

BROADCASTING

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Broadcast Advertising

WASHINGTON, D. C.

JUNE 15, 1937

Section I

\$3.00 the Year
15c the CopyForeign
\$4.00 the Year

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

THE MODERN BEANSTALK That Makes Jack in 1937

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

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

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

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

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

KYA

San Francisco

"Serving
the
Public
Interest"

KEHE

Los Angeles

Members of the California Radio System

NATIONAL REPRESENTATIVE

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles • Dallas



Attraction Extra-ordinary WMC'S RADIO REVUE



NBC Red UNIT
Starring JACK BENNY, FRED ALLEN, BING CROSBY, RUDY VALLEE
-and a supporting cast of feature acts

NBC Blue UNIT
Starring WALTER WINCHELL, BEN BERNIE, ROBERT RIPLEY, LUM AND ABNER
-and a supporting cast of feature acts
And **BIG TIME LOCAL SHOWS**

CONTINUOUS PERFORMANCE 17 HOURS A DAY

WMC

Memphis, Tennessee

Advertisers Seeking Admission To This Audience Consult— E. KATZ SPECIAL ADVERTISING AGENCY, NATIONAL REPRESENTATIVE

Shows And Showmanship That Sell! More than 279,850 radio homes with spendable income of \$693,524,000 are constantly coming into the "big-tent" of this star-studded show-house presenting the most "colossal and stupendous" array of talent in the world.

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"
5000 WATTS DAY • 1000 WATTS NIGHT

BROADCASTING

and
Broadcast Advertising

Vol. 12 No. 12

WASHINGTON, D. C., JUNE 15, 1937

\$3.00 A YEAR—SECTION I

Roosevelt Sounds NAB Convention Keynote

By SOL TAISHOFF

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

ENCOURAGED by a renewed expression of confidence from President Roosevelt in their industry and in their ability to cope with problems confronting it, an unprecedented attendance of broadcasters is expected at the 15th annual convention of the NAB in the Hotel Sherman, Chicago, June 21-23.

Advance reservations at the Sherman Hotel totaled 800, as against a gross registration of 816 in Chicago last year with a delegate enrollment of 250.

In a letter communicated to the industry through BROADCASTING, the president paid high tribute to the nation's broadcasters and praised the manner in which radio threw open its facilities for relief work during the Ohio and Mississippi floods of 1937. Even more significant, however, was the Chief Executive's observation that there are no problems in radio that cannot be solved "by intelligent management, good programming and an awareness of public responsibility."

In those words the President appeared to spike constantly recurring reports that the Administration might lay a firmer hand upon private operations. While the thought of government ownership, which has arisen perennially to haunt broadcasters, largely has been dissipated, there nevertheless have been disquieting indications both from within and outside the government for public stations. The Presidential communications was viewed as refutation of any administration support of such projects.

At no other time since national conventions of broadcasters have been held has the atmosphere been so free of controversial issues—on the surface, at least.

Unlike the situation a year ago when the industry appeared to be split on

basic issues, including copyright, the convention agenda this year does not augur any serious conflicts, although a number of minor issues are due for airing. There likely will be sharp debate and even sharper voting on two proposals to amend

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

While dissatisfaction has been expressed in some quarters over the NAB administration during the last year, no fight of any real proportions is anticipated. Last year the most dramatic situation was the one-man revolt of Isaac D. Levy, co-owner of WCAU, Philadelphia, and an important CBS stockholder, who attacked James W. Baldwin's tenure as managing director on the copyright issue; and who afterward withdrew his station from membership.

He promised to form a competitive association, which has not developed.

Since the last convention, more than a dozen stations have resigned. The membership total however, still hovers around the 400 mark—just where it was a year ago. Since the last convention, about 50 new stations have taken the air under FCC authority.

Pre-convention political campaigning has been at a minimum. All four officers will be elected, and six vacancies on the board of directors will be filled—a bare majority of the board of 19 members. Unlike previous conventions, the elections will take place on the second day—Tuesday, June 22—instead of the last day.

In the forefront among presidential possibilities at this writing is John Elmer, president of WCBM, Baltimore, and the incumbent first vice-president. The head of a local station, Mr. Elmer's name has been advanced by a formidable group of broadcasters, and will be presented to the nominating committee, already named by President C. W. Myers (KOIN-KALE, Portland, Ore.) to enable it to consider a slate well in advance of the convention.

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

(Turn to next page)

THE WHITE HOUSE
WASHINGTON

June 11, 1937

My dear Mr. Taishoff:

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

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

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

Very sincerely yours,

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

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

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

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

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

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

Personnel of the nominating committee was not available as BROADCASTING went to press since acceptances had not yet been received from all appointees. The committee will have five members.

While the convention agenda differs radically from the procedure in force during former years, the first day's activities will be much the same. The principal guest speaker is Judge E. O. Sykes, chairman of the FCC Broadcast Division. He has been selected as his subject *The Duty and Responsibility of the Broadcaster*. The only commissioner who has seen ten years of continuous service, Judge Sykes was the guest speaker last year, at which time he unfolded the plans for the allocations hearings held last October, and the engineering report on which still awaits Broadcast Division action. The keynote of the convention will be sounded by President Myers. In his address he is expected to touch upon developments in the legislative field in connection with

BROADCASTING Convention Daily

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

copyright, progress in the cooperative endeavor dealing with educational broadcasting and other policy matters. Treasurer-Hough also will deliver his report on the opening day, and he will be followed by Managing Director Baldwin. If there are any fireworks in industry issues they are expected to break in Mr. Baldwin's accounting of his stewardship, and mainly on the issue of copyright and his transcription library service [See story on page 6].

Copyright Again

Despite the absence from the agenda of such matters as the current legislative situation in Washington and copyright, these subjects are expected to invite floor discussion. Enactment in a half-dozen states of copyright measures which in effect outlaw ASCAP, unless it does business on a more equitable basis, is certain to provoke discussion. The fact that current contracts with ASCAP expire at the end of 1939 also will be discussed in connection with current activity to devise methods of negotiation. Possibility of the chains clearing music at the source [BROADCASTING, May 15] is another phase of copyright which may get floor attention.

NAB financing of state copyright legislation along the lines of Montana, Washington and other state bills already enacted may be discussed. A viewpoint has developed that these state legislative efforts actually constitute a national job for the broadcasting industry and that the trade association should aid financially.

What, if anything, the NAB can do about the current agitation against so-called radio monopoly and against the FCC in official Washington is problematical. While the industry has had a weather-eye on these developments, many broadcasters feel the NAB is in no position to do anything other than review the situation. It evidently can take no action. Presumably the same feeling exists with respect to the unionizing activities of such organizations as

the American Radio Telegraphists Association, CIO affiliate and other guild activities affecting announcers and production men.

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

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

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

Dues and Memberships

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

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

The proposal to boost dues 50% was defeated last year at the convention when it failed to get the requisite two-thirds vote of delegates present. A total of 54 voted to increase while 46 voted against.

The vote last year, however, came on the last day of the convention, after many delegates had left. With the voting occurring on the second day at this convention, proponents of the plan figure there is a better chance for victory.

The campaign to outlaw single-station membership in group organizations also was launched by Mr. Church, and has the wholehearted approval of Managing Director Baldwin. Mr. Church proposed it in a letter to the managing director in which he stated it had come to his attention that "certain owners of more than one broadcasting station have attempted to ride along in the NAB carrying a membership in only one station." Asserting he felt this might become a constantly increasing evil practice which members owning only one station would not tolerate, he advocated the change in the by-laws providing that no organization having ownership or control of more than one station otherwise qualified for membership shall

be eligible for membership unless memberships shall be held for each station of the member.

There have been intimations that if either or both of these amendments were adopted, a number of stations would quit the trade association. Such groups as Yankee Network and Don Lee have withdrawn all except one of their owned stations from NAB membership. John Shepard 3d, president of the Yankee Network, who has withdrawn three of his four stations from NAB membership, has asserted he will withdraw his fourth station—WAAB, Boston— if the Association is to be conducted as it has in the past year.

Criticizing the proposed amendment, Mr. Shepard asserted he knew of no similar organization in the country that requires a member owning more than one business unit to enroll all of his units.

"I am one of those who originally felt that, as a help to the Association, everyone should join for all his stations. I don't feel that it should be compulsory in the by-laws, however, and certainly if you don't believe in what the Association is doing you're not going to be big-sticked into doing anything of this kind."

Mr. Weiss Objects

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

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

"Having been a member of the NAB for a great many years, my own reaction is that the sum total of benefits to the industry achieved by the NAB in proportion to its cost has been relatively small. The best way for any organization, like any business, to grow and prosper is to improve its service to those whom it would serve. My recommendation for the development and growth of the NAB would be along those lines rather than in terms of greater demands that are disproportionate to the service rendered to its members."

The attitude of the major networks has not yet been expressed officially on these two proposals. Out of sympathy last year with the procedure in connection with copyright, they have played little part in the Association's functions during the last year. A 50% increase in dues, it is learned, probably would make them think hard. For 12 stations on its owned or operated list, NBC pays into the trade association approximately \$9,000 a year under the existing dues arrangement, while CBS pays in some \$7,500 for the eight stations it owns and the one it leases.

Under the existing scale of dues, full-time stations now pay their highest quarter-hour rate quarterly. Under the proposed amendment,

Program, NAB Convention

Sherman Hotel, Chicago — June 21-23

MONDAY, JUNE 21

9:30 A. M.

Call to Order.
Address of Welcome: Edward J. Kelly, Mayor, City of Chicago.
Address of the President: C. W. Myers, KOIN, Portland, Ore.
Address of Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, "The Duty and Responsibility of the Broadcaster."
Address of Treasurer: Harold Hough, WBAP, Fort Worth, Tex.
Report of the Managing Director: James W. Baldwin.
Report of the Nominating Committee: Appointment of Committees; Announcements; Adjournment.
No Afternoon Session Scheduled.
Committee Meetings (at call of chairman):
Commercial Committee, Parlor M.
Resolutions Committee, Room 118.
Engineering Committee, Parlor L.

TUESDAY, JUNE 22

9:30 A. M.

Call to Order: election of Officers; Report of the Resolutions Committee; Report of the Elections Committee.
2:00 P. M.

Call to Order.
Report of the Engineering Committee: J. H. DeWitt, WSM, Nashville.

WEDNESDAY, JUNE 23

9:30 A. M.

Call to Order.
Introductory Remarks and Explanation of the Commercial Section Organization: H. K. Carpenter, WHK, Cleveland.
Report of the Sales Managers' Division: Lewis H. Avery, WGR, Buffalo.
Report of the Committee on National Sales Methods and Costs: Carl Everson, WHKC, Columbus.
An Agency Man Looks At Broadcasting: Arthur Pryor, Jr., Batton, Barton, Durstine & Osborn Inc., New York.
Report of the Committee on Radio Research: Arthur B. Church; KMBC, Kansas City.
Report of the Committee on Radio Promotion: John J. Gillin Jr., WOW, Omaha.

A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn.
Report of the Committee On Standardization of Sales Forms: Martin Campbell, WFAA, Dallas.
Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.
2:00 P. M.

Call to Order.
Panel Discussion—H. K. Carpenter, WHK, Chairman.
How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery.
How Can We Simplify Our Rate Cards?: John J. Gillin Jr., Martin Campbell.
How Can Our Present Methods of Securing National Spot Business Be Improved?: John J. Gillin Jr., Arthur B. Church.
How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church.
What Information Should Stations Release with Respect to their Circulation?: H. K. Carpenter, Martin Campbell.
What Is Your Definition of the Term "Merchandising"?
Installation of Officers.
7:00 P. M.

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

GENERAL INFORMATION

Registration Desk will be open from 10 a. m. until 1 p. m. Sunday, and from 8:30 a. m. until 5 p. m. on Monday, Tuesday and Wednesday.
Registration fee \$10 per person including banquet ticket. Additional banquet tickets may be purchased at Registration Desk at \$3.50 each.
Seventh Annual NAB Championship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 a. m.
All general sessions start promptly at 9:30 a. m.
Wear your badge at all times. It is your ticket to all meetings. Without it you will be denied admittance.
All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

GOLF TOURNAMENT

NAB Conventioneers To Vie For Silver Cup



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

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

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

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

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

Promotion Exhibit

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

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

Ampere Electronic Products	1042-3	J. H. McGillvra	1233-4
Associated Music Publishers	541-5	Mutual Broadcasting System	1129, 1036-7
James W. Baldwin, NAB	1788-9	Charles W. Myers, NAB	1784-6
Walter Biddick Co.	623-5	National Broadcasting Co.	1685-91
The Biow Co.	907-8	NBC Transcription Division	101-4
John Blair & Co.	719-720	National Research Bureau	461
BROADCASTING	718, 749-54	Edward Petry & Co.	Penthouse
E. V. Brinckhoff	212-5	Presto Recording Corp.	639-40
College Inn Food Products Co.	510	Radio Producers of Hollywood	119
Collins Radio Co.	1209-14	Radio Transcription Co. of America	119
Columbia Broadcasting System	188-9	William Rambeau	600-1
(Also Congress Hotel)		Paul Raymer Co.	1007-14
Conquest Alliance Co.	409-10	RCA Mfg. Co.	1414-6
Cramer-Krasselt Adv. Agency	219-24	Sears & Ayer Co.	1884-6
D'Arcy Laboratories	248-9	Society of European Stage Authors & Composers	523-5
Gates Radio & Supply Co.	209-11	Standard Radio Inc.	108-10
Golden Gate Int'l Exposition	1044-5	Sterling Casualty Insurance Co.	2184-86
Harry S. Goodman	1006	Transamerican Broadcasting & Television Corp.	303-7
Graybar Electric Co.	802-892	Transradio Press Service	105-6
George Hollingberry	504-5	Truscon Steel Co.	807-8
International News Service	439	United Press	512-5
C. M. Jansky Jr.	816-8	Westinghouse Radio Stations Inc.	1612-6
Johns-Manville Sales Corp.	1408	Wilson-Robertson Inc.	412-5
E. Katz Special Adv. Agency	1200A	World Broadcasting System	909-19
Lang-Worth Feature Productions	Rose Room		

Kandid Kamera Fiends Invited To Enter Convention Contest

BROADCASTING Offers Prizes for Unposed Photos Snapped During NAB Convention in Chicago

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

Harry M. Van Tine, manager, International News Photos, Washington, recognized as the dean of Washington news photographers.

Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Prizes will consist of:
First—Weston Photometer.
Second—Flashlight synchronizer (to fit winner's camera).
Third—Tripod and revolving top. Special prize for novel photograph—Kodaflector.

Winners will be given the opportunity to select alternate accessories of approximately the same value if these prizes do not fit their outfits.

Judges will make awards on the basis of subject matter and technical excellence of pictures. Only strictly candid shots may be submitted. Awards will be announced in the July 15th issue of BROADCASTING.

The sky's the limit, the only requirement being that pictures must bear a direct relation to the NAB convention.

There aren't any rules for the novelty prize. The nuttier the picture, the more chance it has of winning.

Staging of the Kandid Kamera Kontest was arranged after the idea had been suggested to BROADCASTING by Craig Lawrence, of Iowa Broadcasting System.

Mr. Lawrence got his inspiration after observing the large number of camera fiends who invaded the privacy of delegates at the NAB sales session held last February in Chicago.

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

Arthur A. DeTitta, Washington manager, Movietone News Inc., who stages all the special movies for the White House Correspondents Association dinners.

Our Headquarters

SUITE 718 in the Sherman Hotel will be the headquarters of BROADCASTING Magazine during the NAB convention. Visitors are cordially invited.

NAB to Audition Sample Programs Of Disc Library

NAB Public Domain Agency Will Be Incorporated

NAB members will get their first opportunity to listen to samples of the projected public domain library being evolved by the trade association's bureau of copyrights during the Chicago convention June 20-23. A cross-section of the first ten hours of the transcribed works will be auditioned under the direction of Managing Director James W. Baldwin in the Sherman Hotel.

Last April, the NAB board of directors heard typical sample discs, and, according to Managing Director Baldwin, showed enthusiasm. The plan is to build a library of a minimum of 100 hours, encompassing some 1,700 separate public domain compositions. NAB member stations under a tentative plan, would subscribe to this library through a pro-rating of the cost. As a condition precedent to the sale of the library service, however, the NAB Bureau of Copyrights must be incorporated as a commercial business concern, and final steps were taken on this phase just prior to the opening of the convention.

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

Finance Method

The corporation officers, in the final analysis, are to decide how the service will be offered stations, but there is the possibility this will be put to a membership vote at the convention.

Thought has been given by the board to a flat rate payment proposition, per hour of recording, to member stations, irrespective of size or earning capacity. A round figure discussed at the April board meeting was that of \$10 per hour per station. Using this as a base, if 400 stations subscribed for the entire projected library of 100 hours, the aggregate income would be \$400,000.

Sentiment of some of the larger stations has been against such a method of payment, largely on the ground that they would simply pay the way for competitors when they probably would not use the library very extensively themselves. This viewpoint probably will be reflected in floor discussion.

The idea behind the public domain transcription library is to establish a reservoir of industry-owned music which can be used to

tide stations over in the event of any crisis such as that which developed two years ago when Warner Bros. publishing houses withdrew from ASCAP. Moreover, it is anticipated that it will give the industry a better basis upon which to bargain with copyright groups on payment for music on a "measured service" rather than an arbitrary percentage basis.

Denoting the growth of NAB activity in its public domain music copyright work is the latest personnel list of the Bureau of Copyrights, established under authority given at the last NAB convention, which shows eight people now working under Edward J. Fitzgerald, director.

Others on the staff are Martin D. Wickett, arranger and composer; William L. Fontaine, arranger; Hervey P. Armington, music copyist; Donald E. Wallmark, copyist; William E. Abernethy, copyist; Norma A. Pughese and Elizabeth R. Leighton, stenographers. In addition, Leonard D. Callahan, assistant to Managing Director James W. Baldwin, also has devoted considerable time to public domain research. Other members of the NAB staff are E. E. Revercomb, bookkeeper, and Ella L. Pharoah, stenographer.

Closed Sessions Planned By NAB Sales Managers

THE NAB Sales Manager's Division, formed just a year ago, has arranged for closed sessions during the 15th annual NAB Convention in Chicago June 21-23, according to L. H. Avery, WGR-WKWB, Buffalo, its acting chairman. Monday and Tuesday afternoons, June 21 and 22, the Division plans to hold closed meetings in the Sherman, Mr. Avery said. More than 100 stations sales executives have enrolled in the organization.

Present plans call for the Monday afternoon session to be devoted to a discussion of national sales problems, with Tuesday afternoon devoted to local sales problems. J. Leslie Fox, KMBC, Kansas City, will handle the former discussion and Mort Watters, WCHS, Charleston, is assigned the local session. On the agenda also are such topics as merchandising and how far it should go; sales promotion; compensation of local salesmen; creation of new business; blanket and bulk rates, and creation of a successful commercial idea exchange.

Snyder Heads Committee

GLENN SNYDER, manager of WLS, Chicago, for the second successive year is serving as chairman of the NAB Local Convention in connection with the 15th annual convention in Chicago June 20-23. The committee, made up of Chicago station executives, has been entrusted with such matters as entertainment of lady guests, arrangements for the annual golf tournament and the banquet. In addition to Mr. Snyder, other members of the committee are H. Leslie Atlass, WBBM, Ralph L. Atlass, WJJD-WIND, H. C. Cromwell, WMBI, Gene T. Dyer, WGES, W. E. Hutchinson, WAAF, Quin A. Ryan, WGN, Frank A. Stanford, WSBG, Niles Trammell, WMAQ-WENR, and Clinton R. White, WCRN.

Film Industry Advised to Grab Television

Report Made for Will Hays Urges Development of Pool To Acquire Stations or One of National Networks



A. Mortimer Prall

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

Only 48 copies of the report were prepared for perusal by the movie chieftains, and the copy reaching the hands of BROADCASTING discloses data and proposals of tremendous import to the broadcasting and broadcast advertising businesses. Young

Mr. Prall, formerly with Rex Cole Inc., General Electric distributors in New York, and for a short time with Transamerican Radio & Television Corp., urges the motion picture industry to consider seriously two plans for getting into the radio-television fields for its future self protection. The ideas are advanced because, the report asserts, "television cannot be denied—the people demand it, and sponsors want it." The report proposes:

1. That "if the motion picture industry is to get the greatest benefit from television, it must actively engage in the business of radio and television broadcasting, or produce the material for television broadcasting. To do this, an association for profit in the nature of an open pool of television broadcasting rights must be formed by those now engaged in the industry sufficiently interested to contribute financial support. Such association should have broad powers to engage in the business of radio and television in all its branches." It is suggested that this association might first consider the purchase and control of stations not now included in the four major chains and forming them into a fifth national network.

Opportunity Knocks!

2. That motion picture interests purchase control of an existing national chain of broadcasting stations. "The NBC Network, the Columbia Broadcasting System or the Mutual Broadcasting System," the report states, "are suggested as being properties which might be acquired. Each has a complete and efficient staff of executives and operating personnel with many years of experience. Each is made up of stations long established in desirable locations with modern equipment, satisfactory power, frequencies and broadcasting time. Each has a competent engineering staff fully conversant with television as it has developed here and abroad, and able to carry on as television becomes a commercial fact. Each enjoys an excellent reputation and representative audiences which make their facilities desirable outlets for sponsors."

The report concludes, without stating how the network properties are to be acquired except by suggesting purchase, by asserting that

and personnel are available for radio, but only with complete studio control. Mr. Clark said 5,000 exhibitors, with three-year contracts to show 20th Century-Fox pictures, are wholeheartedly behind the studio-radio cooperation. Consensus is that broadcasts, properly utilized, have definitely increased theater attendance. Lew Schreiber heads the studio-radio coordination bureau of 20th Century-Fox.

Metro-Goldwyn-Mayer Studios, planning a mammoth program featuring its players, is to reveal details shortly. Several sponsors are said to be interested and Louis K. Sidney, managing director of WHN, New York, controlled by Loew's Inc., M-G-M parent organization, will leave for Hollywood to line up and supervise the program, to start in September.

With respect to the economics of television, the report is highly optimistic about the ready-made audience already available due to sound radio and about the prospects of sponsorship by radio advertisers. It states, however, that "it appears that the radio broadcaster of today will continue to function for the sponsor undisturbed by television for many years to come."

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

Source of Programs

With respect to motion pictures and television, the report states:

"All experimenters and observers frankly admit that the best television results have been produced from motion picture film presentations. A progressive and alert motion picture industry, with its great studios and great organizations, is equipped to do the kind of program production job which would insure perfect television material and gain at once the public acceptance and interest in this new art. By a campaign carefully planned and executed the motion picture industry has its greatest opportunity in years for expansion. It is the natural source of material for programs and should be indispensable to the television art."

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

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

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

Company some time ago adopted a policy of controlled broadcasting. Inaugurated by Darryl Zanuck, vice-president, players, material

"During the last 25 years it has been the aim and indeed the accomplishment of the motion picture industry to provide finer entertainment for the American public. All during this long period the industry has engaged in research, striving for accuracy of detail in its productions. It has sent men to the far corners of the world to secure accurate information necessary for the forceful portrayal of its productions.

"The arts, history, literature, habits and economics of all lands have been the subjects of this research study. This intensive work has resulted in the industry compiling data which is now a part of the great motion picture research libraries. Producers and directors find it necessary daily to consult this reference material in production work. It would require years and a great sum of money for the television industry to attempt the duplication of this material.

"The motion picture industry is composed of great production corporations. They possess every element necessary to the production of the finest programs of sight and sound on film. Writers, composers, artists, designers, architects, engineers, technicians, construction men, studios, special equipment, and the world's best actors and actresses are all a part of this great industry.

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

Program Production

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

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

"After observing several experimental television broadcasts designed and produced by the several

(Continued on page 30)

PICKERS OF THE PIX



MR. MAY

MR. DETITTA

MR. VAN TINE

Rules of Kandid Kamera Kontest

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

Prints must be approximately 4x5 inches or larger.

Decision of judges must be accepted as final.

Winners may exchange prizes for photographic accessories of equivalent value.

In case of ties duplicate prizes will be awarded.

All prints become the property of BROADCASTING, which reserves right of reproduction.

Prizes will be awarded on the basis of subject matter and technical excellence.

All photographs must have some relation to the NAB convention. Contestants must be connected with a station, network, equipment firm, agency, sponsor or other business closely related to the broadcast industry.

Members of the staff of BROADCASTING are not eligible to compete.

Not more than 12 prints may be entered by any one contestant. No professionals.

All entries must be received before July 1.

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

Radio's Capital—Is It Moving Westward?

Compilation of Views of Prominent Figures in Four Cities Depicts Trend of the Broadcast Industry

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

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

NEW YORK

By ARTHUR PRYOR JR.

Vice President,
Batten, Barton, Durstine & Osborn Inc.,
New York



Mr. Pryor

WITHIN the last year or two, radio producers in the East have become more and more aware of what is called "the swing to Hollywood". There has been a feeling that a first-class group putting on network shows has to at least try with the idea of opening an office on the West Coast. Many of them have full-time staffs out there putting on their productions.

And so, because it's just the way people think nowadays, a Question has been born. Somebody asked me the other day, "Do you think that Hollywood will supplant New York as the country's broadcasting capital?" and he seemed to be quite serious about it.

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

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

Time Moves On

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

way once journeyed west with the advent of sound.

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

CHICAGO

By WALTER R. WADE

Wade Advertising Agency, Chicago



Mr. Wade

WHAT Broadway is to the theater and Hollywood the movies, Chicago is to the "Theater of the Airlanes."

This is proved by the fact that Chicago radio stations originate something like half a hundred dramatic radio shows, involving some 250 productions each week at all hours of the day, and employing the largest group of microphone-trained actors and producers in the world today.

What factors are responsible for Chicago's eminence in this field of radio broadcasting?

This question becomes more important when it is realized that Chicago had no ready or fixed source of supply of "big name" actors such as New York had in Broadway and Hollywood had in its movie studios. When radio loomed on the horizon with its vast potentialities for dramatic serials and original radio dramas, Chicago advertising, program and production men realized that a type of program would have to be devised in which the play and not the name was the thing.

Breaking away from the traditions of the stage, therefore, these foresighted men developed microphone technique as applied to dramatic acting and evolved many new methods for the new medium. The possibilities lying in the use of "character" voices soon became apparent and actors were trained to attune their voices to the intimacy of the radio medium—an intimacy that makes every listener a front seat auditor. Gradually this training became apparent and Chicago-developed actors began to acquire a national reputation. Advertisers began to realize that the "Chicago system" was peculiarly fitted to the task of producing dramatic shows and writers, actors and producers soon began to benefit.

The outgrowth of this stability was the establishment of contract lists of actors who were given to understand that they would be cast as often as possible when their capabilities fitted the demands of the program.

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

Among the Leaders

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

It should be noted that there are two types of dramas—the original play type such as First Nighter, Lights Out, Grand Hotel and "Nine-Thirty Curtain," which often develop their own "big names", and the five-a-week serial. A variation of the five-a-week serial is also popular when presented like Vic and Sade, which features the same characters in a complete, but entirely different episode each time.

That actor-training in Chicago studios is of immense value to the actors themselves is indicated by the long list of players who have found jobs in screenland. On such a list would be found the names of Don Ameche, Tyrone Power, Cliff Souhier, Cliff Arquette, Dorothy Lamour, Arthur Jacobson, Don Briggs and Dorothy Page.

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

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

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

Thus, from the ranks of Chicago's unknowns have been developed radio's best-qualified radio actors and producers and thus has Chicago become synonymous with radio drama.

LOS ANGELES

By TOM F. HARRINGTON

West Coast Manager & Radio Director
Young & Rubicam Inc., Hollywood



Mr. Harrington

THOSE who talk about radio "going Hollywood" are divided definitely into three groups.

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

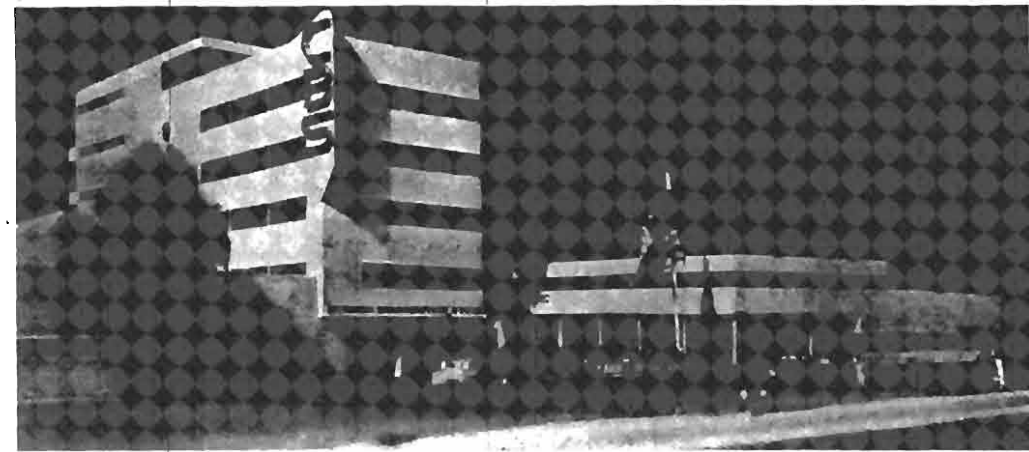
There are those who speak of it dismally. They are sad-eyed Chicagoans who have already seen the West Coast absorb their only big shows.

The others are brightly optimistic—and they, of course, are members of the Hollywood radio colony. I suppose I fall in the last category—though I still have no neon numerals on my stop watch.

A Need for Names

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

Take a look at the list of shows originated in Hollywood this past season and you will notice two groups... those that followed their stars to Hollywood because of movie assignments given as a direct result of their radio reputations, and those that had moved to Hollywood to secure the glamor of names already high in cinema circles.



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

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

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

A casual glance around reveals more than a generous sprinkling of movie names on the radio lists. Newest of top cinema recruits is W. C. Fields. Others who have made an air name for themselves include Andy Devine on the Jack Benny show, Charlie Butterworth, Fred Astaire and Jack Oakie, to mention the barest handful. Radio's dramatic lists have long been supplied with top movie talent appearing in a guest star capacity and with men like Fred MacMurray, Herbert Marshall and Basil Rathbone turning in top performances, there will probably be an even greater interexchange of talent between the air and the screen.

It must be remembered, in speaking of Hollywood's absorption of radio, that there is more to radio than those big shows which top the ratings and are the ones that will be affected by radio's exchange of big names with the movie industry.

A Talent Center

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

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

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

On the Wall

It needs only a push to set that ball to rolling. And the very fact that the phrase "From our Hollywood studios" has a certain amount of glamor in itself may be the push needed. The whole important field of actual radio pioneering in Hollywood has vast possibilities. Some of radio's greatest stars—those that interested the movies most once they got their start in coast to coast radio from New York—were developed originally on the West Coast. It would not be too much to presume that the West Coast will develop even more great names in the future, and that those great names will have to go only to Hollywood for their network chance, instead of to New York.

I am not glossing over the fact that the business of commercial radio will remain in the East. In fact, that is my reservation. No one knows better than I that an intelligent sponsor is an invaluable asset when placed in the front row of any rehearsal. The fact that most of the business in motion pictures is conducted 3,000 miles from the center of motion picture making would seem to prove, however, that that is not such a vital factor.

No one needs strong lenses to see the handwriting on the wall. More and more major agencies are moving production crews westward—not with the feeling of sending missionaries to China but with the feeling that they want to get in the Hollywood radio swim where any-

thing can happen—and probably will.

Meeting places in Hollywood now are getting more and more like Madison Avenue in New York, where well-known advertising men gather and talk about clients, commercials, new stars and new program ideas. Actually, radio isn't "going Hollywood" so much as Hollywood is "going radio". We are all keeping a weather eye on New York, of course, and watching its pulse beat. We have much to learn from New York, and none of us allows himself to forget the fact.

Surest comment on the westward radio trend came from the lips of a rugged swinger of a wrecking crowbar some months ago. I was walking along Sunset Boulevard and noticed a crew demolishing an old building about two blocks down from Vine Street. I stopped and watched them throwing dusty boards into the street for a while and then I asked this fellow what it was all about.

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

SAN FRANCISCO

AS A RESULT of the rapidly growing shift of originations to Hollywood, San Francisco advertising executives privately express considerable doubt as to the availability of San Francisco to retain its present position as West Coast radio headquarters during the coming year, although the more distant future is thought to hold considerable promise owing to the influences expected to be generated by the Golden Gate International Exposition of 1939.

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

So potent is the present at-

(Continued on page 35)

Points of Origin of Network Programs *						
	New York	Chicago	Hollywood	Others	Total	
1936	hrs.—min.	hrs.—min.	hrs.—min.	hrs.—min.	hrs.—min.	hrs.—min.
NBC (combined)	32 — 15	27 — 45	4	2	66	
CBS	28 — 45	4 — 30	2 — 30	3 — 45	39 — 30	
TOTAL	61	32 — 15	6 — 30	5 — 45	105 — 30	
% originating in each city	57.68%	30.6%	6.2%	5.4%	100%	
1937	hrs.—min.	hrs.—min.	hrs.—min.	hrs.—min.	hrs.—min.	
NBC (combined)	49	23 — 15	8 — 45	2	83	
CBS	32	11 — 15	7	5	55 — 15	
TOTAL	81	34 — 30	15 — 45	7	138 — 15	
% originating in each city	58.6%	25.0%	11.4%	5.0%	100%	
Increase of 1937 over 1936						
Hours	20	2 — 15	9 — 15	1 — 15	32 — 45	
Percent	32.3%	7.0%	14.3%	21.7%	31.0%	

* Typical week in May. Does not include purely West Coast programs for Coast consumption which originate in Hollywood and San Francisco.

Pacific Advertising Group Assembles

Radio Prominent on Agenda Of Convention at Salt Lake

WITH radio and advertising representatives from all parts of the West Coast as well as many from eastern cities in attendance at the 34th annual convention of the Pacific Advertising Clubs Association being held in Salt Lake City June 13-17, attention was focused on the radio departmental session over which Harrison Hollway, general manager of KFI-KECA, Los Angeles, was to preside as chairman.

Radio departmental meeting is titled "An Extra Curriculum in Radio," carrying out the general theme of the convention "The University of Advertising." Session, one of the most elaborate on radio ever presented in the west, has been divided into four parts, with speakers and open floor discussion, giving all an opportunity to air their views. Divisions are as follows:

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

The Speaker List

Selling Radio As a Medium—Lindsey Spight, Pacific Coast Manager, John Blair & Co., San Francisco, station representatives, was to give a visual presentation of spot broadcasting, present case histories and various problems confronting stations in selling radio.

Using Radio for Direct Sales—Ben S. McGlashen, owner of KGFJ, Los Angeles, and president of the Southern California Broadcasters Association was to be speaker.

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

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

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

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

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

1937 Radio Set Output Estimated at 10 Million

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

Based on an average production gain of 30% for the first quarter, which is the lightest of the year, total output of radios for 1937 is conservatively estimated at 10,310,000 sets, an increase of about 25% over the new peak established in 1936 at 8,247,755 units. Dun & Bradstreet also reports that broadcast advertising will not be subjected to the usual summer recession this year as time sales booked already are in excess of 1936 reservations. If the current rate of time buying is continued, it is estimated that broadcast advertising volume will rise to \$125,000,000 in 1937.

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

Advertising Pressure to Offset Slump During Summer Begun by Advertisers

IN ANTICIPATION of a more severe summer slump in a number of staple lines than had been originally expected, national advertisers are planning to draw on their advertising reserves and put extra pressure behind goods to keep them moving, according to opinions expressed by advertising managers and agency executives and reported by William J. Enright, staff business writer, in the *New York Times*. Mr. Enright continues:

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

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

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



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

Two Daughters Carry On KVI, Tacoma; Dedicate New Studios and Plant

JUNE is dedication month at KVI, Tacoma, which is proudly displaying its new Seattle studios—and it also marks the formal reorganization of the Puget Sound Broadcasting Co. under the presidency and general management of a woman, Mrs. Vernice Doernbecker Boullainne, daughter of the late Edward M. Doernbecker, who died in April. Mrs. Boullainne, a graduate of the University of Washington and Columbia University, was elected at a board meeting June 4. With her on the board are J. T. S. Lyle, vice-president; Miss Dorothy Doernbecker, her sister, secretary; John C. Kendall, Portland attorney, and Howard Gregory.

Mrs. Boullainne announced that she and her sister will carry on the policies of their father, who was one of the most popular figures in American radio. Mrs. Boullainne has had 10 years of business experience. She was assistant to the president of the Pan-Pacific Union in Honolulu; manager of the New York office of Europe-on-Wheels Inc.; an agency executive with the Birchard Co., Seattle, and Drury Co., San Francisco, and for three years was assistant manager and comptroller of KVI.

KVI, which recently dedicated its new \$100,000 5,000-watt Western Electric transmitter at Point Heyer, halfway between Seattle and Tacoma, has its Seattle studios in the Olympic Hotel. The 444-foot Truscon tower at its salt-water site is located on one of the choicest sites in radio.

H & H Tests in West

HUFFMANN-HOLMES Co., Los Angeles, manufacturer and distributor of H & H foot exercisers, which has confined advertising exclusively to physical culture magazines and newspapers, has started a 13-week test campaign on two Southern California stations. Sponsor May 31 started using a weekly five-minute transcription series on KEHE, Los Angeles, but will switch June 21 to a three-weekly quarter-hour live talent non-musical and narrative show titled *Something New*. Huffmann-Holmes on June 9 started five-minute participation, three times weekly, in DeWitte Hagar's *Home Time* woman's morning program, on KFWB, Hollywood. If tests are successful, sponsor plans to devote entire advertising budget to radio and will extend campaign to include several western stations. Advertising Arts Agency, Los Angeles, has account.

Large organizations will increase their advertising volume, he added, to push the higher prices over, but in the event that did not succeed he "would not be surprised if prices were reduced and advertising also cut.

"National advertisers this year are in a much better position to increase their advertising expenditures than in previous years because, since the start of 1936, most of them decided to establish reserves to take care of any contingency that might arise. These reserves range anywhere from \$5,000 to \$100,000 and give flexibility to advertising programs, which hitherto they had lacked. Some portion of these reserves will be called into use for the summer months, it was felt.

"With magazine schedules more or less set, newspapers and spot ra-

Radio—A Personal Medium for the Bank

By HAROLD D. COTHRELL

Advertising Manager, Fort Wayne National Bank, Fort Wayne, Ind.

History of Local Industries Dramatized on Broadcasts; Program Successful in Promoting Customer Relations

SEVEN years ago I began thinking seriously about radio as a medium for bank advertising. I felt that the various services offered by a bank could be portrayed realistically and interestingly over radio. My thoughts ran so much toward this new medium that I prepared a 13-week continuity, based on the *Betty & Bob* type of story. This idea was accepted by both my president and cashier in May. However, in June of that same year, the bank was taken over by another institution. Although I was retained as advertising manager, the time never seemed quite ripe to broach the subject of radio advertising. That was in 1931 and of course, I needn't go into detail about what happened to our banks and to bankers in '32 and '33.

The Fort Wayne National Bank opened in October of 1933 and we spent the next three years in an attempt to regain the confidence and the deposits of the people of our city. That we have succeeded in no small measure is evidenced by our latest statement of condition.

Romance of Business

Last September I attended the annual convention of the Financial Advertisers Association in Nashville. While there I met Joe Cornelius of the First National Bank in Spokane, and learned that he had been a consistent user of radio for three years and was just about to enter his fourth year in radio. He told a number of us about his program and I immediately realized that here was a tailor-made program for ourselves. I secured his permission to use the basic idea, both of us knowing that Spokane and Fort Wayne, Ind., being so far apart, would not interfere with each other.

We call our program *Romance of Fort Wayne Business*. We broadcast a 15-minute program once each week on WGL, going on the air at 6:45 p. m. Our program has three principal objectives.

First and of course, most important, we advertise our own bank and the services we offer.

Second, we pay tribute to our customers, those who have representative businesses in our city. The cooperation we have so far received from these industries and business concerns has been marvelous. They, in most cases, immediately realize the advantages accruing to them through their participation in this type of program. We, as the bank and the sponsor of the program, can say many things about our subject company that they themselves wouldn't want to say under their own name for fear of being accused of bragging.

For example, number of employees—annual dollar volume—total units sold or made during a certain period—origin of company—expansion—etc.—these and many



MR. COTHRELL

other items are not usually a part of a company's advertising or publicity program. Many interesting facts come to light in obtaining the material for our talks. For instance, one of our subject companies manufactures rayon dresses and smocks. In our radio program on this company we mentioned the fact that they use \$15,000 worth of thread in a year's time. Several of my friends mentioned this fact to me as one of the outstanding items on this particular broadcast. Others mentioned the item about cutting out 1,200 to 3,600 dresses at one time by the use of an electric knife.

Third, we try, in an interesting manner, to educate the citizens of Fort Wayne in the business and industry of their own city.

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

I called on the superintendent of our public schools the latter part of December and explained our program in detail to him. The conversation resulted in bulletins being read by the teachers in 600 school rooms the day before the broadcasts were to start. Again, I say, try and get your name in the public schools of your city for advertising purposes. Three weeks ago I had occasion to ask the librarian of our public library to look up some technical matters for me and while waiting for an assistant of his, I told him of our program. Now a copy of each of our scripts goes to the Public Library, to be perma-

nently bound and placed in the Fort Wayne and Indiana room in the library.

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

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

Handling Commercials

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

The man whose desk is next to mine, is in the commercial loan department. On Saturdays, when the man who has charge of per-

(Continued on page 39)

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

Senate Group Sets Copyright Hearing

Three Measures to Be Heard by Committee June 22

HEARINGS on three copyright measures pending in the Senate, two of them favored by the broadcasting industry, may be held later this month before the Senate Patents Committee.

The Committee has scheduled hearings on a patents measure to begin June 22 and expected to last two days. Immediately following these hearings the Committee plans to invite testimony on the three copyright measures, according to the Committee Clerk. No definite date has been set.

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

Meanwhile, confirmation of the appointment of Alfred Schweppe, Montana attorney, to represent broadcasting interests in the litigation pending in Montana over enactment of an anti-ASCAP state copyright law was expected prior to the NAB Convention in Chicago this month. The Executive Committee of the NAB, comprising President C. W. Myers, Treasurer Harold V. Hough, and Managing Director James W. Baldwin, is authorized to make the appointment.

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

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

Pepperell Talks Net

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

Venezuela Plans Spots

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

Acquisition of KFDM Sought by Snider Group

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

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

Local Combine Favored in Wichita Falls Report

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

The West Texas company includes the publishers of the *Wichita Times and Record News* as 40% stockholders, the former owners of KGKO as 40% stockholders and a chamber of commerce group of 20% stockholders. The KGKO group is headed by C. A. Snider. Other applications for Wichita Falls facilities, which Examiner Bramhall recommended for denial, were Wichita Broadcasting Co., seeking 250 watts night and 1,000 day on 620 kc.; Faith Broadcasting Co., seeking 1,000 night and 5,000 day on 1380 kc.; C. C. Baxter, operator of KFPL, Dublin, seeking to assign its license to WFTX Inc., which proposed to erect a local in Wichita Falls on 1500 kc.

THE Bermuda Clipper, which recently inaugurated de luxe airliner service between New York and Bermuda, is using WEAF as a navigating beam, according to officials of the Pan American Airways System.



WISN CELEBRATES—New transmitter and radiator atop the Electric Company building in the heart of Milwaukee was dedicated June 1. Manager Gaston W. Grignon takes the phone from his secretary, Evelyn Williams, to receive a congratulatory message.

P & G Renews for Year

73 NBC Quarter-Hours

PROCTER & GAMBLE Co., Cincinnati, sponsor of more network programs than any other company, has signed one-year renewal contracts with NBC for 73 quarter-hour programs a week. All programs except *Jimmy Fidler in Hollywood Gossip*, which was renewed in March for 52 weeks, begin their new contract periods the week of June 28. Nine programs, sponsored in the interests of seven products and placed through four advertising agencies, are included in the renewals, while several other P&G features have been discontinued. Six of the serials are broadcast Monday through Friday on both NBC networks and two others are broadcast five days a week on one network each. The renewals include *Oxydol's Own Ma Perkins*, *Vic & Sade*, *Personal Column of the Air*, *The O'Neills*, *Gospel Singer*, *Story of Mary Marlin*, *Pepper Young's Family*, and *Guiding Light* in the daytime, plus a Tuesday evening broadcast of *Vic & Sade* and Tuesday and Friday evening broadcasts of *Jimmy Fidler in Hollywood Gossip*.

On June 28 the *Story of Mary Marlin* moves its Blue network broadcasts from 5:15-5:30 p.m. to the 10-10:15 a.m. spot now occupied by Capt. Tim Healy's stamp programs, which will be dropped. Other P&G cancellations include *Barry Wood*, a Thursday night Blue network program; *Woman's Magazine of the Air*, on Pacific Red five days a week, and the Wednesday and Friday evening broadcasts of *Vic & Sade* on NBC-Red.

New Transmitter, Tower Are Placed in Operation in Milwaukee by WISN

WISN, Milwaukee, owned by Hearst Radio Inc., on June 1 dedicated a new 1000-watt 1938 RCA high-fidelity transmitter, the first of this type to be installed by any station. A new 254-foot vertical radiator, in the heart of Milwaukee, a new transmitter house and a new Western Electric booster were placed in service at the same time.

The dedication not only consisted of a special CBS broadcast, but from the WISN studios in Milwaukee originated what listeners considered one of the most elaborate broadcasts in Milwaukee's history, in charge of Neil Searles, program manager and Elmer Krebs, musical director.

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

The installation of equipment was under the direction of Don Weller, chief engineer. From a staff of three people in 1922, WISN now has a minimum staff of 52. Its original manager Gaston W. Grignon, former Milwaukee newspaperman, who has been in the Hearst employ since 1920, is the present manager. Ralph Weil, sales manager, also former newspaper man, has been in charge of sales for seven years.

WISN boasts that the majority of its present staff have been with the organization from four to eleven years and consider themselves pioneers in the field of radio. A special dedication section of the *Wisconsin News*, with which WISN is affiliated carried two special articles, one by E. J. Gough, general manager of Hearst Radio Inc., and the other by Mr. Grignon.

Oshkosh Books for Fall

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

Dr. Strasska Discs

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

ARTISTS of NBC's *Cheerio* program, after ten years of continuous broadcasting, will vacation for three months and return to the NBC-Red network Sept. 27 to resume their early morning programs.

Railroads Find Radio Provides The Most Sales-Per-Inquiry

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

By H. G. BULLOCK
Vice-President, Caples Co., Chicago

RADIO, as a means of selling rail travel to the vacationist and the regular passenger, has proven a successful medium for us in two outstanding instances.

The Illinois Central Railroad with vacation trips to Hot Springs, Arkansas, the Mississippi Gulf Coast, Florida and Caribbean Cruises, used radio successfully for two years.

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

Highest Sales Per Inquiry

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

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

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

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

Building Friendship

In addition to immediate sales of travel trips we find that from the institutional standpoint, lasting, loyal friends have been made for travel by rail and travel on the roads sponsoring the programs. It is this agency's experience

that money spent in radio has been money profitably spent.

At the present time, a program is being built for the 14 railroads heading in to Chicago, stressing the advantages of a trip to Chicago for the summer. We feel that with the activity centered about Chicago's Charter Jubilee celebration, travel to Chicago will be heavier than at any time with the exception of the Century of Progress years.

The points that will be stressed in the campaign, are the safety, the comfort and the convenience of travel by rail, as compared to all other forms of travel. We find that radio for the expense involved and with its personal and dramatic appeal, can do this better than any other medium.

John Morrell Spots

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on June 14 started 100-word announcements daily except Sunday on WGN and WTMJ. Red Heart is participating in the *Musical Mail Box* program on WGN and the *Revolving Stage* show over WTMJ. Henri, Hurst & McDonald Inc., Chicago, is the agency.

Increased Radio Activity in Schools Seen in Demand for Federal Scripts

USE of radio in schools when the next fall semester opens will reach an all-time high in the annals of American education, according to the report issued June 12 by Commissioner of Education, John W. Studebaker. The commissioner based his report upon the hundreds of requests for educational radio scripts received weekly from schools and colleges all over the United States by the Educational Radio Script Exchange of the Federal Educational Radio Project which is supported by WPA.

"While many of the schools and colleges are planning to use our scripts for mock broadcasts over public address systems and for other intra-school purposes," Dr. Studebaker said, "many others tell us that they plan to produce them over local radio stations when the new school year begins. A number of schools plan to continue their broadcasting activities through the summer months."

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

40,000 Scripts Distributed

The Script Exchange is America's only free educational radio script agency, said Mr. Stude-



MR. BULLOCK

Mason-Dixon Transfer

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

Wisconsin U Is Granted Fund to Radio Research

GENERAL EDUCATION Board, a Rockefeller foundation, has appropriated \$41,725 to the University of Wisconsin for the study of school broadcasting, Prof. H. L. Ewbank, chairman of the university radio committee, has announced. The money will be used for research to determine through demonstration and evaluation, the place of radio in the classrooms and to devise methods for its most effective use. The study will cover the period from June 1, 1937 to Aug. 31, 1939. In direct supervision are Prof. Ewbank, H. B. McCarthy, program director of WHA, the university station, and Prof. C. J. Anderson, dean of the school of education. Dr. E. B. Fred, dean of the university graduate school, is general supervisor of the research.

Four full time research workers in addition to secretarial and clerical help. Provision has been made for four \$600 research fellowships for each of the two years. Funds are included for publication of a report at the end of the study period.

Numerous different types of units have produced Exchange scripts over local radio stations. These groups include the dramatic

classes of schools, colleges and universities, PTA, CCC and Theater Guild units, groups from various civic organizations and the production units of local stations.

When the Exchange was organized under supervision of Commissioner Studebaker and Director William D. Boutwell of the Radio Project it offered only one series—six scripts called *Interviews With The Past*. Since then many other scripts, covering a wide variety of subjects, have been added. Scripts now available include series on history, geography, civics, economics, science, literature and art.

Some of the new scripts were first produced over nation-wide networks by the Educational Radio Project. Others were presented over local stations by various organizations throughout the country, among which were the Pittsburgh High Schools, the University of Florida, the University of Kentucky and the CBS *American School of the Air*.

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

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

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Advertising Bills Delayed in House

Food-Drug Measure Tangled With Trade Legislation

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

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

The Copeland bill would place supervision over advertising, including newspapers, radio and magazine advertising, in the Department of Agriculture. This plan was vetoed by Rep. Lea, who suggested that the advertising feature be stricken from the Food & Drug Bill and added to the Federal Trade Act Amendment.

Amendment Sought

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

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

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

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

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

Silver Firm's Plans

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

AT THE TOUCH OF A DIAL

Robert Jackson Points to Advantages of Radio And Its Effect on National Life

A tribute to broadcasting formed the theme of an address by Robert Jackson, Assistant Attorney General of the U. S., and one of the *New Deal's* leading figures at the recent dedication of the new transmitter and studio facilities of WJTN, Jamestown, N. Y., Mr. Jackson's hometown. The portion of Mr. Jackson's address dealing with the power of radio and its effect on the individual and the nation follows:

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

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

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

Religion and Politics

One may, without leaving his arm chair, follow his favorite sports with almost as much excitement as he would if he were in the bleachers.

Religion has found a new ally in the air wave, and the newest instruments of persuasion carry the oldest and finest messages of Christianity.

Perhaps the field of politics and government is more altered by the advent of the radio than any other line of activity. It has opened between public officials and the citizens a direct line of communication. No headlines intervene between the speaker and the reader to divert the meaning of the message. A radio does not misquote, nor distort meaning by selecting parts to carry. The radio lets a man stand forth and make himself or ruin himself. It will aid him in either process. There is a mysterious way in which lack of sincerity, lack of balance in one's viewpoint, and lack of knowledge of one's subject steals over the radio waves, even when one is reading a well rehearsed speech, written by someone else. The radio reveals the personality of the unseen speaker, and there are those who have gained by being revealed, and there are others who have lost by it.

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

hear a political speaker is entrapped, and must submit to hearing him through. The radio audience is not entrapped. It must be held by a continuously pleasing presentation of a worth-while subject or it will shift the dial to a better program.

The radio listener sits in his comfortable home, and makes a cold and unimpassioned appraisal of the political appeal that comes over the air. Exaggerated pictures of dangers to society, and menaces to our form of government painted by neurotic statesmen have a curious lack of effect in these surroundings. Passionate appeals become slightly ridiculous, and inflammatory remarks lose their power, when weighed in the calm of the fireside.

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

There can be little doubt that radio speaking has enforced upon public speakers the necessity for better information, for a more temperate style, for more careful composition of their addresses, and for a broader viewpoint, and a sounder philosophy.

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

Damage Suit Settled

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

John Brown Schools

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

Rural Listening Habits Are Studied in Analysis By Advertisers' Bureau

SEVERAL reports per year on rural program popularity will be issued by the Cooperative Analysis of Broadcasting (Crossley Reports), promoted by the Association of National Advertisers.

The first survey issued early in June was based on interviews with 9,815 farmers and 10,785 small town set owners—a total of 20,600. The work was carried on in 355 communities and towns in the basic area having an average population of less than 760. It shows that rural set owners listen to sponsored net programs almost in the same proportion as do city set owners. The average popularity of daytime programs was higher in rural areas than in large cities, while the average popularity of evening programs was lower in rural areas as compared with city owners.

The ten most popular evening programs among rural listeners were: Jack Benny, Major Bowes Amateur Hour, Lowell Thomas, Lum & Abner, Lux Radio Theatre, Eddie Cantor, Fibber McGee & Molly, Amos 'n' Andy, Phil Baker, National Barn Dance. The most popular evening programs among city set owners were: Jack Benny, Lux Radio Theatre, Eddie Cantor, Major Bowes Amateur Hour, Royal Gaitin Hour, Town Hall Tonight, Phil Baker, Hollywood Hotel, Kraft Music Hall, Al Jolson.

Rural listeners favor news and human interest stories while the smart sophisticated programs do not fare as well, it was shown. A detailed examination of individual programs indicates many exceptions to general conclusion as to type, however. The CAB is operated under the supervision of a governing committee consisting of Dr. D. P. Smelser, Procter & Gamble Co., chairman; George H. Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, Texas Co.; L. D. H. Weld, McCann-Erickson Inc., and A. W. Lehman, ANA, manager.

General Mills Survey Depicts Results Learned In Baseball Broadcasts

COVERAGE maps charted entirely from baseball fan mail were compiled recently by Knox Reeves Advertising Inc., Minneapolis, agency for General Mills Inc. The check was made on cumulative mail returns from more than 30 stations which broadcast baseball last year and, broken down by counties, represents fan mail to stations and sponsor as well as the mail received last summer during the Wheaties baseball announcers' contest.

No inducement for fan letters was offered and the analysis represents appreciation letters and votes in the announcers' contest. In their final form these maps are invaluable to a sponsor who wishes to present sports broadcasts in any given area. The present series of baseball coverage maps will be added to and checked by a similar system this summer and additions are being made to bring the total to 80 stations so that a complete nationwide picture of the baseball situation may be given.

Uncle Sam On the Air With Market News

Large Number of Stations Broadcast Official Farm Price Quotations

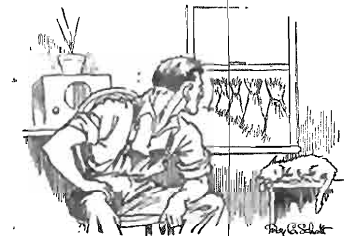
By ROY E. HENDRICKSON

Information Director, U. S. Bureau of Agricultural Economics

tions had regularly scheduled market news programs. The Radio Service of the Department reports that more than 200 additional stations are broadcasting official information for farmers and home-makers.

Radio on the Farm

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



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

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

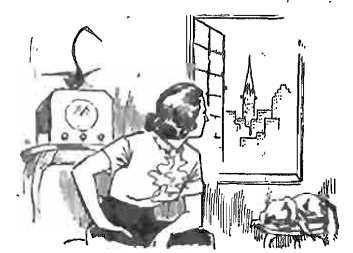
It has been established that large numbers of farmers depend either upon the radio or the newspapers or both to supply them with market news, essential to the planning of their marketing and production programs. It has been established

further that the number depending upon radio exclusively has increased in recent years, particularly in those areas far removed from large cities where daily newspapers are delivered 12 to 36 hours later than time of publication.

Market news broadcasting is handled in several ways by radio stations. In some cases, broadcasting facilities have been established adjacent to the markets and certain periods made available for market news. A representative of the Bureau of Agricultural Economics takes the microphone and makes a report usually lasting 5 to 10 minutes. In other cases, where the distance from the Bureau branch office to a station studio is not great, the Bureau's representative visits the studio and makes his report there. In other instances, a report from the branch office is sent by messenger to the radio station, where a member of the station staff broadcasts it. In still other instances, where there is no branch office of the Bureau of Agricultural Economics the station subscribes to one of the Commercial News Department services maintained by the telegraphic companies. A member of the station staff broadcasts the information

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

An outstanding example of cooperation in the broadcasting of market news information is found in the case of the New England Radio News Service, with headquarters at Boston. This service was begun in 1928. The Bureau has entered into a cooperative agreement with the Departments of Agriculture of the six New England States; the Extension Service of Massachusetts, and farm organizations in the area.



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

Some Market Axioms

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

The experience of station program managers and staff members of the Bureau, who check periodically the extent and forms of distribution of market news information, appears to command several principles in market news broadcasting:

(1) Periods during which market news information is broadcast should be definitely fixed and changes in the scheduled time made only after adequate notice to listeners who depend on the reports.

(2) The same voice should broadcast each report, so that voice as well as time may become part of the tradition of the program, giving it the place of an institution.

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

MARKET news information is now regularly broadcast by 184 radio stations scattered throughout the United States. Each day hundreds of thousands of farmers tune their radio sets to obtain the latest market reports of prices, supplies, and other agricultural economic information basic to the development of their marketing and production programs.

This is the 16th year of radio broadcasting of market news information. The first market report to be transmitted was prepared in December, 1920, by the Bureau of Markets of the U. S. Department of Agriculture. This bureau soon after was consolidated with other agencies to form the Bureau of Agricultural Economics, which now is responsible for the development and dissemination of market news information relating to farm commodities.

That first message was sent by wireless telegraph from the Bureau of Standards, Washington. It was issued Dec. 15, 1920, without previous announcement. An amateur in nearby Virginia received the report and posted it in the local post office for the information of farmers and others interested in the course of farm prices.



As the service increased in size and was provided regularly, it met the widespread approval of farmers, county agents, the agricultural press, and others deeply concerned with the necessity for prompt dissemination of accurate market information. The market news gathering activities of the Bureau of Agricultural Economics were adjusted to provide cooperation with the radio stations which desired to provide market information for their listeners.

Do They Use It?

The Bureau has periodically sent out questionnaires in an effort to learn the exact number of stations broadcasting market news. The growth of market news broadcasting is illustrated by the reports sent to the Bureau. In 1921, radio-telephone broadcasting of market news information was instituted for the first time with three radio stations making daily broadcasts. In 1922, there were 65 stations. In 1923, the number had grown to 85; in 1924, to 92; in 1929, to 110 stations.

The questionnaires have not been uniform so that the results are not entirely comparable. In 1932, for example, 222 stations reported that they were broadcasting agricultural information. The questionnaire that year did not refer strictly to market news broadcasting. The current survey has been confined definitely to market news broadcasting and shows that 183 sta-



MR. HENDRICKSON

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

Merchandising & Promotion

Seeing Stars—Signs and Such—Fun for Fishermen—
Autos Free—5,000 Little Chick Chicks

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

S. O. S. Co., Chicago (Magic scouring pads) recently started a thrice weekly radio gossip program on WMAQ, Chicago, featuring Norman Ross, titled *See Our Stars*. A new twist is presented in the quarter-hour show differing from the usual type of gossip shows in that the weekly guest stars presented are not merely interviewed but either present excerpts from radio roles they have taken or enact those characters by which they are best known to the radio audience. McCann-Erickson Inc., Chicago, is the S. O. S. Agency.

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

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

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

GILCHRIST'S department store, Boston, recently broadcast a special program on WEEI, Boston, in connection with its Sales Managers' Record Day, a special sale.

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

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

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

Promotion pieces are being prepared for other United stations, WJAY, WHKC and WKBN.



THE Bestervelt Radio Kitchen, six quarter-hours a week on WKZO, Kalamazoo, has ten co-sponsors. Here is a photo of the merchandising layout and the cast taken in a Bestervelt store.

Specializing in locally-built shows, WKZO, reports that it is originating several unusual programs which are "clicking" with the audience and for their sponsors and the details of which may be had upon request by agencies and stations wishing to adapt them locally. Among other shows besides the radio kitchen program are: *June Bride*, a script show of young married couples sponsored by General Electric Dealers of southwestern Michigan; *Court of the Air*, a 10-sponsor participating program, 7:30-8 p.m. daily except Sunday, a satire on a police court that was originated by WMC, Memphis; *Arkansas Razor Backs*, a hillbilly band sponsored by Fairbanks-Morse & Co., quarter-hour 5 weekly; *Uncle Sephus*, early morning farm program sponsored by

FITGER BREWING Co., Duluth, in launching its *Fitger Fishing Time* show on four Minnesota stations, (WCCO, WEBC, WMFG, WHLB) June 11, gives three cases of beer to the followers of Isaac Walton who catch the biggest fish. In all eight prizes are being distributed weekly, as well as a monthly prize of fishing bait. The champion of the entire season will be rewarded with a complete set of fishing tackle. To the biggest fish-catchers in the unique contest will go Fitger's Master Fisherman's Card bearing the signature of George Bradley, head of the Minnesota State Tourist Bureau, and testifying that the recipient caught a fish weighing so many pounds at such and such a lake on a certain date. Dealer prizes also are awarded. The company is using 10 weekly spot-announcements on WCCO, KFJR and WEBC. Leo Burnett Co. Inc., Chicago, is agency. Minnesota Tourist Bureau is sending out *Fitger Fishergrams* to resorts and taverns, the promotion pieces including data on the program.

WNOX, Knoxville, now has "two-for-one" day in connection with its *Midday Merry Go-Round*, daily feature from station's auditorium stage, to which admission is charged. Each Thursday noon two persons are admitted to show for the price of one regular admission. This has swelled crowds to overflowing.

WLS, Chicago, is using advertisements in the *Downtown Shopping News*, Chicago, varying in size from 2 columns by 8 inches to full page (newspaper size) in promoting the station's programs. The *Shopping News* which has a controlled selected circulation of 816,000 in Chicago and suburbs, is devoted mainly to advertisements of retail stores but also contains fashion news, household information and other subject matter appealing particularly to women. It is distributed twice weekly—on Wednesdays and Saturdays.

At the same time, the paper is using four quarter-hour programs on WLS weekly—three of them at 10 a. m. Monday, Wednesday and Friday with the fourth one Saturday noon. Shopping information, household hints, and interviews with prominent Chicago merchants are featured on all the programs except one. This is the Friday broadcast which the *Shopping News* turns over to the National Youth Association for presentation of a weekly drama entitled *Big City Parade*.

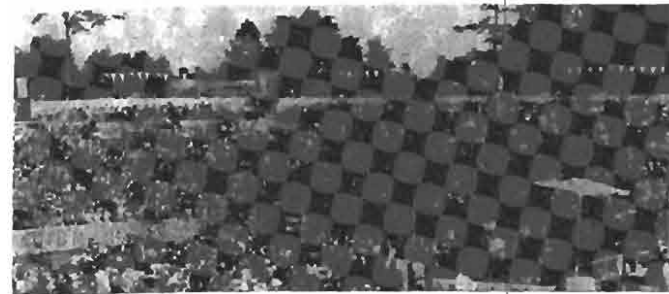
NEDICK'S STORES Inc., New York (orange juice stands), has started a contest in connection with its new broadcasts on WOR, Monday, Wednesday and Friday from 6:45 to 7 p. m., offering as weekly prizes a Ford V-8, three Philco radios and 12 crates of oranges for the best guesses of the total number of Nedick customers during the week. No purchase is necessary, but entries must be written on official blanks obtainable at any of the 115 outlets in Metropolitan New York and New Jersey.

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

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

MORE than 5,000 baby chicks were given away during Rochester Chick Day, promoted by KROC Rochester, Minn., with merchants giving away a chick with each \$1 purchase. KROC supplied the first 5,000 chicks, with merchants assuming the cost of the rest. Considerable time was purchased of KROC for the event. Business boomed and purchases ran as high as \$1,200.

ABLE RUG CLEANERS, Roxbury, Mass., using daily spots on WMEX, Boston, sends a colored photo of the Dionne quintuplets to all who call the sponsor's telephone number.



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

DURING the State Music Festival held at the University of Iowa the first week in May, WMT Cedar Rapids-Waterloo, fed the festival to the Iowa network stations, KSO and KRNT in Des Moines. To carry certain portions of the festival, Charles F. Questin, technical supervisor for WMT, recorded the music and it was rebroadcast later in the day when time could be cleared. A tie-up program directed by Doug Grant, program director, wherein these recordings were taken to the schools and played before their assemblies by Leo F. Cole and Ray Cox. Records were then presented to the school as a permanent record of the school's 1937 entry in the State Music Festival. This affair attracts an average of 6,500 students annually to Iowa City.

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

WMTJ, Milwaukee, launched a promotion drive in latter May in the *Milwaukee Journal* as the first step in a merchandising series for its 10th anniversary in July. One-column ads titled *Inside Dope* on WMTJ appear three times weekly and emphasize the station's new tower, transmitter and shortwave truck.

WAAB, Boston, has published a booklet containing the lectures of art critics, artists and museum executives presented by the division of museum extension of the Museum of Fine Arts, that city, which were given Thursday evenings from January 14 through May 20 as a part of the Colonial network's educational program.

WEAN, Providence, sent polished bronze letter openers to a selected mailing list in connection with its 15th anniversary. The event was tersely mentioned on the card to which the letter opener was attached, the souvenir itself containing only the call letters in small type on the handle.

THERE'S no avoiding a perusal of the northwestern travelogue which KVI, Tacoma, has adapted for promotion purposes by the use of an attached cover folder, a slip-sheet and a cellophane insert. "What! 300,000 more listeners this summer," says the cover folder.

C. V. HILL & Co., New York, has started a contest in connection with its daily participation in Ida Bailey Allen's *Homemakers Hour* on WHN, New York, which it is using to advertise its store refrigerator equipment. Listeners are asked to describe the kind of markets they like to trade in and the kind of refrigerated equipment used by these stores in letters of 60 words or less. Daily and weekly prizes are offered for the best letters.

KSFO, San Francisco, recently publicized the construction of its new transmitter at Islais Creek by having Elma Latta Hackett, KSFO home economist broadcast her regular program *Friendly Homemaker* from the new transmitter site. During the program Mrs. Hackett gave James Middlebrooks, construction engineer, advice in planning and equipping the model kitchen to be installed in the living quarters of the transmitting house.

PET peeves of listeners are broadcast by WCFL, Chicago, on its daily 7-9 a. m. period, with two complete Hollywood trips being awarded each week as well as 975 theatre tickets. The program, heard 7-9 a. m. six days a week, is promoted by 60 miniature billboards and publication spotlights. Participating retailers also use considerable promotion. E. F. Roche, in cooperation with Spector-Goodman Adv. Agency, Chicago, worked out the details.

YANKEE Network was asked recently by J. H. Fountain, publicity director of Central Vermont Railway and president-director of Champlain Country Club, St. Albans, to supply some of its book matches for railway club cars and the country club. Design of the matches, sent to 500 time buyers every month, has been changed slightly, the station list now being printed inside the folder.

IN ENTERING the Norfolk market, 7-Up (beverage), has bought a series of 13 *Man in the Street* broadcasts on WTAR, three times weekly. Giveaways consist of \$1 bills to first seven persons answering the question and carrying a 7-UP bottle cap. A carton of six bottles is given to every person who answers.

SNIDER PACKING Corp., Rochester, is offering four napkins to listeners of their WBBM program who send in 10c together with a label from a bottle of Snider's Cat-sup. *Men of Zest* is the title of its thrice-weekly quarter-hour program.

Rambeau

RADIO NEWS

"Audience Tested"

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

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

TOMORROW'S HEADLINES

A New Deal in News! A 10:00 to 10:15 p. m. preview of tomorrow's headline material. It's the last word in news, six nights a week, and it's offered on a three way split for three smart sponsors at only \$480.00 each per week. Harold True is your news reporter on all eight stations of the

MICHIGAN RADIO NETWORK

Most of the Best of Michigan

WATANABE and THE PROFESSOR

I am beaming with very fine pleasure to announcing my cousin Frank Watanabe who have been too scarce on Pacific Coast are coming back on present instant over Don Lee Network at 8:30 p. m. evening time. Kinji Yakamoto? That's the way Carroll Nye, radio editor of the Los Angeles Examiner; announced Watanabe's return to the Coast. It's Monday thru Friday and in our opinion it's a money-making human interest, clean fun and a lot of well merchandising angles. It has a tremendous build-up on the West Coast. On the

DON LEE NETWORK

California Golden Group

BESS BYE

Nothing fancy—this one. Just our old friend Emily Barton telling the housewives of San Francisco at 8:40 to 8:45 every morning what the market offers for the family table and suggesting bargains and the best buys for the day. No guess work—Emily knows her greens, and 5:00 a. m. finds her at the San Francisco produce market doing Mrs. San Francisco's shopping while Mrs. S. F. takes an hour or two more in the hay. And do they like it—the program, not the hay. A year and a half on the air—it's done a job. It's a lot for the money at \$300 a week.

KFRC—San Francisco

SIDEWALK INTERVIEWER

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

KDB—Santa Barbara

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

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

WILLIAM G. RAMBEAU COMPANY

CHICAGO NEW YORK DETROIT SAN FRANCISCO

BROADCASTING

and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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The RADIO BOOK SHELF

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

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

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

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

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

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

We Pay Our Respects To —



RAYMOND RITCHIE MORGAN

HE SOLD 300 cars a year while going to high school!

In six years he went from clerk to vice-president of a big advertising agency!

And so it isn't strange that two years after forming his own agency, Raymond Ritchie Morgan finds himself owning one of the major West Coast production outfits of the radio business.

Strange As It Seems on nearly 100 stations—less than a year after it first went on the air on eight West Coast stations—that's a sample of the speed with which Ray Morgan works.

The Raymond R. Morgan Co., of Hollywood—recently took over the advertising and sales promotion of the entire Don Lee Broadcasting System. It's handling the national advertising destinies of world-famous Arrowhead Springs. It's guiding the radio destinies of the Gilmore Oil Co. and Folger's coffee. It's busy producing no less than a half-dozen major radio shows. Its offices—half the third floor of a building in the heart of Hollywood—are jammed with scurrying, hustling writers, copy experts, artists, directors, actors, technicians, people of all sorts—by the dozens.

Not bad for an outfit that was formed two years ago.

What sort of a man is this Ray Morgan? He's 6 feet, 4 inches tall. And he's a California native son. He was born in Sonora, in the original mother lode gold area on Sept. 2, 1895. His father was a native son; so was his mother. Just 40 now, Morgan has already accomplished enough for three average lifetimes.

In 1910 while going to high school, he became Ford agent for his county. He sold 300 cars a year—an average of nearly one a day. Quite a record for anyone—let alone a high school boy. Then he went to college and, in conformity with this new dignity, he sold Reos and Packards—dozens of them. He also took advantage of his 6 ft., 4 in. stature to play basketball. He did about as he pleased with the ball, only slightly hampered by the other players way down below.

In 1917 Morgan joined the Navy and served during the war as en-

sign. He made 16 trips across the Atlantic on the transport *Martha Washington*; then served in destroyers in the Mediterranean and Black Seas.

After the war, Morgan joined the Cahill Advertising Agency in San Francisco at \$100 a month—but six years later he was vice-president!

From here he went to Los Angeles as sales manager for the McMillan Petroleum Co. and in this capacity was instrumental in the building of station KMPC. Faced with the problem of selling radio time for this station—not an easy matter in those early days—Morgan got his first taste of radio, and liked it.

This led him back to his old love, the advertising business, with the idea of creating radio programs for sponsors.

He sold some of the biggest national successes—*Chandu's* White King Soap in the West and Beech-Nut in the East; *Detectives Black & Blue* for Folger's Coffee; *Growin' Up* to Johnson & Johnson; *The Count of Monte Cristo* for Forhan's Tooth Paste; *The Story of Omar Khayyam* to California Diamond Brand Walnuts; and so on.

Then he opened the Raymond G. Morgan Co. in the spring of 1935. *Strange As It Seems* on a few Coast stations for the Gilmore Oil Co. was the first venture. This quickly expanded into 70 transcription stations for Ex-Lax in addition to the live show, which also expanded. Then came the pretentious *Drums* serial as a live network show for Folger's Coffee. Next the *Success Doctor* for White King Soap.

As head of one of the few independent radio production outfits on the Pacific Coast producing both chain and transcription programs, Morgan divides his time between the Coast and New York. The air lines wish they had more passengers of this sort—and consider selling him tickets by the dozen, at a discount.

"Why are you in Hollywood instead of New York?" is the question most often asked of Morgan.

"Hollywood is the center to which gravitate the country's best writers, actors and musicians," is

PERSONAL NOTES

WILLIAM A. CLARK, until recently general manager of WCPO, Cincinnati, has been appointed station manager of WIRE, Indianapolis, under Eugene C. Pulliam, who recently purchased the station. Mr. Pulliam will continue to devote full time to WIRE, although he is also publisher of several Indiana dailies.

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

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

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

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

A. RALPH STEINBERG, president of Radio & Film Methods Corp. will speak to the Retailers Credit Association of America at its annual convention the week of Aug. 23 in New York. His subject will be "The Development of Electrical Transcriptions for Retail Selling by Radio."

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

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, inspired by his recent visit to Hawaii, has written the lyrics for a new song, which set to music by Johnny Noble, will be published, under the title *Coral Isle*.

CLAIR HEYER, formerly of KXBY, Kansas City, has been named national advertising manager of WHBF, Rock Island, Ill.

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

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

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

LEONARD KAPNER, manager of WCAE, Pittsburgh, was in Los Angeles early in June visiting Ford Billings, KEHE manager and head of the California Radio System.

the reply. "Eventually it is bound to be the hub of radio production. We produce where we can get the finest people. After all, you can get East in 16 hours when business demands."

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

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

HOWARD O. PETERSON, sales promotion manager of WOW, Omaha, was in Hollywood early in June conferring with NBC officials during his west coast vacation.

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

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

ANDREW D. RING, FCC assistant chief engineer in charge of broadcasting, had a tonsillectomy performed June 2. He was back at his desk June 7.

DAN WICKENDEN, of the CBS sales promotion department has had his first novel, *The Running of the Deer*, accepted for publication by William Morrow & Co. Book will appear in October.

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

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

Tribute to Shepard

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

CBS Stock Split

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

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

The Convention Job

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

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

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

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

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

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

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

Out With Politics!

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

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

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

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

Not For Sale

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

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

BEHIND THE MICROPHONE

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

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

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

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

HARRY MCTIGUE, formerly of WLS, WGN, WJJD, Chicago, and WIRE, Indianapolis, is currently at WHAM, Rochester, where he is announcing baseball.

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

JAMES C. RISER Jr., formerly of WJBJ, Hagerstown, has joined WBIG, Greensboro, N. C., as announcer.

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

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

PETER MACARTHUR, producer of the *Loie Blonch* dance, heard over WBO Saturday nights, was removed to his home from the hospital June 5. He has been confined to the hospital for more than a month by a foot infection which necessitated an operation.

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

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

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

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

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

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

WOODY CLOSE, program director of WTMV, E. St. Louis, is the father of a nine pound boy born May 28.

JAY CRUM, formerly of KTUL, Tulsa, has joined the announcing staff of WTMV, E. St. Louis.



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

ERNEST LEE JAHNCKE Jr., son of the former assistant secretary of the U. S. Navy under President Hoover, recently joined the traffic department of NBC in New York as assistant to R. J. Dolan, night traffic manager. Young Jahnecke was graduated from the U. S. Naval Academy in 1933 and served in the Navy until this spring.

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

ED LAUX, formerly with WCAU, Philadelphia, has been placed in charge of remote dance pickups by the artist's bureau of WOR, Newark. Another recent addition to the WOR artist's bureau is Henry Frankel, formerly an independent vaudeville agent, who will act as a booker.

FAYETTE KRUM, author of *Girl Alone*, NBC serial, has gone to Pontiac, Ill., to work a month on the *Pontiac Daily Leader* to "get back into the newspaper atmosphere." She is continuing to write the script.

ROBERT MARAND has been transferred from the WBRM mail department to assist Hal Burnett, chief of the station's publicity staff. Marand succeeds Al Goodwin who recently resigned to join the staff of Tom Frizdale, Chicago publicity firm.

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

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

HAL LANSING, of WTCN, Minneapolis, has been named production manager. He succeeds Donn Clayton, who resigned to resume teaching.

WILL GROFF, for three years with WKBO, Harrisburg, has joined WORK, York, Pa.

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

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

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

CLAIR CALLIHAN has been named musical director of KFRU, Columbia, Mo., to replace James Randolph, resigned. Max Cole has joined the KFRU announcing staff. Charles Philipp, KFRU sales representative, was married June 5.

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

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

CONNIE BLAKE, CBS traffic department, has been transferred from San Francisco to Los Angeles in connection with CBS operations changes.

ROBERT UMBACH, former sports announcer of WATL, Atlanta, and Jack Bush have been named to the announcing staff of WLBC, Muncie, Ind.

FOSTER MAY, *Man-on-the-Street* and news commentator of WOW, Omaha, has been delivering a series of commencement addresses at various high schools in Iowa and Nebraska.

VICTOR ECKLAND, KGER, Long Beach, Cal., announcer, was married to Nelba Dack, violinist, of that city, June 2.

JOE MICCICHE, chief announcer of KRKB, Los Angeles, is the voice for the Fox Movietone News release on San Francisco Golden Gate Bridge ceremonies.

JAMES BLOODWORTH, KHJ, Los Angeles continuity writer for the past year, has been made continuity editor.

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

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

SHELTON YOUNG, formerly of WBAL, Baltimore, has joined the announcing staff of WJSV, Washington. Jerry Lee Pecht, lately of KLZ, Denver, has taken Young's place.

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

EDWARD SIMMONS, program director at WAAP, Chicago, for the last five years, joined the production department of WGN, Chicago, June 13. Jack Odell, continuity editor at WAAP for two years, has been appointed Simmons' successor.

JOE GARRETT, formerly with WIP and KYW, Philadelphia, has joined WNEW, New York, as assistant production manager. Vita Kane, assistant in the program department, will be married June 29 to Dr. Frederick Marek, of Vienna, Austria.

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

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

HARMON J. ALEXANDER, script-writer for Radio Events, is trying out new program ideas in his own summer theatre at Camp Copake, Caryville, N. Y.

JOHN FITZGERALD, since 1934 staff organizer of WHDL, Olean, N. Y., has been chosen by Warner Brothers, motion picture concern, to represent it in the National Organ Contest to be held in Cleveland in September.

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

BECAUSE of the uncertainty of the status of radio artists for Social Security purposes, NBC has advised all of the program sponsors and advertising agencies with which it does business as to a procedure it will pursue until such time as there is final adjudication of this issue.

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

This letter is being sent as a matter of information to all sponsors and advertising agencies with which NBC does business.

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

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

1. Instrumental musicians furnished by us at union rates pursuant to old union contracts and through a union contractor in our employ, i.e., the members of our house orchestras, and our staff conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent.

2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a "complete package," i.e., where we are paid \$X to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as between NBC, the advertising agency and the sponsor, NBC is the employer, if any one of them is.

3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our

facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us.

We shall endeavor to advise you promptly of cases affecting you which fall within either of these three exceptions. We would appreciate it if you would make known the contents of this letter to the parties interested in your organization.

Exposition Radio Staff Assumes Duties in Texas

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

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

Cupid at NBC

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

Appeal Considered In WMAL Holding

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

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

Leased for Three Years

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

The lease renewal also carried a provision that, whatever the outcome of the Hearst litigation, NBC would continue operating the station for the new three-year period.

A half-dozen applications for new station facilities in Washington, two of which involve WMAL, now are pending before the FCC. It is understood, also, that other interests in Washington, including at least one newspaper, are seeking purchase of WMAL from the lessees in the event the Hearst contract is finally ruled out.

Musical Union in Chicago Given CIO Recognition

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

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



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

Hawaiian Juice Test

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

PURELY PROGRAMS

Five Bucks a Throat
THE *Easy Iowa Song Fest* heard on WMT every Sunday afternoon originates from the stage of the Paramount theater in Cedar Rapids. During the community singing portion led by Doug Grant, Benne Alter takes a portable mike and walks through the crowd holding the mike in front of someone who is singing. At the same time he gives the singer a ticket with a number on it and relays that number to the WMT studios where a judge is listening to the program. The judge listens to the various voices during the community singing and picks the winner. At the close of the show the winner is called up on the stage and presented with a \$5 bill.

Police Show-Up
BROADCASTING of a "public show-up" at Indianapolis police headquarters for what is believed to be the first time in the country took place recently when WIRE outlet aired the program. The broadcast was handled by detective lieutenants but the prisoners did not know their answers to police questions were going on the air. Arrangements for the informal program were made with police department officials who have had complete charge of the unexpurgated show.

For Coast Candid Addicts
BORROWING an idea from recent candid-camera antics in New York and Chicago night clubs, KSFO, San Francisco, has started a weekly half-hour show called *The Camera Club of the Air*, to which passes are issued to candid addicts. Floodlights, reflectors and other equipment have been installed, and the audience is privileged to snap away while the show is on the air. Prizes are offered for the best shots taken each week. In addition to the studio fun, the program offers real "meat" to the radio audience in the form of technical and non-technical discussions on photography. Written by J. C. Morgan, KSFO program director, the feature is announced and emceed by Bob Riechenbach, KSFO sales promotion manager. Both are well-known amateur cameramen.

Musical Atmosphere
SETTING the music to the program is successfully accomplished on *Universal Revue*, heard over WEBC, Duluth-Superior five times weekly. Each week a different musical setting is provided. Folk Music, and music by native composers, of a foreign country is chosen. Universal Milling Co. sponsors the program, and works in commercials by giving recipes of favorite pastries and breads of the country visited. The program is now in its 61st week. Cash prizes are offered for tested recipes with Universal Flour, the product plugged on the quarter-hour show. Betty Gale, WEBC spieler, writes and produces for the sponsor.

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

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

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

Town Meeting on Street

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

Just Drop a Card

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

From Bus to Mike

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

Cool Off With Hot Music

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

Labor in the Spotlight

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

News Breaks

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

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

KMA Crew on Road

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

Good Will Tour
A SERIES of special remote broadcasts, covering the Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota during June, was to be carried by WCCO, Minneapolis. Eight broadcasts from towns in South Dakota were planned for June 14, 15 and 16. Engineers and other representatives of WCCO accompanied, Minneapolis business leaders to stage the eight broadcasts.

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

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

Parents and Teachers
CHARACTER building in schools is the keynote of a series on WCMI, Ashland, Ky., during which members of the Parent Teachers Assn., school teachers and pupils of local schools participate. Good-will tie-in of parents, teachers, and pupils.

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

Gold Cups for Silver Tongues

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

Do You Remember?

IN *Headlines of 1927 and Headlines of 1912*, a new series of programs on WCKY, Cincinnati, events of 10 and 25 years ago are recalled by Elmer Baughman, WCKY staff announcer and narrator. Material for the broadcasts is taken from old newspaper files and will indicate the fashions and business trends of those periods. Local interest builder, informative to the younger generation and amusing to the older.

Ends of the Earth

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

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In Case of a Tie
JUDGES actually didn't agree on the winners of a recent contest program called *Linda's First Love* broadcast on WSPD, Toledo, O. So six watches were given away instead of five and one more winner felt a lot better towards one more sponsor.

Cricket in Wind

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

Prizes for Safety

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

Where to Find Work

REVERSING the usual program for the unemployed, KRKD, Los Angeles, presents *The Day's Work* three weekly during which Ruth Hickox, employment counselor of the California State Employment Service, seeks out the job hunter, tells of jobs on file, discloses the qualifications and tells where the jobs can be obtained.

AN IMPORTANT NEW SERVICE FOR ALL IN RADIO NATIONAL RADIO REGISTRY

The Nation's Clearing House for Radio Talent and Personnel comes as an important new service, wholeheartedly welcomed by advertising agencies, radio stations and networks as well as by radio performers, technicians and others employed in radio. In a monthly bulletin, are listed in sharply divided classifications, the names, addresses, and qualifications of persons now employed in radio and persons wishing to break into radio. This bulletin is sent to over two thousand radio stations, advertising agencies, large individual companies and program builders throughout the nation. The listing fee of one dollar is the only charge, and for this reason it is definitely a service which you (as a person now employed in radio, or wishing to get into radio work) should use to advantage. You are invited to write for information, or come in today and list yourself so that your name will be included in the next National Radio Register.

NATIONAL RADIO REGISTRY

The Nation's Clearing House for Radio Talent and Personnel
Suite 569
415 Lexington Avenue at 43rd Street
New York City

FOSTER'S SPELLING BEE



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

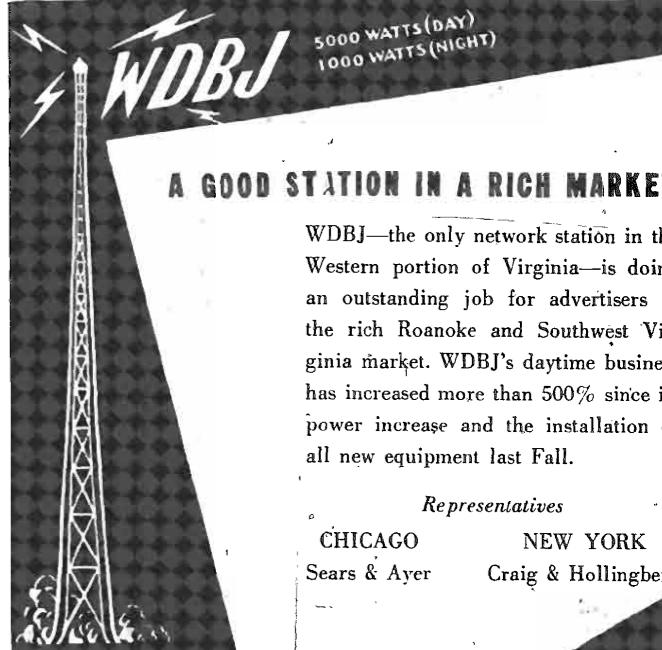
it a "nice program," but advertisers recognize it as typical WOW showmanship!

590 Kc. **WOW**
5,000 Watts

Omaha, Nebraska

Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK



5000 WATTS (DAY)
1000 WATTS (NIGHT)

A GOOD STATION IN A RICH MARKET

WDBJ—the only network station in the Western portion of Virginia—is doing an outstanding job for advertisers in the rich Roanoke and Southwest Virginia market. WDBJ's daytime business has increased more than 500% since its power increase and the installation of all new equipment last Fall.

Representatives
CHICAGO NEW YORK
Sears & Ayer Craig & Hollingbery

WDBJ in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

Movies Urged to Grab Television

(Continued from page 7)

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

"The laboratories are bending every effort to produce the ultra in equipment. Yet when that equipment is put to use for experimental broadcasts, the production lacks finesse. To be successful in creating public acceptance and interest in this new art, it will not be sufficient to have perfect transmitting and receiving equipment. Programs must be carefully designed and produced or failure will result.

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

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

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

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

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

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

proper consideration for the limitations of television.

"It is most clear that the television broadcasting production must be directed by persons qualified by long years of experience in visual entertainment, who are familiar with all the technique of the motion picture industry."

Conclusions of Report

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

Television is regularly scheduled and broadcast today in London and Berlin. In the United States experimental broadcasts are in the air every day.

The apparent delay in the United States is caused by the problems of inter-connection of cities for television broadcasting as is done with radio, and the geographical distribution of transmitters in a manner which will not provoke interference. There are other problems of less importance for which solutions may be found at any moment.

Some of the research groups here have made great advances in the transmission of images. Excellent clarity of tone is now combined with pictures of high definition.

The American television screens show pictures of only 7 by 10 inches [See BROADCASTING, May 15, June 1]. Foreign screens are now comparable with those used in motion picture theatres.

Television to Develop Own Art Form After Borrowing First From Movies

TELEVISION expects to borrow from motion picture technique in the beginning, although the peculiar needs of the new art will necessitate the development of its own art form as well as a distinctive technique of presenting programs.

So stated Ralph R. Beal, RCA supervisor of research, New York, at the Society of Motion Picture Engineers convention in Hollywood, May 28, when he was guest of honor and principal speaker at the television session. Mr. Beal described the present status of television development and also discussed some of the probably interacting effects of the new art with the sound motion picture. He intimated that such favors as television receives from the sound motion picture in its early years will be returned with interest in devices and methods developed for television which also will lend themselves to adaption to the Hollywood motion picture lot.

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

There can be no doubt that television in America must eventually offer a larger picture if it is to possess real entertainment value.

Close up views are by far the most interesting. When the iconoscope camera attempts more than head to waist views details are lost.

So far experimental broadcasts designed especially to stimulate interest in this new art have demonstrated that showmanship has been sadly missing.

The shows are poorly staged, which reveals the truth in what the technicians say, that the programming problems are as great as the scientific riddles.

The artistic side of this new art needs showmen and needs them badly. It is most apparent that the scenic designers, make up experts, directors and all those artisans who make the motion pictures what they are have not found their way into television yet. When they do it will be a boon to the productions.

Live talent in studio television presentations must consist of actors and actresses who are famous for their work on the stage and in motion pictures, if public interest is to be aroused.

Most radio actors are not qualified by training or experience to meet the exacting requirements of this new art. All characters in a studio television broadcast must be letter-perfect in lines and business. Television is a "one-take" show. If any slip or error is made, it is recorded on all receivers tuned to the station at the exact second of its occurrence. No radio broadcasting station is equipped with the studios and other paraphernalia necessary to produce a television show. The highly developed technique of the motion picture meets all the requirements of television save two: 1—

Make-up for motion picture takes is

not satisfactory for a studio television production, due to the inability of the iconoscopes faithfully to record color contrasts; 2—Costuming of players and the coloring of sets must be carefully studied in studio productions so that proper lighting contrasts can be recorded.

Much speculation exists regarding the alleged threat of television to the future security of the motion picture industry. Belief that the motion picture will suffer when television becomes a commercial fact appears to be without foundation. After observing the experimental broadcasts of this new art, one is aware at once that the motion picture industry, which alone possesses all the elements of successful television program production must become a part of this new art. The radio industry, due to its limited facilities is not equipped to produce an acceptable visual production.

Because of the terrific cost of inter-connecting cities by coaxial cable (the only means now known), the motion picture industry has a great opportunity to produce programs on film and ship prints to television stations for local broadcasting. The four national chains now broadcast approximately 200 programs each day. It should be the aim of the motion picture industry to secure the production of at least 30 minutes of material for each chain daily. If this can be accomplished, it will increase the production of finished motion picture film in the U. S. by over 66-2/3%, according to figures supplied by the Motion Picture Division of the Bureau of Foreign and Domestic Commerce.

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

Movie Holdings

There are at the present three companies, members of the Motion Picture Producers and Distributors of America, who are financially interested in radio stations:

1. Warner Bros. own and operate Station KFVB in Hollywood, and it is said that during the past year formed a new subsidiary, Transamerica Broadcasting and Television Corp. with headquarters at 521 Fifth Ave., New York City. Transamerica is actively engaged in radio station representation and program production. Additional station purchases are contemplated by this group and as recently as March 22, Transamerica announced that it would hereafter represent the Loew-Metro-Goldwyn-Mayer radio interests.

2. Loew's Inc., a Metro-Goldwyn-Mayer organization, owns and operates station WHN in New York.

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

Undoubtedly these interests have recognized the importance of motion pictures in television program production. Each of these interests or all of them may be preparing to organize a program-producing unit which would be attractive to television broadcasters. It would be a simple proposition for the radio and television industries to pool their interests.

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

But in the interest of the motion picture industry as a whole, a plan of production effort which will freely permit all producers to participate, rather than limit production to a small group, might be explored through or by the Motion Picture Producers & Distributors of America Inc. The radio and television interests, recognizing the great importance of motion pictures to the success of the new art, might cooperate to purchase motion picture producing facilities to produce programs in their interest. However, a production effort as suggested above would forestall such action by the radio and television interests.

Some in the motion picture industry may feel that it is too early to formulate plans as to what position it should take in regard to television. It must be remembered that while there are problems which must be dealt with before television is commercially practical, no one can predict with any certainty that a solution may not be reached at an early date. Television may be upon us before we realize it and preparations should be made now by the industry for its part in this new art.

Purchase of Control

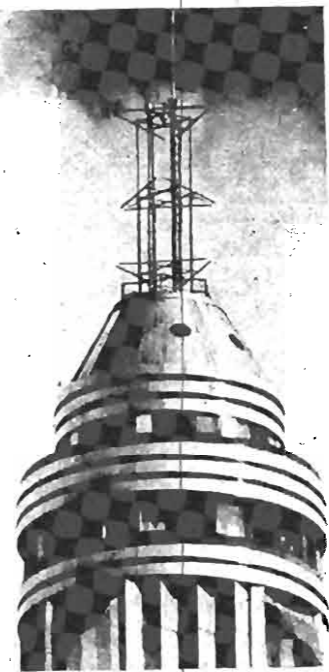
If the motion picture industry is to get the greatest benefit from television, it must actively engage in the business of radio and television broadcasting, or produce the material for television broadcasting. To do this, an association for profit in the nature of an open pool of television broadcasting rights might be formed by those now engaged in the industry sufficiently interested to contribute financial support. Such associations should have broad powers to engage in the business of radio and television in all its branches.

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

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

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

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



TELEVISION TOWER—From this antenna array atop the Empire State Bldg., New York, RCA and NBC engineers are experimenting with 441-line television transmission, now capable of producing home-movie-size pictures [BROADCASTING, June 1]. Tallest point in Manhattan, the Empire State spire gives line-of-sight some 35 miles. It is from this transmitter, now secretly serving model receivers in laboratories, offices and homes of about 75 RCA-NBC officials and engineers, that television's first public service is expected to start.

program in such an appealing manner that the public would be induced to attend the complete showing of the pictures in the theatres. The stars of Hollywood are recognized as the most desirable material for radio and television productions by advertising sponsors.

It has been definitely established that radio programs with Hollywood Stars create the greatest audiences and pay the highest prices.

Due to engineering limitations in the geographic distribution of television stations, there will be keen competition for government licenses. The Federal Communications Commission, charged by Congress with the administration of the Communications Act, will undoubtedly give its favorable consideration to those applicants who can establish beyond question their ability to produce the best programs in the public's interest, convenience and necessity.

An organization such as any one of these existing chains, combined with the great resources of the motion picture industry, could present to the Commission the most valid reasons for requesting and receiving television licenses. The acquisition of any of these national chains would provide profits which could be used to purchase television transmitting equipment when available. Due to its limitations and extremely high cost, television will not

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

Don Lee Officially Opens New Television Plant on First Visual Anniversary

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

During the past year more than 10,000 persons, including scientists, engineers and government officials, have witnessed the daily telecasts, according to Harry Lubcke, Don Lee director of television. Periodic broadcasts have been witnessed by guests at a receiving set under normal home conditions at a location 3 1/2 miles north of the transmitter, and at private residences elsewhere in Los Angeles. Most difficult reception was successfully received last April during 74 separate demonstrations in Pasadena, Cal., a distance of ten miles from the television broadcasting stations, W6XAO, with a mile of three peak hills intervening.

Methods and technical apparatus used in these broadcasts are largely under patents to the Don Lee Broadcasting System and Mr. Lubcke. The sight-sound transmissions of W6XAO occur twice daily except on Sundays and holidays. Daylight schedule is as follows: Monday, 9-10 a. m.; Tuesday, 10-11 a. m.; Wednesday, 11 a. m.-12 noon; Thursday, 12-1 p. m.; Friday, 1-2 p. m.; Saturday, 2-3 p. m. Evenings, 6:30-7:15 p. m.

Kosto's Fall Plans

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

replace radio broadcasting for many years. Sponsors will continue to carry on their advertising campaigns by radio, because it will permit them to reach the greatest number of people for their advertising dollar. Television cannot be denied—the people demand it, and sponsors want it.

The motion picture industry has its greatest opportunity for expansion knocking at its door to day. It must prepare now for this new industry which is certain to become an important part of our American life.

Inasmuch as the developments of the West Coast and Europe as recorded in this report were obtained without first hand investigation, it is recommended that they be investigated forthwith and that the findings be added to this report.

It is recommended that some provision be made to keep appraised of development both here and abroad as they may occur. A continuing survey should be made and results published at regular intervals.

QUICK ECONOMICAL RESULTS

for CLASSIFIED ADVERTISERS



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

Help Wanted

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

Situations Wanted

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

Wanted To Buy or Sell

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

Services

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

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

BROADCASTING Broadcast Advertising

870 NATIONAL PRESS BLDG.

WASHINGTON, D. C.

Spencer Joins Craig
 F. EDWARD SPENCER Jr., since 1934 in charge of the national spot division of NBC, joins the representative firm of Craig & Hollingsbery Inc. on July 1 as vice-president and general manager of the New York division. Mr. Spencer entered radio from the advertising agency field in 1928 as a salesman for KDKA, Pittsburgh. In 1930 he was made Eastern sales manager for the Westinghouse stations: KDKA, WBZ-WBZA, Boston and Springfield, and KYW, Chicago, with headquarters in New York, thus becoming one of the earliest station representatives. In 1932 when these stations were leased to NBC Spencer went to KDKA as sales manager, and that fall he returned to New York as a member of NBC's newly organized national spot division.

AGENCIES AND REPRESENTATIVES

C. C. WINNINGHAM, head of the agency bearing his name, recently married his erstwhile secretary, Miss Lucille Hoff.

EARLE W. LANCASTER, veteran Boston advertising executive, has joined Chambers & Wiswell Inc., Boston, in charge of the copy, idea and planning division.

ANDREW SCHLOSS, Pacific Coast manager of the H. S. G. Adv. Agency, Inc., has been made a vice president, according to a release from Harry S. Goodman, president. Mr. Schloss, who chiefly engaged in the sale of transcribed dramatized programs, has been associated with Harry S. Goodman for 20 years. Mr. Goodman reports that his organization currently has 228 clients on the air.

WILLIAM REILLY, new to radio, has been added to the Chicago staff of Weed & Co., station representatives, to replace M. J. Thoman, recently assigned to head the firm's new Detroit branch.

HELEN WING, after several weeks in Hollywood as associate producer on the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son Inc. (floor wax), has returned to the Chicago offices of Needham, Louis & Brorby Inc., which services the account, to take over other assignments.

PHILIP J. MEANY, head of the Los Angeles advertising agency bearing his name, is on his way to Europe on a two-month business survey for clients, having left the West Coast early in June.

MEL ROACH, formerly chief announcer and special events director of KEHE, Los Angeles, has joined the production department of Allied Advertising Agencies Inc., that city.

Goodkind Resigns

M. LEWIS GOODKIND Jr., resigned as radio service manager of Lord & Thomas, Chicago, June 1, to work out details of a Chicago radio enterprise with which he will become affiliated Aug. 1. Mr. Goodkind preferred not to divulge the nature of the new radio company until final details have been worked out.

Mr. Goodkind Before joining Lord & Thomas in 1928, he was in the merchandising research department and on the reportorial staff of the *Chicago Herald & Examiner* for two years. At Lord & Thomas he began as assistant to William B. Benton and later aided Henry Selinger, who was the agency's first radio director. At the time of his resignation, Goodkind was co-head of the radio department handling the contracts for time and talent with Basil Loughrane in charge of program production. Mr. Goodkind's successor has not yet been chosen.

Miss Holly Shively, in charge of publicity for Lord & Thomas Inc., was appointed Mr. Goodkind's successor June 7. Before joining the agency in February 1936, Miss Shively was on the CBS Chicago publicity staff and with the *Chicago Herald & Examiner*.

CAROL BOWERS, assistant to Kirby Hawks of the Blackett-Sample-Humert Inc. radio staff in Chicago, joined the radio department of Benton & Bowles Inc., New York, June 1.

SCHILLIN ADV. Corp., New York, has set up a department to handle foreign language accounts, under the direction of Charles De La Motta, actor who played in the screen productions of *Counsellor At Law* and *Outside the Law*. A number of foreign language programs are being planned by the agency for fall production, including a variety series in Italian titled *Neapolitan Nights*, with Mr. De La Motta as comedian and master of ceremonies. Surveys conducted by the agency indicate that there are 750,000 Italian-speaking people in and around New York City, who can best be reached in their native tongue.

JOHN CHRIST, J. Walter Thompson Co., Hollywood production supervisor on the weekly NBC *One Man's Family* serial sponsored by Standard Brands Inc., who has plane-commuted 77 times to San Francisco and return, was presented with a winged trophy by office workers of his organization on June 3. Following day he departed by plane, for New York to attend his brother's wedding also for a conference with agency executives. He is scheduled to return to his post June 26.

PAUL FRANK, active in New York and Detroit advertising, has joined the New York office of Weed & Company, station representatives. Recently he has been vice-president and advertising manager of *Spirits*.

CHESTER J. LaRoche, president, and Pat Weaver, program supervisor for Young & Rubicam Inc., after several weeks in Hollywood conferring with Tom F. Harrington, West Coast manager of the agency, have returned to their eastern headquarters.

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

EDMUND (Tiny) RUFFNER, Pacific Coast radio director of Ruthrauff & Ryan Inc., Hollywood, leaves that city the end of June for a 12-day conference with New York agency executives. Fall plans for the three sponsored shows produced by the agency Hollywood will be discussed. Ruffner, who produces the CBS *Al Jolson Shows* under the sponsorship of Warner Bros., accompanied by Mrs. Ruffner, will go on an extended sea voyage before returning to Hollywood in fall when he resumes his radio activities. Nathan Tufts, producer and Ed Ettinger, writer, both of the Ruthrauff & Ryan Inc., Hollywood staff, are also scheduled to go to New York the end of June. Tufts, producer of the CBS *Joe Penner Show*, sponsored by R. B. Davis Co. (Cocacola), will be gone approximately three weeks; Ettinger, of the *Al Jolson Show* writer, returns to the West Coast in five weeks.

LOUIS A. WITTEN, New York vice president in charge of radio for Buchanan & Co., which services the Texas Co., 20th Century-Fox Film Corp., Paramount Pictures Inc., and other national accounts, is in Hollywood for several weeks conferring with clients on fall activities. With him is James A. Tierney, New York special radio representative of the Texas Co., who will remain in Hollywood to supervise the CBS *Teacup Town* summer shows. George Vos, who held that post, has returned to the New York office of the sponsor. A. O. Dillenbeck, Buchanan Co. New York executive vice-president, and executive on the Paramount Pictures Inc., account, was scheduled to arrive in Hollywood June 9 for a conference with the film executives.

RECENT addition of KTVR, Phoenix, brings the total list of stations the E. Katz Special Advertising Agency is now representing to 17. Other stations represented by the Katz Agency are: WGST, KGHZ, WMT, KVOR, KLZ, KRNL, KSO, WOWO, WGL, KGU, WNOX, KLRA, WMC, WHN, WKY, KTVR and WDAE.

C. P. (PETE) JAEGER, head of Transamerican's Chicago office, and Miss Loretta White were married in Chicago June 12. Mrs. Jaeger is a radio actress taking part in *Ma Perkins*, *Modern Cinderella* and other Chicago shows. She plans to return to radio work in the fall.

BENSON & PARKER Advertising Agency, Louisville, has changed its name to Benson-McPherson & Dugh Inc. Mr. Parker, it was pointed out, has not been with the company for more than a year and the two new members have been actively engaged in the business for some time. J. Dale McPherson becomes vice-president and Thomas R. Dupin, treasurer. No change in policy or setup of the company is involved.

WALTER WYNE, who has been doing free-lance foreign language radio representation in Chicago, has joined the sales staff of Ray Linton, radio representatives. Mr. Wyne was also with W. W. Weed, publishers representative, and the American Color-type Co.

GRACE WALSH, secretary to Joseph J. Weed of Weed & Co., was married June 5 to William Hennessy, vice-president of the European-American Travel Bureau.

R. E. MESSER, production and business manager of Raymond R. Morgan Co., Hollywood agency and transcription producer, has returned to his desk after an operation which confined him to the hospital several weeks.

PAUL H. RAYMER Co., New York, will become national station representative August 15 for the McClatchy stations in California—KFBK, Sacramento; KERN, Bakersfield; KVG, Stockton, and KMJ, Fresno.

BIOW & Co. Inc., New York, will move into larger quarters on July 1, taking over the 25th floor of 9 Rockefeller Plaza, most recently completed unit of Rockefeller Center.

VanCronkhite Absorbs Roesler & Howard Firm

ROESLER & HOWARD Inc., foreign language radio representatives with offices in Chicago and New York, was taken over June 7 by VanCronkhite Associates Inc., radio news counsel firm. George Roesler will be director of the domestic foreign language radio representation division of VanCronkhite Associates. Robert Howard will not be connected with the firm. The Chicago office has been enlarged and personnel added, including Johnny Evers, the oldtime baseball player, as sport writer; Dr. Ira M. Freeman, as science writer, and Donald McGibeny, as news writer.

Brown to Ross Federal

RONALD P. BROWN, for the last six years sales manager of the marketing research division of R. L. Polk & Co., has been appointed director of sales promotion of Ross Federal Research Corp., New York. He will supervise the planning and direction of the company's national sales solicitations. Before joining Polk, Mr. Brown was assistant advertising manager of the Pontiac division of General Motors, advertising manager for Detroit Range Boiler and Steel Barrel Co., research manager for C. C. Wittingham Adv. Agency in Detroit, and national advertising manager of Walker Outdoor Adv. Co. of Detroit. Charles H. Seaman, who has been with Ross Federal since 1932, has been promoted to field sales manager.

Opens London Office

OPENING of a foreign office by Robert S. Taplinger Inc., at 102 Shoe Lane, London EC-4, was announced June 8 by Mr. Taplinger. The office will be in charge of T. J. L. Crane, an Englishman, former director of promotion for the British Empire Chamber of Commerce in New York and former publicity director of the British Empire Exhibition in Radio City. Mr. Taplinger's firm specializes in radio artist publicity, and has headquarters in New York with offices also in Chicago and Hollywood.

Bank's New Series

BANK OF AMERICA National Trust & Savings Assn., San Francisco, on June 6 started for 52 weeks *Newstime* on 2 CBS Pacific Coast stations (KNX, KSFO), Sundays through Fridays, 10-10:15 p. m. (PST). Unified Press news service is being used. Sam Hayes, the commentator, recently terminated more than six years service as *Richfield Reporter* on 6 NBC-Pacific Red stations under sponsorship of Richfield Oil Co. Under his new sponsor he has taken over the same hour which he popularized on the opposition network. Fred Yeates, who assisted Hayes in writing and editing news copy for *Richfield Reporter*, has resigned from Hixson-O'Donnell Inc., Los Angeles agency handling the Richfield Oil Co. account, to take a similar assignment on the *Newstime* broadcasts. Bank of America also sponsors the weekly half-hour *House of Melody* program featuring John Nesbitt, commentator, and Meredith Willson's orchestra, on 7 NBC-Pacific Blue stations. Chas. R. Stuart Inc., San Francisco, has account.

Is Radio's Capital Moving West?

(Continued from page 9)

traction of Southern California that local staffs are frankly unable to compete with Hollywood for "names", with the exception of a few personalities such as Meredith Willson, John Nesbitt, Ernest Gill, Sarah Kreindler; Captain Dobbsie, Jack Meakin and Paul Martin, and a scattering of solo acts such as *Vera Vague*, Hal Burdick and Bennie Walker. Most important of the San Francisco dramatic shows is Carleton E. Morse's *One Man's Family*, although Samuel B. Dickson has a stand-out attraction in *Winning the West* and there are other serials well-constructed and competently produced. There are no big comedy names in San Francisco at present.

CBS has centered its West Coast activities in Hollywood, and produces few local items. Production on Mutual-Don Lee and Hearst-CRS is in the same position. Activity at NBC in San Francisco is the most extensive of the chains, but is confined largely to what local advertising executives assert is a "San Francisco type" program. Most of the dramatic shows here use the same casts and are patterned along the same general lines, as for instance *Hawthorne House*, and *Dr. Kate*, *Winning the West* and *Tales of California*, *True Detective Mysteries* and *Chief Quinn Crime Dramas*. The actors, however, are among the best in the country.

Talent Problem

Fresh and successful slant on the juvenile programs is found in the S. & W. *Junior News Parade* and in *Bennie Walker's Homestead Amateur Hour*, and several vigorous contest ideas have been developed, such as *Who Am I?* and *Professor Puzzlewit*, and various spelling bees, but these programs for the most part have a limited regional significance. None of the San Francisco agencies maintains a large radio staff, and most are branches of national organizations which have been more-or-less concentrating on Hollywood originations.

The relative barrenness of the talent field in comparison with the financial importance of San Francisco has recently inspired at least

one of the local artists services to make a quiet investigation into the possibility of importing talent from Hollywood, and it is possible that a small influx of new names and new acts into the San Francisco field may take place in the near future. This, however, is purely conjectural, inasmuch as there is no immediate sign of increasing San Francisco radio business.

Optimism, for the future must be based primarily on the very important effects expected from the Golden Gate International Exposition, which in 1939 will be the focus for an enormous increase in San Francisco originations. Plans for talent and commercial tie-ins from the Fair are still in the nebulous stage, but it is generally believed that wholesale importations of talent will take place during the spring and summer of that year.

Long-standing rivalries between Northern and Southern California cause many to predict that the present importance of Hollywood may decrease once the novelty of picture-star talent has worn off, but this is at present nothing more than wishful-thinking.

Unless wide industrialization develops more rapidly in the future than now appears likely, it will probably be many years before the Pacific Coast will be able to develop many more network accounts than is the case at present.

WJBK-Union Contract

WJBK, Detroit, has signed a contract with United Automobile Workers calling for 15 minutes each weekday and 30 minutes on Sunday. The daily broadcasts will be at 7 p. m. and the Sunday broadcasts at 9:30 a. m. Besides these broadcasts, the station will announce "This is WJBK, the Voice of Labor" 12 times each day. The time of these announcements is left to the discretion of the station, which retains the right of censorship of material used. According to Richard T. Frankenstein, UAW organizational director, who will be in charge of the program, these broadcasts will be one of the principal features in the campaign to organize Ford.

NEW!
"SONG SPOTS"
 to sell Ice Cream

5-Minute Complete Shows
 Theme—Song—Commercial
 Transcribed by
 nationally known 14-year-old
 boy radio star.
 Write
---wood---
RADIO PRODUCTIONS
 Hollywood, Calif.
 220 Markham Bldg.
 ... wood words sell ...

W M I N

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

Welcome NAB Conventioneers To
CHICAGO

2ND LARGEST RADIO CENTER IN THE WORLD

SELVIAIR

Only Advertising Agency in Chicago Devoted
 Exclusively to Radio

Handling 27 accounts using 186 programs weekly
 —national and local

SELVIAIR
BROADCASTING SYSTEM, INC.
 Entire 34th Floor
 75 E. Wacker Drive Chicago

Radio Advertising "Sell-Via-Air" Radio Productions

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

Rewarded.

The Coward Shoe Company was rewarded with 1286 replies from a 15 min. Jewish broadcast at less than 6 cents each.

Sell it to Cohen
 Ask about our audience tested Jewish Programs

WLTH
 Van Cronkhite—National Rep.

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

WMCA
NEW YORK'S OWN STATION

Leads in
PROGRAM PLANNING

BANDSTAND

3 SOLID HOURS DAILY
SPONSORED BY GENERAL MILLS

Weco Radio Productions Is Organized in Seattle To Render Spot Service

ORGANIZATION of Weco Radio Productions, with main offices in Seattle, was announced June 5 by J. R. Lunke, formerly with NBC and recently an executive with Strang & Prosser Advertising Agency. Branch offices will be opened in San Francisco and Los Angeles. The company, according to Mr. Lunke, will specialize in the building of transcribed radio programs for spot broadcasting.

Dudley E. Williamson, formerly of the radio department of Blackett-Sample-Hummert Inc., Chicago, has been named production manager. He also was a former NBC employe and last year was in charge of radio production for the Texas Centennial Exposition.

The new organization will serve as national representative for Seattle Recording Studios Inc., producer of electrical transcriptions and other types of recordings. Radio productions transcribed by this company include a series of five-minute *Modern Miracles* programs for Chicago Engineering Works, now on 30 stations; a series of 15-minute programs *Jimmy & Gyp* for Friskies Dog Food, a product of Albers Milling Co.; and a special series of 15-minute discs, titled *Light Lyrics*, being sponsored by several electrical utilities dealing with home lighting information.

J. ERNEST CUTTING, talent scout for NBC, is planning a tour of the Summer theatre circuit looking for new radio talent, dramatists, script-writers and directors, as well as actors.

IT PAYS TO Oregonize

KGW OREGONIAN KEX

Building permits in Portland up 380.5% in March 1937 over March 1936.

Bank Deposits in Portland up \$3,900,229 for March 1937 over previous all time high.

and... Sales follow that trend through National and Local use of the radio stations of The OREGONIAN. They blanket this booming Oregon market.

The OREGONIAN
PORTLAND, OREGON

Nationally represented by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

KGW KEX

WSM Owners Seek Local

A NEW local station in Nashville is sought in an application filed with the FCC June 8 by the National Life & Accident Insurance Co., licensees of the 50,000-watt WSM. The applicant asks for 100 watts night and 250 watts day on 1370 kc. The WSM interests recently negotiated with the operators of the 100-watt WSIX, Nashville's local, with a view to purchasing it but the negotiations fell through.

FCC Stops Visual Test on 2,000 kc.

THAT the FCC intends to stick to its mandate against television experiments in the so-called continental shortwave band, was indicated June 2 when it denied the application of National Television Corp., New York, for authority to continue operation of a television station on the frequency band 2,000-2,100 kc. with 500 watts unlimited time.

Last year the FCC promulgated rules specifying that television experiments be restricted to the ultra-high frequencies where practically all of the operations now are going forward. National Television and Purdue University were authorized to continue temporarily in the continental band. In its June 2 action the FCC not only denied National Television the authority for amendment of its special temporary authorization but also entered its final order denying the application of the company for a construction permit to establish and operate a television station on the 2,000-2,100 kc. band.

Purdue University has been experimenting in the 2,000-2,100 kc. band in connection with rural coverage by visual stations. Whether it ultimately will go to the ultra-high frequencies in the region of 40,000 kc., where other television experimenters are harbored, is not revealed at this time but will probably develop upon consideration of its application for renewal.

In the case of National Television, the FCC action of June 2 means that the company no longer has authority to operate experimentally in the television band. It does not have authority to experiment in the ultra-high frequencies. The National Television case was the subject of a hearing before an examiner last year who recommended adversely on its application.

NEW KTKC Under Way

CHARLES P. SCOTT, onetime manager of KWYO, Sheridan, Wyo., has been selected as manager of the new KTKC, 250-watt daytime station on 1190 kc. now under construction at Visalia, Cal., which is expected to go on the air about July 15. J. E. Burrell, who supervised the construction of KYOS, Merced, and KHUB, Watsonville, other new California locals, is handling the engineering. KTKC was authorized last Jan. 27 and will be licensed to the Tulare-Kings Counties Radio Associates, a group in which the holdings are as follows: Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel and Journal*, 12½%.

LOWEST COST COVERAGE!

MONTREAL

N.Y.

Approximate Population Covered 1,560,000

1390 Kc.

WQDM 1000 WATTS
St. Albans, Vermont

Custom Disc Business Started by Gerald King As Radio Features Inc.

FORMATION of Radio Features Inc., to enter the custom transcription field, was announced June 3 by Gerald King, president of Standard Radio Inc., an organization in the transcription library field. Associated with Mr. King in this venture are J. S. Glenn of New York, and H. Longworth.

Mr. King formed BROADCASTING that the purpose of the new company was to handle a different type of business than is being done by Standard Radio. The latter company is mainly concerned with the production and sale of its library features and sound effects to radio stations, he said, whereas Radio Features Inc. will make a business of building transcribed programs for the advertiser and agency.

Mr. King said that, among others, Donald Novis, well-known radio star, is under contract to Radio Features Inc. and a program now is being prepared for presentation starring him. His new corporation also will take over production of live or transcribed programs originating in Hollywood for eastern agencies which do not maintain staffs in the west.

Recording facilities of RCA Mfg. Co. will be used by Radio Features, Mr. King declared. Mr. King added that the experience of Standard Radio in the transcription field indicated that a separate company is more desirable for the production of "tailor-made" transcriptions since they constitute an entirely different line.

Skol Tests Spots

SKOL Co. Inc., New York, has started a series of beauty talks by Renee Long on WJZ, New York, on Friday mornings, to advertise its Swedish antiseptic, which is also being promoted with an evening program on a coast-to-coast MBS network. Peck Adv. Agency Inc., New York, handles the account.

Scout Tests Spots

SCOUT Co. Inc., New York, has started a series of beauty talks by Renee Long on WJZ, New York, on Friday mornings, to advertise its Swedish antiseptic, which is also being promoted with an evening program on a coast-to-coast MBS network. Peck Adv. Agency Inc., New York, handles the account.

TRANSCRIPTIONS

BLOUNT-LAEMMLE PRODUCTIONS Inc., transcription and live talent show producers, has been organized with headquarters at 3636 Beverly Blvd., Hollywood. Betty Lou Blount, for many years associated with the late David Belasco and Oscar Hammerstein in New York, is president and production manager. Other executives are Mrs. Joseph Laemmle, vice-president and Artists Bureau manager; Al E. Kelly, vice president and sales manager; Don L. Gilman, secretary and legal counselor; and Theodore Barrett, treasurer. Personnel includes Don Clark, newly-appointed program director of KFI-KIECA, Los Angeles, associate producer-writer; Cliff McDonald, formerly KHL, Los Angeles, technician, technical superintendent; Charles Smith, advertising manager; Betty Henley, head of the Spanish unit, Norman Paige and Earle Ross, continuity writers; Harry Mills, formerly in the publicity department of KFWB, Hollywood, is publicity director.

ADDITION of nearly a score of stations for the Program Library Service is reported by Standard Radio Inc. These include WRTD, Richmond; WBN-WEBR, Buffalo; WFTC, Knuston, N. C.; WSAZ, Huntington, W. Va.; KFXJ, Grand Junction, Colo.; WEBB, Rocky Mount, N. C.; KVEC, San Luis Obispo, Cal.; WFIL, Philadelphia; KAND, Corsicana, Tex.; WVMC, Asheville, N. C.; WMMN, Fairmont, W. Va.; WCPO, Cincinnati; KIRO Seattle; WMBP, Johnstown, Pa. Other stations not yet having calls which have purchased the library include new ones authorized at Brownsville, Wichita Falls, Dallas and Beaumont, Tex. and Ocala, Fla. The total number of stations subscribing to the Standard Library, including foreign outlets, is 170.

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from \$3.00
Double from \$4.50
Completely Air-Conditioned

CROSS FROM THE WHITE HOUSE

The HAY-ADAMS HOUSE
14 FAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

RECORDED AMELIA
WQAM Switches to Presto as Condenser Blows Out

THE DECISION of WQAM, Miami, to have recording equipment on the scene for WQAM's broadcast of the start of Amelia Earhart's flight around the world from Miami, prevented an embarrassing situation when a condenser in the mobile transmitter, used to feed the description to the station blew out just before Miss Earhart's scheduled take-off. Lines were quickly switched to the Presto recording outfit and a 55-minute description of the take-off, by Leslie Harris, staff announcer, was recorded.

Then with sirens screaming, a police escort rushed Maurice Fink, WQAM engineer, back to the station with the recordings, where they were broadcast 23 minutes after Miss Earhart's actual departure.

During her flight to Puerto Rico, Miss Earhart received her weather reports from WQAM.

A hundred miles at sea, Miss Earhart wrote in her copyright press dispatch, she heard WQAM recording of the Miami takeoff and "held me in cruel suspense as to whether or not I actually was going to get off safely."

IRVING FOGEL, pioneer Southern California radio producer and for the last year production supervisor of Associated Cinema Studios, Hollywood transcription concern, who recently resigned that post, has established his own organization under the firm name of Irving Fogel Productions, with offices in the Cross-Roads-of-the-World that city. Fogel will continue to manage and supervise *The In-Laws*, dramatic serial sponsored by Purex Corp., Ltd., five days weekly on 10 Don Lee stations, and will also concentrate on the production and sale of the series to nonconflicting regional and national sponsors in other parts of the country.

WBS announces a series of new summer programs for its continuity service: *See America First*, half-hour weekly, 11 weeks; *Continental Nights*, half-hour weekly, permanent addition to continuity service; *The Charm Circle*, half-hour weekly. Revised programs are *America on Parade*, half-hour weekly; *Concert Under the Stars*, half-hour weekly; *The Garden Club*, two quarter-hours weekly; *Success Story*, twice a week. Discontinued are *Table for Two*, *Gems of Melody* and *Secrets of Happiness*.

LOU R. WINSTON, for five years president of Radio Recorders Inc., Hollywood transcription concern, has sold his interest in the firm to the directors, but retains ownership of the building at 932 N. Western Ave., that city. Firm has been reorganized with F. Shang Winter, president; J. C. Brundage, vice-president; Darrell Minkler, secretary and Ernie Dummel, treasurer. J. Joseph Sameth is production and sales manager. Winston, in severing relations with Recorders Inc. has become sole owner of Radio Producers of Hollywood and will specialize in custom built and featured transcribed shows. Production plans include 10 new shows before July 15. Fall schedule calls for 20 productions of not less than 39 quarter-hour episodes each.

NEW subscribers to NBC *Thesaurus* service include stations KSUB, Cedar City, Utah, KPQ, Wenatchee, Wash., WAZL, Hazelton, Pa., WCBM, Baltimore and KFBK, Sacramento, Cal. Renewals for the service have been signed by WGBB, Freeport, L. I., KGBX, Springfield, Mo., WJBO, Baton Rouge, La., CFQC, Saskatoon, SFR, Kingston, Ont., and KGKL, San Antonio, Tex.

ED D. BEDELL, associated with Radio-ides Inc., Hollywood transcription producers, since its inception more than two years ago, has taken over the general management, succeeding M. J. Mara, president, who resigned May 31. Mara is now identified with the Ralph R. Brunton stations, KJBS, San Francisco, and KQW, San Jose.

LORENE LOWERY, of the radio programs division of Walter Biddick Co., Los Angeles station representative, leaves that city June 23 on board the *S. S. Mariposa* to contact station executives in Honolulu, Australia and New Zealand. Organization has sold its *Green Valley Line* transcription serial to 3HA, Melbourne, Australia.

STANDARD RADIO Inc. reports that more than 200 stations have purchased its special news broadcast recording comprising several variations of themes for news broadcasts. More than 400 stations throughout the world are using Standard recordings, the Library now including 45 double-faced records, containing more than 200 different effects.

ED LINDSEY has joined the sales staff of American Radio Features Syndicate, Hollywood program and transcription concern.

WAIR, Winston, Salem, N. C., has signed for the World Library program service beginning June 20.

HOWARD W. DAVIS, manager of KMAC, San Antonio, Tex., becomes a partner in the ownership of that station along with W. W. McAllister, present licensee, under an arrangement whereby they have applied to the FCC for voluntary transfer of the license to the Walmac Co., which consists of Messrs. Davis and McAllister.

Tweet Music

MATHEW MURRAY, who conducts the early morning *Ambassador of the Air* program on KMPC, Beverly Hills, Cal., has a daily guest artist who sits in a tree and broadcasts. The guest is a mocking bird who has been serenading the station for some days. Recently Roger Love, technician, ran a line to the roof of the studio, hooked on a microphone and now each morning the bird's serenade is picked-up and broadcast. First morning more than 50 listeners phoned the station to find out whether it was a sound record or a live bird. Love and Murray feed the bird each morning and as a result expect that the "special feature" will continue through the summer months.

NATHAN CAPLOW, formerly continuity editor at WAAF, Chicago, and Lewis Herman, *Esquire* contributor, have joined the staff of D'Arcy Laboratories, Chicago.

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TODAY'S CHILDREN
RADIO'S MOST POPULAR DAYTIME PROGRAM

WRITTEN BY IRNA PHILLIPS—PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR.—HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK—MONDAY THROUGH FRIDAY

10:45—11:00 A. M., E. D. S. T.

NOTICE!
TO RADIO STATIONS

★

Is there a Sears, Roebuck & Company Store in your locality?

We are happy to announce that the Chicago office has approved our five minute human interest dramas to be used by your local Sears, Roebuck & Company Store for broadcasting.

★ Loan shows for Morris Plan Banks and Loan Companies

★ Other custom-built five-minute dramas.

★ 52 optical half-minute dramatizations to be used for one-minute spot announcements.

TRANSCRIBED RADIO SHOWS INC.


2 West 47th St., New York City
LOngacre 5-3440

Baker Denied Plea

AUTHORITY to transmit programs to stations located in Canada and Mexico was denied the Baker Hospital, Muscatine, Iowa, in a FCC Broadcast Division decision June 1. The application was filed by Dr. J. L. Statler, doing business as the Baker Hospital. Norman Baker, also identified with the hospital, who was the former operator of a station in Muscatine, now operates XENT at Nuevo, Laredo, Tex. He was recently convicted on a charge of violating the Communications Act.

JAMES A. NOE, of Monroe, La., oil operator, state Senator and former lieutenant-governor of Louisiana, is disclosed as 50% stockholder in KOTN, local outlet in Pine Bluff, Ark., in a license renewal issued by the FCC. B. J. Parrish, manager, owns 40%. Senator Noe also is 95.5% stockholder of the commercial group operating WBNO, New Orleans, licensed to the Coliseum Place Baptist Church.

The Largest Independent Frequency Measuring Service in the Country



Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

EQUIPMENT

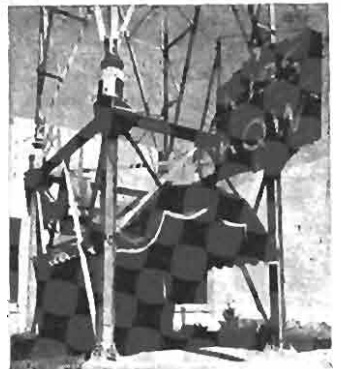
KROW, San Francisco and Oakland, has ordered an RCA 10 kw. transmitter and sites and designs for a vertical radiator tower are now being considered. The tower will probably be located along the Oakland shore of San Francisco Bay. A 12-acre plot on Oakland waterfront is currently favored. Contract for the 3/4 or 1/2 wavelength radiator is expected to be let within a few days.

JOHN S. MECK, who recently resigned as sales manager of the Clough-Brengle Co., Chicago, has been elected president and general sales manager of the newly-formed Electronic Design Corp. of that city. The new company manufactures Vocograph sound amplifiers for radio stations.

WBBM, Chicago, is constructing a portable transmitter for its ultra-shortwave station, WIOXAF. When completed the transmitter will weigh less than 40 pounds and can be carried in a suitcase. It will be able to operate continuously for six hours with two ordinary auto storage batteries and can be installed in an airplane or boat in less than five minutes for use in emergency spot news broadcasts. Frank B. Falknor, WBBM chief engineer, selected the suitcase type transmitter in preference to a mobile unit or shortwave truck because its portability makes it adaptable to all rebroadcast conditions and permits its use in many spots not readily accessible to automobiles. WBBM engineers, Joseph Novy and William Fligel, are assisting Mr. Falknor in the construction of the transmitter.

SHURE BROTHERS, Chicago, announces that the Shure Zephyr Crystal Pickup now is available with a new locking arm-rest which holds the pickup securely in position when off the record. According to the release, no thumb screws or other adjustments are necessary—the pickup is simply pressed down over the arm-rest post and automatically locks in position.

WNAC, Boston, was thrown off the air May 29 for nearly two hours by a breakdown in the condenser of the main transmitter at Squantum.



PLENTY OF LIGHT—KJBS has brilliant illumination for its new tower in the heart of the San Francisco business district, and the canopied entrance is right under the radiator. Up to 100 feet each of the four legs is lighted by strips of red neon and a three-foot neon ball sits atop the tower.

THE vertical radiator antenna, put into operation at WXYZ, Detroit, on May 17, has resulted in a substantial increase in efficiency of coverage, the station reports. The antenna is 283 feet tall and is set on top of the 15-story Macabees Bldg., in which the station's studios are located, so that its apex is 474 feet above the street. At the top of the tower is a turnstile antenna, to be used later for ultrahigh frequency transmission.

BROCK-FORSYTHE Co., representative of the Presto Recording Corp. in Chicago, has opened new offices in that city at 20 E. Jackson Blvd. Richard F. Brock is head of the office.

DESIGNED to give the highest degree of fidelity possible in completely portable equipment, the new Remler APS-177 public address system embraces an amplifier unit using metal tube voltage amplifiers and a push-pull "beam power" output stage. Speaker units are contained in a portable, baffle equipped carrying case. A Remler floor stand or banquet crystal microphone is included in the outfit.

NEW STUDIOS and transmitter of KRLC, Lewiston, Ida., were inaugurated May 23 under the direction of Donald A. Wike, station director, and Herbert E. Studebaker, general manager, who is also owner of KCU, Walla Walla, Wash.

WCFL, Chicago, has installed special broadcasting equipment at the Cubs ball park for Hal Totten's broadcasts. A Collins pick-up amplifier, an RCA inductor and Western Electric salt shaker mike in Hal Totten's booth, and another salt-shaker mike placed at the screen behind the batter's box comprise the new equipment.



1000 WATTS

WMAZ
MACON, GA.

COLLINS RADIO Co., Cedar Rapids, announces the following installations: 12H speech input console at KFXR, Oklahoma City; speech input equipment including 12H speech console, equalizers and 12X remote amplifiers at KFNW, Shenandoah, Ia.; 12H speech console at WMBG, Richmond; 30H 100-watt UHF mobile relay broadcast transmitter installed in panel truck for WADC, Akron; 32G 40-watt MHE relay broadcast transmitter at WIRP, Indianapolis; six 12X remote amplifiers at WNYC, New York; two 12H speech consoles at WBNS, Columbus.

RCA MFG. Co. announces the following new equipment, described in a series of separate catalogues: 5 Star transmitter 100-G for 100 watt station, 250-G for 250 watt and 100/250 watt stations; RCA Victor instantaneous recording discs, nonbreakable, listed as type 72-A; new and modernized meter panel 15-C, streamlined with individually illuminated meters.

AUDAK Co., 500 Fifth Ave., New York, has announced a new professional cutter, type 10-A, designed to deliver the same professional results in instantaneous recording as obtained in studios of record-makers. Available in any impedance up to 500 ohms, the cutter is said to record maximum sound level on nitrocellulose record with an input of about 18 to 20 db. It is said to be effective on such material to well over 8,000 cycles.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has obtained patents covering a constant velocity unit that is protected by 10 claims allowed in the U. S. Patent Office. Its first application on the commercial market is embodied in the pickup for playback of instantaneous recordings either on acetate or aluminum discs.

A NEW oscillator and amplifier tube especially designed for use in high frequency work, is announced by Westinghouse E. & M. Co. Main fields of application, it was said, will be radio, therapy and other frequency purposes. The tube has a plate dissipation of 160 watts and is capable of delivering 400 watts of useful power up to 50 megacycles.

WCFL, Chicago, has bought two transmitters—one mobile and one portable—to be delivered about Sept. 1. The two units include type 32G Collins transmitters and a specially built portable gas generator weighing about 92 lbs.

WHK-WJAY, Cleveland, have purchased a dozen Western Electric "salt-shaker" mikes to supplement the supply of WE "ape-ball" mikes which have been in use at the stations.

Cullen Surveys Liner
E. R. CULLEN, assistant operating engineer of NBC, sailed on the *Normandie* June 2 to survey the ship's radio problems and to instruct its operators in the technique of broadcasting. He undertook the survey at the request of French Line officials, who plan to make the liner available for broadcasts over American networks by traveling radio artists. He will also teach marine operators how to handle microphones and associated sound equipment. In Europe he will present his recommendations on changes and additions to the equipment to officials of the Compagnie Generale Transatlantique. He will return aboard the same ship from Havre June 23 to continue his survey on the westward passage, arriving in New York June 28.

RED AND BLUE NBC

WCOL
COLUMBUS, OHIO
Joseph H. McGillivra, Rep.

STUDIO NOTES

IMPROVING the shining summer hours of developing new types of entertainment for its listeners, the program department of WOR, Newark, has already started *Spotlight Revue*, a new style variety program featuring as guests artists not regularly heard on the air and with Benny Davis, veteran songwriter and vaudeville headliner, as master of ceremonies. Program is broadcast for a half-hour Monday afternoons. Another novel feature, which starts June 20 as a full hour Sunday evening broadcast, is a new kind of comedy with Ray Perkins and Joe Browning, an ex-vaudeville actor and writer who is making his radio debut with this program, titled *Hi There, Audience*. Other radio novelties, especially programs devoted to trying out new kinds of comedy for the air, are being prepared and will be announced shortly.

A NINE-MAN staff of MBS announced and engineers has been assigned to duty at the Great Lakes Exposition at Cleveland to handle the network's daily broadcasts from Radio Island and the Alpine Village, two of the fair's exhibits.

WTMV, E. St. Louis, has expanded its new bureau and added two INS printers to replace the "drop copy" formerly obtained by messenger.

KGVO, Missoula, Mont., will move in the autumn to larger quarters. A two-story building has been purchased adjacent to a projected new hotel. The second floor will be modernized to provide office space and studios.

A GROUP of scripts of summertime programs, light in character and calling for small casts and light production costs, has been announced by the Script Library division of Radio Events Inc., New York. Three of the scripts already released call for only two characters, to fit the needs of stations with small staffs due to vacations or summer curtailments.

KEHE, Los Angeles, has issued a new rate card in connection with its moving into new headquarters at 141 N. Vermont Ave., that city. New rates went into effect June 1.

THE cooling system in the new transmitter house of KYA, San Francisco, atop Candlestick Point broke just one minute after the station had gone on the air at 7:01 a. m. on June 1. The rupture in the water system caused a short circuit in the transmission lines, necessitating repairs which kept the station inactive until 8:45 p. m. Parts needed, available in San Francisco, were flown by special plane from RCA in Hollywood.

WWAE, Hammond, Ind., claims to have been the first station to broadcast details of the steel strike in South Chicago and also to have outscored the newspapers on the news of the Memorial Day skirmish in which seven strikers were killed. Although the station has no mobile transmitter, Everett C. Parker, WWAE newscaster, covered the strike directly from the mills and telephoned his reports to the station.

A PROGRAM for inventors and potential inventors will start July 7 on WQXR, New York. Entitled *Can It Be Done?*, the program is aimed to give its listeners an outlet for that instinctive urge to create, new comforts and gadgets, to make suggestions conducive to inventive thinking and to enable inventors to present, protect and promote their inventions, both large and small. Ray Gross, practicing inventor, who has a score of inventions and patents to his credit, and author of the *Can It Be Done?* book and syndicated newspaper cartoons under the same title, will conduct the program.

TALBOT JOHNS has been appointed publicity director of BBDO, New York, following the resignation of Douglas Connan, whom Johns formerly assisted.

Radio—Personal Medium for Banks

(Continued from page 15)

him for an explanation and he thought I should be introduced as an officer of the bank. The station manager said, "It lends a touch of authenticity to the entire program for the listener to know that an officer of the bank takes time to come up and personally deliver the talk. People hear our announcers all day long. Your voice is entirely different to them and should be announced on the programs."

I tell you this so when you hear the transcriptions of our program, you will know that this point was discussed at length before we gave our first broadcast. I wanted to have the "Voice of the Bank" anonymous—nameless. However, the present plan has worked out very well.

Of course we see in all media, some amount of lost circulation. Newspapers—outdoor boards—street car and bus cards—direct mail—bankers magazines and directories—all of these are printed word or picture—visual advertising. In order to have a well-rounded, effective advertising program, all of these media should receive careful attention and be allocated a portion of your budget.

Radio, the newest medium, is the spoken word. Do not overlook radio in your advertising appropriation. J. Mills Easton, advertising manager of the Northern Trust Co., Chicago, in a recent talk to the Chicago Federated Advertising Club said in part, "A growing number of banks throughout the country use radio. My institution is in its seventh year in radio. Unlike most advertisers on the air, we have nothing to move from the shelf. To us, radio is not an expedient to accelerate production or distribution. We use it definitely as a long-haul medium to humanize and personalize a semi-public institution. Our particular attitude toward radio differs from that of many sponsors, for we regard our program as a human contact with depositors, and not as a hypodermic."

Radio does provide that warm, friendly, personal contact with both present customers and prospective clients. The voice of the bank comes right into their homes and talks informally with them on financial problems that have been discussed over many a dinner table. Personal loans for paying off old debts or making new pur-

chases—loans for remodeling, repairing or modernizing—making the home more comfortable and livable—safe deposit boxes for protecting valuables—savings accounts for future pleasures and profit—checking accounts for convenience, safety and economy in household management—mortgage loans for home ownership.

Bishop Shift May Affect Fr. Coughlin's Fall Plans

WHETHER Father Charles E. Coughlin, the Detroit radio priest, will return to the air this autumn over his usual sponsored independent hook now depends upon his new Archbishop, Edward Mooney, who has been transferred from Rochester to the newly created Archdiocese of Michigan. Archbishop Mooney succeeds the late Bishop Michael J. Gallagher, who always had supported Father Coughlin's political and social broadcasts on the ground that they educated people in governmental problems.

Detroit reports say there is little likelihood that Father Coughlin will be transferred away from his Shrine of the Little Flower at Royal Oak, Mich., but there is some question whether Archbishop Mooney, noted as a diplomat, will permit him to continue his former type of broadcasting. Father Coughlin is now on the air only on Sunday afternoons with a half-hour sponsored *Children's Hour* over the Michigan Network.

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown. Time zones are indicated. The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17 1/2 x 11 1/2 inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	-----	\$2.00
50 Copies	-----	\$3.75
100 Copies	-----	\$5.00
200 Copies	-----	\$9.00
Single Copies	-----	10c

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

May I Have It Next? . . .



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Here's \$3 For My Personal Subscription To BROADCASTING

Name _____ Title _____

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NORFOLK - VIRGINIA
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W T A R
VIRGINIA'S OLDEST BROADCASTER

FOR SALE

Great Sacrifice
Western Electric
1 Kw. 106 B
Transmitter

A well-known Radio Station, which recently has been granted a permit to operate at a higher power will sell a Western Electric 1 kw. 106 B transmitter which cost in excess of \$20,000 for \$2,500.

The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation on any power from 100 watts to 1 kw.

Ideal for police department or airport service.

The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price.

Box 705, BROADCASTING

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge \$1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Thoroughly experienced announcer, give us full details and photo in first letter, a personal interview at your expense necessary if your recommendations are attractive to us. Write Radio Station KALB, Alexandria, Louisiana.

Salesman, by live-wire midwestern network full-time station, only station city approximately 150,000 and manned by experienced agency executives who back their men with ideas, continuity, collections, promotion, personal assistance. Commission against guaranteed drawing account. Good prospects and regular paying accounts. Give full particulars including references, salary record, references. Box 708, BROADCASTING.

Radio engineer who can also announce. KGNF, North Platte, Neb.

Situations Wanted

Desires locating with station or advertising organization. 30 years old, 8 years radio experience, all phases. Also first class license. If personal interview desired will attend NAB Convention. Box 690, BROADCASTING.

Announcer-producer. Three years experience. Desires staff position with progressive station. Will record voice for interested parties. Will be in Chicago for Convention. Box 696 BROADCASTING.

Manager, ten years' experience, large, small stations, reputation showmanship, interested Western, Northern stations, references willing to invest, newspaper radio background, now managing metropolitan station. Box 686, BROADCASTING.

Licensed first class telephone operator, age 25, married, sober, dependable, industrious, loyal, wishes to make change. Preferably West or Northwest. Three years in broadcasting. Box 709, BROADCASTING.

Experienced operator with First Class License desires position with progressive station. Box 697 BROADCASTING.

10 years' selling time—I am a married man, thirty-two years of age, and have been identified with the selling end of radio advertising since 1927. Have been sales manager of an NBC affiliate, national sales manager of a 5,000 watt daytime station, and operated my own business as a special representative. At the present time I am an applicant for a station. Should it not materialize (decision expected by July 15th), I will be available and will be interested in either a position as sales manager or part owner of a station located in a city of not less than 200,000 population. Would also consider a straight selling job if satisfied that same offered possibilities of making upwards of seventy-five hundred dollars per year. Can also offer financial assistance to one interested in expanding or in the construction of new station. Let's talk it over during the convention, or write me in care of BROADCASTING. Arthur H. Croghan.

POSITION WANTED

Thorough knowledge all phases of radio work. Good record. Several years as manager of prominent eastern regional station. Will invest in station where future is assured. Competent as manager, commercial manager and engineer. Twenty years' experience. Age under 40. Married. Go anywhere. Box 707, BROADCASTING.

NORTHWEST'S LEADING RADIO STATION

KSTP OFFERS **LIFELIKE RECEPTION**

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

25,000 WATTS

MINNEAPOLIS SAINT PAUL



BURRIDGE D. BUTLER — Chief executive, of WLS, Chicago, in one of his rare radio appearances as he recently presented engraved gold watches to Announcer Herbert Morrison and Engineer Charles Nehlsen for their heroic action in covering the *Hindenburg* story for WLS [BROADCASTING, May 15]. The engravings read: "For meritorious service in recording the *Hindenburg* disaster broadcast."

Another Time Chisel

LATEST of the "five time offers" and one of the most audacious in recent years, is one that comes over the signature of one Jean Stewart on behalf of the United Brewers Industrial Foundation, 21 E. 40th St., New York. It offers radio stations a series of five-minute talks giving "authoritative information on various aspects of beer," its use in cooking, its value in diet, etc. It encloses a postcard (paid, thank you) suggesting that stations that reply will be placed on the mailing list to get more of the talks. It makes no mention of buying time.

Too Late to Classify

Help Wanted—Announcer and a salesman. Must have successful background. Give full particulars first letter. KMLA, Monroe, La.

Situation Wanted—Available June 15th, twelve-year veteran with high class record as an executive... also programming announcing. Have been with three of the country's best stations. Also seven years successful work on the air for national advertiser as sports and news columnist and commentator. College graduate, married; best of references. Making change after three and one-half years. Can be reached in Chicago during convention at Plaza 7971. Box 710, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
 An Organization of Qualified Radio Engineers
 Dedicated to the SERVICE OF BROADCASTING
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 360 North Michigan Avenue
 CHICAGO ILLINOIS

A. EARL CULLUM, JR.
 Radio Consulting and Field Engineering Service
 2935 North Henderson Avenue
 Telephone 3-6039 and 5-2945
 DALLAS, TEXAS

RADIO EVENTS Inc., New York, is making a confidential survey in four sections of the country in an effort to determine what factors enter into the production of local programs that have been successful in competing against network and all-star transmissions for the local audience. Telephone surveys, sales results and other means of determining results are being used.

Boy Scouts Given Time by Sponsors

COOPERATING with the Boy Scouts of America to promote their Jamboree which will be held in Washington, June 30 to July 9, more than 25 national advertisers have donated time on their network programs for courtesy announcements. The networks and individual stations have also been generous in donating announcements and special programs, Leslie C. Stratton, national director of public relations for the Scouts, told BROADCASTING.

Some 65 network programs have or will broadcast Scout promotion before the Jamboree takes place, he stated, while the individual station broadcasts for this event will total in the hundreds. KSL, Salt Lake City, for one, has broadcast nine special 15-minute Jamboree programs.

Tastycast Inc., Trenton, leads the list of cooperating advertisers, having inserted boosts for the encampment on 11 of its NBC programs. Other advertisers, who have given the Scouts from one to a half-dozen program mentions, include: George W. Caswell & Co., New York, New Haven & Hartford R.R., Allegheny Steel Co., G. Washington Coffee Refining Co., Molle Co., Group of American Banks, Carnation Co., Modern Food Process Co., General Mills Inc., Colgate-Palmolive-Peet Co., Radio Corp. of America, C. F. Mueller Co., Loose-Wiles Biscuit Co., Postal Telegraph-Cable Co., Durkee's Famous Foods, Ltd., Sussman & Wormser & Co., Jergens-Woodbury Sales Corp., Sun Oil Co., Wasey Products Co., Corn Products Refining Co., Miles Laboratories Inc., Albers Bros. Milling Co., General Foods Corp., and National Biscuit Co.



AIR AIRING—When Dick Merrill and Jack Lambie stopped at the Raleigh municipal airport on their regular Eastern Airlines passenger flights after their sensational West-East and East-West flights across the Atlantic, WPTF was on the job. Surrounding the WPTF mike, left to right, are Merrill and Lambie, and Carl Goerch, WPTF commentator.

Woolley Leaves WWJ

EASTON C. WOOLLEY, who on Sept. 16 last became manager of WWJ, Detroit, resigned on June 1 and will enter new activities, as yet unannounced. No statement beyond the fact of the resignation was made by William J. Scripps, Detroit News director of radio operations, except that Mr. Scripps said he was personally taking over the managerial duties. No plans are under way for a new manager, nor has Mr. Woolley verified reports that he may rejoin the NBC station relations department. He resigned from station relations last fall to accept the WWJ post.

CBS Stadium Concerts

CBS announced June 9 that it has secured exclusive broadcasting rights to the Lewisohn Stadium Concerts in New York City for the summer of 1937. These concerts, which run for eight weeks in June, July and August and are one of the world's most famous outdoor music institutions, are in their twentieth season. They are performed by the Philharmonic-Symphony Society of New York under the auspices of Stadium Concerts, Inc.

Cantaloupe Drive

WESTERN GROWERS Protective Association, Los Angeles, in the interest of California and Arizona grown cantaloupes, honey dew and honey ball melons, through J. Walter Thompson Co., that city, on July 10 will start a six-week spot announcement campaign concentrating on the eastern market. Announcements will be used six times weekly on the following 15 stations: WOR, WMCA, WLS, WMAQ, WBZ, WBZA, WCAE, KYW, KSD, WKRC, WHO, KMOX, WJR, WTAM, KSTP. Campaign will also include newspapers.

Flour Firms Place

MORTON MILLING Co., Dallas (La France flour), started a quarter-hour thrice-weekly series, *Friendly Frolic*, over the Texas Quality Network (WFAA, KPRC, WOAI) June 2. Another Dallas flour firm, Burriss Mills (Texocan Flour), recently renewed its quarter-hour five-weekly hillbilly show for 52 weeks on the same network. J. Walter Thompson Co., Chicago, is the agency for both flour firms.

Anderson Fall Plans

ANDERSON Co., Gary, Ind., is sponsoring a daily five-minute sport review on WIND, Gary, to advertise the Spot-Master, a new type of side-view mirror for automobiles. Plans for a national campaign, which will probably be launched in the fall, are now being considered. Schwab & Beatty Inc., New York, is in charge.

OBLIGING FISH
 Angler Has Five Minutes to Get One—And Does

MARCUS EVANS, supervisor of the Dallas municipal fish hatchery, had just five minutes in which to catch a fish or the *Radio Goes Fishing* program of WFAA would be a flop.

Announcer Bill Hightower, with a portable transmitter strapped to his back, was nearing the end of the 30-minute program he and announcer Hal Thompson staged at the hatcheries. Mr. Evans, a barbless hook on his pork rind spinner, stood on the bank of one of the rearing ponds and at the signal from Hightower, began casting. One, then two minutes passed. Faster and faster Evans cast, faster and faster Hightower talked. With less than three minutes to go, a nice one struck solidly and was speedily landed. On the next cast, in another part of the pond, a second strike netted fish No. 2.

The broadcast was timed to bring to the attention of fishermen the necessity of good sportsmanship and the value of conservation. Fishing laws, including bag limits, were explained to the listeners.

Household Continues

HOUSEHOLD FINANCE Corp., Chicago, after successfully testing *Across the Breakfast Table* on KMBC, Kansas City, is giving the program a final test on WBBM, Chicago, before putting the show on a regional CBS network. Broadcast from Kansas City in the morning, the program which started over WBBM June 8, is now being heard on Tuesdays, Thursdays and Saturdays at 5:45-6 p. m. under the title *Across the Dinner Table*. Margaret Heckle and Neal Keel co-star in the show, which offers gossip about current affairs. BBDO, Chicago, handles the account.

Don Lee Names Peiser

SEYMOUR PEISER, formerly Los Angeles newspaperman and feature writer, has been appointed publicity director of the Don Lee Broadcasting System, succeeding Wayne Miller who resigned to join Hixson-O'Donnell Inc., a agency handling the Richfield Oil Corp. account. Miller will supervise writing and editing news copy for the NBC-Pacific Red network *Richfield Reporter* broadcasts, and takes over the assignment formerly held by Fred Yeates, resigned.

Earle Ferris Organizes

FORMATION of Earle Ferris Radio Feature Service Inc., with offices in the Taft Building, Hollywood, was announced June 4. Officers are Earle Ferris, president and treasurer; Irving Parker, vice-president and general manager, and George Lessall, secretary. The Ferris organization has been functioning in Hollywood as a branch office, but now is a separate California corporation.

EMPLOYEES of WTMJ, Milwaukee, together with employees of the *Milwaukee Journal* who have been with the company for at least five years, are being permitted to participate in the purchase of one-fourth interest in the Journal Co., totaling 30,000 shares, at \$35 per share.

Guild Now Negotiating WMCA Labor Contract

HAVING successfully negotiated an agreement with management of CBS regarding recognition of itself as exclusive bargaining agent for announcers and production men, wages, hours of work and conditions of employment [BROADCASTING, June 1], the American Guild of Radio Announcers and Producers is now holding similar negotiations with the management of WMCA, New York.

Committee representing the station's 17 announcers and directors, who signed up 100% with the Guild early last month, consists of Floyd Miller, James Clemenger and Andrew Stanton. Donald Flamm, president, and William Weisman, vice-president and attorney for the station, are representing WMCA management. Several meetings have been held by the committees and Roy Langham, president of the Guild, reports that satisfactory progress toward a contract is being made.

RMA Reelects Slate

RE-ELECTION of the entire slate of officers of the Radio Manufacturers Association was voted June 9 at its convention in Chicago. Leslie F. Muter, president of the Muter Co., Chicago, was re-elected president for a fourth term, and Bond P. Geddes, executive vice-president and general manager with headquarters in Washington, was renamed, as was Fred D. Williams, treasurer. Membership of the board of directors was increased from 18 to 25. John A. Van Allen, Buffalo, was reappointed legal counsel.

Field Starts Firm

GEORGE H. FIELD, formerly eastern sales manager of Radio Transcriptions of America Ltd., has started his own company, General Transcription Features Inc., and opened offices at 505 Fifth Ave., New York. The new company will specialize in the production of one-minute and five-minute recorded programs for sponsorship by retailers in specific fields and is now working on series of such transcriptions for drug stores, loan companies, used car dealers, jewelry stores, furniture stores, bakeries and laundries.

Wilson Expanding

WILSON & Co., Chicago (meats), has renewed its daily one-minute spot schedule on KOMA, Oklahoma City. The packing firm is also participating in the *Margery Miles* program on Yankee Network and recently began a new quarter-hour live-talent program on WGN. United States Adv. Co., Chicago, Wilson agency, started handling advertising for the packing firm's dog food recently.

LADY ESTHER Co., Evanston, Ill. (cosmetics), will switch agencies Sept. 1 when Lord & Thomas, Chicago, will take over the account. No change in the program is contemplated at present. Wayne King and his orchestra is currently on 38 NBC Red stations Tuesday nights and 40 NBC Red stations Wednesdays.

May all your present and future
RADIO EVENTS
 be Radio Events

This is our second column in BROADCASTING. Because there has been some confusion of our three affiliated organizations, we have decided to devote this column to an explanation.

Of course the original organization is Radio Events, Inc.—however, it's no longer. The Script Library, Radio Events, Inc. today serves the radio agencies of the country handling either the complete show or any part of a show, network or transcription. AS President of Radio Events, Inc. there is the writer and as Chairman of the Board there is Georgia Backus. It may interest the readers of this column to know that it was five years ago that Miss Backus left the Columbia Broadcasting System and that the writer left the Brunswick Radio Corporation to form Radio Events.

The original function of Radio Events, that of The Script Library is now an entity apart with Genevieve Pace as general manager. Miss Pace has been behind the scenes of The Script Library for a good many years and most of what has gone on between stations and our organization has passed through her hands. Today, however, she is the last word on what The Script Library does and has an adequate force to supply each and every station demand from a five-minute dramatized commercial to an hour gala broadcast with full symphonic orchestra and chorus (completely catalogued, too). The Script Library is entirely distinct from Radio Events, Inc. It has its 135 writers and its 3500 titles. (That number naturally changes day by day.) Hundreds of scripts pass through its hands every week and the cream of these become available to the broadcasting stations of the country at a nominal royalty fee.

The third affiliated corporation is Service Programs, Inc., headed by that outstanding merchandising authority, Gladys Miller. Here is an organization that follows through from idea to sale, from blueprint to cash register. It reverses the usual procedure—it builds a merchandising idea first and on the merchandising idea builds a broadcasting program.

These three, The Script Library, Radio Events, Inc., and Service Programs, Inc. have already brought thousands of dollars in time sales to radio stations.

They are not represented by sales people at the Convention for their job is to help you sell when you're back home.

This column, although it may be redundant to say so, is addressed to those station executives who are in attendance at the N.A.B. Convention in Chicago and that you may have a pleasant convention in the wish of Genevieve Pace of The Script Library, Gladys Miller of Service Programs, Inc., Georgia Backus, Chairman of the Board of Radio Events, Inc., and the writer.

Asaph M. Kaehler

The Script Library
SERVICE PROGRAMS, INC.
RADIO EVENTS, INC.
535 Fifth Ave., N. Y.

Mogul Joins Austin

EMIL MOGUL, who wrote and produced *Calling All Men* for Barney's Clothes Inc., New York (men's clothing), has joined Alvin Austin Co., that city, and will be in charge of the agency's radio department. Under Mr. Mogul's direction Barney's Clothes Inc., a single retail establishment, became one of the largest users of radio advertising in New York and its annual volume of business increased to over \$1,000,000 with an annual radio budget of \$100,000.

Beemer Agency Adds

BRACE BEEMER Inc., Detroit advertising agency specializing in radio, on June 11 announced that it had added Bromley House and T. E. Campbell to its staff. Mr. House for the last two years was an announcer and baritone with WTAM, Cleveland, and becomes the agency's production manager. Mr. Campbell, former newspaperman and college professor, has been named continuity editor.

Does Your Station Need a Commercial Manager?

I was formerly manager of a regional in a city of 150,000. Have had ten years in radio, advertising, and promotion. Four and one half years as head of one of the South's leading agencies with radio billings in excess of \$200,000 annually. Available in three weeks. Address Box 712, BROADCASTING.

AAAA Pacific Conclave

THE American Association of Advertising Agencies has designated Oct. 21 and 22 for its third annual Pacific Coast convention, to be held in the Hotel Del Monte, Del Monte, Cal. The convention executive is O. H. Blackman, former president of the Blackman & Co., New York, and a charter member and early director of the association. Douglas McPhee, San Francisco advertising and business writer, will serve in an advisory capacity. Pre-convention headquarters are in Mr. McPhee's office in the Russ Building, San Francisco. Details were worked out during a recent visit to the coast of Frederic R. Gamble, AAAA executive secretary.

WMCA Hotel Deal

AL ROSE, sales promotion manager of WMCA, New York, has made arrangements with four hotels—New Yorker, Lexington, Park Central and Waldorf-Astoria—to have WMCA programs available at all times to guests of the hotels, all of whose rooms are equipped with radios affording a choice of three or four stations. In return, WMCA is broadcasting a program for visitors each weekday mornnig from 8:55 to 9, listing outstanding events of the day in the city, including meetings and banquets to be held at these hotels.

MENTHOLATUM Co., Wichita (proprietary), is currently placing a series of six-weekly spot announcements through Dillard-Jacobs Adv. Agency, Atlanta.

Word on Hollywood Site For NBC Expected Soon; KMTR Offer Rejected

FACED with the problem of expanding facilities to accommodate the fall influx of new shows to originate from the West Coast, Lenox R. Lohr, NBC president, was in Hollywood June 4-8 to confer with Don E. Gilman, Pacific Coast vice-president. Announcement from New York as to the site is expected soon, with the Sunset Blvd.-Vine St. property and the old Metro lot near Santa Monica Blvd. and Cahuega still being considered. Plans for the new studios are being prepared in New York.

Victor Dalton, operator of KMTR, who offered his station to NBC to replace KECA as the Blue outlet, is holding up erection of a projected new "radio village" near Santa Monica Blvd. and Cahuega, but it is understood his offer will not be accepted. Representatives of Earle Anthony, owner of KFI and KECA, have increased their offer to Dalton to \$200,000 for KMTR, but Dalton stated he was not interested but might be interested in an offer from NBC. He said M-G-M had made an offer for his station which he rejected.

William Lewis, CBS vice president in charge of programs, was also in Hollywood early in June for conferences with Charles Vanda, Pacific Coast production manager, on new programs to emanate from the West Coast this summer and fall.

Crown Turns to Spots

CROWN OVERALL Co., Cincinnati (Crown Overalls), will drop its Mutual show the first part of July in favor of a transcribed program series. Practically the same set-up of stations as was used on the net will be used for the new series. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Air Conditioning Test

DELCO-FRIGIDAIRE Corp., Dayton (division of General Motors), has purchased 100 station-break announcements twice daily on WHIO, Dayton, in a test campaign for the firm's home air-conditioning unit. Series, which is the first radio advertising to be used for this product, is placed through the Dayton office of Lord & Thomas.

WANTED TO BUY RADIO STATION

BY PARTY NOT NOW IN BROADCASTING
 Preferably Located East of the Mississippi
 WRITE OR WIRE
 Box 711
 BROADCASTING

Rumors Swirl Over Vacancy on FCC

Many Candidates Named As Possibilities For Post

THERE were indications in high administration circles during the last fortnight that President Roosevelt, cognizant of the internal situation at the FCC and fully aware of the large amount of criticism currently being heaped upon that agency, is considering the appointment of a man having a broad knowledge of the whole field of communications and federal regulation to succeed Dr. Irvin Stewart, who retires June 30.

At his regular press conference June 11, President Roosevelt indicated that the FCC post, along with two vacancies on the ICC, will be filled soon. This was interpreted as meaning that the Stewart successor might be named in advance of June 30.

The Democratic vacancy created by Dr. Stewart's decision to accept the post of director of the Committee on Scientific Aids to Learning under the National Research Council has caused considerable stir in political circles and has provoked activity on behalf of various candidates. It was learned, however, that serious efforts are being made to keep the post away from politics in order to give the President free hand to select a man of outstanding stature who might give the FCC new leadership.

Possible Appointees

The known field of candidates thus far seems to be headed by Fritz Lanham, Democratic member of Congress from Fort Worth, Tex. His name has been placed before President Roosevelt by Rep. Sam Rayburn, Democratic floor leader of the House and chairman of the House Interstate Commerce Committee at the time the Communications Act of 1934 was framed. Rep. Rayburn was the original sponsor of Dr. Stewart and stands very high in administration circles.

Whether Rep. Lanham would be interested in the job, has not definitely been indicated, but it was learned that when his name was advanced administration leaders raised the question of technical qualifications, thus indicating that the President was disposed to find a man of experience in the communications field. Rep. Lanham is the son of a former governor of Texas, a graduate of the University of Texas and a man of outstanding ability in the House where he is now representing his district for the ninth term. It is understood he is favorably disposed to leaving Congress, but has had

his eye on the Department of State.

The possible candidacy of Rep. Lanham thus conflicts with that of Hampson Gary, now FCC general counsel, who also is from Texas, and who has strong Senatorial support. Mr. Gary served on the original FCC for six months in 1934 to fill out an interim appointment until Anning S. Prall, present chairman, could assume the post after his retirement from Congress. Mr. Gary once served in the diplomatic corps under President Wilson and was a friend of Mr. Roosevelt, then Assistant Secretary of the Navy.

Mr. Gary's Senatorial sponsors are understood to include Senators Sheppard, McAdoo, Wheeler, Murray and Pope.

Definitely being considered by the White House is the name of Comdr. T. A. M. Craven, now FCC chief engineer, which post he assumed a little more than a year ago at the request of the White House, relinquishing a lucrative consulting engineering practice to accede to its wishes. He is outstanding among American radio engineers, having served in the Navy on radio duty for 20 years or more and having served under Mr. Roosevelt during the war days. Comdr. Craven is from New Jersey.

The only other candidate whose name is still being mentioned is Denis J. Driscoll, chairman of the Pennsylvania Public Utility Commission, who served in the last Congress as Representative from St. Mary's, Pa. Mr. Driscoll is said to be backed by Senator Guffey, (D. Pa.) but he has told friends that he would prefer, if a Washington post is offered to him, to serve on the Federal Power Commission or some such agency more within his scope of experience. Mr. Driscoll, 66 and an attorney, gained considerable fame during the last Congress by exposing the fake telegrams sent members of Congress in opposition to the Wheeler-Rayburn utility holding company measure.

The name of H. A. Merrick, of

Seattle, first advanced by Senator Schwellenbach, (D-Wash.) while still up evidently is not being pushed, and there is now some question whether the Western Senators are going to persist in their demand that the post go to a westerner [BROADCASTING, June 15]. Similarly, Carl F. Arnold, FCC assistant general counsel assigned to the Telegraph Division, is not now regarded as a candidate; Mr. Arnold resigned from the FCC June 2 in order to return to the University of Wyoming as dean of its Law School.

Dark Horse Possible

There is a possibility that a "dark horse" will be projected into the field either by President Roosevelt himself or by Senators whom he desires to favor. The President has several important vacancies to fill in the federal establishment, including an Assistant Secretary of War, Assistant Secretary of State, Civil Service Commissioner, a Federal Power Commissioner, two Interstate Commerce Commissioners—and there is a possibility that he may do some shifting around.

While there is no official verification, the report persists that the President is holding up the two I. C. C. appointments and others pending anticipated action on his government reorganization program. If this theory is correct, then there is the possibility that the Stewart vacancy will not be filled by July 1 since the FCC, under the President's program, would be slated for possible absorption by the Department of Commerce. Legislative observers, however, feel that there is little likelihood of the reorganization program being carried to fruition at this session.

WITH THE resignation from the FCC of Carl F. Arnold, assistant general counsel for the telegraph division, who also served as special counsel of the investigating committee inquiring into alleged improprieties of lawyers practicing before it, the FCC at an en banc

meeting June 2 appointed Samuel H. Kaufman, of New York as special counsel for the probe. Kaufman's appointment was on recommendation of Telegraph Commissioner George H. Payne, chairman of the investigating committee.

Mr. Arnold resigned to return to the University of Wyoming, where he will resume duties as dean of its law school. He had served as special counsel of the investigating committee, but whether the activities of this committee motivated his decision to resign was not disclosed officially.

The new special counsel, a practicing attorney in New York, first has been assigned to handle a study of charges brought by the FCC against two Washington attorneys—Paul M. Segal, and his associate George S. Smith, upon motion of Telegraph Commissioner Payne's investigating committee. He was a former special assistant to the Attorney General in the investigation of immigration cases.

The order to show cause issued by the FCC against the two Washington attorneys specifies that an answer shall be filed by June 19. A hearing on the allegations [BROADCASTING, June 1] presumably will be scheduled soon.

Telegraph Commissioner Payne is plaintiff in a \$100,000 suit alleging libel against BROADCASTING. This case is now awaiting trial in the U. S. District Court for the District of Columbia. Messrs. Segal and Smith are of counsel for the publication.

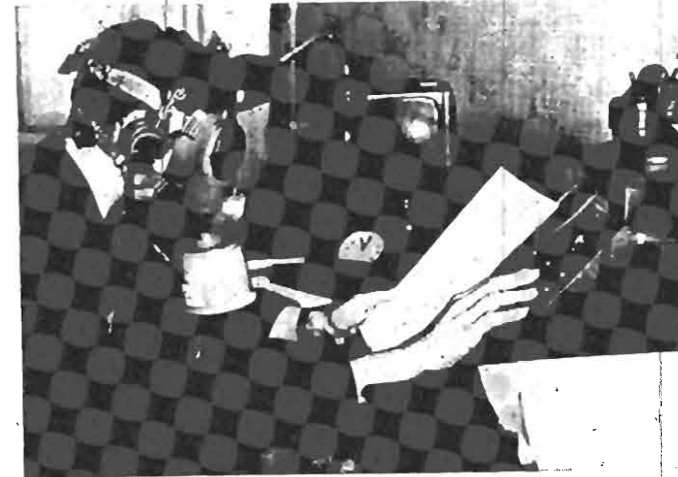
Distant Eclipse Covered Effectively by Networks

THE RESULT of months of planning and thousands of miles of traveling by announcers and engineers accompanied by tons of equipment was realized on June 8, when the three-and-a-half-minute total eclipse of the sun was described for the NBC audience by George Hicks from Canton Island in the mid-Pacific at 3 p. m. and for the CBS audience by Bill Perry from Casma, Peru, at 6 p. m. Perry's broadcast from the location of the Hayden Planetarium-Grace Peruvian expedition, 12,000 feet high on a mountain peak, was sent to Lima, 300 miles away, by direct wire, and was broadcast by shortwave from Lima to the United States. CBS Engineer Ray Newby supervised the technical arrangements.

Hick's voice was sent by ultra-shortwave from a transmitter on Canton Island, manned by Marvyn S. Adams, NBC engineer, to a receiver on the Navy minesweeper Avocet, where another transmitter, in charge of another NBC engineer, Walter H. Brown, relayed the description some 4,000 miles to Point Reyes, Cal., whence it was fed to the Blue network at San Francisco.

Ralston to Return

RALSTON PURINA Co., St. Louis, will bring its juvenile serial back to NBC on Sept. 27, when it will start a 52-week, five days weekly, broadcast of *Tom Mix's Straight Shooters* on the Blue network in the interest of Ralston Wheat Cereal. Account is handled by Gardner Adv. Co., St. Louis.



ANOTHER WAR—May find radio announcers and control men equipped something like this. The picture was taken during a recent drill in protection against gas attack in which the entire staff of Station EJAR, Rome, was required to participate. Announcer read the news through mike inlet within the mask, which lets out speech, keeps out gas.

Transradio's Suit Against Networks, Press Is Adjusted

Out-of-Court Settlement Made Of Two-Year Litigation

AN OUT-OF-COURT settlement on June 10 brought to an end the \$1,700,000 suit of Transradio Press Service against the major networks and press associations which had been pending more than two years.

The suit, charging conspiracy in restraint of trade on the part of AP, UP, INS, ANPA, NBC and CBS and their officials, was filed in May, 1935 at the time Press Radio Bureau was formed and had been on the reserve calendar of the United States District Court since May 24, 1937.

The settlement was announced by Transradio in a statement reading as follows:

Announcement was made today that there had been a satisfactory adjustment between Transradio Press Service, NBC and CBS of the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, AP, UP, INS and ANPA and certain individuals, has been discontinued.

Decline Further Comment

Officials at NBC and CBS refused to comment on the settlement. Herbert Moore, Transradio president, likewise declined to amplify the original statement beyond saying that the settlement was "important and significant and should be welcomed by all who have the best interests of radio at heart." He added that the settlement was satisfactory to Transradio.

No comment could be obtained at AP, INS or ANPA but Hugh Baillie, president of UP, said "The discontinuance was the result of negotiations conducted by the broadcasting company defendants. The UP, AP and ANPA declined to participate because they considered the charges made in the suit without foundation."

I. W. Digges, counsel for Transradio, said one of the stipulations of the settlement was that none of the details should be disclosed by any party to the agreement.

Yale Games for Socony

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil), has purchased exclusive broadcasting rights for this fall's home games of the Yale football team. Sponsor, who also had exclusive rights last fall, first year that the University permitted commercial sponsorship of its Yale Bowl games, will use a 16-station hook-up, including the Yankee Network of 15 stations in New England and WMCA in New York. The games will also be broadcast by short-wave station W1XAL, Boston. Bill Slater will broadcast the play-by-play reports of the games, with Bob Hall, former Yale athlete, handling the commentaries on the games. Broadcasts will be made on seven consecutive Saturday afternoons, from Oct. 2 through Nov. 13. J. Stirling Getchell Inc., New York, is the agency.

One Out of Three

TWO pretty girls rode back and forth on the Weehawken ferry every morning for a week between the hours of 8 and 9, talking to drivers of automobiles, completing 1436 interviews, discovering that 34% of these cars had radio receivers, that 45% of the auto radios were turned on, that (reason for questioning) 31% were tuned to the *Morning Almanac*, broadcast during that time on WABC, New York, as a sustaining feature.

Meeting on Song Fees

EFFORTS of committees representing the Music Publishers' Protective Association and the Songwriters' Protective Association to settle differences in distribution of mechanical performing right fees ended June 10 without an agreement. It was agreed to hold a meeting of the MPPA full membership June 15 to decide whether publishers will accede to the demands of the writers for 50% of the mechanical rights payments or look elsewhere for their music. Irving Caesar, SPA president, said he believed the publishers will agree to pay half to the writers, pointing out that the differences between half and third of the receipts averages less than \$1,000 a year per publisher. It was reported also that SPA is willing to waive the 2% handling fee and to allow MPPA to continue in charge of mechanical rights if MPPA will appoint an accountant to look after SPA interests.

Daytime In Demand

PROOF that advertisers are becoming conscious of the value of daytime broadcasting is given by figures just released by NBC, showing that expenditures for weekday daytime for the first five months of 1937 are 83.5% ahead of last year. The month of May alone shows a gain of 65.3% over May, 1936. Gross weekday daytime income for May of this year amounted to \$325,528, bringing the five-month total to \$4,688,884. Evening NBC network hours sold to advertisers produced a May revenue of \$2,238,802, a 12.8% increase over last year, making the five-month evening total for 1937 \$11,175,760, a gain of 6.5%.

New Avalon Program

BROWN & WILLIAMSON Tobacco Co., Louisville, has started a new program series on WEEI, Boston, in the interest of Avalon cigarettes. Program, featuring Neal O'Hara, columnist of the *Boston Traveler*, in a radio version of his newspaper column, will be broadcast Monday, Wednesday and Friday from 7:30 to 7:45 p.m. Batten, Barton, Durstine & Osborn Inc., New York, agency, for the sponsor, is now lining up personalities in other cities for similar series, which will be added as rapidly as talent and time can be arranged.

Hints "Czar" for NAB

REVIVAL of talk about a "Czar" for the broadcasting industry has developed as a possible basis for discussion at the NAB convention in Chicago June 21-23. In a press release dated June 11, Eric Palmer of New York, for many years identified with radio publicity, stated a number of NAB members will advise appointment of an "official spokesman" for the industry. Mr. Palmer did not reveal the principals in the movement but mentioned for czar such names as former Radio Commissioner O. H. Caldwell, Herbert Bayard Swope, Bruce Barton, Sen. Copeland (D-N. Y.), and former Sen. James E. Watson (R-Ind.) as possibilities.

McCosker to Be Given Doctor of Law Degree



THE honorary degree of Doctor of Laws will be bestowed June 16 on Alfred J. McCosker, president of WOR and former president of the NAB, at commencement exercises of the John Marshall College of Law in Jersey City. Dean A. F. Ormsby announced that Mr. McCosker will be cited as "one who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education—press and radio." Mr. McCosker did not attend college, having been educated in the New York parochial schools and beginning his career as copy boy for the late Arthur Brisbane. At the same exercises Mrs. Franklin D. Roosevelt and Orwin W. Kaye, regional director of the National Youth Administration, will also receive honorary degrees.

Edgeworth Placing

LARUS & BROS. Co., Richmond, will start a spot campaign for Edgeworth tobacco and Domino Cigarettes early in July in Philadelphia, Boston, Buffalo, New York and on the Pacific Coast. Program is *Alias Jimmy Valentine*, a quarter-hour adventure serial starring Bert Lytell which is being cut by WBS in New York and which will be broadcast three evenings weekly. Station list is not yet set but about 10 stations will be used at the start, with more being added later. Blackett-Sample-Hummert Inc., New York, is the agency.

Evans on 7 Stations

EVANS FUR Co., Chicago (retail furriers), will add WMAQ in July, making the seventh Chicago station to be used by the fur firm. A quarter-hour thrice weekly show featuring a pianist and vocalist as yet unselected will be used. Other stations carrying Evans programs are WBBM, WGN, WCFL, WJJD, WAAF and WGES. *History in the Making*, a Sunday night half-hour dramatized news program on WBBM, is purely a goodwill feature, carrying only brief institutional announcements. Auspitz & Lee, Chicago, is the agency.

Regional Hearings

THAT the FCC does not plan to license regional stations for 5,000 watts operation at night until it has completed its pending reallocation studies, was indicated June 8 when the Broadcast Division denied applications of three stations on the 950 kc. regional channel for such increases. WRC, Washington, KFVB, Hollywood and KMBC, Kansas City, had petitioned the FCC to reconsider and grant without a hearing their applications for increases in night power from 1,000 to 5,000 watts. By denying the requests, the way is paved for formal hearings on the applications, should the stations so desire.

Rains Starts Practice

RESIGNATION of Robert S. Rains, special consultant of the FCC Accounting Department, as of July 15 to enter private practice, was announced June 11. Mr. Rains joined the FCC in 1935 to organize and direct activities in regulating depreciation and cost analysis work in connection with the communications industry. Mr. Rains will resume private practice as a special accountant in matters relating to accounting, taxes and engineering, with offices in New York and Washington. Prior to joining the FCC, he was chairman of the Committee on Organization and Procedure of the Agricultural Adjustment Administration.

Winchell Renewed

ANDREW JERGENS & Co., Cincinnati (Jergens Lotion), has signed Walter Winchell to continue his NBC gossip and news broadcasts for another year, through 1938, although his present contract does not expire until the end of this year. His current Sunday evening series on NBC-Blue, 9:30-9:45 p.m., will continue through the summer. Winchell has been broadcasting for the same sponsor since 1932. Program is handled by Lennen & Mitchell Inc., N. Y.

Pre-Fight Spots

PREMIER PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), is placing announcements on some of the stations broadcasting the Louis-Braddock fight, June 22. About 35 stations will probably be used. The spots will immediately precede the broadcast of the fight, which starts at 9 o'clock Chicago time. Morris-Schenker-Roth Inc., Chicago, is arranging the schedule.

Woolwine Range Spots

WOOLWINE-NORRIS Co., Los Angeles, manufacturers and distributors of Woolwine electric ranges, on June 8 started its annual four-week summer campaign, using a weekly ten-minute participation in Agnes White's *California Kitchen* on KFI, Los Angeles, and spot announcements thrice weekly on KMJ, Fresno and KRCY, Sacramento. McCarty Co., Los Angeles, is the agency.

ATLANTIC GREYHOUND, bus line, purchased the sponsorship June 14 of the Cincinnati-Athletics and Philadelphia-Washington doubleheader played for the local children's hospital in Charleston, W. Va. and broadcast over the West Virginia Network. The sponsorship revenues also went to the charity.

Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

- WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.
- WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.
- Local Memphis Advertisers buying WREC more than 2 1/4 to 1. During April, 1937, Memphis business men bought and ran 2 1/4 times as many commercial programs on WREC as they did on Memphis' second station—282 to 124 programs. Proven results! That's the answer... and you can get the same answer!

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

WREC

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

Deposited:

\$624,000

For sheer persuasiveness, those six figures, beat any argument the most eloquent salesman can make. The \$624,000 is what advertisers are paying WOR annually to sponsor Transradio news.

New York, the world's greatest market, is smart, shrewd, bold, discriminating. It counts but one thing—results. WOR knows how to produce results. Since the day it began with Transradio, WOR has broadcast the most commercially successful news programs in the country. Today it has more sponsored Transradio periods than ever before—and the first sponsor is still sponsoring!

We doubt if you can do better than WOR. It had its reasons for choosing Transradio. And it still has its reasons—the very best of reasons—for preferring Transradio today.

TRANSRADIO PRESS SERVICE