADCASTING COMPANY

H. K. CARPENTER
Vice President

WHK - WJAY
CLEVELAND

★ ★ ★ ★ ★ ★ ★ ★

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

WHKC WKBN
Columbus Youngstown

★ ★ ★ ★ ★ ★ ★ ★

C. M. Everson, Gen. Mgr. W. P. Williamson, Pres. & Gen. Mgr.
H. H. Hoessly, Sales Mgr. E. E. Evans, Sales Mgr.

FREE & PETERS, Inc.
 National Representatives—New York - Chicago - Detroit

CBS to Air Selection Written for Radio Alone

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

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

NBC Symphony Contract



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

More Vic & Sade

PROCTER & GAMBLE Co., Cincinnati, last month decided that *Vic & Sade*, popular comedy serial of home town life which has been broadcasting twice daily (NBC-Blue in the mornings and NBC-Red in the afternoons) to advertise Crisco, was too good to be kept for the sole enjoyment of the women listeners, and so two evening broadcasts were added to the Wednesday schedule of the act, with the commercials plugging Ivory Flakes. Then the sponsors decided that it would be more effective to move the earlier evening broadcast on the Red network from its 7:45 to 8 p. m. spot on Wednesday to a later hour on Tuesday (10:45-11 p. m.) which was done on April 6, when the network was also increased to 30 stations. But on second thought P & G made another decision that you can't have too much of a good thing and retained both Wednesday evening broadcasts, so that *Vic & Sade* are now on the air 13 quarter-hours weekly for the same sponsor. Compton Adv. Inc., New York, handles the account.

Half-Million Expenditure Is Planned by CBS for San Francisco Offices

CBS, at a cost of approximately \$500,000, will build new San Francisco studios and executive offices, moving KSFO and the network's headquarters in that city from the Russ Bldg. to the Palace Hotel, it was announced early in April by Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood at the first of a series of weekly press conferences. Cost includes the new 5000-watt transmitter of KSFO. Plans for the new studios, to be built on the second floor of the hotel, have been approved by CBS New York headquarters, and actual construction is scheduled to start May 1, Mr. Thornburgh said. They will be ready for use in four months.

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

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

New CBS Studios

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

NASH MOTORS Co., Kenosha, Wis. will move its Nash-Lafayette program from New York to Hollywood on May 1. Show originally starred Floyd Gibbons with Vincent Lopez and his band but Gibbons was replaced by Grace Moore a few weeks ago. Agency for Nash is J. Walter Thompson Co., Chicago.

COVERAGE PROGRAMS LISTENER INTEREST ADVERTISER RESULTS



KFPY

CBS

SPOKANE • WASHINGTON

KGIR

NBC

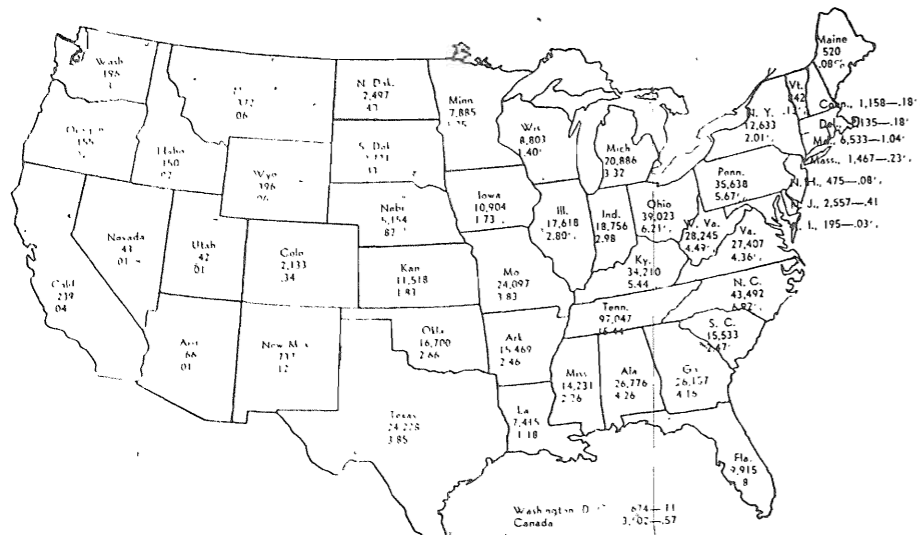
BUTTE • MONTANA

Will increase your sales in the rich farming, mining, lumbering areas of Eastern Washington, Northern Idaho, Northeastern Oregon and Western Montana.

Representatives Joseph H. McGillvra
Walter Biddick Co.

NEW YORK • CHICAGO
SEATTLE
SAN FRANCISCO • LOS ANGELES

THIS IS WHAT WE MEAN
BY CLEAR CHANNEL COVERAGE



Mail Distribution—1936

WSM
50,000 WATTS

Clear Channel
NBC • Full Time

The Air Castle
of the South

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC., NASHVILLE, TENN.

VIGIL REWARDED

KMBC Announcer Watches,

And Gets a Scoop

WORKING on a theory that scoops are made, not born, Erle Smith, newscaster of KMBC, Kansas City, had for two weeks kept a watchful eye on the Ford assembly plant in Kansas City's Sheffield industrial district. He knew that here, as elsewhere, G. I. O. was organizing for some kind of action. He also knew that sooner or later someone was almost bound to set off the spark that would lead to trouble.

The afternoon of April 2, his efforts were rewarded. As the men left the plant at 3:30 some were told that they were being laid off and need not return Monday. The word spread quickly, and in a matter of a very few minutes a "stay in" strike was under way. At 3:40, even before many men in the plant knew a strike was in progress, Erle Smith flashed his first bulletin. At 3:49 he was on the air again to give the complete story.

Floating Schedule Placement of Spots In Time Brackets Urged by Grabhorn

A PROPOSAL that spot announcements be sold only on a floating schedule basis, dividing the day into logical time brackets but not offering the announcement sponsor any specific moment, has been made by Murray Grabhorn, Eastern manager of John Blair & Co., radio station representatives, as a move toward solving the chain-break question, one of the day's most perplexing problems of radio advertising. Mr. Grabhorn submitted his plan informally to NBC with the suggestion that it might be used as the basis for a discussion of the problem at a general meeting of network executives and station representatives. While he has not heard officially from NBC regard-



Mr. Grabhorn

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

Clerical Trouble

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

Mr. Grabhorn said that while the question is apparently one to be solved by the networks and their

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

On April 2 Mark Woods, treasurer of NBC, acknowledged receipt of Mr. Grabhorn's resolution and said he would endeavor to arrange a meeting.

The full text of the resolution follows:

A NEW STATEMENT OF GOOD POLICY

Whereas: the rapid growth of the radio industry has brought about many new conditions, and

Whereas: this has resulted in the necessity of putting into practice new policies to meet these conditions from time to time,

Therefore: in the interest of good broadcasting and in order to better serve public interest, convenience and necessity,

BE IT RESOLVED

First: That spot announcements will be sold on a general floating schedule basis and shall be offered to the sponsor on the basis of his election either between the hours of 7 a. m. to 9 a. m.; or between 9 a. m. to 12 noon; or between 12 noon to 4 p. m.; or between 4 p. m. to 6 p. m.; or between 6 p. m. and 10:30 p. m.

Second: That no specific times will be offered to any sponsor on the basis of its desirable location adjacent to any one particular program either local or network, sustaining or commercial excepting as such offering applies to those cases related in Paragraph 3 of this resolution.

Third: Time signals and weather reports shall, because of the definite service rendered the listeners be offered at specific times which may be guaranteed, subject of course, to other accepted broadcasting commitments such as preemption of time by the network, important special events, and emergencies. The commercial copy of such announcements shall be limited to 25 words.

Fourth: No announcement of whatever length, other than time signals and weather reports, shall be broadcast in the station break between two commercial programs whether such programs be of network or local origin.

Fifth: The station management may, at its own discretion, rotate announcements scheduled in the various time brackets outlined in Paragraph 1 as long as such rotation occurs within that bracket and does not pass from one bracket to another.

Sixth: These resolutions are made purely for the purpose of furthering the cause of intelligent and entertaining program structure, and are not to be construed as affecting any other policies now in effect on any of individual stations concerned.

Purex Bleach Test

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

WE CAN'T SELL YOU THE INDIAN ROPE TRICK

... But we have some original ideas that are fully as effective... ideas packed with listener-appeal! STUNTS! INC. was formed by master minds of magic for the purpose of supplying wideawake advertisers with a powerful and appealing sales weapon. Leading advertisers and their agencies have discovered that TRICKS, PUZZLES, MAGIC, GAMES, and LEGERDEMAIN have the power to lift sales volume to unimagined heights when applied along sound proven merchandising lines. Radio stations call upon us when in search of a novel program idea to clinch a prospective advertiser.

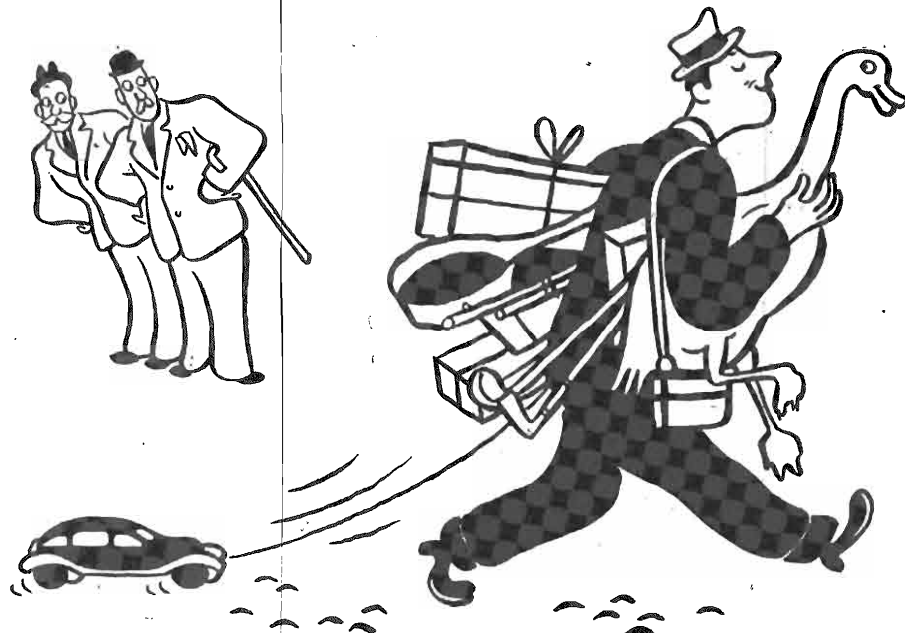
The creators of STUNTS! INC. have amply demonstrated results with such campaigns as "FUN AT COCKTAIL TIME" (Seagram's); CHANDU (Beechnut); MAGIC SETS (United-Profit Sharing Co.);

EDDIE CANTOR'S MAGIC CLUB (Pebeco); MAGIKLUB (54 Retail Stores); ALI BABA (Seeman Bros.); THURSTON'S MAGIC AIR PROGRAM (Swift & Co.); MAGIC MENU (Runko-Malt); MAGIC BOXES (Champion Bread); E. J. MAGIC CLUB (Endicott-Johnson); BAG O' FRICKS (Ralston's); PUZZLES (Chain Stores Everywhere).

Hundreds of pieces of new, clever mystical magic products are available with PRACTICAL, PROVEN PLANS OF PROMOTION. With a standing staff of 750 Field Men for selling, contact and survey, STUNTS! INC. offers a completely rounded service to agencies and advertisers. Investigate the sales-building power of MAGIC now! Write for the free STUNTS Book telling the complete story of dozens of successful Campaigns of our clients. No STUNTS!-man will call unless requested.

STUNTS! INC.

148 LAFAYETTE STREET, NEW YORK CITY
Telephone CAnal 6-7830
Western Headquarters: 504 Donovan Bldg., Detroit, Mich.



HA - Let's Put a Little Youth to WORK!

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

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

WOR

KAWM Starts Operating

WITH D. V. Tostenson as manager and chief engineer, the new KAWM, Gallup, N. M., went on the air April 8 and is now operating on a full 12-hour schedule daily. The station, operating with 100 watts on 1500 kc., was authorized last fall and is licensed to A. W. Mills, local electrical contractor. Mr. Tostenson, formerly with KGVO, WDAY, KGFK, KIUP and KGFV, directed the construction of its 160-foot vertical radiator and studio structure. Walter Fernald, of New York, recently with stations in Arizona, is commercial manager. Virginia Van Weart, formerly with various Southwestern stations, is program director.

RCA Progress in Television Brings Orders for Equipment

Purchase by CBS and Reported Order From Russia Cited as Leadership Factors; Sarnoff Reports

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

According to advice reaching BROADCASTING from official sources but not announced by RCA, that company has also received an order for television apparatus, including a transmitter to be installed at Moscow and 100 television receiving sets, from the Russian government. These are to be the Soviet's initial public installations, with stations also planned for Lenin-grad and Kiev which will be built in Russian factories presumably along the lines of the RCA apparatus. The Russian government has an exchange agreement with RCA. CBS plans an immediate investment of about a half-million dollars in television, of which approximately \$330,000 is represented by the RCA transmitter.

Field Tests Resumed

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

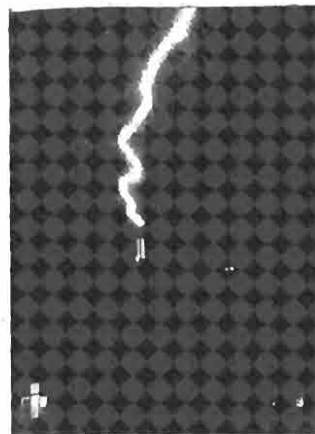
neers and officials of the company throughout the metropolitan New York area.

O. H. Hanson, NBC chief engineer, said the object of the new tests is to determine the home program potentialities of high-definition television since 441 lines represent the standard fixed by common agreement by the Radio Manufacturers Association. While testing the quality of 441-line transmission, NBC will also conduct experiments into television production and program technique, employing leading artists for test broadcasts and leaders in stage design, textiles, decoration and fashion along with a special corps of engineers already recruited from among the NBC broadcasting stations and the RCA technical staff.

It is generally conceded that when RCA's television eventually emerges as a public service, it will first be introduced on a local basis in the New York metropolitan area. NBC and CBS are working together on the development, RCA making its findings available to its rival network under a policy of fostering competition rather than keeping television to itself.

Mr. Sarnoff's statement to stockholders disclosed that the increase in picture definition from 343 to 441 lines provides greater detail and clarity and has made it possible to double the size of the picture from approximately 5 1/2 x 7 inches to 7 1/2 x 16 inches.

"The requirements of a nationwide television service," he said, "must be viewed from the standpoint of eventual coverage of more than 3,000,000 square miles of territory with approximately 130,000,000 inhabitants. The size of this problem is much more formi-



LIGHTNING—Recently struck the tower of the Empire State Bldg., in New York directly above the point where RCA's television antennas are located, and this remarkable candid shot, unretouched, was taken by an amateur photographer. Note how one of the lightning streaks also hit the Chrysler Tower, where CBS is shortly to install its television antennas. Thoroughly insulated, neither towers nor radio apparatus were injured.

dable here than is the case, for example, in England, where the area is small and the population is concentrated. There, the government subsidizes the television experiments and the broadcasting of television programs, but the owner of a home receiving set must pay an annual license fee to the government. In the United States, as you know, home radio reception is free and we hope, through the development of private enterprise, also to maintain television reception free.

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

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

Increase in Business

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

bankers as directors in view of their alleged lack of technical background and their non-ownership of stock, brought forth further announcements that indicated the radio industry at large is improving its economic position. Mr. Sarnoff reported that RCA is moving forward in all its operations, including manufacturing, broadcasting, communications, research and patents as well as television.

The first quarter of 1937, he reported, indicates an increase of 10% in business volume over the first quarter of last year. Net profits after all deductions will be approximately \$2,200,000 for the first quarter of this year compared with \$1,287,000 for the first quarter of 1936, an increase of more than \$900,000. After allowing for the quarter's preferred dividend charges, amounting to \$803,000, there remains \$1,391,000, equivalent to 10 cents per share of common stock, against a deficit of approximately one cent per share in the corresponding quarter of last year.

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

New Studios Dedicated As KSOO Goes to NBC

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

Mr. Henkin said his new 100-watt station, KELO, will be on the air in about 60 days. It is also being equipped throughout by RCA. Management will be identical with that of KSOO. KELO also will carry NBC programs at night.

KSOO has been under its present management and ownership since 1927. It operates on 1110 kc. with 2500 watts and has an application pending for 5,000 watts. KELO has a construction permit for 100 watts on the 1200 kc. channel.

KHUB Dedicated

KHUB, Watsonville, Cal., was dedicated last month with representatives of civic, business and political interests of the Monterey Bay area present. The station, operating with 250 watts daytime on 1310 kc. is owned by F. W. Atkinson, also owner and publisher of the *Watsonville Morning Register* and the *Evening Pajaronian*. Jack Bennett, recently of KQW, San Jose, is station manager, and T. G. Hamma, former engineer of KGDM, Stockton, is chief engineer. The station was installed by J. E. Burrell, radio engineers, beginning last September and was dedicated March 21. RCA equipment is being used throughout. The 185-foot tower was built by Bethlehem Steel Co.



Covers the
**10TH LARGEST MARKET
IN POPULATION IN THE
UNITED STATES... 8TH
LARGEST IN RETAIL SALES**

Has

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

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

Owned and Operated by the

**MINNEAPOLIS TRIBUNE
and ST. PAUL DISPATCH-PIONEER PRESS**

With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

WAVE NOW COVERS SATURN AND MARS!

Remember how we've always said, in the past, that Station WAVE didn't cover China? Well, that was the truth. (The headline isn't.) But the serious point in our silly talk about China is just simply this:

No one radio station does much of a job anywhere except in its own home market. Our home market centers in Louisville. We do a good job here partly because we alone broadcast N. B. C. stuff in this section. And the cost is low because we don't even try to throw our power at China! We take the Louisville trading area and leaves China lay... Look us up in Radio Advertising Rates & Data.

National Representatives
FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS... 940 K. C.

Said the Philosopher, "I Care For The Best." Advertisers with unerring judgment rightfully place KFWH on their schedule for quality orders produced in Prosperity Land.

KFWH is high in influence, in listener confidence, and listener responsiveness.

KFWH listeners possess the means to purchase.

5000 Watts Day

1000 Watts Night

KFWH

WICHITA, KANSAS

Basic Supplementary
CBS

National Representatives
EDWARD PETRY & CO.

Sterling Awards

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

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

WHEN A BANK MERCHANDISES

Buffalo Bank Features Short Commercials in Series

Going Into Fourth Year on the Air

WESTERN SAVINGS BANK, Buffalo, has started its fourth year of weekly broadcasts with more than half of its total advertising budget devoted to radio promotion, according to an article appearing in the March issue of *Financial Advertiser's Association Bulletin*.

The programs are merchandised through printed slips given to everyone who comes into the bank and local singing societies are featured on the Sunday 6 p. m. broadcasts on WGR. Commercial announcements are brief, friendly, and conversational with 20 words being given at the beginning of each program and 100 words at the conclusion.

In 1933 the bank used a male quartet on its program, later officers of the bank gave service

talks, and in 1935 the Guido Chorus of Buffalo was employed as talent. The current series featuring local singing societies, it is believed, will build good will among the society memberships and their friends. The Buffalo office of BBDO has the account.

Kremay Goes Radio

KREMAY LABORATORIES, Chicago (Kremay reducing lotion), began using radio for the first time on April 7 with a five-minute participation spot Mondays through Fridays on the *Women's Exchange*, WJJD. The next day Kremay started a five-minute program of recorded music five times weekly on WAAW, Omaha. Schwimmer & Scott, Chicago, is the agency.

Gulf Adds Spots For New Product

GULF REFINING Co., Pittsburgh, for its new product, Gulf Spray insecticide, is buying local quarter-hour programs and plans to record some of the features for placement on other stations. Jack Latham, spot radio buyer of Young & Rubicam, is completing a second two-week buying trip in the South. On April 19 Gulf begins on the Texas Quality Group (WFAA, WBAP, KPRC and WOAI) with a cowboy unit which will alternate appearances among the four cities of the network and simultaneously make local personal appearances. The broadcasts will be for 15 minutes on Tuesdays and Thursdays at 8 a. m.

In Shreveport, La., KWKH is being used with the Shelton Brothers, hillbilly act, as the talent. They will appear twice weekly also during the daytime. Mr. Latham plans to have transcriptions made of these programs for possible placement on WHAS, Louisville.

At WSM, Nashville, the agency has selected *Louise and Her Dixie Dons*, a sophisticated hillbilly program, to appear Tuesdays and Thursdays at 5:45 p. m. At Westlaco, Tex., Gulf is sponsoring five minute news broadcasts seven days a week over KRGV at 5:55 p. m. This schedule is for 26 weeks whereas placement on the other stations run for 20 weeks with options to extend for other Gulf products.

In addition other stations being used are WREC, WBRC, WRVA, WBT, WGST, WJAX, WFLA, WWL and KGNC.

Gulf on April 1 began sponsorship of spot announcements on WJSV, Washington, daily for 13 weeks except Sundays, promoting Gulf service stations in the Washington area. It is the first schedule of this character placed by Gulf but may be supplemented by similar campaigns in other cities.

Celotex in New Orleans

CELOTEX Corp., Chicago (building material), recently inaugurated a half-hour band concert on WWL, New Orleans, Monday evenings, featuring a military band composed of employees of the company's main plant in Marrero, La., across the river from New Orleans. The program which is broadcast from the Memorial Band Stand in Audobon Park. Hays MacFarland & Co., Chicago, is the Celotex agency.

W. CORT TREAT, radio director of the Commonwealth Advertising Agency, Boston, and a former Harvard faculty member, has been appointed resident manager of WORL, Boston, by Gerard H. Slatery, general manager of WCOP and WORL. Control of WORL recently was acquired by the Bulova-Lafount interests, which operate WCOP.

TRANSCRIBED RADIO SHOWS Inc., New York, announces the addition of Billy Baker and A. Graham Pierce to sell dramatized transcriptions to radio advertisers in the furniture, insurance, bakery, jewelry, optical, loan, used car, ice cream and gasoline station fields. Mr. Baker, formerly with CBS, Paramount Pictures and MGM, will represent Transcribed Radio Shows throughout the south. Mr. Pearce, formerly engaged in his own syndicated advertising service, will be New England representative.

LOOKS LIKE WE'VE GOT SOMETHING HERE!

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

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

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

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

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

Charleston is the shopping center of some 625,220 people whose retail business annually totals nearly 115 Million Dollars. The Capital of thriving West Virginia—7,500 state employees live here. Topographically the Charleston Market is a one-station market—WCHS—the only station delivering a primary signal to this new, complete, prosperous market!

WCHS

580 K. C. : 1000-500 WATTS

Charleston, W. Va.

THE NEW INDUSTRIAL EMPIRE OF THE WORLD

MEMBER

Columbia
Broadcasting
System

KEY STATION

West Virginia
Network

National
Representatives,
EDWARD PETRY & CO.

Announcement:
KSOO
Sioux Falls, South Dakota
joins the
National Broadcasting Company
April 15th 1937
as South Dakota's first NBC outlet.
Located as it is, in the largest city
in the Dakotas, it covers a large
area in the heart of a rich urban and
farming region.
KSOO through programs suited
to this area, has built a large loyal
audience... one that NBC advertisers
will find responsive to their sales
messages.
Joseph Henkin
KSOO
Sioux Falls, South Dakota 2500 Watts.
1110 Ke.

SUBSCRIBERS

- ALABAMA
- WSEB Birmingham
- WMFO Decatur
- ARIZONA
- KOY Phoenix
- ARKANSAS
- KUOA Fayetteville
- KFPW Ft. Smith
- CALIFORNIA
- KPMC Bakersfield
- KIEM Eureka
- KHJ Los Angeles
- KLX Oakland
- KGS San Diego
- KFRC San Francisco
- KDB Santa Barbara
- COLORADO
- KFEL Denver
- KGHF Pueblo
- KFAA Greeley
- CONNECTICUT
- WTIC Hartford
- WELI New Haven
- DISTRICT OF COLUMBIA
- WTSV Washington
- FLORIDA
- WTPF Gainesville
- WMBR Jacksonville
- WLAK Lakeland
- WQAM Miami
- WDBO Orlando
- WFOY St. Augustine
- WSUN St. Petersburg
- WTAL Tallahassee
- WJNO West Palm Beach
- GEORGIA
- WTFI Athens
- WGST Atlanta
- WTDW Augusta
- WMAZ Macon
- IDAHO
- KIDO Boise
- KID Idaho Falls
- KRLC Lewiston
- ILLINOIS
- WCN Chicago
- WJBL Decatur
- WTAX Springfield
- INDIANA
- WTRC Elkhart
- WLBC Muncie
- IOWA
- WMT Cedar Rapids
- WOC Davenport
- WKEB Dubuque
- KANSAS
- KFBI Abilene
- KIUL Garden City
- KVGB Great Bend
- KWEG Hutchinson
- KENTUCKY
- WLAP Lexington
- LOUISIANA
- WIBO Baton Rouge
- KMLB Monroe
- WDSU New Orleans
- KHMD Shreveport
- MAINE
- WCSH Portland
- MARYLAND
- WFBZ Baltimore
- WTBO Cumberland
- WFMJ Frederick
- MASSACHUSETTS
- WEEL Boston
- WCOP Boston
- WTAG Worcester
- MICHIGAN
- WHDF Calumet
- WJR Detroit
- MINNESOTA
- WERC Duluth
- KROC Rochester
- KSTP St. Paul
- MISSISSIPPI
- WAMI Laurel
- WQBC Vicksburg
- MISSOURI
- KMBC Kansas City
- KWI St. Louis
- KGBE-KWTO Springfield
- NEBRASKA
- KFAB Lincoln
- KOIL Omaha
- NEW MEXICO
- KCCM Albuquerque
- KRQA Santa Fe
- NEW YORK
- WOKO Albany
- WGR-WKBW Buffalo
- WOR New York City
- WOIX New York City
- WHDL Cleon
- WHAM Rochester
- WTFB Syracuse
- NORTH CAROLINA
- WBIG Greensboro
- NORTH DAKOTA
- KLFM Minot
- OHIO
- WJW Akron
- WCKY Cincinnati
- WHEK Cleveland
- WHKC Columbus
- WSEK Dayton
- WSPD Toledo
- WLEN Youngstown



C O N T R O L

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

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

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

TO ADVERTISING AGENCIES

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

WORLD BROADCASTING SYSTEM

711 Fifth Avenue • New York

ATLANTA - CHICAGO - LOS ANGELES - SAN FRANCISCO - WASHINGTON



SUBSCRIBERS

- OKLAHOMA
- KADA Ada
- KVSO Ardmore
- KCRC Enid
- KBIX Muskogee
- KVOO Tulsa
- OREGON
- KFJI Klamath Falls
- KOIN Portland
- PENNSYLVANIA
- WCBA Allentown
- WLEU Erie
- WBKO Harrisburg
- WCAU Philadelphia
- WIP Philadelphia
- WGBI Scranton
- RHODE ISLAND
- WJAR Providence
- SOUTH CAROLINA
- WCSC Charleston
- WIS Columbia
- SOUTH DAKOTA
- KABR Aberdeen
- TENNESSEE
- WOPI Bristol
- WDOD Chattanooga
- WREC Memphis
- WLAC Nashville
- TEXAS
- KGNC Amarillo
- KPDM Beaumont
- KGPI Corpus Christi
- WRAP Ft. Worth
- KTSM El Paso
- KTYZ Houston
- KFRO Longview
- KRLH Midland
- WQAI San Antonio
- KCMC Texarkana
- KGRO Wichita Falls
- UTAH
- KDYL Salt Lake City
- VERMONT
- WCAX Burlington
- WNBX Springfield
- VIRGINIA
- WSVA Harrisonburg
- WRVA Richmond
- WDBJ Roanoke
- WASHINGTON
- KXRO Aberdeen
- KVOS Bellingham
- KGY Olympia
- KOL Seattle
- KMO Tacoma
- KUJ Walla Walla
- KPQ Wenatchee
- KIT Yakima
- WEST VIRGINIA
- WHIS Bluefield
- WISCONSIN
- WEAU Eau Claire
- WFBY Green Bay
- WKBH La Crosse
- WDBA Madison
- WOMT Manitowoc
- WSAU Wausau
- WYOMING
- KDFN Casper
- KWYO Sheridan
- HAWAII
- KGMB Honolulu
- CANADA
- Alberta
- CFAC Calgary
- CJCA Edmonton
- British Columbia
- CJAT Trail
- CKWX Vancouver
- Manitoba
- CJRC Winnipeg
- New Brunswick
- CHSI St. John's
- CKCW Moncton
- Nova Scotia
- CHNS Halifax
- Ontario
- CKPC Brantford
- CKCL Toronto
- CKLW Windsor
- Province of Quebec
- CKAC Montreal
- CKCY Quebec
- Saskatchewan
- CJRM Regina
- FOREIGN
- Australia
- 5 DN Adelaide
- 4 BC Brisbane
- 3 KZ Melbourne
- 2 GB Sydney
- New Zealand
- 1 ZB Auckland
- 2 ZB Wellington
- France
- Radio-Toulouse Paris
- Mexico
- XEW Mexico City
- Union of South Africa
- South African Broadcasting Corporation (Cape-town, Durban, Grahamstown, Johannesburg)

**SOUTHERN SEGMENT
IN MUTUAL SOUGHT**

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

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

Mr. Weber explained April 9 that he was meeting with the stations at the request of Mr. Evans. He said his understanding was

that all stations not now having a network affiliation south of Richmond have been invited to the meeting.

Mutual also has had in mind plans of extending the Pacific Coast segment through Don Lee to the Pacific Northwest. More than likely, Mr. Weber said, these plans would be held in abeyance, until next fall.

Three Buy UP

KCMO, Kansas City; and KWTO and KGBX, Springfield, Mo., have signed five-year contracts with United Press for its news service, it was announced April 1 by Lester E. Cox, general manager. The service in Kansas City starts in April and the Springfield service will begin in June.

Script Teaser

AT KLZ, Denver, they call Patricia Burns the "Script Teaser" because "she can write as many clever take-offs as anyone in the business."



Miss Burns

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

**WLW Not to Compete
With Nets in Eastern
Tieups, Says Crosley**

WLW has no intention of starting another broadcasting network, competitive with the existing systems by virtue of the tying up of the 500,000-watter with stations in New York, Philadelphia and Pittsburgh, according to Powel Crosley Jr., president of Crosley Radio Corp.

In his report to the annual meeting of the corporation, made public April 2, Mr. Crosley declared broadcasting activities of the company were going along with steadily increasing volume. He referred to the arrangements to operate a New York studio with direct wire connections between New York and Cincinnati to enable the stations to render "better service to national advertisers." In this hookup are WHN, New York, with KQV, Pittsburgh, and WFIL, Philadelphia, as intermediate points.

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

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

Venercal Taboo Lifted

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



**AND WHAT
WILL M'SIEU
HAVE TODAY?**

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

WDAY, INC.

N. B. C.

**FARGO
N. D.**

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE and
PETERS, INC.
NATIONAL
REPRESENTATIVES

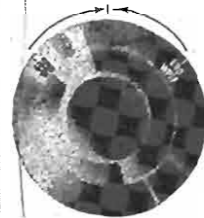
Affiliated with the Fargo Forum



GADGET ACCEPTANCE

in the Carolinas

The vast cotton-tobacco area of the two Carolinas offers a rich, open-minded market for everything from staples to gadgets. The Carolina Combination, WIS and WPTF, sold at one low rate, intensely covers this area and is the doubly potent medium for quick, satisfying sales results.



The

CAROLINA COMBINATION

WIS

COLUMBIA, S. C.
5000 WATTS
NBC

WPTF

RALEIGH, N. C.
5000 WATTS
NBC

Represented by Free & Peters, Inc.



**IF YOU PLAN
TO INCREASE
THE EFFICIENCY
OF YOUR
ANTENNA . . .
IT WILL PAY
YOU TO CONSULT
BLAW-KNOX**

BLAW-KNOX Radio Towers were in use long before the first page was written in the history of radio broadcasting. Today, as in the very beginning, radio engineers specify Blaw-Knox Antennas for utmost efficiency.

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

**BLAW-KNOX
VERTICAL RADIATORS**

BEHIND THE MICROPHONE

MALCOM PARKER, formerly of WELI, New Haven, Conn., has joined WICC, Bridgeport, as studio manager and announcer to replace Carlton Weidenhammer who has joined the announcing staff of WOR, Newark. Bill Elliott, formerly of WATR, Waterbury, Conn., has been named to the announcing staff of WICC, Bridgeport to replace LeRoy Flynn who has joined the announcing staff of WATR.

JIMMY DUDLEY has been added to the announcing staff of WIND, Chicago, and will assist Russ Hodges on sports broadcasts. He came from KQV and WJAS, Pittsburgh, and has also been with WCHV, Charlottesville, Va., and WOL, Washington.

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

F. P. (Pat) O'TOOLE, former promotional contact man for United Air Lines, on April 15 will join the CBS press department in New York as special publicity contact man.

ANNE HARDING, formerly secretary to Don Higgins, press chief at CBS in New York, has been put in charge of the network's publicity service division. Helen Bratton succeeds her as Mr. Higgins' secretary.

JOHN DILLON, formerly of KFII, Wichita, has joined the announcing staff of KGNO, Dodge City, Kans., to replace Dick Campbell who has joined KFBI, Abilene.

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

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

C. J. MENSER, Chicago NBC production chief, was toastmaster at a luncheon given by alumni of all Ohio colleges and universities. The luncheon took place at the Hotel Sherman, Chicago, April 10. Menser is a graduate of Heidelberg College, Tiffin, O.

DICK DE ANGELIS, formerly of Hollywood, has been added to the announcing and production departments of KJBS, San Francisco.



RADIO WEDDING — When John G. Fraser, NBC staff announcer, and Bettie P. Glenn, of Publicity Associates, New York, were married April 8 at the Little Church Around the Corner, New York, they marched under an arch of microphones formed by NBC announcers. Announcers, left to right, are Ben Grauer, Jack McCarthy, Stuart Metz and Bob Waldrop. Miss Glenn formerly was with the NBC and WMCA press departments. Mr. Fraser started in radio at WEAN, Providence, while attending Brown U, going to WMCA after graduation. He is currently heard on *Esso News, Personal Column of the Air* and Edward McHugh *Gospel Singers* programs.

OWEN VINSON and Pauline Hopkins, his wife, were added to the staff of WLW, Cincinnati, April 15, to concentrate mainly on the *Mad Hatterfields*, a new Transamerican production, which is one of the first programs to be fed from WLW to WHN. Vinson, formerly with KOIL, Omaha, Boszell & Jacobs Inc., Omaha, and production manager of the old ABC, will produce. His wife, who uses the stage name of Pauline Hopkins and authored the new show under the pen name of Carolyn Wells, has the leading role.

GLAN HEISCH, production manager of KFII-KECA, Los Angeles, and Mrs. Heisch are the parents of a 6½ pound daughter born in that city April 8.

JOHN SHAFER has been promoted to program director of KFOR, Lincoln, Neb. Shaffer has been assistant program director at the Lincoln Studios of the Central States Broadcasting System (KOIL, KFOR, and KFAB) for the last two months.

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

BRUFF OLIN, formerly of WXYZ, Detroit, and Stewart Finley, formerly of WWSW, Pittsburgh, have joined the announcing staff of WIBX Utica, N. Y. Seymour Harvey, dramatic director of WIBX, will resign May 1 to attend Cornell summer school. Phil Ross, program manager of WIBX, has reorganized the department and named Walter Griswold musical director. Elliott Stewart news editor, Bruff Olin continuity editor and chief announcer, and Seymour Harvey dramatic director.

FLORENCE MURDOCH, former San Jose State College theatrical director, has been added to the dramatic staff of KQW, San Jose.

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

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

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

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

FRED WYNN, formerly announcer-technician of KGIR, Butte, Mont., has joined the KIEV, Glendale, Cal., announcing staff.

HAL HORTON has been appointed production manager of KIEV, Glendale, Cal.

JOE THOMPSON, NBC Hollywood producer, has written two songs in collaboration with San Francisco network musicians. He collaborated with Jack Meakin, NBC San Francisco orchestra director and pianist, on *The Little Man With the Big Stuff*, and also did the lyric to Edna Fisher's melody for *The Dream of My Heart*. Both songs are in the hands of publishers. Miss Fisher is an NBC pianist.

HOWARD DOYLE, formerly on the announcing staff of WMCA, New York, has joined WOR.

HECTOR CHEVIGNY, CBS Pacific Coast script director, Hollywood, has written a book titled *Lost Empire — Life of Nikolai Petrovich Resanov*, to be published by The MacMillan Co. Mr. Chevigny, who lectured at the University of Washington on radio advertising, is a pioneer Pacific Coast continuity writer.

JAMES RANDOLPH and Josephus M. Todd have been put in charge of the publicity department of KFRU, Columbia, Mo. Frances C. Wrightman, formerly of WTAD, Quincy, Ill., and Charles Barnhart have joined the continuity staff of KFRU. John Barnett, formerly of KWTO, Springfield, Mo., has joined the entertainment staff.

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

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

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

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

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

TRUE BOARDMAN, formerly KHJ, Los Angeles, continuity writer, has been signed by Paramount Studios Corp., Hollywood, to collaborate with Louis Stevens in writing *The Last Train From Madrid*.

ROBERT C. HARNACK, formerly of WCAE, Pittsburgh, has joined the office force of KEHE, Los Angeles.

JACK INGERSOLL, sports and special events announcer of WINS, New York, and Rudy Vallee, on March 31 were made honorary members of Sgt. Delaney Theatrical Post No. 102, Veterans of Foreign Wars.

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

JACK HAGEN has joined the announcing staff of KGVO, Missoula, Mont.

MONTE ROSENWALD, formerly of KGNC, Amarillo, Tex., has joined the announcing staff of KPND, Pampa.

LAURA MARIE KENNA, actress, formerly of KMOX, St. Louis, has joined the staff of WIBW, Topeka.

The Salty Side

SALT as the newest boon to the radio announcer, particularly on long announcements and news broadcasts, is offered as one of radio's newest discoveries by Harold Troser, engineer of WGCM, Gulfport, Miss. In breaking in three new announcers he experimented with use of common table salt to keep the tongue well oiled. He reports: "It worked so well that I would like to pass the idea along. A touch of salt on the tongue before going into a long announcement will do much toward keeping the mouth from getting dry. We have salt-shaker microphones, so why not salt?"

Theron C. Bennett

Theron C. Bennett, 55, a pioneer in the field of Pacific Coast radio musical presentations, and originator of the first commercial program, *The Packard Six* ensemble on KFI, Los Angeles, died in the General Hospital, that city, April 6 after an illness of several years. Born in Pierce City, Mo., Mr. Bennett was a graduate of Brury College, Mo., and the New Mexico State College. He was known as "the father of the blues", from the popularity of the many blues songs he published, including "Memphis Blues" and "Melancholy Baby", during the time he was in the music publishing business. Among his own compositions Mr. Bennett was known for "Satisfied", "St. Louis Pickle" and "Fireflies on Parade".

Seymour Hastings O'Dell

SEYMOUR HASTINGS O'DELL, 74, veteran radio commentator and actor, and well known in the early days of Southern California radio, died in Wilshire Hospital, Los Angeles, April 3. During his years in radio Mr. O'Dell dropped his last name to avoid confusion with an actor of that name and was known as Seymour Hastings. A native of Ireland, he was an actor in that country before coming to the United States. He toured in vaudeville for many years before turning to radio, being one of the earliest commentators on the Pacific Coast. In later years he did character parts in radio and motion pictures.

JAMES EARL DUNCAN, 42, CBS Hollywood technician, was killed March 31 when he fell from his apartment window in that city.

Facts About a Pudding!

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

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

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

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

MORE play-by-play sports broadcasts during the first 3 months of 1937 than any other St. Louis station... and more local commercial advertising than ALL COMBINED!

THE KEY to

The 2nd Largest Market in New England

WJAR

14 Years' Service to Providence Market

BASIC N.B.C. RED NETWORK

1,000 WATTS

- *Income Per Family for Providence County is 27% Greater Than U. S. Average.
- *Buying Power Index for Providence County is 15% Greater Than U. S. Average.
- *(Reprinted from Sales Management Survey of Buying Power—1937.)

NATIONAL REPRESENTATIVES WEED & CO.

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

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

ED WALLACE has been promoted from night supervisor to production director of WIP, Philadelphia, and John Facenda, announcer, has been named night supervisor. Howard Brown, formerly of WHAT, Philadelphia, has joined the WIP announcing staff. Mary Katherine Fenerty has joined WIP as receptionist and secretary. June Collins, formerly of the program department has resigned.

HOMER GRIFFITH, *The Friendly Philosopher*, who has been broadcasting on WFAA-WBAP, Dallas-Ft. Worth under sponsorship of Mantle Lamp Co., will return to Chicago April 25 to begin a series on WBBM.

RICHARD HUBBELL, a newcomer to radio, has joined the announcing staff of WOR, Newark.

Announcement

THORNTON FISHER

Dean of SPORTS COMMENTATORS

And noted cartoonist (NBC Featured Artist)

Available for high class sponsors Any network Recent commercial P. Lorillard Co. (91 weeks)

Address BROADCASTING, National Press Building, Washington, D. C.




RED AND BLUE NBC

WCOL

COLUMBUS, OHIO

Joseph H. McGillivra, Rep.

THE CRITICS REPORT



said a music critic about the WBAL Light Opera Company:

"The WBAL Light Opera Company's presentation was absolute tops... It was at all times delightful... The more I hear it, the more I like the WBAL Light Opera Company... If you didn't hear Wednesday's performance you missed a grand program."

said a columnist about the WBAL Dramatic Players:

"WBAL Players presented... unique and most interesting program... will probably be remembered as one of the outstanding features of the present year."

WBAL BUILDS FINE SHOWS! WBAL, the station with the initiative to go ahead and perfect performances, does an outstanding job for local and national accounts.

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

WBAL

Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

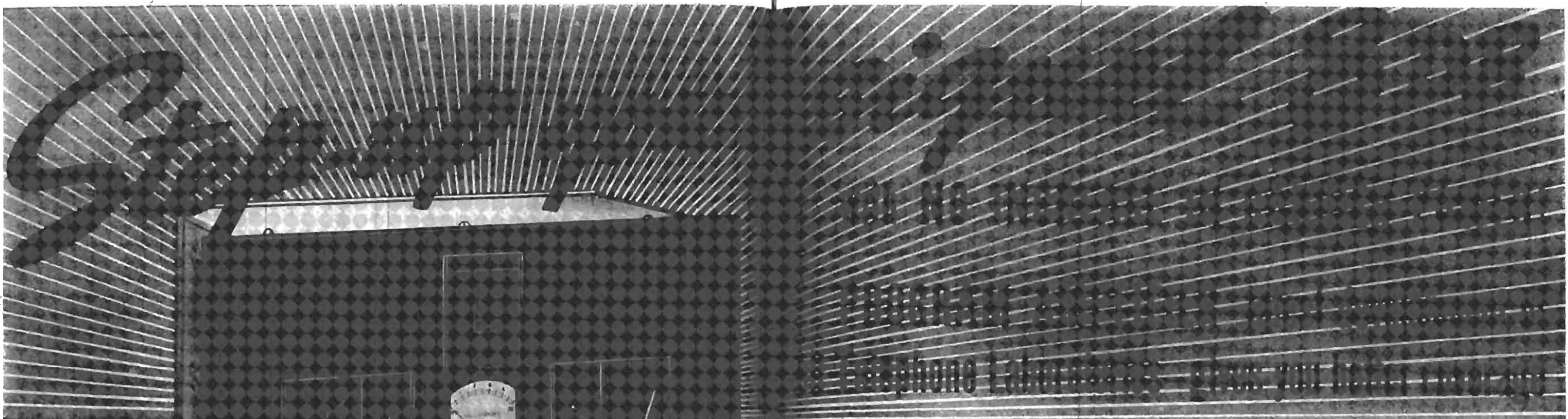
National Representatives
JOHN BLAIR & CO.
NEW YORK... CHICAGO
DETROIT... SAN FRANCISCO

Columbia Station

5000 WATTS

WWVA

1160 KILOCYCLES



HAVE you heard about this latest Western Electric pace-setter — the 110A Program Amplifier? Advance news of what it does has gotten around — and orders have been pouring in. Briefly, here's what it gives you:

1. An increase in average signal level of not less than 3db (equal to doubling the carrier power);
2. Limitation of excessive peaks of modulation;
3. Protection against over-modulation in case of accidental increase in program level;
4. Suppression of Extra Band Radiation (monkey chatter on adjacent channels) by prevention of over-modulation;
5. Continuous visual indication of magnitude and frequency of program peaks;
6. Program amplification of line output for feeding the transmitter at proper level.

The basis of this latest Bell Telephone Laboratories achievement is a variable loss network inserted in your program circuit. The loss thus introduced is controlled directly by the instantaneous program level.

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

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

3 Steps in 1 Direction

1927 Western Electric introduces 100% modulation (50% used formerly), effecting a 6db gain — giving 1KW transmitter the effective power of a 4KW.

1931 Western Electric introduces the halfwave radiator (.55 antenna), effecting a 3db gain. The 1KW transmitter now becomes an 8KW.

1937 Western Electric introduces the Program Amplifier with an effective gain of 3db. With all three features, the modern 1KW transmitter has the effective power of a 16 KW of the old style.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

GRAYBAR ELECTRIC COMPANY, B-4-15-37
 Graybar Building, New York.
 Gentlemen: Please send me full information on Western Electric's new 110A Program Amplifier.

NAME _____
 STATION _____
 CITY _____ STATE _____

Wood in Hollywood
 GEORGE R. WOOD, formerly program director of WIL, St. Louis, has opened radio production offices in Hollywood. He is located in the Markham Building. A veteran of 16 years in radio, Mr. Wood is handling on a consulting basis such matters as programs, production, publicity and announcing.

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

QUIN RYAN, manager of WGN, Chicago, has a big crew of workers getting his 40-foot cabin cruiser, *Kerry Dancer*, in the water and outfitted for the season.

Your copy of this booklet containing complete information about the NEW merchandising tie-up PLAN available to advertisers on W D R C is ready. Write for it.



PURELY PROGRAMS

Fishing for Business
 FISHERMEN'S spring season having opened this month, and with the summer angling season soon getting under way, many stations are starting their seasonal angling programs usually in the form of talks by experts and often as dramatizations. Frequently they work hand in hand with local and state angling clubs and conservation organizations, and often local dealers are ready sponsors. One such program started April 8 on WNEW, Newark, titled *Bill the Fisherman*, is aimed at the average man and discusses the angling sport so that amateur as well as professional fishermen are interested.

Another Example:
 A NEW quarter-hour sports program on KEHE, Los Angeles, titled *Hook, Line and Sinker*, which started April 8 for 13 weeks under sponsorship of Entz & Rucker, local sports shop, is devoted to dissemination of complete fishing information and, capitalizing on the theory that every fisherman is a liar, sponsors are promoting the sport by holding a weekly Forum for Fribbing Fishermen, during the Thursday night broadcast. Best story of the week sent in by a lis-

tener is dramatized and a prize awarded its author. A grand prize is to be given the end of each month. Another feature of the series is short talks by Calvin B. Harrison, nationally known fish and game expert and counsel on the subject for the Southern California Auto Club. He tells when, where and how to fish, giving complete information on where to buy the license and if you can't catch one, a fish. Agency is N. J. Newman Adv. Agency, Los Angeles.

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

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

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

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

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

Work They Like
 SCIENTIFIC occupational interviews titled *The Right Job* and designed to suggest fields of work suitable to the natural talents of young people were begun on WGN, Chicago, April 11, to be given Sunday afternoons under auspices of University Broadcasting Council and Northwestern U. Dr. S. N. Stevens, Northwestern professor of applied psychology, will interview young men and women selected from the National Youth Administration of Illinois on their hobbies, tastes and preferences.

Court and Public
 PASSERSBY get a chance to say what they think in *Public Opinion Poll on the Supreme Court* when they are interviewed by Dave Simmons, announcer of KDYL, Salt Lake City, in a thrice-weekly afternoon series.

It Happens Here
 STILL another slant on news programs is the educational nature of *It Can't Happen Here*, thrice-weekly late afternoon series on KMOX, St. Louis, a presentation of strange facts and unusual international incidents given in question and answer form.

Wreck Preventative
 SAFETY programs titled *Death Rides Again* are being featured on KVOD, Denver, in a series of 13 five-minute dramatizations during which local police officials and municipal judges will talk on accident prevention.

From the Campus
 COLLEGE talent programs are broadcast Sunday evenings on WGAR, Cleveland from a line to Baldwin Wallace College, Berea, O., 26 miles away, where a symphony orchestra, choir, dramatists and vocal students are presented in the college auditorium.

Spring Peeps
 NATURE study in the form of dramatized field trips is being presented on WAAB, Boston, in a series of 12 Friday afternoon programs titled *The Old Naturalist* given by members of the faculty and students of Massachusetts State College.

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

Children and Tinfoil
 ADMISSION to the *Tinfoil Club*, kiddies program on KGNO, Dodge City, Kans., is a piece of tinfoil which will be used to finance the station's Christmas basket. John Drake, program director, originated the program and Jo Drake, mistress of ceremonies, auditions and interviews the children.

CUT YOURSELF A SLICE
 OF AMERICA'S RICHEST EMPIRE
 You Can Get A Share of East Texas
 by Appointing us Your Spokesman
KFRO
 "Voice of Longview" - TEXAS

Murder a Week
 MURDER won't be dialed out and that's behind the increase in listeners to half-hour mystery serials complete in five Monday through Friday broadcasts on KLZ, Denver, directed by William Foulis and produced by Wesley Battersea.

Poll of Drama's Poll
 DRAMA POLL of listeners has been completed by Ronald Dawson, dramatic director of WOL, Washington, indicating that preferences are for half-hour complete dramas; war stories, half-hour complete; light comedy; and detective stories in the order given.

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

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

Horses, Horses
 A HORSE ridden into the studios of WIP, Philadelphia, each morning by Howard Jones, staff announcer, during Sandy Guyer's *Eight Bells Revue* went unnamed until a listener who wrote in suggested Sawipho, a word containing letters from the names of all concerned.

How's Your Accent?
 FOREIGN language programs on WBNX, New York, conducted by language students from local colleges and high schools Saturdays at 11:30 a. m., consist of adaptations of German, Spanish and French classics.

Youth Directs
 JUVENILE stage production is emphasized in *Make Believe Follies*, a quarter-hour program on WCAU, Philadelphia, written and directed by boys and girls between the ages of 16 and 18.

W M I N
 BLANKETING
 the
 8th Largest
 TRADE MARKET
 in the
 United States
 at
 Lowest Cost
 Saint Paul
 Minneapolis
WMIN
 St. Paul, Minnesota



All Alone
 F. C. BENNETT, 60-year-old Canadian Mountie assigned to Herschel Island in the Arctic Ocean, was recently saluted on CBS network as the "world's most isolated listener". The salutation was prompted by a letter written just after Christmas congratulating KSL, Salt Lake City, on its *Midnight to Dawn Review*.

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

A Lady Asks
 BECAUSE women like to talk with women, Kent Josef, announcer of WIBM, Jackson, Mich., is sharing his sidewalk interviews with Betty Barns, who quizzes local ladies on topics of the day.

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

Everything German
 AN ALL-GERMAN program featuring German music and announced in German is broadcast on WCPO, Cincinnati, where, it is said, 63% of the population speak and understand German.



TALK ABOUT A LONE STAR!!

- A market of more than 400,000 persons.
- A market with a spendable income of more than 40,000,000 dollars annually.
- And an advertising medium with no competition in its field in this market.
- And a member of the Columbia Broadcasting System.
- Isn't this the perfect way to sell your product?

KNOW

The Only Station in the Capital of the Largest State
AUSTIN, TEXAS
 National Representative: HEARST RADIO
 NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

A SPONSOR SPEAKS HIS PIECE!



- "the most productive advertising we have done"
- "a powerful factor in securing new distributors"
- "enthusiastically received by retailers"
- "positively stimulated consumer demand"
- "from every standpoint it paid big dividends"

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

"Iowa Speaks" is now sponsored by Iowa Kelvinator Distributors

Iowa Network Shows Have Listener Appeal

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

IOWA NETWORK

Radio Stations of the Des Moines Register and Tribune

KSO WMT KRNT
 Des Moines Cedar Rapids Waterloo Des Moines

D-X Gas Discs

MID-CONTINENT PETROLEUM Co., Tulsa, Okla. (D-X gasoline and motor oil), is starting *Diamond D-X*, quarter-hour WBS-transcribed musical and dramatic series to be broadcast twice weekly for 13 weeks on a list of Midwest stations. New series, which succeeds *Diamond City News* with some changes and additions to the list of stations, is placed through R. J. Potts & Co., Kansas City, on KOA, WHDF, WMT, WGN, KGGF, KFRU, WHO, WGBF, WEBC, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOB, KTUL, WOC, KWTO, KSOO.

STUDIO NOTES

WDRC, Hartford, has spelled its call letters 10-feet high in a new neon sign atop the Hartford-Connecticut Trust Co. Bldg. When it was dedicated recently listeners were asked to call the studio if they could see the sign from their homes and the conversations were broadcast.

FROM being the first and only 5-watt commercial broadcasting station in the United States, WQDM, St. Albans, Vt., went to 100 watts a few years ago and his year joined the 1,000-watt daytime class. Being close to the Canadian border, it claims to be the only American independent outlet whose coverage reaches out to embrace Montreal.

THREE local sponsors have signed for the *Do You Want a Job?* series on WCKY, Cincinnati, a program of interviews of the unemployed conducted by Bob Kliment, staff announcer. Sponsors are Norge Refrigerator dealers, Bunselmeier & Lind & Crosson's Electric Shop, Cincinnati, and the Coppinshop, Covington, Ky.

WIBU, Poyette, Wis., has started a daily half-hour program titled *Si e Maranda* featuring Mart Hayes, champion old time fiddler, and his wife from its Portage studios. Announced by Russ Salter the program is sponsored by Maraschowski's Complete Food Stores.

WJR, Detroit, broadcast the one-thousandth program of its *Household Musical Clock* April 2, an early morning daily program announced by Ralph Patt with Edgar A. Guest Jr. as commentator. Household Finance Corp., Chicago (family financial service) is sponsor.

WDOD, Chattanooga, celebrated its 12th anniversary during the week of April 12 by broadcasting old favorite programs.



SPEAKERS AT WKRC—When WKRC, Cincinnati, CBS-owned outlet, dedicated its new studios last month, there was much fanfare and speech-making. Among the speakers were (front row), left to right, Frederic A. Willis, assistant to President William S. Paley of CBS and Frank Dieringer, WKRC chief engineer. Back row, left to right: Dan M. Myers, manager of Hotel Alms, where station is located; Mayor Russell Wilson of Cincinnati and John McCormick, WKRC assistant manager.

MYRON DUTTON, NBC Hollywood producer, is promoting a badminton tournament at the network's studios in that city, with playoff April 21, 23. Entrance fee is \$1, which goes for a permanent trophy. Signed to participate are Sydney Dixon, NBC western division assistant sales manager; John Swallow, studio manager; Walter Baker, office manager; Marvin Young, production manager; Donald De Wolfe, chief engineer; Clinton (Buddy) Twiss, announcer; and Harold Bock, head of the Hollywood press department. NBC recently erected a badminton court on the roof of the Hollywood studios for members of its staff.

ALFRED WALLENSTEIN, whose *Sinfonietta* broadcasts over MBS network were recently for the third consecutive year given honorable mention by the Women's National Radio Committee, has been engaged as permanent conductor of the *Voice of Firestone* concerts, sponsored by the Firestone Tire & Rubber Co., Akron, on NBC-Red, Mondays from 8:30 to 9 p. m. He succeeds the late William Daly, and was appointed following several appearances as guest conductor.

AN NBC Athletic Association has been formed by employees of the network, representing almost every branch of sport. The association plans to conduct inter-departmental as well as individual competition and possibly to enter NBC teams against those of other companies in open competitive sports events.

KEHE, Los Angeles, will formally open its new building at 141 N. Vermont Avenue, with a three-day celebration starting April 26. Structure, which will cost approximately \$300,000 completed, is said to be one of the finest equipped in the country. Besides executive and sales offices it includes a theatre-studio seating 300 persons; two large studios for orchestral and ensemble work, with two smaller ones for lectures and drama and one for rehearsals. Special broadcasts on the California Radio System of which KEHE is a unit, are planned.

WGN will increase its rates approximately 25% on May 10, making its daytime rates the highest in Chicago and its night time rates equal to that of WLS and WBBM, currently the highest priced stations in Chicago. The one-time rate for one hour nights will be \$750—the same as WLS and WBBM and \$30 higher than the two Chicago NBC stations, WMAQ and WENR, whose \$720 per hour rate became effective April 1. The WGN daytime rates will be 60% of its night-time charges instead of the 50% usually charged by the other stations.

RECENTLY awarded a plaque and the title of "First Radio Station in Farm Service," WLS, Chicago, on April 12 celebrated its 13th anniversary. The night it went on the air in 1924, then under ownership of Sears Roebuck, it introduced its "celebrity" night with Gloria Swanson, Ethel Barrymore, the Duncan Sisters Jane Addams, William S. Hart and Arthur Brisbane.

WMAQ, Chicago, observed its 15th birthday April 13. The station is now the oldest in Chicago, having broadcast its first program on April 13, 1922, as WBU.

WCAU, Philadelphia, announces the release of a brochure *8 Steps Toward Tomorrow* containing engineering data on its 50,000-watt station and its shortwave stations, W3XAU and W3XEO.

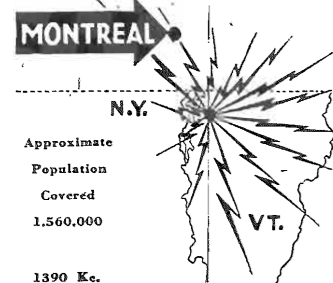
WDRC, Hartford, has installed a dark room under the supervision of Gilbert Bayek to facilitate the processing of films.

Dr. Pepper Expands

DR. PEPPER Co., Dallas (soft drink) on April 4 started its third continuous year on the air with *The Pepper-Uppers* variety program and has added WAVE, WIS, WAPO and WRQL to the tailor-made network, of Southern stations built around Texas Quality Network, Sundays, 5:30-6 p. m. Other stations are WFAA, WOAI, KPRC, WWNC, WSOC, WFBC, WMAZ, WSB, WAPL, WJDX, WSM, WMC, KARK, KTBS, KVOO, WKY, KSD, KGNC. The program originates at WFAA and is placed by the Dallas office of Tracy-Locke-Dawson Inc.

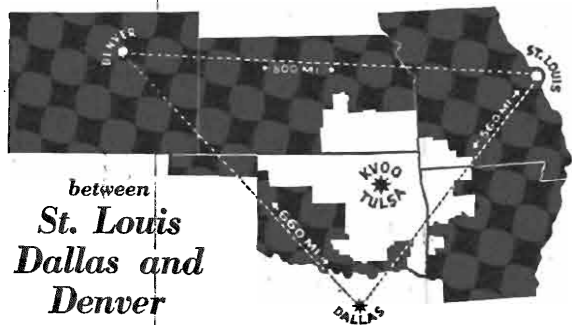
LOWEST COST

COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

THE MOST POWERFUL STATION



between
**St. Louis
Dallas and
Denver**

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

★ APPEAL!

The MORNING BULLETIN BOARD

America's Perfect Morning Variety Show for Radio Stations

WITH ALL OF THE BASIC HUMAN APPEALS:

- ROMANCE
- SCIENCE
- RELIGION
- VANITY
- FOOD
- SUPERSTITION
- HUMOR
- CURIOSITY
- KNOWLEDGE

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY

Write for free sample script and the Sales Package

RADIO SALES
TAKES PLEASURE IN ANNOUNCING THAT IT IS NOW THE EXCLUSIVE REPRESENTATIVE FOR **KNX, LOS ANGELES**

and takes equal pleasure in repeating that it is the exclusive national representative for the sale of spot time on the Columbia Network stations in 8 other major American markets:

- WABC ☆ NEW YORK ☆ 50,000 watts
- WBBM ☆ CHICAGO ☆ 50,000 watts
- KMOX ☆ ST LOUIS ☆ 50,000 watts
- WCCO ☆ MINN.-ST PAUL ☆ 50,000 watts
- WBT ☆ CHARLOTTE ☆ 50,000 watts
- WJSV ☆ WASHINGTON ☆ 10,000 watts
- WEEL ☆ BOSTON ☆ 5,000 watts (day)
1,000 watts (night)
- WKRC ☆ CINCINNATI ☆ 5,000 watts (day)
1,000 watts (night)

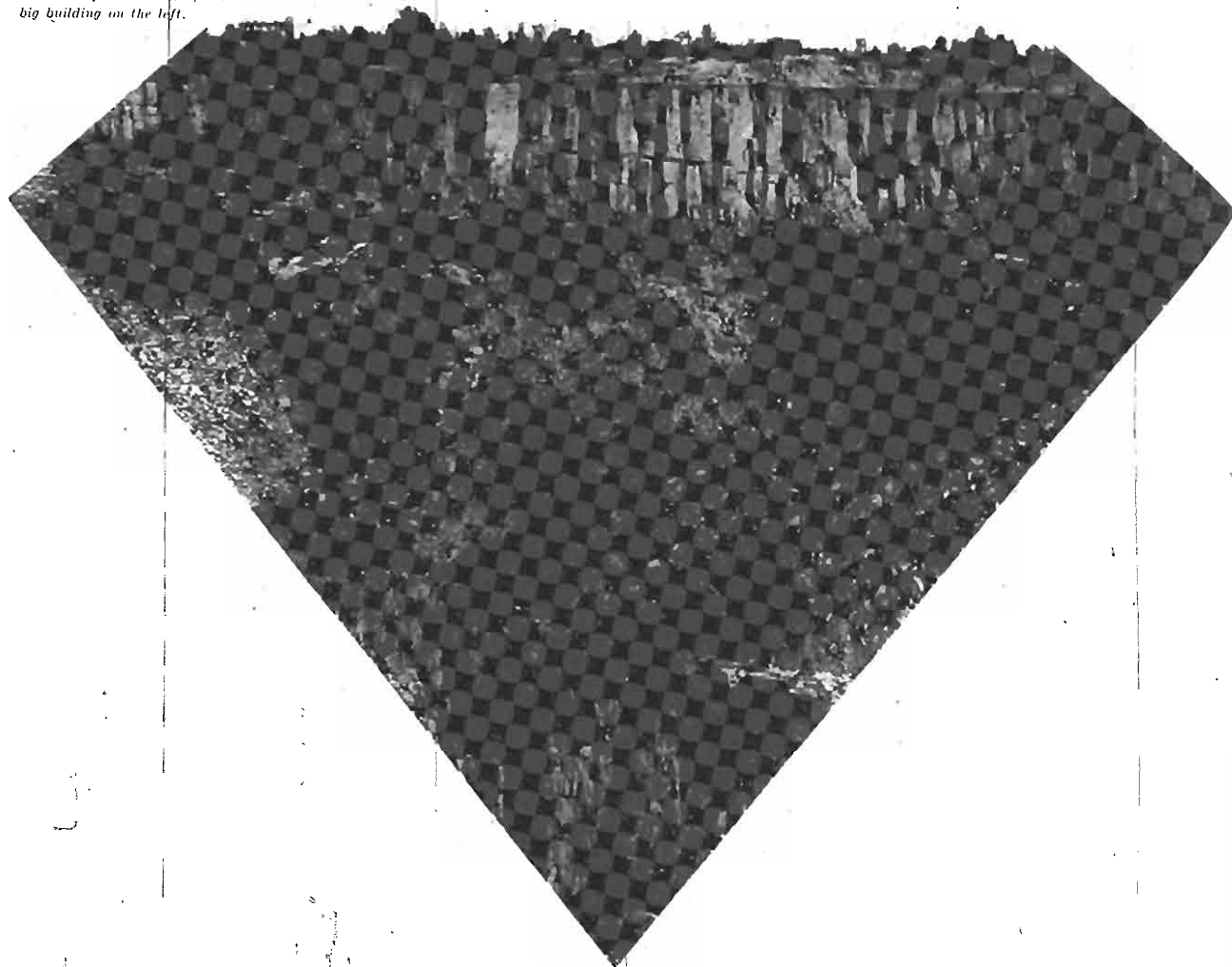
RADIO SALES also represents the COLUMBIA PACIFIC NETWORK—in conjunction with the Sales Department of the Columbia Broadcasting System.

INFORMATION on live talent, programs, and open time available for any of these stations is yours on request at any RADIO SALES office.

RADIO SALES—a division of the COLUMBIA BROADCASTING SYSTEM. Offices: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 N. Michigan Ave., WHItell 6000 • DETROIT, Fisher Bldg., TRinity 2-5500
LOS ANGELES, 5939 Sunset Boulevard, HOLlywood 3101 • SAN FRANCISCO, 601 Russ Bldg., GARfield 4700
BROADCASTING • Broadcast Advertising

DIAMOND HUNTING ?

KIMBERLEY DIAMOND MINE:
To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.



In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "dis-

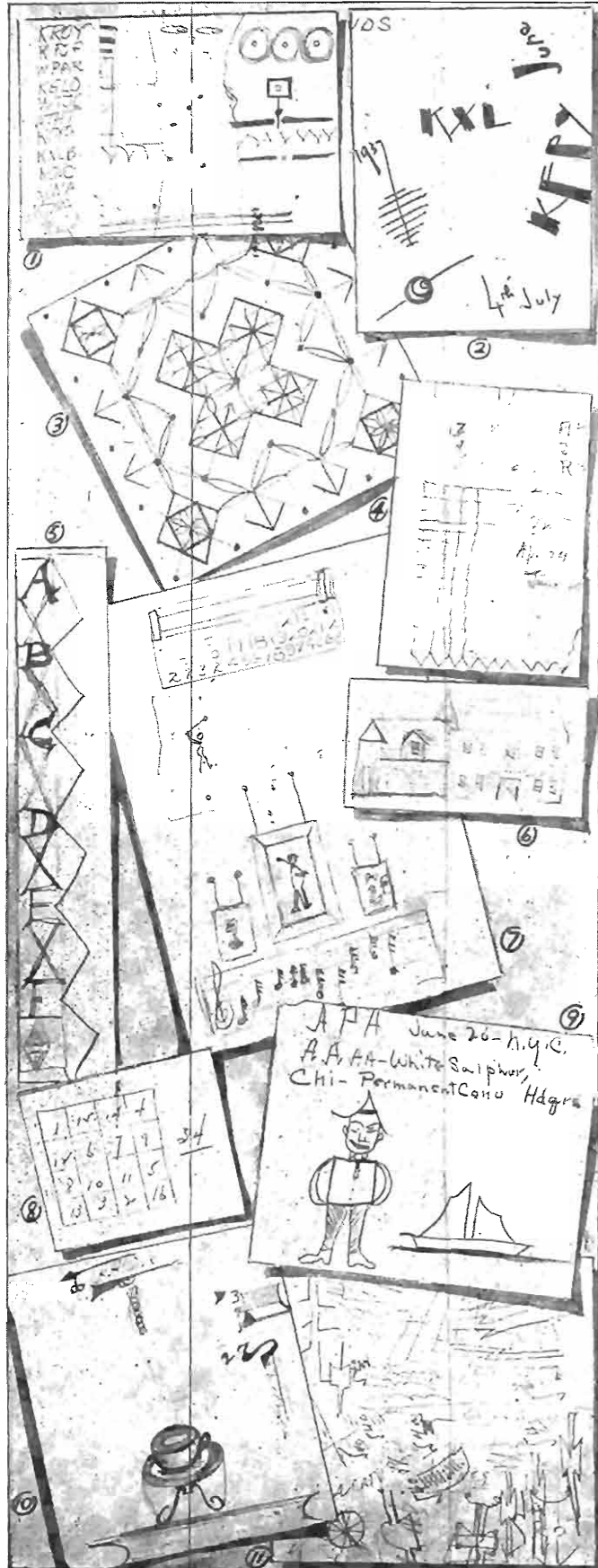
covered" hours of radio—*less than a minute away from radio's "established" audiences.* Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them;

these rich hours available on the Columbia Network.



THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York



AS NAB DIRECTORS DOODLED AWAY

WHEN the NAB board of directors met in Washington April 7 to select site and date of the 1937 convention, and otherwise to save the industry, there were plenty of pencils and pads about the board-room table, as shown by the adjoining art collection. John Patt, aggressive general manager of WGAR, Cleveland, assembled this enviable collection of doodles. He admits he purloined the idea from the composite photograph of doodling antics of NBC station executives, published in the March 15 issue of BROADCASTING.

These doodling experts who use orthodox rather than pixilated technique, contributed the adjoining gems: (1) Arthur Church, KMBC, Kansas City, who may have had in mind formation of a new network. (2) T. W. Symons Jr., who, as his doodle denotes, is the operator of KFPY, Spokane, and also KXL, Portland. (3) John Elmer, WCBM, Baltimore, NAB vice-president, and from the appearance of his doodle, as good a floor mat designer as ever ran a radio station. (4) Joseph O. Maland, WHO, Des Moines, NAB cowmilking champion and/or challenger, whose mind wasn't on cows.

NAB Board Meeting

(Continued from page 12)

by the Managing Director which had as its main objective the creation of a library of one hundred hours of music based primarily on music in the public domain. The production and recording of the first 10 hours of music signals the execution of the plan which won the almost universal approval of the NAB members at the 14th annual convention.

The success of the NAB's efforts in building a so-called public domain library is expected to be judged by the ability of the arranging staff to modernize the old musical selections and make them conform to present day needs. This ability on the part of the Bureau of Copyrights is well demonstrated in the variety contained in the first 10 hours including the popular swing dance numbers and other modern arrangements.

The creation of an independent supply of music for radio broadcasting should win the hearty approval of those representatives of the ASCAP, who for several years have publicly criticized the use of popular music by radio broadcasting stations and charged that the radio broadcasting industry was responsible for "killing" the sales of popular sheet music. Also, it is expected that the NAB accomplishments in creating for radio a supply of music based primarily on musical selections in the public domain will be cheered by those who have complained so vigorously against the use of phonograph records by radio broadcasting stations.

With the creation of a new corporation which has been authorized by the Board of Directors and which will handle all the business details incidental to distributing the music, definite proposals including cost of materials (recording and sheet music) will be formally submitted to the membership. It is expected that distribution will begin within 30 to 60 days.

Practically all of the morning session, following selection of the convention city, was devoted to discussion of the Congressional legislative horizon. There was considerable debate on the Connery Resolution (HRes-79), proposing an investigation of alleged network monopolies and purported traffick-

(5) NAB President C. W. Myers, KOIN-KALE, Portland, Ore., just plain doodles. (6) Mr. Patt, who appears to be a house, Colonial type. (7) Harry C. Butcher, CBS Washington vice-president, who evidently does his golfing to music. (8) E. W. Craig, WSM, Nashville, whose doodle might be anything from a game of Beano to a calculation of his station's time problems. (9) Gene O'Fallon, KFEL, Denver, who seems to have a Rocky Mountain dream-boat in mind, plus other conventions. (10) Edward A. Allen, WLVA, Lynchburg, hankering for a cup of coffee. (11) Harold V. Hough, WBAP, Fort Worth, could unquestionably inscribe the history of copyright on the head of a pin.

Missing are the doodles of such attending board members as Gardner Cowles, Jr., KSO-KRNT, Des Moines; Frank M. Russell, NBC Washington vice-president; John J. Gillin Jr., WOW, Omaha; Gordon Persons, WSFA, Montgomery and Managing Director James W. Baldwin, who were either too busy to doodle or contributed handiwork not particularly adaptable to publication.

ing in radio licenses, etc.; on the recent outburst of Senator White (R-Me.), on broadcasting conditions generally; on broadcast rates in relation to the Washington scene; and on kindred matters. In addition, there was discussion of impending allocation plans, notably in the light of the recent North American Conference in Havana, a portion of which was attended by Managing Director Baldwin.

All but four board members were present. Absentees were L. B. Wilson, WCKY; Alfred J. McCosker, WOR; W. Wright Gedde, WMBC, and Ralph Brunton, KJBS.

FCC MAY REVISE RULE ON LAWYERS

PERSISTENT agitation over the so-called two-year rule of the FCC, which forbids attorneys leaving its staff for practicing before that body for two years following departure, may culminate in a revision of the restrictive regulation.

Aside from internal opposition to the proposal, it has developed that Senator Wheeler (D-Mont.) last month wrote the FCC inquiring about the rule and advocating that it be broadened to encompass engineers and accountants. He first wrote the FCC asking about the rule (Rule 101.7) and afterward indicated his view that it should be broadened on the ground that engineers and accountants are in a position to perform more effectively in private practice and immediately upon leaving the FCC than are attorneys.

It is probable the FCC, at a future en banc meeting will review the entire situation with respect to the two year rule, promulgated more than a year ago. Adoption of a broadened provision, making it applicable to engineers and accountants as well as lawyers, probably would result in several resignations.

Pacific Advertisers Plan June Session

Salt Lake City Convention to Cover Radio Extensively

SPOKESMEN for radio and advertising from all parts of the West Coast will attend the 34th annual convention of the Pacific Advertising Clubs Association to be held in Salt Lake City June 13-17.

Lou Townsend, president of the organization and general advertising director of Bank of America National Trust & Savings Assn., San Francisco, has appointed Harrison Holliday, general manager of KFI-KECA, Los Angeles, as chairman of the radio departmental session scheduled for June 15. His committee consists of Earl J. Glade, manager, KSL, Salt Lake City, vice-chairman; Harry Anderson, NBC western division sales manager, San Francisco; John M. Dolph, CBS Pacific Division assistant manager, Hollywood; H. J. Quilliam, manager, KIRO, Seattle; Walter A. Burke, radio director, McCann-Erickson Inc., Earle H. Smith, Pacific Coast manager, Edward Petry & Co. Inc., and Lindsey Spight, Pacific Coast manager, John Blair & Co., all of San Francisco.

General theme of the conclave will be "The University of Advertising" and Mr. Holliday has titled, the radio departmental session "An Extra Curriculum in Radio". He has mapped out one of the most elaborate programs on radio ever



CAP'N LOVES SEA—And just about every day during the winter season found Mr. and Mrs. L. B. Wilson out cruising in their new yacht out of the wharf that abuts their Miami Beach home. Mr. Wilson, operator of WCKY, Cincinnati, planned to return to the station about April 15.

presented, divided into four parts: Radio Establishes Its Market. Among the points under this title will be an effort to further the establishment of a universal formula for the preparation of coverage maps.

Selling Radio As a Medium—An effort will be made to have case histories on 30 or 40 notable examples of successful local, regional network, national network and transcription programs. These will be brief and in general will answer the question "What is the secret of your success?"

Using Radio for Sales—Tentatively this is designed to give the 100-watt stations an opportunity to be heard.

The Future of Radio—A "brass tacks" discussion.

Kellogg Sports Series On WJJD Will Entail \$130,000 Expenditure

KELLOGG Co., Battle Creek, Mich., is spending approximately \$130,000 for time and talent on WJJD, Chicago, to broadcast play-by-play accounts of the two Chicago major league baseball teams. For the 23½-week period from April 2 through September, the cereal company will sponsor exhibition games between the Chicago Cubs and White Sox as well as all the league games.

From April 2 to 7, WJJD broadcast for Kellogg Co. exhibition games played by the two Chicago teams in Southwestern towns en route to Chicago. Line costs of approximately \$10,000 were involved. The games were played in Yuma, Phoenix, Tucson, Bisbee and El Paso. From April 8 to 15, Western Union reports were broadcast on other interleague exhibition games and on April 16, 17 and 18 Kellogg was to sponsor the intercity series between the Cubs and the White Sox.

John Harrington, WBBM sports announcer, will handle the play-by-play accounts during the season. In addition, prominent guest broadcasters, including motion picture stars and famous former baseball players will be used by Kellogg for the WJJD series.

A NEW director of German radio activities, Heinrich Glasmeier, formerly broadcasting director at Cologne, was named recently—his title to be Reich Intendant. German radio is governmentally operated under the Nazi Ministry of Propaganda.

Princess Pat Tests

PRINCESS PAT Ltd., Chicago, will go on either WENR or WMAQ, Chicago, very shortly with a novelty comedy program called Pat & Hank to promote Princess Pat Lipstick. This will be in addition to A Tale of Today (Princess Pat Powder) now on 13 NBC-Red stations, Sundays, 6:30-7 p. m. The new show program was written by Hal Raynor, writer for Joe Penner, and author of Wooley the Moth, another novelty script. If the series is successful in Chicago it will be expanded to network proportions. McJunkin Adv. Co., Chicago, is the agency.

CAROL TORNROTH, formerly with Irving Berlin Co., Los Angeles, has joined Music Corp. of America in that city, and is handling radio contacts.

Announcing:

--- wood ---
RADIO PRODUCTIONS
"Fourteen Years at the Microphone"
A Broadcast Executive
Production • Programming
Publicity • Continuity
Announcer

GEO. R. WOOD
IN HOLLYWOOD, CALIF.
220 Markham Bldg.

... wood words sell ...



The largest, wealthiest, most populated area in the country covered Exclusively by One advertising medium is the Southwest — through the

TEXAS QUALITY NETWORK

whose member stations are far and away FIRST in the listening habits of their respective coverage areas.

National Representatives
Edward Petry & Co., Inc.

50,000 WATTS	50,000 WATTS	50,000 WATTS	5,000 WATTS
WFAA	WBAP	WOAI	KPRC
DALLAS	FORT WORTH	SAN ANTONIO	HOUSTON

WKZO
KALAMAZOO

MRN
1000 WATTS
500 P.M.C.

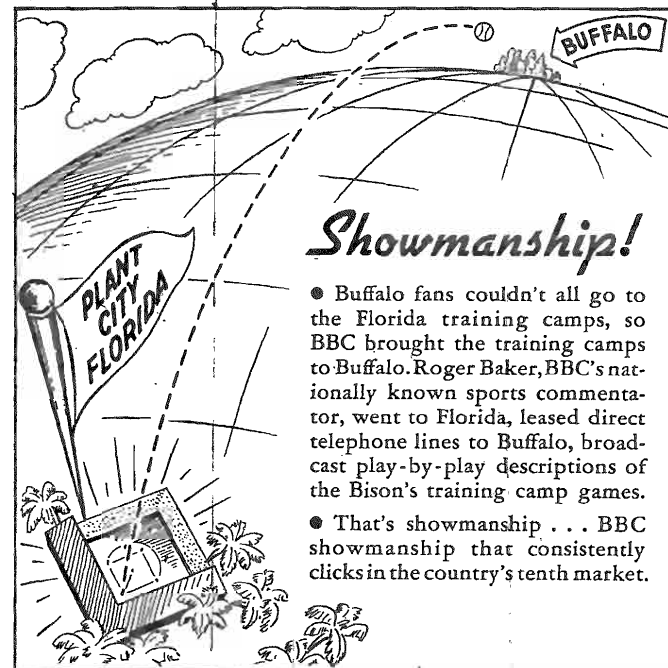
HERE'S A MILLION!
A million people—50% of the population of Michigan outside of the Detroit trading area, live in the area served by WKZO.

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • Small and Brewer Inc.

KFQD, Alaska Station, Acquired by McDonald, Expands Plant, Service
 HAVING recently taken over the controlling ownership of KFQD, Anchorage, Alaska, R. E. McDonald, Anchorage realty man and manager of the station, reports that the plant has been reconditioned with new studios and an auditorium seating 100, and with Collins and RCA equipment. William J. Wagner, for the last seven years with the Alaska communications system operated by the U. S. Army Signal Corps, has joined KFQD as chief engineer and Ken Laughlin, of the Cornish School of Music, Seattle, has been named

WBNS
 COLUMBUS, OHIO
best for test!
 Twenty-seven National Advertisers Now Using WBNS, Columbus.
 ONLY CENTRAL OHIO CBS OUTLET
 2-25 JOHN BLAIR AND CO.



Showmanship!

- Buffalo fans couldn't all go to the Florida training camps, so BBC brought the training camps to Buffalo. Roger Baker, BBC's nationally known sports commentator, went to Florida, leased direct telephone lines to Buffalo, broadcast play-by-play descriptions of the Bison's training camp games.
- That's showmanship... BBC showmanship that consistently clicks in the country's tenth market.

WGR *The Ends of the Dial* **WKBW**
 OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORP.
 REPRESENTED BY FREE & PETERS, INC.

Too Much Time

WSAJ, college station at Grove Park, Pa., has applied for a time reduction from two days weekly 7:30-10:30 p. m. to two days weekly 7:15-8:45 p. m. The application to the FCC stated that the college didn't have sufficient program material to fill the time.

program director. Hal Noggle is handling all news broadcasts, a major feature of the station on which commercial vessels, in the Gulf of Alaska and Bering Sea depend not only for news but for daily radio bearings.

KFQD, Mr. McDonald reports, has been on the air since May, 1924, and is the oldest station in Alaska. Its newscasts for the Seattle Fur Exchange and the National Grocery Co., Seattle, the former placed by Milne & Co. and the latter by Izzard & Co., Seattle agencies, have been on the station on a thrice-weekly basis since October, 1931. Mr. McDonald secured control by purchasing interests of Edward Lowe Jr., San Francisco business man, and J. P. Hannon, of Anchorage.

LIGHT music (32.32%), variety (5.92%) and dance music (5.78%) accounted for nearly half the program time of the British Broadcasting Corp. during 1936, according to its annual report. News talks and reading occupied 16.69%, drama 4.3%, serious music 14.67%, *Children's Hour* 8.08%, religion 4.16% and records 8.08%.

MEASURING SPECIAL FEATURES

Promotional, Service and Good-Will Factors
 Offset Expense of Remote Programs



TRAFFIC STOPPERS — Native New Yorkers became rubbernecks recently when this quaint vehicle came down Fifth Ave. Beatrice Lillie, in fur coat, is flanked by Announcer Dave Driscoll and Cobina Wright. Charlie Barrie, noted "whip", is driving. Up front are sons of Mrs. Louise Kaiser, owner of the coach and four. On rear seat are Ilka Chase and Jerome Zerbe.

IN TERMS of dollars the special features department of any broadcasting system turns up on the red side of the balance ledgers. But in terms of good-will, service and promotion, a special feature broadcast well planned, publicized and executed builds friends and interest in the station that cannot be calculated in the cold denomination of dollars and cents.

Shortly before Easter WOR's special featuremen Dave Driscoll and Jerry Danzig went into conference, scratched their heads for a new idea and came up smiling. The result was a "coach and four" drawn by prize-winning hackney ponies that literally stopped Easter paraders who rubbed their eyes as they saw the first coach in 20 years roll down Fifth Ave.

Maroon-liveried footmen, formal clothes for men, orchids for the women added to the spectacle. To give the coaching party newspaper names Dr. Danzig and Mr. Driscoll invited Mrs. Cobina Wright, Beatrice Lillie, Ilka Chase, Jerome Zerbe Jr. to ride. Lest paraders fail to know under whose aegis the coach had been dispatched station call letters were prominently displayed on the coach while on the technical car—a special model prompted for the occasion—a large Mutual banner further blazoned the network involved.

The result of this Easter special feature was mention in all the large New York dailies. The story was to be found on the front page of the *Herald-Tribune*, in the Easter story of the *Times*, (it was the only broadcasting stunt mentioned), and in the news columns of the *Sun*. The society editors

Kraft Tests in Chicago

KRAFT-PHENIX Corp., Chicago (Kraftone), started *Tomahawk Trail*, children's show, April 12 on a test basis over WBBM, Chicago, 5:30-5:45 (CT), Monday, Wednesday and Friday. If the new program, written by Irving Crump, editor of *Boy's Life*, proves successful, it will go network. The serial depicts the life of a white girl and boy who are being raised by an Indian tribe. J. Walter Thompson Co., Chicago, is agency.

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

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on April 6 started *Vic & Sade* on 30 NBC-Red stations, Tues. 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

GENERAL MOTORS CORP., Detroit (motor cars) on April 1 started for 26 weeks, *Page One Parade* news broadcast with John B. Hughes as commentator, daily on the Mutual-Don Lee network 6:00-6:15 p. m. (PST). Campbell-Ewald of New York, handles the account.

MANHATTAN SOAP SALES Corp., New York (Sweetheart soap), on April 16 starts for 13 weeks, *Looking at the World* with Thomas Conrad Sawyer, on two NBC-Pacific Red network stations, KPO-KPFL. Agency: Milton Weinberg Adv. Co., Los Angeles.

AMERICAN TOBACCO Co., N. Y. (Roi Tan cigars), on April 5 started for 13 weeks *Man to Man*, sports discussions, on 6 CBS Pacific Coast stations, Mon., Wed., Fri., 7:30-7:45 p. m. (PST). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

STANDARD BRANDS Inc. New York (Fleischmann's Yeast), on April 9 started all-colored revue on 29 NBC-Blue stations, Fri., 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc. New York (Chase & Sanborn coffee), on May 9 starts a variety show, starring Don Ameche, Eddie Bergen and Werner Janssen, on 59 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

LOVELY LADY Inc., Chicago (cosmetics), on May 9 starts *Your Parlor Playhouse* on 9 MBS stations, Sun., 10:30-11 p. m. (EDST). Agency: Kirtland-Engel Co., Chicago.

CONSTITUTION SOCIETY OF U. S., Los Angeles (political) on March 29 started for 26 weeks *Talks on Americanism* on 6 California Radio System stations (KEHE, KERN, KMI, KFBK, KWG, KYA). Wed., 8:15-8:30 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

PUREX CORP Ltd., Los Angeles (bleaching fluid), on April 19 starts for 13 weeks *The In-Laws*, dramatic serial, on 10 Mutual-Don Lee stations (KHJ, KGB, KDB, KPBC, KFXM, KPMC, KDON, KGDH, KVOE, KXO), Mon., thru Fri. 4:45-5 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

GRIFFIN Mfg. Co. Inc., Brooklyn (Griffin All White shoe cleaner), on May 17 starts *Tie-Toc Revue* on 44 NBC-Blue stations, Mon., 7-7:30 p. m. (EDST). Agency: Birmingham, Castleman & Pierce Inc., N. Y.

"doing a Peach of a Job in Georgia"
 1000 WATTS
WMAZ
 MACON, GA.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on April 12 started *Couple Next Door* on 2 MBS stations (WGN, WLW), Mon. thru Fri., 10:45-11 a. m. (EST) on WGN, and repeat 1:45-2 p. m. (EST) on WLW. After April 26 the repeat will be dropped, both stations taking program 10:45-11 a. m. (EDST). Agency: Blackett-Sample-Hummert Inc., Chicago.

SHERWIN WILLIAMS Co., Cleveland (paint), on April 1 started for 13 weeks in *Woman's Magazine of the Air*, participation program on five NBC-Pacific Red network stations. KTAR, KDYL, KFBK, KMI, KWG; Thursday 3:45-4 p. m. (PST). Agency: Cecil, Warwick & Cecil, Inc., N. Y.

Renewal Accounts

DR. PEPPER Co., Dallas (soft drink) on April 4 renewed *The Pepper-Uppers* on 22 stations, special Dixie hookup, Sundays, 6:30-7 p. m. Agency: Tracy-Loeke-Dawson Inc., Dallas.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 8 renewed *Your Hit Parade & Sweepstakes* on 91 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

Singing Ants!

ENTER the singing ant! Not to be outdone by vocalizing mice stunt broadcasts, Colonial Network, Boston, on April 12 conducted the world's first ant-singing contest by remote control from aboard the U. S. Lines steamship *American Banker*. Formal invitations were sent to attend "a broadcast and press reception for Mrs. Antonio Crisp's flea and ant circus." Roland Winters, WAAAB's commentator was assigned the job.

Willys-Overland Plans

WILLYS-OVERLAND Co. Inc., Toledo (autos), is making plans for a coast-to-coast network show, said to be tentatively scheduled for a Sunday evening half-hour period on some 25 MBS stations. United States Adv. Corp., Toledo, will handle the campaign.

Valley Days on 5 NBC-Pacific Red stations KPO, KFI, KGW, KOMO, KHQ. Schedule: May 18-Sept. 21, Tues. 8:30 p. m. (PST). Agency: McCann Erickson Inc., San Francisco.

PACKARD MOTOR CAR Co., Detroit (motor cars), on April 27 renews *Packard Hour* starring Fred Astaire for 5 weeks on 67 NBC-Red stations, Tues., 9:30-10:30 p. m. (EDST). Agency: Young & Rubicam Inc., N. Y.

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
 WICHITA, KANSAS

WXYZ DETROIT

PRESENTS

Richard E. Osgood



Mr. Osgood handles the difficult assignment of Fact Finder for the Hickock Oil Company's Hy-Speed Factfinder program. This popular show, broadcast Monday through Friday from 6:15 to 6:30 p.m., sparkles with originality so typical of WXYZ productions. Osgood keeps this program out of the commonplace class by utilizing his ingenuity and rich experience gained as radio playwright, actor and producer on both NBC and Columbia networks. Here, again, Showmanship spells success.



THERE'S ALWAYS A WAY!

Build up your sales in the Detroit and Michigan markets. Call upon WXYZ to produce a show that will attract and hold a vast audience of "buy minded" listeners. Don't put it off any longer. Let us in on your sales problem... let us show you how a specially planned, specially built WXYZ show can turn a tremendous tide of purchasing power flowing your way. What ever your appropriation, a WXYZ-built show will give you the most for your advertising dollar.

N. B. C. Blue Network DETROIT

KING-TRENDEL BROADCASTING CORP.
 300 Madison Theater Building... Detroit
 Eastern Office: 550 Chanin Building New York, New York
 Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago
 Western Office: Russ Building San Francisco, Cal.

Grocery Products Test

GROCERY STORE PRODUCTS Inc., New York (Jacob Mushrooms), began its initial radio advertising of canned mushrooms with a 13-week test series of participation announcements on WHN, New York, on April 1. The participations are three days weekly during the C. Houston Goudiss Hour. Harry L. Lance, advertising manager, indicated that this test will have an important bearing on future radio advertising plans of the company, which also manufactures Foulds Macaroni, Golden Age Macaroni and Kitchen Bouquet Food Flavoring. Mushroom advertising is placed through J. M. Mathes Inc., New York. Ben I. Butler is account executive.

Speaking of phone surveys, out of 400 calls only 17 radios were tuned to stations other than .

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

CBS Ready to Start in Hollywood On Building of \$2,000,000 Studios

ACTUAL work on the proposed \$2,000,000 CBS Hollywood building and studios on Sunset Blvd., between Gower & El Centro streets will get under way by April 19, Donald W. Thornburgh, Pacific Coast vice-president in that city, said April 8, in announcing that the Los Angeles Planning Commission has approved submitted plans.

A studio auditorium seating 1,050 persons, and seven additional studios of various sizes, two of which will accommodate 250 people each, are included in the five-story building, which will be air-conditioned throughout, with recreational accommodations on the roof for employees. Conference rooms with accommodations for catering service and a press room for visiting newspapermen are also included.

Prof. Vern Knudsen of the University of California, Los Angeles, considered an outstanding author-

ity on sound engineering, has been engaged by CBS to act as acoustical consultant.

A glass-encased master control room and other engineering units will utilize a great portion of the ground floor of the structure. Music and program departments, along with three studios will be housed on the second floor, as will the Columbia Artists Inc., concert department, traffic and news bureaus. Conference rooms, sales, promotion and special events departments will occupy the fourth floor. Audition rooms and network executive offices will be on the fifth floor. Structure will be modern American in design and it is expected to be completed by Nov. 15.

Thornburgh said that no plans were immediately in prospect for a television studio, but stated that ground plans provided for such a development. He also called attention to the fact that additional space is held for a second match-

ing studio auditorium adjacent to the one to be built now. He further revealed that a two-story corner business structure, for leasing to advertising agencies, and other organization in the radio field, will also be erected on the site as a separate unit. When studios are completed, CBS will continue to operate its two owned and leased theatres in Hollywood, he said.

With CBS starting actual construction, Don E. Gilman, NBC western division vice-president in San Francisco, is scheduled to leave the West Coast this month for New York where he will discuss with network officials plans for his organization's new Hollywood studios and executive offices.

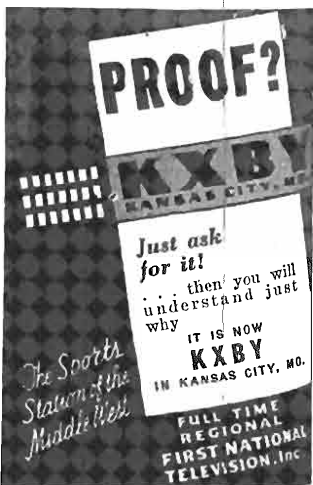
NBC has outgrown its present Hollywood setup, and with more commercials than it can handle emanating from there by fall, the network recognizes the need of immediate action. It is believed that Gilman has several definite ideas in mind, and upon return to California after his conference will announce where the new Hollywood studios will be located.

In the meantime building plans, (as revealed in the April 1 issue of BROADCASTING) on a unit basis, similar to motion picture studios, which will permit erection of structures on any reasonable site, are being drafted in New York, under direction of O. B. Hanson, NBC chief engineer.

Don Lee Claims Record For Television Program

HIGH-DEFINITION television attained a new record in distance transmission on April 9 during demonstrations by Harry R. Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, before scientists in annual convention at the California Institute of Technology in Pasadena.

Telecast was projected over a distance of 10½ miles from the Don Lee experimental television station W6XAO in Los Angeles. The high-definition images comprised 300 lines to the image, repeated at the rate of 24 images per second. Image was comparable to a 55-screen cut on ordinary newspaper. Sound was projected over an auxiliary ultra-shortwave channel. Demonstrations were also held at the Institute the following day, at 15-minute intervals, to which the public was invited.



OPERATING THE LATEST HIGH FIDELITY 5000 WATT TRANSMITTER

KSD in St. Louis

Invites Inquiries About Day Time Now Available

Population Coverage

KSD Day Time 5,906,905
KSD Night Time 2,481,390

Based on population of counties receiving one-half millivolt service or better.

Occasionally, choice periods are released and become available for those who have filed for reservations in advance.

A few desirable day time periods are now open for immediate consideration.

Inquiries are invited and KSD will make every effort to accommodate additional high-class programs.

Write, phone or wire.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

IN THE CENTER OF THE DIAL!

500 WATTS

WGBI

880 KC.

SCRANTON · PENNSYLVANIA

Joins The

Columbia Broadcasting System

May 2, 1937

AND NOW CBS advertisers can cover, thoroughly and completely, the 3rd largest city in Pennsylvania which is in the center of the 17th largest metropolitan area in the United States.

WGBI is the ONLY station which serves Northeastern Pennsylvania. . . . It has built a large, loyal audience because of its superior programs which include not only many outstanding national features but many of exceptional local and regional interest. To sell your product successfully in Northeastern Pennsylvania YOU MUST USE WGBI.

SCRANTON BROADCASTERS, Inc.

FRANK MEGARGEE, President

SCRANTON

PENNSYLVANIA

Merchandising & Promotion

Campus Contacts—Nuts to You—Scout Scatterers—
Bills for Women—On a Horse—Gay Nineties

MERCHANDISING methods used to promote the Pontiac *Varsity Show* which began Jan. 22 on NBC-Red network, have proved the effectiveness of well planned tie-ins. Before its tour to a different college or university each Friday night, 10:30-11 p. m. (EST), Pontiac furnishes free postcards for mailing to the entire list of active alumni, over 500,000 in all, giving complete program information and time zone data. Full page ads in alumni magazines, student dailies and weeklies are devoted to creating interest among the graduates and student body of each university.

Admission to the shows, according to *Broadcast Merchandising*, NBC house organ, is by ticket only and 90% of the tickets are reserved for students. Dealers have distinct place in the campaign plans, although the emphasis is put on alumni and student tie-ins. Lithographed window posters and small display cards are sent to all local dealers and spotlight ads are placed in city dailies. Pontiac uses a brief straight selling message about the company, its policies and its car, refraining from any attempt to link the universities with Pontiac cars or to suggest indirectly that they indorsed them. The shows are built by Henry Souvaine Inc., New York program builders, and the account is handled by McManus, Johns & Adams Inc., Detroit.

A TRICK package of Grape Nuts of the jack-in-box variety is being distributed by General Foods Corp., Battle Creek, Mich., to promote the *Burns & Allen* Monday evening series which began April 12 at 8 p. m. on NBC-Red. When the rubber band is removed, up pop George and Gracie saying, "Grape Nuts to You!" Young & Rubicam Inc., N. Y., is agency. The novelty was distributed by Bureau of Industrial Service.



FROM LISTENERS—More than 275,000 books have been distributed to the *Today's Children* followers, each of whom sent 50 cents. The book carries the same title as the program and both are written by Irna Phillips, who also acts in the program, heard daily on NBC-Red. Submerged by requests is Gale Page, above, who plays the role of Gloria Marsch. Public libraries in some cities have purchased copies to meet the demand for the 259-page book. Hutchinson Adv. Co., Minneapolis, is agency for Pillsbury Flour Mills Co., Minneapolis, the sponsor.

ALTHOUGH the Philadelphia newspaper-radio relationship in 1935 was antagonistic, today the *Record, Inquirer*, and *Ledger* are swapping space for time in a co-operative way, according to Donald Withycomb, general manager of WFIL. The most recent arrangement is with the *Ledger*, by the terms of which the paper will use a 15-minute series, 9:45 p. m. Sundays, for dramatizations of its Dorothy Dix column and WFIL will be credited with lineage to merchandise the programs of its local and national advertisers. Joseph T. Connolly, WFIL's publicity director, estimates that the three papers spend \$3,000 each week on radio. WIP also has trading agreements with three Philadelphia papers and WDAS with one.

KEHE, Los Angeles, to build up an immediate children's audience for *Detective Dalt* and *Zumba*, new five-weekly quarter-hour serials, which started on that station April 5 under sponsorship of Bireley's Inc. (orangeade), distributed 260,000 handbills to Southern California grammar school students on the afternoon preceding the first broadcast. Approximately 200 Boy Scouts were paid to distribute the handbills calling attention to the serial which is directed to listeners ranging from 8 to 16 years of age. Ted Gailey, KEHE account executive, arranged the merchandising stunt. Agency is Philip J. Meany Adv. Co., Los Angeles.

AMONG leading contestants to date for the most unusual promotion piece of the year is NBC's April 6th mailing to radio editors, consisting of (1) a cellophane-covered rubber mouse, (2) a piece of sheet music entitled "I Love Those Singing Mice", and (3) a letter signed by Raymond Roquefort, director, NBC Exterminators' Dept., reminding the recipient that 22 singing mice were to make their radio debut on the following Sunday on NBC's Blue Network.

CATALOGS given all salesmen for Central States Broadcasting System have presentations for every CSBS sustaining show. Copy is short, but the pages are over-run with comic drawings emblematic of the show. The pages are drawn and copy typed in, then photostated. When an advertiser wants to buy time, but doesn't know what to put in that time, the booklets help him decide. Bruce Wallace and his promotion staff prepared the catalogs.

KMBC, Kansas City, took a prominent part in the city's annual Food Fair, with Beulah Karney, KMBC household economist, conducting a daily cooking school. For ten days prior to the Fair she interviewed prominent food industry figures. The *Gene & Glenn* team appeared at the show.

MEMBERSHIP cards in the Great American Whopper Club are being distributed to his listeners by Col. Jack Major, one-man variety show, on CBS.

TO PROMOTE interest in *Follow the Moon*, serial drama broadcast five afternoons a week on NBC-Red in the interest of Woodbury Soap, George Scher, publicity director of Lennen & Mitchell Inc., agency for the Jergens-Woodbury Sales Corp., writes a weekly summary of the story for publication in handbills distributed by American Stores Co. to some 200,000 women each week. Another piece of promotion prepared by Mr. Scher for this client is the *Jergen Journal*. Five million copies of the first number, a winter issue containing articles on Walter Winchell, star of Jergens Sunday evening program, and winter sports and health hints, were distributed through drug and department stores. The summer issue is now in preparation.



ROBERT CLARKSON, formerly with Lamont, Corliss & Co., New York (Nestles and Pond's products), has joined the recording department of WOR, Newark, where he will sell and promote the station's recording services. Ray Lyon, development engineer, is in charge of the recording studios of WOR, which have been used for some time by the station for its own clients but which now will for the first time be actively promoted to radio advertisers and agencies generally.

KTOK, new Oklahoma City station, has offered two free airplane trips to Chicago to Oklahoma City school children who suggest the best slogan. Contest ends June 1. The station, which recently announced affiliation with Mutual and Oklahoma networks, is licensed to Oklahoma Broadcasting Co., of which Harold V. Hough is president.

IN ADDITION to placing advance announcements in all the church pews of the Twin Cities, the Minneapolis Church Federation heralded the advent of *The Sunday Players*, transcribed bible drama series on WTCN, by distributing 150,000 circulars through the public schools of Minneapolis and St. Paul. Series was transcribed by Mertens & Price Inc., Los Angeles.

WMCA, New York, has published a terse promotion piece titled *3,383* Men on a Horse* (*Women Too), the title indicating the daily average number of cigar bands received in an amateur handicappers contest sponsored by Webster-Eisenlohr Inc., New York for its Henrietta cigars.

WHBQ, Memphis, broadcasts a radio spirit, furnishes clues to its identity, and gives prizes to the first six correct guessers. The program is promoted by audible screen trailers and a black-robed, mysterious person who parades downtown streets wearing signs.

KFXD, Nampa, Idaho, has published a 34-page brochure describing its studios and technical equipment, market and coverage, along with a relief map of its surrounding area. The KFXD code of ethics is included.

WHO, Des Moines, has just published a 30-page souvenir picture book describing the activities of the station that center around the *Iowa Barn Dance Frolic* and selling for a quarter.

WOR HONORED—"One of radio's best promotion pieces of the year" is what *The American Printer* calls *Of These We Sing*, market data book issued last month by WOR, Newark, which was placed on exhibition as an outstanding example of sales promotion literature at a special luncheon on April 2 at the New York Advertising Club.

AN ILLUSTRATED brochure setting forth field work and demonstrations of WXYZ's merchandising department and its service to the advertiser has just been issued by the Detroit station. It answers all questions as to how the service is conducted and why there is no charge for it. As recounted in an article by H. S. Christian, WXYZ and Michigan Network merchandising director, in the Dec. 1, 1936, BROADCASTING, the service is rendered without cost with non-cancellable 13-week contracts.

WMCA, New York, has started a question-answer program titled *Quizdom Court*, during which members of a Bronx theatre audience are quizzed and those giving the most correct answers are awarded free tickets. Alexander's Department Stores of the Bronx is sponsor.

CBS has started publication of a monthly list of sponsored and sustaining programs, the first volume covering the month of April. The cover of the booklet carries diagonal panels with names of sponsors. Another CBS promotion piece deals with the popularity of Boake Carter, Philco commentator.

OLD TIME handbills announcing Don Lee's *Old Time Melodramas*, a new MBS series on alternate Saturdays 9:30 p. m., printed in red and green and set in type reminiscent of the Gay Nineties, were released April 12.

A COMPREHENSIVE survey of coverage and sales possibilities of WKBZ, Muskegon, Mich., complete with mats and cuts of studio activity and bound in hammered silver cover, has just been distributed by the trade.

WESG, Elmira, N. Y., turned over operation of the station for a day to students of Elmira College, who handled controls and microphones.

W L W

Is glad to announce its affiliation with

WHN New York
WFIL Philadelphia
KQV Pittsburgh

This new development is an improved service offered by The Nation's Station to both its listeners and its advertisers.

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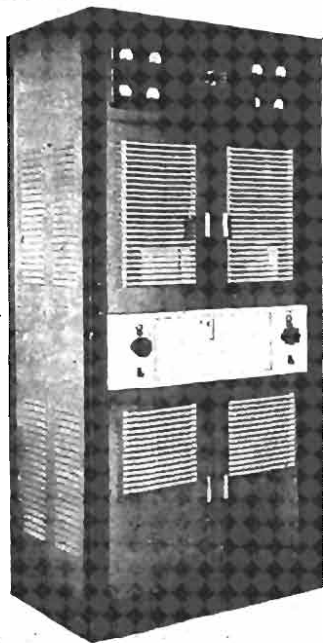
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Two RCA Transmitter Values

—the newest for 100-250 watt operation!



THE 250-D is RCA's top-notch quarter-kilowatt or 100-watt transmitter. It forms the basis of the RCA line of higher powered equipment and may be stepped up to 1000 or 5000 watts by the addition of standard amplifier units. Its high fidelity performance guarantees audience satisfaction. The engineers admire its new "vertical chassis" type of construction which places every component within easy reach for inspection or adjustment. Utilizing the latest type, long-life tubes and new crystal circuit, the 250-D is thoroughly up-to-date. Completely equipped, economical and high fidelity throughout, the 250-D is the transmitter for the discriminating broadcaster who wants the best.

THE 250-D is high level modulated and similar in appearance to the ET-4250 which it supplants. For 250 watts it uses two 805's in push-pull, modulated by two 805's. For straight 100-watt service it employs two 838's modulated by four 815's. A new, electron coupled crystal circuit is used. Tuning is easy without critical adjustments. Tubes are mounted in front of the vertical chassis, other parts in the rear. Every part is easily accessible. Eight operating meters and eight additional tuning meters are supplied. Easy power change for 100-250-watts.

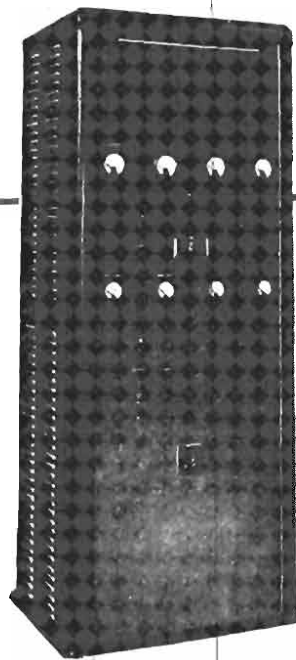
PERFORMANCE: Audio distortion below 3% RMS for frequencies from 60 to 7,500 cycles. Frequency response within 1 db, 30 to 10,000 cycles. Hum level 60db below 100% modulation. A.C. power 1700 watts for average 250-watt operation.

THE 250-C is a simplified 100- or 250-watt high fidelity transmitter available at remarkably low cost. Provides every feature necessary for first class operation. Runs at a minimum of expense. Adjustment is simple and the low input level permits the equipment to be operated remotely in many cases without additional audio amplifiers. Space is furnished on the front panel for mounting a 66-A Modulation Monitor. Ample safety factor is provided to assure uninterrupted operation.

THE 250-C is also a high level modulated transmitter. For 250 watts it employs two 805's modulated by two 805's and for 100 watts, two 838's modulated by two 838's. Mounting of equipment is on removable shelves. New, electron coupled crystal circuit. Time delay starting is provided and power change relays for 100-250-watt service.

PERFORMANCE: Audio distortion—less than 4% RMS for audio frequencies from 100 to 5000 cycles. Frequency response—flat within 2 db from 30 to 10,000 cycles. Hum level—60 db below 100% modulation. A. C. power 1630 watts for average 250 watts operation. Audio input level minus 16 db for 100% modulation.

Write the nearest office for full details



Broadcast Equipment

RCA MANUFACTURING COMPANY, Inc., CAMDEN, NEW JERSEY • A SERVICE OF THE RADIO CORPORATION OF AMERICA
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DALLAS, 2211 Commerce Street • SAN FRANCISCO, 170 Ninth Street