

Big Cards Merchandise Station and Advertisers

A NEW PLAN for merchandising commercial programs has been inaugurated by KVOO, Tulsa. Ten display boards, eight feet high and four feet wide, have been scattered throughout Tulsa. Beneath call letters in relief at the top of each board spaces are provided for seven eight by ten inch photographs of local and NBC artists. At the bottom is a blank card, 12 by 20 inches, on which is provided space for an advertising message. In the center of each board is a typewritten copy of the day's radio program.

Western Union changes the programs daily. The boards are placed in the lobbies of hotels, railroad stations, public buildings, and public service institutions. The pictures are changed weekly.

NOBORU NARUMO, chief engineer of the Osaki division of the Broadcasting Corporation of Japan, was a guest of Howard C. Lutgens, Chicago NBC divisional engineer, in the Chicago studios during the early part of January. Mr. Narumo is visiting radio stations in various parts of the world gathering information in preparation for the construction of new studios to be built by his company.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. Forms close 28th and 13th of month preceding issue.

Situations Wanted

Available—Agency or station. Program production or continuity director. Seven years' experience country's best stations. Unquestionable references. Written and produced network programs. Smart salable ideas. Ambitious, loyal, hardworking university man, 35, musical and theatre background. Reasonable salary. Go anywhere. Box 158, BROADCASTING.

Broadcast engineer, six years experience, four years chief engineer, wants position with future as transmitter or control operator. Educated college and technical schools. Services reasonable. Excellent references. Box 160, BROADCASTING.

Broadcast Operator—First class radio-telephone licensed. Thorough knowledge and practical experience in television. Anxious to give double value in service. Box 157, BROADCASTING.

Broadcast operator experienced on W.E. 5 and 50 kw. transmitters and television. Single. Address Box 159, BROADCASTING.

Broadcast technician, thoroughly experienced, CREI graduate, licensed, single, age 29. Box 155, BROADCASTING.

For Sale

STATION FOR SALE

This full time radio station in New York State is for sale or lease. 100 watts—new transmitter and all necessary units—velocity microphones, remote equipment. Write for appointment in New York City or at location. Box 156, BROADCASTING.

Broadcast Equipment

Broadcasters write for bulletins on new Gates Wide Range Audio Equipment. Gates Radio & Supply Company, Quincy, Ill.

For sale, cheap, automatic temperature control equipment. 500 cycle deviation for Western Electric 105-C transmitter. Address WRVA, Richmond, Va.

Formulating Radio-Press "Program"

(Continued from page 7)

wider newspaper ownership of radio stations and closer cooperation with radio.

It seems apparent that these dissidents will be overridden in the new "program," and that news flash periods placed on individual radio stations by newspapers, if any, will be debarred from using the national news reports of the press associations and limited only to local news or commentators. Many newspapers will undoubtedly have recourse to the commentator scheme, placing discussions of the news on the air rather than a multiplicity of news items.

The networks, reacting to the opposition of the independents, make it clear that they did not initiate the first agreement and the pending "program." Their spokesmen say they were called in by the Publishers National Radio Committee, whose chairman is E. H. Harris, publisher of the RICHMOND (Ind.) PALLADIUM-ITEM. This committee claimed to represent by far the majority of the 1,800 daily English newspapers of the United States, and the networks were told that these newspapers were ready to band together not only to eliminate radio program listings but to carry on a fight in Congress and in their columns against radio.

Press Charges News Ruined

THE PUBLISHERS' group accused radio stations of "stealing" news from their newspapers, and claimed to have enough of their members lined up to force the press associations to prevent even newspaper-owned and newspaper-affiliated radio stations from carrying any news flash periods at all on penalty of withdrawing from the press associations. They declared they were spending \$15,000,000 a year for press association services for which radio paid nothing, and they charged radio with ruining the news value of their newspapers.

The publishers refused to consider proposals that networks and stations be permitted to purchase news from the press associations, which radio has long sought to do and which it is still willing to do if it can use the news in sponsored periods. They also turned a deaf ear to radio's claim that its brief

news flashes merely whet the public's appetite for the more detailed news obtainable from the newspapers.

The networks take the stand that they were virtually forced into entering into an accord with the press or suffer seeing the majority of the newspapers of the country eliminate all program listings and wage a bitter war on radio generally. The fact that Columbia News Service has done a magnificent job of gathering national and international news independently apparently was not weighed in the balance to favor radio continuing in the news field, though it is manifest that the Columbia News Service caused the press associations plenty of concern.

Censorship and Dictation

THE PLACING of 5-minute news flashes twice daily on networks and stations subscribing to the newly proffered service from the central bureau has been bitterly attacked by the independents as yielding to press dictation and censorship. It is also pointed out that the 9:30 a. m. deadline means that radio will be able to offer only "stale" news that has already appeared in the morning papers and that the 9 p. m. deadline limits radio to news already printed in the evening papers. Some doubt is expressed as to whether the networks themselves, required to "feed" stations in varying time zones, will undertake to broadcast such news flashes.

On the other side is the argument that radio is protected on world-wide news of "transcendental importance" as it breaks, and that the radio commentators are now able to get a complete supply of news without cost on which to base their "back of the news" broadcasts.

The new "program" will not be signed by any of the parties. It is to be purely a *modus operandi*, to be used upon all newspapers, and it is to be enforceable only by good faith. There is nothing in it to preclude the independents, individually or collectively, from gathering their own news and broadcasting it as they see fit. Nor does it prevent either networks or stations from continuing their "on the spot" broadcasts of momentous events as heretofore.

Children's Feature News Has 250,000 Readers

THE SUBSCRIPTION list for the third edition of the H-BAR-O NEWS gives further proof of the efficacy and drawing power of children's programs over the air. This newspaper, published by the Hecker H-O Co., Buffalo (H-O Oats and Force) now has more than 250,000 subscribers, comprising boys and girls all over the country who listen to the Bobby Benson western drama thrillers over CBS five times a week.

The subscription to the paper by one box top cut from either one of the cereals advertised. The rapidly mounting circulation figures indicate a steadily growing audience and consequently the introduction of the products into thousands of new homes each week. The newspaper contains 16 pages, made up in four colors, and contains comic strips, articles on western life which are tied up with the radio show, a western mystery serial and many other features. Included in the paper are many contributions from the youngsters themselves.

FULL daytime operation for both WOWO, Ft. Wayne, Ind., and WWVA, Wheeling, W. Va., was authorized by the Radio Commission Jan. 16, but at night they must continue to divide time on their clear channel of 1160 kc.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

T. A. M. CRAVEN

Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.

Broadcast Station Engineering
Instrument Design and
Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLET

Consulting Radio Engineer
Synchronization Equipment Design, Field
Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg., Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD

RADIO ENGINEER
Field Strength and Station
Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Beaverville Highway near Hercules Ave.
Evansville, Ind.

OFF THE RECORD

MR. JOHN J. PROSPECT: But why do you think a campaign on WIL will get us the results we want?

MR. W. (SALESMAN): Well, we seem to do the job for every advertiser we take on WIL, no matter what it may be.

For example, a wholesale coffee concern with distribution in this territory, only recently gave a calendar for three coupons, each coupon from a one-pound can of their coffee. They received 23,499 coupons, showing that they sold, as a result of these broadcasts, 23,499 pounds of coffee during a two-weeks' period.

MR. PROSPECT: But I have nothing to give away.

SALESMAN: That isn't necessary, Mr. Prospect. Listen to this . . . a large flour milling concern came into St. Louis without any distribution whatsoever. Under these circumstances, we thought it best for them to delay going on the air until some distribution was obtained. Upon their insistence a daily program was broadcast. Within two months this concern had its product in 2,600 stores and at the end of three months they had "cracked" the biggest chain system of stores in St. Louis with an initial order for an entire carload of their flour.

MR. PROSPECT: That sounds very interesting. How large would you estimate your audience?

SALESMAN: The most definite way in which such an estimate can be made is by the response our advertisers receive. One of them received 2,500 letters and postcards in response to two broadcasts. Another, who made a free offer, received such response that an entire exchange of the telephone company was tied up for two hours. We have a number of firms on this station at this time which have been with us, day in, day out, month in, month out, for more than five years.

MR. PROSPECT: Well, it looks to me like you can do the job for us.

SALESMAN: I know we can.

MR. PROSPECT: Please hand me a pen.

WIL

The Biggest Little Station in the Nation

ST. LOUIS

MISSOURI

Facts concerning any of these campaigns will gladly be submitted on request.