

HERE'S a coupon waiting to be sent to you-and it's good for a free MelOrol Soda at any store that sells Horton's Ice Cream." With this invitation over WOR, metropolitan New York first learned on Friday, June 16th, about MelOrol-the new Horton idea in ice cream. Over nine thousand WOR listeners were quick to take advantage of the generous offer by writing in for the coupon before the Monday night dead line.

An excellent way of introducing a new product! An excellent way of building good will-of getting people to think, talk and order HORTON'SI-of stimulating dealer interest and opening up additional trade outlets!

This smart burlesque program— King Arthur and his Arabian Knights, "the world's craziest radio show," is featured over WOR every Friday night from 8:15 to 8:45. Over nine thousand responses to a one-time offer is a remarkable showing, and particularly so for a new program.

NOR [isteners

The results achieved by Horton's attest again the importance of producing a good program\* and of backing it up with intelligent program merchandising.†

With a low record cost of 5 cents per coupon request (based on cost of time only), the Horton achievement over WOR confirms once more the experience of so many other WOR advertisers who have found this station their lowest cost inquiry producer.

May we send you further facts bearing on this point?

† The program merchandising schedule covered a period of five weeks during which car cards were used, as well as a series of 100 line cartoon illustrated advertisements in eight leading newspapers.



www.americahradiohistory.com

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

If that slogan were a shoe it would fit us without a wrinkle or a pinch. For, as a description of the functions of the NBC Local Service Bureau, it tells the whole story "in a couple of nut shells" (à vous, Monsieur Andy,). And, just as it did for the three musketeers, the "one for all—all for one" policy gives added strength to the weapons we offer you for sales results—the seventeen stations which are under our experienced wing.

Our San Francisco office (or any of our other offices), for example, can speak as authoritatively about the New York area and stations as our New York office—and vice versa. (Time, effort and expense saved and clients served more efficiently).

A local advertiser in Boston (or any other city in which we have a station), spending only a nominal amount of money, may have the full benefit of the knowledge and experience of our entire personnel. (Large or small, advertisers are served conscientiously and effectively).

These are but two of many examples we could cite to demonstrate the effectiveness of our service to clients. That we function successfully for them is attested by the constantly increasing volume of business we are closing at all seventeen points.

Remember, contact the office nearest you for information about one or all of the stations listed below.

### NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO

SAN<sup>®</sup> FRANCISCO

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

BROADCASTING • July 1, 1933 • BROADCASTING

French logan

- an Ole



The Greenbrier from the Air-Showing the Casino and Golf Links

Announcing

The Greenbrier Estate

A Sports Center Complete

#### GOLF

Three courses, two of eighteen holes and one of nine. with sporty fairways and perfect greens, lie in the rolling valley. SWIMMING

One of the largest indoor pools in America, built of mosaic marble and filled with constantly changing water from Alvon Spring.

#### TENNIS

The five Casino Courts, both clay and en tout cas, are favored all the year 'round by the country's ranking stars. FISHING

The ice-cold streams of the White Sulphur country are ideal for trout. pickerel, and bass fishing in season.

TRAP SHOOTING Unique in location and method is the trap shooting on the slopes of Kate's Mountain.

#### RIDING

Two hundred and fifty miles of trails twist through country alluring in rugged beauty. Choose a mount from the stable of seventyfive thoroughbreds. FLYING

For air-minded travelers, the Air-

port on the Greenbrier Estate provides the finest landing field in the Central South.

The 11th Annual N. A. B. CONVENTION

October 8, 9, 10, 11

At the

#### GREENBRIER & COTTAGES America's Most Beautiful All-Year Resort

L. R. JOHNSTON, General Manager

#### SULPHUR SPRINGS WHITE West Virginia

#### On the Main Line of the CHESAPEAKE AND OHIO RAILWAY

Served by The Finest Fleet of Trains in the World Genuinely Air-Conditioned

BROADCASTING

Broadcast Advertising

WASHINGTON, D. C. JULY 1, 1933

\$3.00 PER YEAR-15c A COPY

### **Program Foundation Gets Ricordi Catalog**

By SOL TAISHOFF

wind radio music reservoir. More than usual interest will center around industry trade prac-

tices and the technical side of broadcasting. In connection with the industry recovery bill, definite steps must be taken for main-

tenance of rate structures and elimination of cut-throat competi-tion. A system of uniform cost-accounting also becomes a neces-

At the time of the convention, the outcome of the North Ameri-

can Conference for the redistribution of broadcast wave lengths

will be known and this subject is destined to be a focal issue for

station owners and engineers. Possibility of a sweeping realloca-

tion of wave lengths, paralleling the upheaval of 1928, as an outgrowth of the international deliberations, has intensified interest

in the technical aspects of broadcasting. Coupled with this is the

movement for a horizontal increase in power of stations in all

A tentative schedule for the convention is now being drafted by

Mr. Loucks. In advance of the meeting he will consult with Presi-dent Alfred J. McCosker, WOR, Newark, and with members of the

board. Indications are that the sessions will eclipse all previous

White Sulphur Springs, in the heart of the Alleghenies, is a world famous resort. In addition to hotel rooms and suites, cot-

tages with full hotel service are available for parties attending

the convention. On the estate are three golf courses, seven tennis courts, and full facilities for swimming, trapshooting, fishing, rid-

conventions in the magnitude of business to be considered.

ing, flying and polo.

123,000 Compositions Offered NAB Members at Low Fees: Italian Music Numbers Include Puccini Operas AS. ITS FIRST tangible step to- which may range as high as double other masterniages produced by

AS ITS FIRST tangible step to-ward releasing the broadcasting the member figure. the member figure. industry from the grip of the American Society of Composers, Authors and Publishers, the Radio Program Foundation, music subsi-mary of the NAB, has obtained the American radio rights to the world-famous catalog of G. Ri-ordi & Co., of Milan, Italy. Containing more than 123,000 numbers in all branches of music, including NAB Annual Convention Scheduled

the hitherto restricted Puccini operas, the catalog is being of-fered to NAB members at month-by royalties ranging from \$2.50 to \$25, with higher fees for nonmembers.

VOL. 5 NO. 1

Procured by the Foundation June 14 directly from Ricordi, the catalog is being made available to the entire industry under a classithe entire industry under a classi-feation of rates designed only to reimburse the NAB subsidiary for its investment. Every effort will be made to have stations use the catalog whenever possible in lieu of the ASCAP catalog. Moreover, the Foundation is continue its the Foundation is continuing its negotiations with several large domestic publishing houses as well as with foreign houses in the hope of securing additional catalogs as expeditiously as possible.

#### Offered to Networks

THE TRANSACTION for the ra-dio rights to the Italian catalog was handled by Oswald F. Schuette, NAB copyright director and presi-dent of the Foundation, which was incorporated about two months ago. It was handled purely as an NAB proposition, with the networks in to wise involved, but licenses to perform the music have been of-fered to both NBC and CBS by the Foundation. If and when the network licenses are consummated. the Foundation must pay addi-tional sums to Ricordi, which arranged the transaction on a sliding scale providing for increased charges for network participation as well as for stations outside the

Licenses for the use of the catalog, which covers only the so-called "small rights" rather than the "grand rights" to the works, will be issued to stations which are not members of the NAB for a figure

luly 1, 1933 • BROADCASTING

Wide Variety of Music

.THE WORKS of hundreds of world-famous composers are incor-porated in the Ricordi catalog. In works as "Madame Butterfly". "Tosca" and "La Boheme" and

other masterpieces produced by composers of the last 125 years. In addition, the catalog contains dance numbers of every description, including a full selection of Argentine tangos, symphonic and chamber music, a wide variety of band selections and literally thousands of other instrumental and

masters of all countries.

vocal selections compiled from the

industry, Ricordi is left free to li-

cense its catalog for the use of other performers in this country. While the definite financial ar-rangement worked out with Ri-cordi was not divulged, it is understood that the amount was "rea-sonable" and covered only the "small rights" to the catalog for NAB members. This figure graduates upward in proportion to li-censes procured by the NAB from non-members and from the networks.

#### Fees Rated Proportionally

At White Sulphur Springs, Oct. 8-11 THE SCALE of fees, worked out by Mr. Schuette in collaboration with Philip G. Loucks, NAB man-aging director and treasurer of the Foundation, is based upon a classi-fication of stations which takes WITH many problems to be considered, the NAB will hold its eleventh annual convention at the Greenbrier Hotel, White Sulphur Springs, West Virginia, Oct. 8, 9, 10 and 11. The famous mountain resort, comprising an estate of 7,000 acres, the famous mountain resort, comprising an estate of 1,000 acres, was selected by the NAB board by virtually a unanimous vote. Whereas previous conventions invariably have been held later in into consideration their size, marthe year, the board approved the recommendation of its managing ket, earning capacity and ability to

ket. earning capacity and ability to use the music profitably. The mini-mum rate of \$2.50 per month, or \$30 per year, will be assessed NAB member stations in the low-power local category and in rural mar-kets. The maximum \$25 monthly rate will apply to large stations in the major markets. Networks have been offered li-censes which will cover all Bicordi the year, the board approved the recommendation of its managing director. Philip G. Loucks, for an earlier annual meeting than usual. Broadcasters and others attending the sessions thus will not be forced to leave their offices at the peak of the radio season. Heading the list of problems certain to be on the agenda will be the administration's industrial recovery law as it affects broadcasting and related fields. Music copyrights, a perennial issue in recent years, again will command major attention, particularly in view of the strides made in the establishment and operation of the Radio Program Foundation, under NAB auspices, as a wholly-

censes which will cover all Ricordi music broadcast from their key stations over networks. If the music emanates from other than the licensed key station, however, licenses from the Foundation must be procured by the stations used as the temporary or occasional key outlets. Stations on the network, provided they do not originate the Ricordi copyrighted music, can broadcast the programs without danger of infringement of the Ricordi copyrights.

#### Non-Profit-Making

SINCE the Foundation under its charter, is a non-profit-making organization, the whole idea behind the licensing of the Ricordi catalog and other catalogs which may be procured, is only to reimburse the NAB for its investment. As additional catalogs are brought into the fold, and more and more stations take out licenses, it is assumed that the over-all royalty scale from stations will be depreci-

The ultimate aim of the Founda-

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tion is to create a music supply sufficiently large to allow all stations to forego their contracts with ASCAP, which were accepted last September"under duress" and which exact sustaining fees plus 3 per cent of net receipts of stations until Sept. 1, 1933, when the percent-age is scheduled to be increased to 4 per cent. On the corresponding date next year, the final year of the three-year contracts, the percentage jumps to 5 per cent.

In the case of Ricordi, it is known that the famous house, founded in 1808, has had an open rift with ASCAP. It withdrew some years ago from its affiliation with ASCAP because of meager royalties and is understood to construe the deal with the NAB as one which will yield it greater revenue than could be procured from all American rights through ASCAP. Other European houses, as well as a number of large domestic concerns, are at loggerheads with ASCAP over their "cuts" in royalties and repeatedly have threatened to withdraw from the combine.

#### **Re Transcriptions**

IT IS estimated that from 75 to 90 per cent of the music listed in the Ricordi catalog has been recorded and therefore will be immediately available to licensed stations in transcribed form. The NAB constract, while it does not cover the rights to record the catalog, which are separate, does cover the right to broadcast the recorded or transcribed numbers, once a station procures a license. By special arrangement with Ricordi, stations accepting licenses from the Foundation will be granted a sixty (60) per cent discount from the American retail selling price of all music published by that company.

Consummation of the Ricordi deal broke the lull that apparently has existed in the copyright field since E. C. Mills, general manager of ASCAP, left for Europe in May to attend the conference of Eurofraction thereof.

"Broadcast Reporter" Discontinued THOMAS STEVENSON, editor and publisher of BROADCAST REPORTER, announced June 26 that the publication of his periodical has been discontinued, effective immediately. Mr. Stevenson left Washington June 27 to accept a position with a film company in Los Angeles, doing promotional work. He stated he expects to make Los Angeles his permanent home.

pean performing rights societies. He returned June 9. During his absence, he left the entire copyright controversy with the broad casters in the hands of Nathan Burkan, ASCAP general counsel, who was to have contacted Newton D. Baker, chief NAB copyright counsel, if negotiations looking toward revision of the royalty structure were to be reopened. So far is known, nothing developed which warranted Mr. Baker's opening new conversations.

As a consequence, steps are being taken toward prosecution of ASCAP as an alleged combine in restraint of trade. Whether this suit will be instituted by the NAB through one of its members or by the government, through the De-

partment of Justice or Federal Trade Commission, which can initiate anti-trust cases, thus far is conjectural. Meanwhile, attention also is being devoted to the preparation of remedial legislation for presentation at the next session of Congress, which is almost certain to consider revision of the antiquated

copyright law, enacted in 1909, and under which ASCAP claims it has legal right to exact royalties on any basis it pleases for the performance of copyrighted music for profit. THE FORMER 2-cent local rate on first-class postage has been re-Postmäster General stored bv Farley, effective July 1, in con-

Wynn Network Opening Now Set Before July 5;

#### **Bankers** Appointed Aids

OPENING of Ed Wynn's Amalgamated Broadcasting System, postponed various times since last March, remains uncertain, although it is now indicated that the inaugural will occur prior to the omedian's departure July 5 for Hollywood, where he will make a picture. Six small stations in the east, from New York to Washington, are to constitute the first link of the projected chain.

It was reported than an announcement of major importance concerning the project will be made just prior to the opening. The understanding is that it will include the names of leaders of commerce who will become associated with Amalgamated, probably as an advisory council. From the technical and program standpoints. Amalgamated claims that everything is in readiness and that Western Electric control equipment and microphones have been installed at headquarters in New York

The network announced that Graham Adams and Nelson B. Grove, both said to have been associated with New York banks, have been appointed secretary and treasurer, respectively, of the network. Mr. Wynn is president and Ota Gygi, vice president and genformity with recent legislation by Congress. Non-local mailing reera, manager. Frank Orth, for-merly of WABC, is Chief Engineer. mains at 3 cents for each ounce or



dition to his duties as manager of the divi-Mr. Kaney sion's artists service, has been named program manager to succeed Kaney, it was announced June 16 by Niles Tram-Chicago vice president of NBC. William G. (Bill) Hay, announcer of the Pepsodent programs, was appointed manager of

Kaney, Strotz Promoted

In NBC Chicago Office

the local service bureau in Chicago to succeed William S. Hedges, who June 15 became manager of KDKA, Pittsburgh. Lloyd Yoder, manager of the press department of the NBC Pa-

cific division, has taken over the additional duties of director of special feature broadcasts, with Jennings Pierce chief announcer, becoming director of agricultural activities. At the same time, William J. Andrews was named supervisor of announcers at San Francisco, effective July 1.

#### National Recovery Plan

**Of Advertising Unknown** WHETHER the National Recovery Administration, headed by Brig Gen. Hugh S. Johnson, will use radio and other advertising media to promote its activities has not yet been decided, Boaz Long, public relations director, stated June 24. Reports that the administration would use newspaper and billboard space, and not radio, were widely circulated, but it developed that nothing definite had been decided about any advertising.

Mr. Long said that it is likely that a legal opinion will be sought as to whether the administration can use its funds for paid advertising prior to any formal consideration of media to be used. It was made clear that in the event any fund is appropriated for advertising, radio, along with other media, will be considered.

#### Radio Contact Man

BRUCE MCMANEE, formerly of the Washington bureau of the PHILADELPHIA PUBLIC LEDGER and later with N. W. Ayer & Son, Philadelphia, has been appointed radio liaison officer of the press division of the National Recovery Administration, created to administer the industrial recovery-public works legislation. He will arrange radio addresses for officials of the organization and handle other radio contacts.

American Express Signs AMERICAN EXPRESS Co., long sought as a natural radio advertiser, has signed its first radio contract. It comes from the San Francisco office, and calls for a series of daily announcements on KPO from June 15. It is expected to be the forerunner of further local radio campaigns, and possibly a national campaign.

www.american

### **Agencies Demand New Facts About Radio**

By-FRED H. FIDLER\* Radio Manager

J. Walter Thompson Company. San Francisco

#### Old Fashioned Surveys of Coverage, Fan Mail Inadequate; Presents many problems. Here again such/report **Proper Program Selection Depends on Station Data**

le to his particular program.

other broadcast-not coverage or

signal strength.' If you proceeded

properly you should have been sat-

isfied on matters of station selec-

San Francisco Survey

SUCH national surveys as the

Crossley reports are invaluable as

indicators of the trend in the pub-

lic's program preference. On coast-

to-coast programs, they may even

be accepted as more or less defi-

nite evidence of effectiveness. But

neither will suffice to prove the ef-

wide broadcast.

tion before going on the air.

FOR YEARS radio, like the unprepared prosecutor armed with nothing but circumstantial evidence. attempted to prove its case with much theorizing and few facts. This procedure was fairly successful until the glamour and mystery surrounding radio began to wear off and advertisers started judging it by the same standards used in selecting other advertising medi-

With the dissipation of the awe that accompanied radio's debut, attention was called to the shortage of facts regarding circulation and effectiveness. Radio salesmen scurried around and dug up figures on radio ownership. These were interesting as an indication of the size of the potential audience. Stations submitted charted estimates of their coverage areas. These, too, had their place in the process by which advertisers started weighing radio. But coverage data, too, concerns the potential audience-not actual circulation.

#### Fan Mail Discounted

TABULATION of fan mail supplied yet another link in the gradually growing chain of evidence submitted by stations and agencies. But advertisers soon began to discount fan mail as an accurate barometer of radio's effectiveness. Thus it was that, about two years ago, the more alert stations and agencies intensified their search for some method of proving radio's effectiveness as a sales weapon. Stations improved their interpretation of their coverage areas. Many discovered so - called "blind spots" which their signal did not reach and either arranged coverage through cooperation with another station or frankly admitted the weakness, thereby creating greater acceptance for their strong points. They also gathered and compiled facts and figures on programs which had been notably successful from a sales standpoint. All of this succeeded in establishing one fact—that radio reaches

You may be using the best network, you may be on at a good time-but are they listening? And a lot of people, is an accepted if so, are they buying? source of public entertainment and information, and can be a gold mine for the advertiser. But it didn't challenge the fact that radio

#### Program's the Thing

can also be a sink hole!

adiohistory.com

THE MISERABLE failure of programs comparable to outstandingly successful programs as to facilities used, time of broadcast, length of program, even to selling technique - comparable in everything except continuity content-inspired

\*Text of address before Pacific Advertising Clubs Ass'n, Sacramento, Cal., June 18-21.

THE AGENCY'S viewpoint on problems of broadcasters in providing accurate statistical data on the coverage of their stations, listening habits of their audiences and the like is set forth in this discussion by a leading Pacific coast agency executive. Admitting that the program's the thing which determines the success or failure of a commercial broadcast venture. Mr. Fidler suggests that advertisers and agencies must have considerable information about a station to be able to select a suitable program. He describes some surveys he has supervised and offers his indorsement to formation of a radio checking bureau.

a lot of serious thinking. Only reprogram selling ?" Details of this r cently has this thinking produced method, including the telephone what seems to be the final answer survey, are by now familiar to most of you. If they aren't, copies to proving radio. Many advertisers-in fact, most sponsors have of the previous discussion are realized for some time that, grantavailable. The telephone survey, ing adequate facilities and covermade during the time the program age, it's the program that counts! is on the air; is the only accurate But, curiously enough, this realimethod of measuring a program's zation did not lead to the nextaudience that we have developed the logical conclusion for most raor discovered to date. The followdio men, until lately. That conup survey to determine the prodclusion is that all the facts and figuct's acceptance among program ures in the world about radio covlisteners calls for the interviewing erage, radio listening habits, case of the regular listeners, as rehistories of other successful provealed by the popularity check. If grams-none of these will tell a the percentage of product users sponsor anything entirely applicaamong listeners exceeds the sponsor's known percentage of the gen-In checking radio programs, as eral market, then the program is well as in creating them, "the play's the thing". If you want to succeeding. The extent of its success is reflected by the differential know what your program is doing, of the two markets-the audience check your program - not some and the general public.

#### Telephone Survey Best

OF COURSE, there are programs which are much easier to measure because of the nature of the advertised product-or premium offer, or because the sponsor uses no other medium and can trace sales directly to radio. Such conditions represent the agency and station manager's dream - but unfortunately, they are the exception and not the rule. In general, the production of the program is but half the job - measuring, proving its success is the other half-and the intelligently used telephone survey seems to be the best yardstick now available.

fectiveness of a state-wide or coast-Our agency has recently been diectly concerned with another ra-Last January, I reviewed, durdio fact-finding job-that of selecting a San Francisco radio departing the best time for daytime mental, the method our agency broadcasts. Selection of an eveuses to answer the two questions: ning hour is net so difficult but "Are they listening?" and "Is the scheduling a daytime broadcast

Here again such reports as the Crossley survey are useful in rating hours enjoying the greatest audience nationally. However, such national charts of daytime listening habits should be double-checked with local and sectional survey findings if the conclusions are to be accurate. The climatic daytime reception conditions at various hours and the program schedules of stations in the area being considered are a few of the things which may cause much sectional variation in a national check, the scope of which is necessarily broad and, therefore, not without error.

Cities are Sampled

FOR THESE reasons we decided to make our own survey of the daytime hours from 8 a.m. to 5 p.m. The check was not extended to 6 o'clock because of the competition offered by transcontinentals coming through on daylight saving time schedules.

We decided on the "samples" or number of calls for each city, selecting a large city in northern California, a large city in southern California, and a typical smaller city. Two crews of telephone investigators were organized to alternate and each 15-minute period during the nine hours was checked. Numbers were selected from each residential exchange to insure reaching a representative cross-section of each city. The approach used was the same as in the popularity survey: "This is the Radio Research Bureau calling. Would you mind telling me", etc. The question was, "To what program or station are you listening?" Subdivisions included "No radio", "Radio not on", "Don't know", and "Refuses to answer", The essential record of uncompleted calls was also kept.

The tabulation of the questionnaires gave us an intelligent basis for selecting broadcast time. Naturally, we did not select the period with the largest audience without weighing such other factors as the nature, particularly the similarity to ours, of the programs preceding and following the best period, the nature of the sustaining program we would replace and the competition on the rival network and independent stations. The survey also developed valuable data regarding the comparative daytime popularity of the various stations. However, in reviewing this rating we were not greatly apprehensive regarding our station's share of the best period's audience, feeling that it was up to the program to attract a satisfactory share of the potential audience.

#### Most Changeable Medium

THE FINDINGS of such surveys are applicable for only limited periods. Changes in program schedules, such as the launching (Continued on page 30)

#### Wealth of Music in Ricordi Catalog . . .

TO ENABLE program builders for advertisers, agencies and stations to arrange programs using music covered completely by the Ricordi catalog, procured by the NAB's Radio Program Foundation, there is published herewith a list of leading composers whose works are covered by the Ricordi copyrights. The complete catalog, covering the 123,000 compositions, shortly will be available through the Foundation to stations licensed to use it. In addition, there will be available elass catalogs, covering compositions in the various fields of music, such as dance selections, band music, opera, symphonic and chamber music, and instrumental and vocal selections.

Acton, Adam, Adams, Alaleona, Alard, Alassio, Alfano, Alger, Alvarez, Amici, Andreoli, Anzoletti, Arezzo Ascher, Auber,

Bach, Bachman, Badarzewska, Balbi. Baillot, Balfe, Balladori, Barthelemy. Bassani, Baur, Bazzini, Beccuci, Beethoven, Behr, Bellini, Bemberg, Bene-dict, Benvenuti, Berisso, Berlioz, Bertini, Bettinelli, Bianchini, Billi. Bizet Boccherini, Boghen, Boito, Bolzoni, Bona, Bonamici, Bonnamy, Bono, Bordetas, Bordogni, Boulanger, Brahms.

grenzi, Lemare, Leoncavallo, Leybach, Liszt, Longo, Lotti, Luzzi. Brambilla, Brogi, Brunel, Brunetto, Buffa, Bulow, Bunning, Burgmein, Mackenzie, Magini, Maglio, Man-cinelli, Marchesi, Marchetti, Marciano, Burleigh, Bustini. Caldara, Campana, Campanini, Can-

Martelli, Mariani, Martini, Martineau, tarini, Capocci, Capponi, Cardoni, Carelli, Casavola, Casella, Casotti, Castaldi, Catalani, Cavalli, Cerimele, Martucci, Mascagni, Masini, Massenet, Masson, Mattei, Mendelssohn, Merca-dante, Meyer, Meyerbeer, Montemezzi, rescentini, Cesi, Chaminade, Cherubini, Chigi, Chimeri, Chopin, Cimarosa, Clementi, Cobian, Cofini, Coletti, Colla, Concone, Coppola, Corelli, Corio, Cortapassi, Costa, Cotogni, Cox, Craven, Cuscina, Czerny. Damiano, Dancla, Davico, David,

de Beriot, de Crescenzo, de Luca, del Nero, Delmas, Della Corte, de Leva, de Meglio, de Nardis, Denza, De Pachman, De Seynes, Diabelli, di Capua, di Lorenzo, Dolzani, Donati, Donaudy, Donizetti, Dubois, Dumas, Durand, Dussek, Duvernov, Eckert, Epstein, Ernst, Etten.

Fairchild, Fasanotti, Favara, Fijan, Filippi, Finzi, Fosse, Flotow, Fran-chetti, Frescobaldi, Frugatta, Fuma-

galli Galimberti, Gambardella, Gariboldi, Gasparini, Gatti, Ghedini, Gilbert, Gil-

let, Gluck, Godard, Goldmark, Gomes, Gordigiani, Gottschalk, Gounod, Griffo. Handel, Hartmann, Haydn, Heller, Holmes, Hume, Hummel. James. Joachim, Johnson Kreutzer. Lacchini, Lacetti, Lamperti, Lange,

Laparra, le Carpentier, Lehar, Le-

Monteverdi, Monti, Morandi, Morlac-chi, Mozart, Mugellini, Muller, Musella. Nam, Napoli, Nava, Negri. Oddone, Offenbach, Orefice. Palaschko, Polloni, Palumbo, Paganni, Pagano, Pagnoncelli, Paisiello, Panizza, Panofka, Panseron, Paradisi,

Parelli, Parisotti, Pasquini, Pergolesi, Peroni, Perosi, Pfeiffer, Piccinni, Piccoli, Pieraccini, Pizetti, Ponchielli, Pontoglio, Pozzoli, Principe, Puccini. Quaranta.

Rachmaninoff, Raff, Rameau, Recli, Respighi, Revere, Ricci, Ricordi, Robaudi, Rossi, Rossini, Rotoli, Rubin-stein, Rubino, Runtzman. Sacchi, Saint-Saens, Sala, Salmon,

Scarlotti, Schubert, Schumann, Santo-liquido, Sgambati, Spinneli, Stefani,

Stradella, Strauss, Sullivan, Tagliapietra, Tamajo, Tartini, Tchai-kowsky, Thalberg, Tinel, Tirindelli, Tocchi, Torchi, Tosti, Traetta. Valente, Valentini, Varisco, Verdi,

Vieu, Vieuxtemps, Visconti, Wagner, Wallace, Warner, Weber, Weber, Weingartner, Westerhout, White, Wieniawski, Wright.

Zanella, Zanon, Zardo

### Administration's Relief Plan Vitally Affects Radio Industry

Congress Adjourns Without Acting on Any Bill Directly Concerned With Broadcasting

islation.

ALTHOUGH radio regulation itself received practically no consideration at the special session of Congress, which adjourned June 16, the broadcasting industry was affected vitally by several phases of the administration's emergency program, and is now trying to find out just where it stands in the industrial recovery picture.

A score of radio measures, dealing with everything from revision of the copyright laws to investigations of the Radio Commission, the networks and commercial broadcasting, were introduced but were lost in the legislative shuffle because of more pressing emergency bills. A few of the bills are destined for consideration at the next session, which convenes in January.

#### NAB Cooperating

ON THE DAY that Congress adjourned, President Roosevelt affixed his signature to the industrial recovery public works bill, which is the cornerstone of the emergency relief program and the most important legislative step affecting American industry in history. How this measure may affect the broadcasting and advertising fields was described in the June 15 issue of BROADCASTING. The bill is designed to revive business, eliminate cut-throat competition and aid employment, primarily through self-regulation of each industry, and, if that fails, through enforced regulations.

As the trade association of the broadcasting industry, the NAB is likely to become the governing Its managing director, Philip G. Loucks, now is engrossed in a study of the measure and is collaborating with President Roosevelt's organization, headed by Gen. Hugh S. Johnson, in the preliminary phases. Alfred J. McCosker. NAB president, probably will appoint a special NAB committee to work out a definite participation plan in behalf of the industry.

The American Association of Advertising Agencies, the Advertising Federation of America, the Association of National Advertisers and other groups in the advertising fields are engaged in similar preparatory work in behalf of their own industries.

#### Re Securities Act

WHILE General Johnson will be in direct charge of the industrial recovery aspects of the measure, which also carries a \$3,300,000,000 public works program whose national and local effects should be felt by better broadcasting as well as other business, he will be guided by the judgment of the Industrial Recovery Board, which will include the Secretary of Commerce as chairman, the Secretaries of Agriculture, Labor and Interior, the Director of the Budget and the chairman of the Federal Trade Com- and staff reductions mission. In addition Bernard M. where in this issue.

Baruch, eminent financier, has been named as President Roosevelt's liason officer and advisor in the administration of the recovery program.

The Federal Securities Act. demanding full and fair disclosure of the character of securities sold in interstate and foreign commerce and through the mails, which already has become law, is another measure of importance to radio. While responsibility rests with the securities companies and sellers, advertising media must guard

Brisbane Goes Radio LET THE A. N. P. A. and the A. P. resolve, but William Ranagainst participation in the advertising of securities which transgress the terms of this rigid legdolph Hearst apparently is going to do exactly what he pleases about Legislation to regulate food, radio. Not only do several of his newspapers operate broadcasting drugs and cosmetics, under the Department of Agriculture, was instations, while nearly all of the

troduced in both branches of Conothers have news affiliations with gress June 13, but will await exstations, but he has steadfastly entensive hearings at the next sescouraged the placing of his men sion. The recommended legislation, and features on radio programs. drafted by the department in col-Newest Hearst convert to radio laboration with the industries inis Arthur Brisbane, most widely volved, was analyzed in the June read columnist in America, who on 15 issue of BROADCASTING, with June 25 replaced Will Rogers on the Gulf Oil "Headliners" proparticular reference to the radio and advertising features. Senator grams on NBC-WJZ network. Sun-Copeland and Rep. Sirovich, both Democrats of New York and both days, 8-8:30, EST. Radio officials have long sought Mr. Brisbane as physicians, introduced identical an air commentator, and this lls in their respective houses. marks his first appearance in a

#### Power Tax Shifted

Cecil, Warwick & Cecil, New York IN THE FINAL days of the speagency cial session, Senate and House con-That Mr. Brisbane is quite enthusiastic about his radio plans, ferees agreed to a provision in the gas-tax bill, designed to raise adand that he for one does not begrudge radio its need of publicity, ditional revenues, under which the tax on electrical energy, after was evidenced when he led his June Sept. 1, must be borne by the 29 column with a display anpower companies. This amends the nouncement of his broadcasts, asking his readers to send in their Revenue Act of 1932, under which a 3 per cent tax was imposed upon opinions and suggestions. commercial and domestic users of electrical energy. Broadcasting stations, over the protests of the WIBA Asks Time NAB, were held to be commercial users and therefore subject to the **On WGN** Channel

Despite widely current reports that the Radio Commission would

abolished and its functions be consin radio feud was seen in an transferred to the Commerce Department, the President's reorganization proposals, submitted to Congress a few days prior to adjournment, failed to touch the Commission. As a matter of fact, the plan submitted embraced only minor changes, whereas the original Roper plan contemplated a sweeping reorganization. Whether

the Commission will be affected in some future reorganization is coniectural. In any event, it is certain that nothing will be done to change its status before next year. On June 15 Congress gave final approval to the Independent Offices Appropriation bill, carrying an appropriation of \$640,000 for the Commission for the fiscal year beginning July 1, 1933. This was a reduction of \$140,000 from the preceding fiscal year's appropriation. It necessitates numerous economies and staff reductions, reported else-



regular series. He was signed by

REOPENING of the Illinois-Wis-

application filed June 24 by WIBA,

Madison. Wis., for half time on

the 720 kc. clear channel assigned.

to WGN, Chicago. WIBA is li-

censed to the Badger Broadcasting

Co., controlled jointly by the WIS-

CONSIN STATE JOURNAL and the

MADISON CAPITAL TIMES, while

WGN is owned by the CHICAGO

TRIBUNE.

Wis

be drawn into it.

#### May Revenues of Nets Reach a Low for Year With \$2,293,450 Gross

INCOME from time sales by the two major nation-wide network organizations reached a low for 1933 in May, when NBC and CBS together reported combined gross of \$2,293,450, which compares with \$3,632,442 in May, 1932. This is the lowest figure reported by the networks since August, 1932. It brings combined network revenues for the first five months of 1933 to \$13,195,478, as compared with \$19,-813,071 during the same five months of last year.

According to National Advertising Records, NBC's gross during May was \$1,669,194, as compared with \$2,305,448 in May, 1932. CBS in May grossed \$624,256, as com-pared with \$1,326,994 in May,

1932. Increases over May of last year were shown in the oil, house furniture, radio and musical instruments and office equipment classifications, but declines were shown in all others. The oil classification showed an increase from \$792,051 in May, 1932, to \$1,489,579 in May, 1933.

#### Test Tea Campaign

AMERICAN DESERT TEA CO. Inc., Hollywood, has signed with KNX for the summer months with a thrice weekly late afternoon pro-gram called "Chief Happy Heart." With the title of "Lo! The Indian" series dramatizes Indian legends and stories. Winnie Fields Moore, KFI "nomad novelist", prepares the script. Though the product is advertised nationally in newspapers, this is the first broadcast for the product and is regarded as a test campaign. Grace Glasser agency, Los Angeles, handles account.

#### **Open Soap Campaign**

CITRUS SOAP Co., San Diego, Cal. (Citrus soaps and washing powder) has taken over the sponsorship of "Growin' Up", the radio play of modern youth starring Gay Seabrook and Emerson Treacy, it is announced by Earnshaw-Young, Inc., Los Angeles agency and producer of the twiceweekly transcription serial. The feature started June 19 on KNX, Los Angeles, and KFOX, Long Beach, as the first step in a campaign introducing the company's new packages that will eventually be expanded to include all 11 western states.

#### 70 To Get Account

At present operating full time BARNES CAMPBELL Co., Los on 1280 kc. with 500 watts night Angeles agency, has taken over and 1 kw. day, WIBA seeks an inthe radio account of the Los Angecrease in power to 25 kw. Apparles Soap Co. (White King and Misently for quota reasons, it also sion Bell soaps), and in July will seeks the facilities of WHA, Madirelease a series of weekday 5-minson, and WLWL, Stevens Point, ute transcriptions to stations in 70 Wisconsin is underquota cities. Series has gone into prowhile Illinois is vastly overquota. duction in the Freeman Lang stu-Philip LaFollette, former goverdios, Hollywood. Sponsor formerly nor of the state, is counsel for used the "Chandu" series on the WIBA. It is deemed likely should west coast through Earnshawthe case go to hearing that all Young, Inc., but has not been on Chicago clear channel stations will the air for several months.

BROADCASTING • July 1, 1933

#### **Radio Industry Looks to Mexico City** Future of Continent's Broadcasters is Held Dependent **On Outcome of Wave Conference Deliberations**

By JAMES W. BALDWIN Special Representative, NAB



tral American Radio Conference which convenes at Mexico City on July 10. Interest is not confined to broadcasters and listeners but encompasses the entire field of commercial broadcasting, including radio advertisers and agencies, for the reasonthat the deliberations may vitally affect listener coverage.

Upon the outcome of these important deliberations depends the future of broadcasters from the Panama Canal to the Arctic Circle. This conference will be the first meeting at which North and Central American countries, collectively, have considered broadcasting as a continental problem.

#### Reallocation May Result

ON THESE deliberations depends also a possible reallocation of all American broadcast stations, for it is hoped an agreement will be reached between friendly nations which will permit of the operation of broadcast stations in each of the participating countries in such a manner as will avoid the serious and destructive interference now experienced by a number of American broadcast stations. The fate of American broadcast-

ers rests with three men-Judge E.O. Sykes, chairman of the Federal Radio Commission: Rep. Schuyler O. Bland, chairman of the House Marine. Radio and Fisheries Committee, and Roy T. Davis, . S. Minister to Panama. On July 10 these United States delegates to the Central and North American Radio Conference will meet at Mexico City with delegates representing Canada, Costa Rica, Cuba, Guatemala, Honduras, Mexico, Nicaragua, Panama and Salvador. The demands of the other participating countries are not known. Neither is it known whether broadcasting in Mexico will remain commercial or whether it will be taken over by the government.

#### The Technical Staff

ACCOMPANYING the U.S. delegation will be a technical staff consisting of Dr. Irvin Stewart, radio expert of the Department of State, and the following from the Radio Commission: Dr. C. B. Jolliffe, chief engineer; A. D. Ring, assistant chief broadcast engineer; E. K. Jett, assistant chief engineer in charge of services other than broadcasting, and Gerald C. Gross, short wave expert.

The delegation and technical advisers will carry with them vol-

www.americanradiohistory.com

#### umes of technical data compiled by various committees which have been meeting since February in anticipation of the conference. Much of this data is new and doubtless

will have great influence in any reallocation of frequencies that may result from the parley. The conference at Mexico City will be held bursuant to provisions contained in the agreement made at Madrid, which permits the administrations of any region to conclude regional arrangements regarding the allocation either of frequency bands to the services of the participating countries, or of frequencies to stations of these countries, and concerning the conditions for the use of the waves so assigned. Although the Madrid Convention has not yet been ratified, a similar provision appears in

the Washington Convention of

#### Low Frequencies Favored

1927.

THE WHOLE WEIGHT of scientific research favors the use, especially in Northern latitudes, of

low frequencies for broadcasting. What the policy of our government will be in this direction is problematical. But one thing is certain, and that is the American listeners in rural areas of the United States must wait for a change in government policy before they can be assured consistent radio service both day and night.

One of the important obstacles to such a policy is the uses made radio by marine services. singular that radio should first have been used by ships primarily for the safety of life at sea but developed to its high state of efficiency by its youngest industrybroadcasting. Notwithstanding the limitations aboard ships as to space and height of antennas, ship owners generally stubbornly resist any change in the frequencies used. They ignore the fact that they could operate on a frequency, say of 1500 kc. with greater antenna efficiency than can be obtained on a frequency, say of 375 kc.

The shipping interests also continue to defend the use of spark

idly as the laboratories can produce it. It would be consistent for Former Vice-President Curtis to Attend the federal government to require other services to maintain the Wave Parley as 'Observer' for Brinkley same high standards. The chairman of the U.S. delegation, Judge Sykes, is well equipped for the assignment given

U. S. Delegation Will Leave for Mexico City on July 4 With Instructions on Policy Undisclosed

FORMER Vice President Curtis, with. Brinkley's former KFKB, now a practicing attorney in Wash-Milford, Kan., was thrown off the ington, plans to attend the North American Radio Conference in Mexico City as an "observer" for Dr. John R. Brinkley, erstwhile American broadcaster and now owner of XER, Villa Acuna, Mex., and for "certain other stockholders" in radio enterprises in Mexico. Mr. Curtis made it clear that his status would be simply that of an 'observer" to keep Brinkley and interceded in his behalf." Both are other "stockholders" advised as to the developments of the conference, which begins July 10. He will have no official capacity, he emphasized, since there are no formal hearings or open sessions

which he can attend. The disclosure is of particular significance since it is certain that the United States delegation will favor elimination of all border stations, built by American capital in Mexico but designed to serve American audiences, as a condition precedent to any redistribution of wave lengths among North American nations. Brinkley's XER, operating with reputed power of 80 kw. and holding a permit to use 500 kw., has been the main offender, causing interference with American and Canadian stations. Several other Mexican stations, notably that of Norman Baker, of Muscatine, Ia., another deposed American broadcaster, have menaced stations in this country, and the American degelation is understood to regard the "renegade" Americans operating in Mexico as the most serious international interference problem to be coped

seven years has supervised the air by the Commission for alleged legal division of the Commission. medical quackery, after which he Coming as headid from the bench of the Mississippi Supreme Court, immediately built XER, opposite he perhaps more than any other Del Rio, Tex., using high power and a directional antenna designed to cover his former service area single person, has shaped what radio law has been written. He has been through the allocation of in the middle west When Brinkley 1928 and headed the U.S. delegahad trouble with the State Departtion to the International Radio ment over XER about a year ago. Conference at Madrid in 1932, Mr. Curtis, then Vice President, where he distinguished himself as

chairman of the allocations com-Kansans, and Brinkley is known to have had much political influence mittee. in that state, coming close to being elected governor in 1930 as an independent, when his name had to be written in on the ballot.

Leaves July 4th

THE AMERICAN delegation, headed by Chairman Sykes of the Radio Commission, leaves for Mexico City on July 4 aboard a special Chesapeake & Ohio air-cooled train, which will carry them the entire route. It will be the first time that an air-conditioned car will have passed the international border into Mexico, and the railroad is sending along with the car special crew to service it.

In addition to the delegation, technical advisors and clerical assistants, the train probably will carry Mr. Curtis and other observers. James W. Baldwin, special representative of the NAB handling all matters incident to the conference for the broadcasting industry, left for Mexico City June 28 from Chicago, where he attended the NAB engineering sec-(Continued on page 11)

500 kw. Station Granted **On U.S.-Mexican Border** CONSTRUCTION of a 500 kw. station at Matamoros, Mex., opposite Brownsville, Tex., has been authorized by the Mexican ministry of communications, according to a report to the Commerce Department from Vice Consul Henry G. Krausse, at that city. Permission was granted to Gumaro Lazarraga, but the report stated that the owner of the concession is not known in Matamoros and plans regarding construction and operation have not been yet made public. The frequency likewise is not disclosed. The station has been assigned the call letters, XEM.

transmitters which require a band

of something like 30 kc. That a

spark transmitter will lay down a

broad signal is admitted. 'The efficiency of the tube transmitter,

however, cannot be disputed and it is most unreasonable for a service to be permitted to continue to use equipment which is obsolete

and requires greater space in the

radio spectrum than can be justi-

fied by the crowded condition of

the ether. The receiving equipment

on many ships is also obsolete, is

capable only of very broad tuning and could not possibly be tolerated

in the broadcast services. When

ship owners agree to keep reason-able pace with the progress of the art, they will contribute to the so-

lution of a problem which is rapid-

Government Radio Lags

LIKEWISE, when there is reason-

able coordination of government

radio activities which now enjoy

approximately 500 positions in the

spectrum, ranging from the very low to the very high frequencies,

and when government laboratories show an inclination to adopt stand-

ards consistent with the latest de-

velopments in the commercial

world, they too will contribute to

Broadcasters are required by

federal regulation to purchase and

install the best equipment the lab-

oratories can produce and as rap-

him by President Roosevelt. He

is one of the first members appoint-

ed to the Commission, and for

the solution of the problem.

ly reaching a crisis.

XEAE, Tiajuana, Mexico, which was dedicated in June and operates with 2,000-watts power on 980 kc., is obtaining most of its programs from five remote control points, among which are the Foreign Club and the Agua Caliente Hotel.

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July 1, 1933 • BROADCASTING

#### **Ten Reasons Why Broadcasting Pays** In Summer Period

NBC Cites Large Audiences, Savings on Year Contract

TEN REASONS why advertisers should remain on the air during July, August and September are set forth by the NBC statistical department in a pamphlet just issued under the title, "Five Summers of Network Broadcast Adver-Indorsing the arguments tising. of Howard C. Haupt, of Crossley, Inc., in favor of summer broadcasting, as carried in the June 1 issue of BROADCASTING, NBC offers "a few notable facts concerning network broadcast advertising in the summertime" with special emphasis on last summer, a period of general retrenchment.

The ten facts about summer broadcasting follow in summarized

Increase in Listeners

1. The number of receiving sets has more than doubled since 1928, increasing from 7,000,000 to 17,-000,000, the latter being an unofficial estimate for 1933.

2. Based on sales of automobile radios for the last three years and an estimate of 250,000 sales this year, NBC suggests that "a conservative estimate of the total now in use would be well in excess of 500,000, and adds: "This would, of course, greatly increase this summer's listening audience."

3. The percentage of radio sets in daily use during the summer months varies from par on the yearly average to %8 per cent below the average; for the entire 12 months the range is from minus 7.8 to plus 6.8 per cent.

4. The percentage of radio sets in daily use during the four summer months (June, July, August and September) is only slightly below the average for the year, the percentage being minus 3.3 per cent on weekdays, minus 3.2 per cent on Saturdays, and minus 5.5 per cent on Sundays.

#### Advertisers Spend More

5. The ratio of last summer's radio audience to early and late winter audience is relatively better than the comparable ratio of summer before last. Thus, the July-August, 1931, audience is 84.4 per cent of the November-December, 1931, audience, whereas the July-August, 1932, audience is 92 per cent of the November-December, 1932, audience. Likewise, the July-August, 1931, audience is 80.1 per cent of the January-February, 1932, audience, whereas the July-August, 1932, audience is 89.9 per cent of the January-February audience.

[Editor's note: The information used in the third, fourth and fifth statements is based on data obtained from the A. N. A. Cooperative Analysis of Broadcasting.]

6. The number of NBC advertisers during June, July and August more than doubled from 1928 to 1931 and kept up unusually well even in 1932. In 1928 NBC had

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"SELLING bank-

ing service is al-

most comparable

to a woman at

the marriageable

stage of her life

revealing her

charms and her

good qualities.

Bank salesman-

ods."

attraction, not high pressure meth-

So Roy Frothingham, sales pro-

motion manager of NBC's Pacific

Division, told financial advertising

men at the annual meeting of the

Pacific Advertising Clubs annual

"Look how you have graduated

from the 'Capital and Resources'

stage of your window and newspa-

per advertising to campaigns to-

day which align the bank with the

promotion of matters of public in-

terest", Mr. Frothingham declared.

"It seems to me that public good

will, based on public appreciation

of your good work in building up a

community, is the foundation of

Persuades by Attraction

"ON THIS foundation - against

this background-the bank can pre-

sent its many forms of service and

can urge its points of advantage.

All banks render certain services:

savings, safety vault, trust service,

loans, etc.; all banks have the per-

sonnel and physical equipment nec-

essary to conduct their business;

the point of difference between

banks is the intangible of service

and the spirit behind the service.

This has to be suggested rather

than set forth in a pronouncement,

and here radio offers a channel, for

radio persuades by attraction. The

efforts of advertisers to exert sales

pressure via radio frequently de-

feats themselves; anxiety advertis-

ing and loud claims do not sell

"The opportunity radio offers

banks is the opportunity of adver-

tising through a service-present-

ing your institution and your mes-

a group which cannot satisfy itself

Does Radio Sell?

"IF THIS family could entirely

satisfy itself musically or educa-

tionally it would not have purchased

a radio", he said. "Without radio,

musically, it would still be in the

piano stage, with an occasional concert. Educationally, it would de-

musically or educationally.

your advertising.

over the air.

ment."

meeting in Sacramento, Cal.

Saving on 52-week Contract

HOW LONG-TERM contracts offer discounts that are practically the equivalent of a lower rate for sponsored time is shown in this chart, illustrating Point 9 in the accompanying article on why it is idle for sponsors to believe that they can effect appreciable savings in dropping their summer sched-

68 summer advertisers, while in 1931 the figure was 141 and in 1932 it was 123.

ples.

7. NBC's gross revenue for these three summer months increased steadily from 1928 until 1931. In 1932 a decline of only 3 per cent from 1931 occurred, but the average expenditure per advertiser increased 11 per cent over 1931.

Savings in Year's Contract

8. Many of NBC's oldest advertisers are veterans of summer broadcasting. A chart shows 51 advertisers, active as of April, 1933, who used NBC facilities throughout the summer of 1932. Nine of them sponsored more than one program during this season. 9. The savings gained by the discount on long-term contracts pays for a considerable part of the summer months. Fifty-two programs may be broadcast on NBC at a net cost for time equal to that of only 43 periods. This is illustrated by a chart which shows four June

and five July programs as free with 52-week contracts. 10. Technical improvements make it easy for the average receiver nowadays to pick up programs as satisfactorily during the summer as during the winter.

creased station power and improved receivers tend to minimize static interference.

#### Sherlock Returning

Í In-

ONE OF RADIO'S most popular sponsored features, "The Adventures of Sherlock Holmes", will return to the NBC-WEAF network (with CRCT, Toronto, and CFCF, Montreal, added) on Sept. 27, to be heard Wednesdays, 7:30-8 p.m. EST, with repeat at 11:15-11:45 p.m., EST, for the following stations: KOA, KDYL, KGIR, KGHL, KGO, KFI, KGW, KOMO, KHQ, KFSD and KTAR. It is again sponsored by the G. Washington Coffee Refining Co., Morristown, N. J. Some of the sketches have been transcribed by RCA Victor and spotted on certain stations in the interim since the program left the network. Cecil, Warwick & Cecil,

New York, handles account.

Why Radio is Ideal Twelve Stations Drop Secondary Call Letters

**Good Will Medium** TWELVE of the 18 broadcasting For Bank Service stations employing dual sets of call letters have voluntarily dropped their second set of calls at the re-Frothingham Cites Reasons quest of the Radio Commission. In Talk to Advertisers

.....

Most of the secondary call letters are holdovers from station consolidations and were seldom used anyhow. The Commission, unlike the Canadian Commission, has not forced the dropping of the "phantom" calls but asked the stations to drop them voluntarily.

Thus the following stations have dropped the second part of their hyphenated calls: KYW-KFKX, WBBM - WJBT, WENR - WBCN, WHEC - WABO WGN - WLIB, ship requires as-tute management Mr. Frothingham WNAC - WBIS WORC - WEPS WLB - WGMS, WNBR - WGBC, and good showmanship, and that is WPRO - WPAW, WREC - WOAN why I am sold on radio for banks and WTAR-WPOR. because bank service has to sell by

The following stations have asked to be allowed to retain the dual calls: WABC-WBOQ, WFLA-WSUN, WIOD-WMBF, WSYR-WMAC, WQAO-WPAP and WOC-WHO.

#### **Politics Pays**

THE JUNE 27 California state and municipal elections brought an added revenue to Pacific Coast stations, chief among them being NBC, which in its San Francisco headquarters, signed some 75 political accounts. Of these 15 programs went to KGO, San Francisco; KFI, Los Angeles, and KFSD, San Diego. Six went to KGO and KFI. Four were on KGO only. Two were on KPO. The latter station also had 10 five-minute programs and 52 day announcements.

#### **New Station**

A NEW local station to operate at Greenville, N. C., on 1420 kc. with 100 watts, daytime, was authorized by the Radio Commission June 16 in granting the application of William A. Wynne of that city. The action sustained the recommendation of Chief Examiner Yost.

pend on the magazine and the newspaper and the Five Foot Book Shelf plus an occasional lecture. For entertainment it would have the motion picture and similar forms of amusement.

"The radio set without music, entertainment, educational talks, etc., would be like a chandelier which does not give light. The radio station provides that light and thereby reaps much good will and apsage in combination with a service preciation, and when the sponsor to radio set owners who have steps in to provide the music and proven again and again their apentertainment he reaps his reward preciation of good radio entertainof good feeling. The more appropriate the broadcast feature, the The average American family more it is identified with the sponwhich listens regularly to radio, sor, the better. Mr. Frothingham said, represents

"Do radio listeners buy radio advertised goods? They will if the radio programming is well done and the message is not 'burned home'. Atwater Kent still prospers from his radio programs-concerts, auditions, etc., Great Northern Railway, General Motors, Metropolitan Life Insurance Companyall have given to the radio-listening family what it likes and needs and can't find for itself elsewhere."

**Reaching a Well-to-do Class by Radio** 

Cook's Travelogue, an Educational Program in Ninth Year, Lures Listeners on Tours to Far-away Countries

THAT RADIO is effective in reaching a select as well as a general audience with a purchasing power well above the average is ably demonstrated by the success of Thomas Cook & Son with its radio travelogue now in its ninth year on NBC. The account is handled by L. D. Wertheimer, Inc., New York, and the program is one of the oldest commercially sponsored features on the air, having started on April 7, 1925, over a network comprising WJZ, New York, WRC Washington, and WGY, Schenectadv.

Two years earlier Thomas Cook & Son had experimented with the then experimental medium of radio broadcasting, engaging the facilities of WEAF, New York, at that time owned and operated by the A. T. & T. Co. A travelogue depicting a cruise around the Mediterranean. with musical background, was broadcast. So few receiving sets

were in use at the time, however, that the sponsor did not think it. worthwhile to continue the pro-

Advertising Subordinated 'The Man From Cook's."

IN 1925 a much larger audience greeted the travelogue, and from the outset there was a lively interest in the program, largely because of its educational nature. The actual advertising of any cruise was subordinated to an interesting and accurate description of the countries to be visited, their history, peoples and outstanding characteristics. The music, too, was selected with a view to making known the works of the leading composers, as well as the folk songs, of each land. At no time throughout the eight years of broadcasting have the actual travel talk and descriptive music of the Cook's programs been

interrupted by the insertion of an advertising announcement or credit line, all advertising being restricted to a final announcement of not. more than one minute's duration.

THAT THIS method of program uilding has been successful is attested by the thousands of conratulatory letters received from all parts of America. Many come rom prominent educators, diplomatic and consular representatives of foreign countries, high officials of transportation companies, and here has been a lively inquiry on the part of persons interested in

The basic objective of "The Man rom Cook's" has been to reach and influence persons who can afford to spend the amount of money and time necessary to travel extensively. It is significant that, for the most part, the program has featured costly tours, such as Mediterranean and 'round the world cruises. Only recently have less expensive trips of the West Indies ype been promoted. Cook's believes that the value of

THE EFFICACY of radio in reaching the masses and in selling products of a broad appeal is generally acknowledged. Less known is its ability to reach restricted classes of persons who have more time and money at their disposal than the average man. The history of the broadcast advertising of Thomas Cook & Sons for the last eight years reveals that radio also can sell higher-priced goods as represented by an ocean cruise ticket. "'The Man From Cook's," its sponsors say, has not only increased its travel business but has encouraged

every travelogue has been ex-

Important events of the day, as

well as references to historical

background, play an important role

**Retail Furrier Finds** 

**Broadcasting An Ideal** 

um for retail furriers has proved

its effectiveness beyond shadow of

doubt, according to Richard H.

Winston, manager, Scott Furriers,

Inc., Hartford, Conn., operating

campaign over WDRC, Hartford,

a decade ago, the firm now uses

three stations in the New Eng-

land area every day in the week.

In addition to WDRC, it is em-

ploying WEAN, Providence,

WNAC, Boston, or WBZ-WBZA,

Springfield and Boston, in its

sary corollary to other forms of

advertising", Mr. Winston stated.

"It cannot take the place of news-

paper advertising, but it is neces-

sary to supplement it, from our

When customers come to our-

"Radio broadcasting is a neces-

nightly schedule of broadcasts.

Starting with an experimental

throughout New England.

in "The Man From Cook's."

international good will.

these broadcasts has been shown logues now being broadcast over in various ways. Though no recthe NBC-WJZ network is being devoted largely to travel in Europe ords of results have been kept. Cook officials know that an appreand is meeting with an enthusiasciable amount of business has been tic response from listeners. Stress being placed upon the low cost directed to them through the mails, over booking counters and by teleof travel now in all Europe. phone as a consequence of the From the beginning no standard travel lectures have been used, but

Direct Results Noted

IN SOME instances, they have been able to trace a response directly to a specific program; immediately after a broadcast, for instance, numerous inquiries have been received and bookings made for the trips described over the air. Many of the tourists have declared that the program had something to do with their decision to travel. On a West Indies cruise a Cook lecturer asked his audience of about 400 passengers how many were listeners to the travelogue. About two-thirds raised their

hands. Listeners have been quick to respond to offers of booklets dealing with some of the Cook tours. More than 5,000 asked for a booklet of maps which had been offered in one broadcast, and most of the requests came on business stationery, from professional and busi-

ness men and educators. Another result of the broadcasts which Thomas Cook & Son regards as important is the international good will that the programs have stimulated. Letters' from foreign legations in this country and from foreign shipping companies attest to this good will.

#### Travel Lectures Varied

experience. THROUGHOUT the last eight stores and tell us they have heard years the travelogues have been broadcast over many different staour radio broadcasts, they do so tions associated with the NBC netwith a sense of having known us works and reaching almost every before, and already there appears to be a cordial relationship estabsection of North America. Almost every country of Europe, the lished. The pleasure they have de-Orient and South America has rived from the entertainment part been included in the series. Speof the programs, and the faithful cial programs have been devoted representation they see in the store of what has been broadcast, to various parts of Africa, Australia, New Zealand and the South inspires them with confidence and they look forward with pleasurable Seas.

The current series of traveanticipation to further broadcasts."

Hanley Expresses Hope For More Local Waves At Dedication of KICK

> THE HOPE that "a few more channels" will be made àvailable for local broadcasting stations. to clear up con-



pressed by Con-missioner James H. Hanley June 23 in an address over KICK during that station's inaugural program at Carter Lake, Ia., suburb of Omaha, to which it moved from Red Oak, Ia.

"It is my hope", Commissioner Hanley said, "that we can clear the way for a few more local channels. That problem may be solved at the North American conference at Mexico City."

Commissioner Hanley paid tribute to stations operated by news-papers, declaring that in many respects such a union is ideal.

"The very life blood of a news" paper is good will, and the publishers and editors are past masters in that art and in the moulding of public opinion," he said. "As a rule radio stations which are controlled in whole or in part by newspapers are less liable to overemphasize revenues and indulge in offensive sales talk than purely commercial stations." pressly prepared for the broadcast.

The Commissioner also stated he strongly favored educational programs and community stations where local talent can be developed and used and local needs expressed and satisfied.

#### To Attend Wave Parley (Continued from page 9)

tion meeting to discuss technical aspects of the Mexico City confer-Merchandising Medium RADIO as a merchandising medi-

#### Instructions Undisclosed

DETAILS of the issues confronting the conference are set forth in the article on Page 9 bearing the signature of Mr. Baldwin. What position the American delegation will take on the question widening the band below 550 kc. cannot be foretold. It is taken for granted that there will be no opposition to enlargement of the band above 1500 kc. to accomodate possible demands for facilities by Mexico, Cuba and the Latin American countries. It is a proved technical fact that the higher frequencies, being less subject to static, are better adapted for use in the tropical countries, while the longer waves are ideally suited for

propagation in colder climates. What instructions the American delegation may carry from the State Department also is conjectural, since a strict injunction of secrecy has been invoked by the department on such matters. It is known that mobile and government groups and the broadcasters were unable to compose their differences on enlargement below 550 kc. at the preparatory meetings and that whatever position the delegation takes will be based on instructions from the State Department.

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BROADCASTING • July 1, 1933 | July 1, 1933 • BROADCASTING

Seeks Select Audience

gram.

#### 'Chandu' Programs **Cover Population** Area of 70,000,000

Beech - Nut Backs Feature With Merchandising

> By JACKSON TAYLOR McCann-Erickson, Inc. Advertising, New York

BEECH-NUT Packing Company's 'Chandu" program of magic and adventure has grown in a period of 15 months into one of the most far-reaching transcription efforts yet attempted. The daily broadcasts have been heard over 46 stations located in 17 states having a population of 65,000,000. Adding in states adjacent to the broadcast states, and for the most part embraced by used stations, more than 70,000,000 people have been in range of the advertising.

Of course, not all families have radio sets, but "Chandu" has benefited by much of what we may call "reverberatory" interest. In addition the program has been intensively merchandised through grocery outlets and by supplementary

advertising in newspapers. Not the least part of the whole scheme of promotion has been the great amount of publicity which has attended the program. The count of publications which have featured stories on Gayne Whitman, Betty Webb and other stars of Beech-Nut's show, and on certain glamorous phases of the story itself, runs into hundreds. Radio editors have been exceptionally generous in their attention to the program.

#### 13 Offers are Made

ALTOGETHER thirteen different offers have been made by the spon-sor in connection with "Chandu". These have comprised nine magic tricks, photos of the cast, two jigsaw puzzles, and a bottle of perfume. The returns are way up in big figures, and are still coming in. Most important, perhaps, is the fact that each return has been accompanied by proof of purchase of some Beech-Nut food product of considerable retail value. "Chandu" offers have proved that it is possible to follow this "cart before the horse" policy, yet main-tain a high inquiry return.

Throughout the broadcasting. products in the Beech-Nut line have been featured according to the particular needs of individual sales areas. At times three or four different commercial announcements have been on the air the same evening-varying with different stations, of course. It was in order to localize the sales message that the sponsor adopted the transcription method of broadcasting. A most desirable by-product of the plan has been the effect on local sales organizations as well as on the trade in their territories. Local sales managers have jumped at the chance to cooperate in the advertising. Salesmen have felt that the main office was thinking in terms of their immediate problem. Logically, too, grocers have responded more read-ily to a promotion that plays up

#### SCOOPS OWNERS KSO Covers Wet-Dry Balloting - Through Own Reporters -

KSO. Des Moines, gave its listeners complete coverage on the Iowa vote on prohibition repeal June 20 without violating the Associated Press ban on election returns and. incidentally, scooped its own newspaper owners, the REGISTER and FRIBUNE.

By employing a special corre-spondent in each of Iowa's 99 counties. KSO got early returns on the progress of the balloting and was able to show the trend despite the fact that complete returns were not available until the next day. A staff of tabulators compiled returns in the studios. KSO also broadcast statements by the governor and representative wet and dry leaders.

The news broadcast was sold without difficulty to the A. A. Schneiderhahn Co., distributors of electric merchandise.

the individual product rather than Beech-Nut's whole line.

#### Coordination Necessary

THE TRANSCRIPTION program has also permitted another impor-tant treatment of the commercial announcement. For instance, stations on the Atlantic seaboard occasionally have featured stories such as the exclusive serving of Beech-Nut Coffee on famous steam-ships like the Rex. the Resolute, and the new Manhattan and George Washington of the United States Lines. Simultaneously mid-western stations might be telling about the listing of Beech-Nut Bacon on the menu of some famous hotel in Chicago. Detroit or other important

center. The Beech-Nut plan has not been without its difficulties. Obviously it has required close working between local sales offices and Beech-Nut headquarters. A high degree of coordination of effort with stations employed for the campaign has also been imperative. But these burdens have been found less and less a problem, more and more part of routine. Meanwhile the advantages of the plan have been increasingly obvious.



CALLED by H. G. Bullock, vice president of the Caples Co., Chi-cago agency, a "decided step forward in cooperative advertising by railroads," the first of a series of programs jointly sponsored by eastern and western railroads to promote train travel to the Century of Progress Exposition at Chicago was inaugurated over a CBS network of 25 stations June

29, at 8:45-9 p.m., EST. Program will be heard Mondays and Thursdays at the same period. "For five years," said Mr. Bul-

lock, "the railroads west of Chicago have consistently resorted to newspaper advertising at railroad centers in connection with special rates, holiday excursions and other occasions where all the railroads covering the same territory had the same message to tell. Under similar conditions there has been a certain amount of cooperative advertising by the eastern roads, but to a far lesser extent than in the

west. "But never before have eastern and western railroads joined forces as they are doing in this CBS se-

ries. Railroads from the Atlantic coast to as far west as Denver and Salt Lake City and south to New Orleans and Texas are contributing to the cost of this advertising. "West of Chicago a joint news-

paper advertising campaign will back up the radio, but any newspaper advertising that is done in eastern territory will probably be individual, although it is expected that all railroads will include mention of the broadcast in their regular advertising. Handbills and halfsheet posters will also be used." Mr. Bullock added that this ex-

periment in cooperative radio advertising is being watched with the greatest interest by railroad officials, and the results may have an important influence on future advertising plans. A feature of the CBS program is "The Ten Railroaders," a group of college singers providing atmosphere with such favorites as "Casey Jones," "I've Been Working on the Railroad,' Frank Westphal's orchestra etc. plays, and there are short dramatic sketches about the World's Fair.



A NOTABLE FEATURE-Col. Louis McHenry Howe (left), secretary to President Roosevelt, and Walter Trumbull, noted newspaper correspondent, are shown at one of their Sunday night broadcasts over an NBC-WEAF network during which Mr. Trumbull interviews Col. Howe on national affairs. Audience is asked to submit questions. Fifteen-minute feature is sponsored jointly by RCA Victor, RCA Radiotron and Cunningham tube companies.

#### East and West Railways Point-O'-Purchase Tested in Detroit

National Link of Groceries, **Drug Stores Planned** 

DESIGNED to bring the sales message to the consumer at the actual point of purchase by means of receiving sets located in retail stores, a radically new development in radio advertising is being tested in selected A. & P. and Kroger grocery stores in Detroit, The programs are being broadcast daily except Sunday, on Station CKLW, between 10:30 a.m. and noon and 3:30 and 5:00 p.m. The new plan, which has been

developed and patented by the Point - O' - Purchase Broadcasting System, Inc., Detroit, is described as "the missing link between manufacturer and consumer.

#### National Hookup Planned

FOLLOWING the time - honored principle that buying resistance is most readily overcome when the shopper is in the store, the Point-O'-Purchase System plans to install receiving sets in retail grocery and drug outlets on a nationwide scale and to broadcast programs during the peak shopping

Although the plan contemplates installation in independent stores as well as those of chain organizations, it will first be put into operation in the outlets of the grocery chains. Participation is limited to 22 national advertisers, each advertiser delivering morning and afternoon sales messages on a rotating schedule which changes daily.

#### Reach Homes as Well

POINT-O'-PURCHASE broadcasting is not point-to-point, however. The programs, entitled "Your Market Basket", will be carried over established key stations and consequently will reach the home as well as the retail store. This additional home audience is referred to as "bonus coverage." Store installations will consist of

synchronous receiving sets, automatically controlled from a central point, definitely set for reception at a certain wave-length to prevent tampering by store employes-and two or more loud speakers, depend ing upon the size and layout of the store.

Officers of the Point-O'-Purchase Broadcasting System are: George B. Storer, president of CKLW and an executive of WWVA and WSPD chairman of the board and treas-urer; Joseph H. Neebe, manager of CKLW, president; Thomas R. Walton, vice president; Edward Rothman, secretary. In addition t the above, the directorate include Carlton M. Higbie, chairman fi nance committee, Eaton Manufac turing Co.; Albert Kahn, President Albert Kahn, Inc., architects; San Pickard, vicc president, Columbia Broadcasting System, and R. E White, Pontiac Sales Manager Buick-Olds-Pontiac Sales Co.

STEWART L. MIMS has resigned <sup>ss</sup> vice president of J. Walter Thompson Co., New York, after more than <sup>12</sup> years association with the agency.



# HERE'S A NATURAL

T IS no longer necessary to *gamble* with your promotion dollars. Tests by our advertisers and their advertising agencies have conclusively proved that BROADCASTING is the superior medium for coverage of national radio advertisers and their advertising agencies, radio station owners, managers and chief engineers, etc.

An advertising schedule in BROADCASTING will produce results for you ... here are a few excerpts from letters that tell what it has done for others:

"Our page advertisement announcing open territories in connection with our feature "Tarzan of the Apes," brought nearly a hundred inquiries from stations, advertising agencies and advertisers interested in a proven feature, and a most satisfactory number of new accounts were added."

FREDERICK C. DAHLQUIST, President American Radio Features Syndicate

"We tabulated the replies received giving reference to BROADCASTING, and those giving reference to another periodical that we used at the same time, and found that the number of replies received through the medium of BROAD-CASTING was eight times that of the other periodical."

R. E. MESSER, Production Manager Earnshaw-Young, Inc.

So far our advertising in BROADCASTING has cost us nothing. We have secured sufficient business because of the ads to more than pay for them. "Ads in BROADCASTING get results and we know it."

L. B. WILSON, President Radio Station WCKY Covington, Kentucky

When You Buy Space in BROADCASTING, You Buy Complete Coverage And Results

Broadcast Advertising



Information Regarding

BROADCASTING

NATIONAL PRESS BUILDING

**Closing Dates** Advertising copy July 15 Issue - - - July 8 August 1 Issue - - July 22 August 15 Issue, August 8 Sept. 1 Issue - - August 22

#### 60 Texas 'Outlaws' **Face Prosecution**

#### Unlicensed Stations Defy **Commission's Authority**

SPEEDY action against unlicensed broadcasting stations in Texas, which are competing for business with regularly licensed stations, is planned by the Radio Commission in collaboration with the Department of Justice. The stations, most of which have banded together in an association of "independent" broadcasting stations, have challenged the right of the federal government to regulate them, on the ground that they operate in intrastate commerce only and are subject to regulation by the state of Texas.

Prosecution of 10 of the 60 Texas stations had been planned for June 26 at Lubbock, but the special grand jury was dissolved in advance of that date. Steps are being taken by the Department of Justice to call a special jury. In the meantime it is understood that further evidence is being procured and that several arrests may be made in advance of prosecution. Commission counsel will assist the U. S. Attorney for the northern district of Texas in the prosecutions.

#### NAB Urges Action

PROMPT action against the unlicensed stations in Texas and in other states was urged by the NAB in a letter to the Commission on June 13. Philip G. Loucks, NAB managing director, stated that these stations, aside from violating the law, compete unfairly with licensed stations and create interference with reception.

The attitude of the Texas stations was reflected in an article which appeared in the May 17 issue of the BROWNWOOD (Tex.) BULLETIN, based on a meeting of the "board of directors" of the 'Texas Independent Radio Advertising Association." The board deprecated as unfair and misleading the use of the terms "illegal", "bootleg" and "unlawful" in describing the stations.

"The board maintains", said the article, "that as long as the stations do only intrastate broadcasting they are violating no laws or regulations and are within their rights. These stations can be regulated only by the state, the operators sav.

It was reported that 35 stations were represented in person or by proxy at the meeting. Most of the 57 stations in Texas declared to be eligible for membership have joined the organization. B. W. Downing, of Belton, is president of the association.

New WJSV Antenna

WJSV, Alexandria - Washington,

was granted a regular renewal of

license to operate on 1460 kc. by the Radio Commission on June 16

following installation of a new an-

tenna system designed to curtail

the station's signal in the direction

of the Naval Research Laborator-

ies, Bellevue, D. C. The Navy De-

partment had protested against

the station's location, charging

ruinous interference with its own

CBS, which owns the station, im-

Other members of the board are E. J. Turner, Denton and Howard Cox, Temple, north Texas district; Sam Morris, Stamford and A. W. Stewart, Brownwood, west Texas district; W. A. Needham, Taylor and Bill Lowry, Austin, South Bend district.

ALAN HAZELTINE, inventor of the high-frequency experiments, and radio neutrodyne, was awarded an honorary degree of Dector of Science the Commission consequently re-fused to issue a license to WJSV at the annual commencement of Stev-ens Institute of Technology, Hoboken, for its site. in June.

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#### DIRECTIONAL ANTENNA SUCCEEDS WJSV Granted License Renewal After Interference With Naval Station is Stopped -

mediately assigned Frank Falknor, chief engineer of WBBM, Chicago, and an antenna expert, A. B. Chamberlain, CBS chief engineer, Lester Bowman, WJSV, technical supervisor and Willia m Criz, WJSV transmitter engineer, to the task of remedying the trouble. They developed a directional antenna that has worked so effectively during the last month that the Navy has agreed to withdraw its protest.

The license was issued to WJSV on the condition that the directional antenna be retained in operation and that an automatic signal strength recorder be placed at the Naval Laboratory to monitor the signal constantly.

The picture shows one of the two 160-foot towers which are in direct line with the Naval Laboratories. Engineer Bowman is shown inspecting some of the instruments used to regulate the antenna system.

#### Sharp Budget Cut **Forces Dismissals**

CHANGES in the Radio Commission's staff, both economic and political, were announced June 23. Added to the legal division were John Wesley Weeks, of Decatur, Ga., and Milus A. Nisbet, of Fayetteville, Tenn., both Democrats, who filled vacancies created by the resignations of Chief Examiner Yost and Examiner Pratt, and the promotions of Ralph L. Walker and George H. Hill to examinershins

Mr. Weeks came to the Commission from a judgeship in the juvenile court of DeKalb County, Ga., while Mr. Nisbet, formerly secretary to Senator McKellar of Tenn., has been employed as treasurer and credit manager of the Murray Rubber Co., of Trenton, N. J. Necessitated by the sharp reduc-

tion in the Commission's appropriation for the 1934 fiscal year, which begins July 1, the Commission announced dismissals of 10 employees, two of them holding important posts. William E. Downey, assistant chief of the division of field operations, formerly the radio division of the Department of Commerce, was released, as was Edwin W. Lovejoy, acting super-visor in charge of the Seattle of-fice of the field force.

Other employes released included four clerks at Washington headquarters and a similar num-ber in the field. The Commission gave all of them recommendations to other bureaus and commissions created by the last Congress.

#### Odol Account

ODOL CO. OF AMERICA, Chicago (mouth wash) is now using quarter hour programs on list of midwestern and southwestern stations placed through Broadcasters Advertising Service, 520 North Michigan Ave., Chicago. Local sustaining features with a proven audience are sponsored.

#### A. N. A Issues Analysis **Of Prof. Young's Report** Which It Had Rejected

AN ANALYSIS of the report on advertising agency compensation by Prof. James W. Young, University of Chicago, (see BROADCAST-ING June 1 and 15) has just been released by the Association of National Advertisers, which rejected the report June 8 and voted for a further investigation of the topic. The analysis was done by Albert E. Hease, former managing director of A. N. A. and former associate editor of PRINTER'S INK.

Stuart Peabody, president of A. N. A., in releasing the analysis, which was presented to the executive conference June 8. said:

"Whereas the Association of Na tional Advertisers is very largely concerned with increasing the productiveness of the advertising dollar we feel that Mr. Young and his sponsors have rendered a distinct service to advertising in bringing the whole question of agency compensation in relation to the total cost of advertising out in open discussion. At the same time we believe that more facts are needed. Until these facts are secured, we do not believe anyone

can get a correct picture of advertising costs.

#### Summary by Hease

MR. HEASE in the summary of his 27-page analysis stated: "Analysis of the Young Report leads to this conclusion: It cannot be accepted as a study on 'Advertising Agency Compensation in Relation to the Total Cost of Advertising' because: (1) the base of the study appears to be too narrow; (2) it gives no light on the legal relationship in the advertiser - agent - publisher situation. The evidence appears to be insufficient.

"It is to be regretted that such a conclusion appears to be warranted because many had hopes that from such a study as this information might be obtained which would form a real basis for intelligent discussion on questions such as: (1) should the present system of agency compensation be retained; (2) should it be modified, and (3) should it be completely dropped and, say, a service fee basis substituted?"

#### **Denies Per Inquiry**

DIRECT MAIL literature from the Midwest Drug Co., of Fort Wayne, Ind., in which it is indicated that WJR. Detroit, is handling a perinquiry account for Ju-Van, its weight-reducing remedy, is refuted by L. A. Weiss, assistant general manager of WJR, who stated in a letter to BROADCASTING that "the advertising that we carried on this account was not only charged at our regular card rates but we insisted upon and received cash in advance for every announcement that we broadcast for them.'

EXTENSION to Aug. 14, 1933, in the required time for the completion of the new 50 kw. station of WSB, Atlanta, has been granted by the Radio Commission.

www.america

wiohistory.com

BROADCASTING • July 1, 1933

#### **RMA** Announces Radio Progress Week, Inviting Broadcasters to Participate

September Sales Drive to be Followed by Broadcasting; Advertisers and Agencies Urged to Cooperate

agencies and advertisers will be

improving the appeal of broadcasts

its present facilities, was author-

ized by the Radio Commission June

the same time the Commission de-

Louisville local, for the WFIW fa-

WFIW is owned by Acme Flour

nephew of the former vice presi-

dent, has a \$100,000 purchase op-

tion, based on the procurement of

The same interests operate WKBF.

roe Chemical Co., Quincy, Ill. (Put-

man's Fadeless Dyers and Per-

fumed Tints); Acme White Lead

and Paint Co., Detroit, and General

**Committee Named** 

authority to move to Louisville.

time on 940 kc.

Indianapolis.

be ascertained.

to supply radio equipment sales.

NEW PROSPERITY for the radio up radio circulation. Networks, industry will be sought in a highly organized campaign contemplated by the Radio Manufacturers Association and into which it hopes to bring broadcasters, advertisers and agencies, as well as equipment manufacturers, distributors and dealers. Approved at the annual meeting

of the RMA in Chicago June 6, the project embodies an intensive sales drive during September and a week field." of special broadcasting from Oct. 2 to 7, to be known as Radio Prog-WFIW Louisville Move ress Week. The latter event may be postponed for a week, to coin-cide with the NAB convention at Allowed by Commission White Sulphur Springs, which runs from Oct. 8 to 11. REMOVAL of WFIW from Hopkinsville, Ky., to Louisville, with

#### **Two Objectives**

EARL WHITEHORNE, of the Mc-16 in sustaining the recommenda-tions of Chief Examiner Yost. At Graw-Hill Publishing Co., has been engaged by RMA as director of nied the application of WLAP. the campaign. He told the RMA that the campaign will have two cilities-1 kw. power, unlimited objectives: first, to canvass every radio owner and put his set in condition, or to replace it with a new set, and second, to canvass all Mills, but it was brought out at the hearing last December that W. prospects for new receivers. E. Vogelback of Chicago, who is associated with Charles C. Dawes,

"The spectacular broadcasting which will feature Radio Progress Week", he said, "will serve as a basis for sales. People will be urged to get ready for this week of special broadcasting, and it will be a strong incentive right up until the end of September. After the week is over, it will still be a powerful selling argument because of the popular interest which will be aroused and dealers will continue to make a feature of it in their selling.'

NBC and CBS, the announcement said, already have pledged their hearty cooperation and a colorful program is assured during Radio Progress Week. Detailed plans, however, were said to be under development, with contacts yet to be made with agencies and national advertisers.

Will Build Audiences

"THE PRIME objective, of course," Mr. Whitehorne said, "will be to awaken a new popular enthusiasm for the present dependability of radio equipment, the perfection of its tone quality and control, and the scope, artistry and excellence of modern programs. This will increase the radio audience and bring direct benefit to the networks, the national advertisers and the advertising agencies. By two months careful preparation the campaign will develop a selling intensity in September that would not be applied without organized enthusiasm. This intensified selling will create an added volume of business that would not mature without this urgent appeal. It will bring into active cooperation those two major branches of the radio industry, broadcasting and equip-ment. Manufacturers, distributers and dealers will be promoting the popularity of broadcasting to build

#### July 1, 1933 • BROADCASTING

#### W. E. Harkness Retires: UNIQUE BEAT KSTP Beats Newspapers Full Day on Shipwreck —

WHEN the passenger steamer George M. Cox was wrecked on a barren reef in Lake Superior, listeners of KSTP, St. Paul, were given an eyewitness account of the disaster and rescue by means of a unique remote broadcast.

"The RMA is confident that if The ship crashed near the Rock refrigerator dealers through local of Ages lighthouse late Saturday cooperation could sell a million night, May 27, and although it household refrigerators in 1931. sank in a few minutes all of the and 900,000 more in 1932, the radio passengers and crew were saved. industry can find a new prosperity The story broke too late for Sunin the market place this fall, if it day newspapers to carry more than a bulletin of the wreck, leaving the fate of the 124 persons on will unite to sell radio against the board in doubt.

Stanley E. Hubbard, vice president and general manager of KSTP, immediately began calling Lake Superior ports for informa-tion. Shortly after 10 a.m. Sunday, he located George M. Cox, part owner and passenger on the ship, at Fort William, Ontario. He had the long distance telephone call switched through the main control room and William Davidson, of the KSTP announcing staff, then conducted an interview with Mr. Cox which was sent out on the air.

The telephone connection was good and listeners were thrilled by the eye-witness story told by Mr. Cox in a 15-minute interview. The details of the rescue were printed in the morning editions Monday, giving KSTP a clear scoop on the complete story of the wreck and rescue.

#### Removal of WFIW was opposed Two Announcements WHAS, Louisville, along with WLAP. Whether an appeal will be Bring 154,000 Requests taken to the Court of Appeals of the District of Columbia could not

MORE THAN 154,000 requests for a trial size of Dr. Lyons' Tooth Powder were received by the sponsor, R. L. Watkins Co., New York, following but two announcements during the "Manhattan Merry-Go-Round" program over the NBC-WEAF network, plus Canadian, Mountain and Orange supplementaries.

Largely as a result of this response, NBC's sponsored mail count for April rose 11 per cent. Indirect fan mail-i. e., letters and cards addressed to NBC and containing comments and criticismdropped 39.2 per cent under March but, was above the April, 1932, Co. (Kerr jars and glasses); Monfigure.

#### Neebe a Playwright

JOSEPH H. NEEBE, vice president and general manager of CKLW, Detroit-Windsor, was host to a group of guests at the pre-miere of "Divorce Parade" at the TO COOPERATE with the Radio Manufacturers Association and the Comedy Theatre, Detroit, June 15. Institute of Radio Service Men in He is co-author of the play, along, the development of a public relawith Thomas E. H. Black, of Detions campaign for the radio industroit. Mr. Neebe has had three full try as a whole, President Alfred J. length plays produced, and a num-McCosker, of the NAB has named ber of his one-act plays were procommittee of three. They are duced by little theatres through the William S. Hedges, KDKA, Pittscountry. Another play by the same burgh; Leo J. Fitzpatrick, WJR, two authors, "Candida's Visitor" Detroit, and Henry A. Bellows, will be given a tryout in the east CBS Washington vice president. this summer by Morris Greene.

First WEAF Manager RETIRING of his own volition after nearly 40 years in the tele phone and radio industry, W. E. Harkness, who was first manager of WEAF, New

York, and who since 1929 has Mr. Harkness been with Elec-

trical Research Products, Inc., was honored recently at a testimonial luncheon by his associates and friends. He plans to combine enoying his hobbies with the possibility of engaging in private busi-Mr. Harkness joined the old Bell Telephone Co. of Missouri in 1894.

In 1904 he went with Western Electric Co., Chicago, doing special engineering studies and sales engineering work. Rejoining the Bell System in 1921, he was assigned to broadcasting activities and be-came assistant vice president of the division in charge of WEAF. He held that post until the A. T. & T. sold the station to NBC.

Among speakers at the testimonial luncheon were J. E. Otterson, president of ERPI; George K. Heyer, general telephone and apparatus sales manager of Graybar, and George F. McClelland, sales vice president of NBC and Mr. Harkness' associate in the old WEAF.

**Floating Radio Station** Loses Panama Registry

CANCELLATION of the registry of the ship City of Panama, which has been, carrying a "floating" broadcasting station and competing with regularly licensed stations in southern California, has been ordered by Panama authorities upon protest of the State Department. The ship's officers, it was learned, have been ordered to silence the station or face the possibility of seizure of the craft by United States authorities.

The City of Panama began its "cruises from nowhere" out of Santa Monica on June 2. A makeshift transmitter using about 1 kw. was operated on 815 kc. with the call."RXKR". The station, it was reported, had procured one commercial account paying it about \$1,500 monthly, as well as a num-ber of spot announcements. Broadcasters along the coast protested to the Radio Commission, alleging unfair competition and interference, and the Commission immediately notified the State Department.

It is understood also that should the City of Panama attempt to continue operations by procuring new registry from some other government, the State Department is prepared to follow through with formal protests in the interests of American radio.

WJR, Detroit, has asked the Commission to extend to Jan. 25, 1934, and Feb. 25, 1934, its two applications to erect experimental television stations.



Electric Cd.

#### VOICE OF CINCINNA THE

### Associate Station National Broadcasting Company • 5000 Watts **Cleared** Channel 4,917,000 people establish the AUDIENCE. CLEAR RECEPTION in Greater Cincinnati and 28 other cities of large popular.

Carry more national network PROGRAMS than any other Cincinnati stational WCKY PRODUCES THREE HALF HOURS PER WEEK for the National Broadcaste Company network.

\$743,659,000 net income constitutes the BUYING POWER.

21 years of executive experience in banking and business governs STATION PLCY.

15 years of editing and dramatic criticism on metropolitan dailies supervises CONNUTY.

23 years of show business experience directs PRODUCTION.

7 years of marketing experience with leading national advertisers manages MERCINDISING.

### OWNED AND OPERATED BY L. B. WILSON INCRPORATED



« «AUDIENCE » »

# Doing the Real Jol for the Advertiser!

ha the

### BROADCASTING

and

#### Broadcast Advertising

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

Executive and Editorial Offices: National Press Building, Washington, D. C. Subscription Price: \$3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc. Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-5279, New York City Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

#### **Better Times**

SIGNS are not lacking that the business of broadcasting, after suffering the severest spring and early summer season since the depression started, is on the upgrade. Though network revenues are at an abnormally low ebb, current reports from the stations indicate a fairly steady volume of local business and a rising volume of national spot accounts. Extensions of network accounts through the summer are partially offsetting the drops, along with the large number of oil accounts and the gradual outcropping of brewery advertising. New and renewal accounts slated for this fall and winter have given rise to high spirits among network and station executives alike.

Perhaps the best barometer of radio business activity is the Business of Broadcasting department of this magazine. The national account listings of leading stations show a gratifyingly large number of new sponsors. The network account listings during the last few issues have announced some excellent new business for summer and fall, including the return of such old-time radio advertisers as G. Washington Coffee, RCA Victor, Frigidaire. Campana, etc.

There can be little doubt that recovery has started, and it is a certainty that the \$3,300,-000,000 public works bill enacted by Congress, with its attendant rise in employment and purchasing power, will soon bring radio out of the doldrums. Having proved its efficacy as an advertising medium beyond the shadow of doubt, radio needed only the signal of better times-already evident in reopened factories, more men at work and higher prices-to bring natural radio advertisers into the fold.

#### **A Vital Meeting**

JOT these dates-Oct. 8, 9, 10 and 11-on your calendar. They will remind you that the eleventh annual convention of the NAB will be held at that time at White Sulphur Springs, West Va. It should be a convention that no progressive broadcaster can afford to miss, whether or not he is an NAB member.

Economic, commercial and technical matters in unprecedented numbers will converge on that meeting. Foremost will be the administration's industrial recovery problem which directly affects broadcasting as a business. Because broadcasting is closely interwoven with virtually every industry that has something to sell, the meeting must work out definite policies on rates looking to the elimination of the time-chiseler and the gyp, as well as the introduction of uniform accounting and trade practices.

Copyright again looms as a salient issue, with indications of developments that may mean money in the pockets of broadcasters which heretofore they have grudgingly paid Tin Pan Alley's copyright combine. Technical matters, which may take into account a prospective sweeping reallocation as the aftermath of the North American radio conference just coming up, will be on the agenda, along with the movement for a horizontal increase in powers of all stations.

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All these matters more than involve the station owner. Their effects will spread over the entire industry-advertisers and agencies included-for if a better technical structure is built and if objectionable trade practices are eliminated, the time-user and his agent benefit to a great degree.

At the last NAB convention, in St. Louis. a far-reaching program was adopted when President Alfred J. McCosker, WOR. Newark. took over the industry helm. Virtually all of these commitments have been fulfilled during his administration. But other problems, even more, important because of the depressed times, have cropped up and must be coped with. This year's convention will have more dollars and cents aspects than any of the past meetings. It behooves every broadcaster and every radio account man in the agencies to be on hand.

#### **Natural Accounts**

AN AUGURY of more business for broadcasting, from one of the most natural sources of radio advertising, can be discerned in the opening of a special radio campaign over CBS sponsored by an association of railroads in the interests of promoting traffic to the Chicago World's Fair. Almost coincidently come intimations from the tobacco industry that prospective rising prices under codes of fair practice to be submitted to the federal industrial recovery organization may bring back cigarette advertising on its former large scale.

Here are two radio "naturals", one offering to sell a service, the other selling a commodity. It has long been a perplexing subject to us to contemplate in particular how slow such great service industries as railroads, public utilities and banks, which of all businesses need to sell their institutional services to the mass of the public, have been in following the lead of great commodity advertisers in using so effective a medium as broadcasting.

Almost without exception the reports that come to us of local railroad accounts tell of their huge success in stimulating regular and excursion traffic to the great satisfaction of the sponsors. We all know that the railroads have been heavy losers of revenues in recent

### The RADIO **BOOK SHELF**

TO THE bibliography of the literature pertaining to the commercial uses of radio, K. K. Koiner of the Marketing Service Division, U. S. Department of Commerce, adds the following surveys which can probably be secured from the sources indicated:

CBS Surveys-"Listening Areas" (1930), Price, Waterhouse Co.; "Audits of Radio-Network Popularity" (1931 and 1932), Price, Waterhouse Co.; "Where They Listen to Columbia" (1932), percentage of radio homes listening to CBS stations in each of 2,072 counties; "Has Radio Sold Goods in 1932", Prof. Robert C. Elder, Massachusetts Institute of Technology.

NBC Surveys-"Survey of Radio Advertising" (1926), by Daniel Starch Associates, Cambridge, Mass.; "Broadcast Advertising" (1929), a history of system, commercial aspects, estimated size of NBC audiences, etc.; "On Estimating Radio Circulation", an article published Aug. 6, 1931, by Roy S. Frothingham, sales promotion department, NBC, San Francisco.

"The Advertiser Looks at Radio" (1930). prepared by Association of National Advertisers, 420 Lexington Ave., New York; when do people listen, measuring effectiveness, information yet to be obtained, potential audience comparisons.

"Radio as an Advertising Medium" (1929), published by Policyholders Service Bureau, Metropolitan Life Insurance Co., 1 Madison Ave., New York.

"An Analysis of Summer Radio Audience in the Philadelphia Buying Area" (1930), University of Pennsylvania, Philadelphia.

"Cooperative Analysis of Broadcasting" (1932), a confidential investigation for participants in survey; sponsored by Association of National Advertisers, with A. W. Lehman in charge, and made by Crossley, Inc.

"Are They Listening?" (1932), a telephone questionnaire survey of 28,947 homes, made by Percival White, Bureau of Advertising, American Newspaper Publishers Association, 370 Lexington Ave., New York.

"Appraisal of Radio Advertising Today", FORTUNE MAGAZINE, September, 1932.

THE INSIDE story of how Paul Whiteman reduced his weight from 303 to 190 pounds in order to persuade Margaret Livingston, Hollywood actress, to marry him is told by Miss Livingston in collaboration with Isabel Leighton in "Whiteman's Burden" (Viking Press, New York; \$1.50). Peter Arno's drawings illustrate the book.

years, yet they continue to be big printed national space buyers while apparently loath to use radio except occasionally and locally.

The day is coming when the big railroads will find they cannot possibly afford to overlook the ether medium. We believe this firmly in the face of the stupid and unexplained agreement among three of the big railroads headquartered in the east-the Pennsylvania, Baltimore & Ohio and New York Central-not to use the radio medium and not even to install radios on their passenger trains. It is significant to note that another major road, the Chesapeake & Ohio, not only has been unwilling to subscribe to this agreement and is using highly effective spot announcements at key points, but also advertises widely the fact that the traveler on its trains can while away the hours listening to radio programs en route.

BROADCASTING • July 1, 1933

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#### STANLEY EUGENE HUBBARD

Cincinnati

ger planes between Louisville and

are identical to those now being

used by large commercial airlines.

Through 1921 he continued in

commercial flying, including in his

AN ADVENTUROUS boyhood spirit that sought an outlet in the thrills of "wireless" communication served to introduce Stanley Eugene Hubbard, vice president and general manager of KSTP, St. Paul, to the realm of radio. That. same inherent urge for exploring new fields subsequently led him into aviation, but broadcasting won over flying when it came to a final choice of a career in one of these two great industries of the air.

Mr. Hubbard was born in Red experiences barnstorming tours Wing, Minn.—just 36 years ago-on June 26, 1897. Red Wing is a little city that nestles in the hills and Cuba. on the west bank of the Mississippi about 40 miles south of the location of the present KSTP transmitter. His father, Frank V. Hubbard, superintendent of schools at Red Wing, died a year or two later and the family moved to the Twin Cities. Mr. Hubbard attended the J. J. Hill School and Central High School in St. Paul, and the Univerof Minnesota Preparatory sitv School in Minneapolis, before completing 'his education at the Sheldon School in New York.

In 1912 he began to experiment with radio and built a 250-watt amateur station which was one of the first in Minnesota. Later in that same year he was designated by the superintendent of schools in St. Paul and appointed a page in the Minnesota State Legislature, where he learned that all long distance talking was not a matter of

50,000-watt transmitter of the latest type, although only using 25,000-watts daytime and 10,000watts night time. and the Aviation Club. He is married and has an infant child, Stanated daily service with five-passen- ley Stub, Jr., born last May 28.

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#### PERSONAL NOTES

J. L. VAN VOLKENBURG, director of operations of KMOX, St. Louis, since last January, has been named president and member of the board of directors of the Voice of St. Louis, Inc. Mr. Van Volkenburg, who is only 29. joined KMOX as sales manager last October.

BURT SQUIRE. formerly general manager of WCFL. Chicago. has been manager of WCrL, Chicago, has oven appointed general sales manager of WGAR, Cleveland, Mr. Squire for-merly was in charge of the Detroit office of National Radio Advertising activity of the transmittion activity and head of the transcription activities of the Columbia Phonograph Co.

JAMES PATT, formerly with the KANSAS CITY STAR and WDAF, on June 19 was named publicity director of KMBC, Kansas City, succeeding Gomer Cool, who is now writing the KMBC Big Brother Club program and otherwise assisting in program pro-duction. Mr. Patt is the third of the Patt brothers in radio, the other two being John, manager of WGAR, Cleveland, and Ralph, WGR, Detroit. RICHARD PATTERSON, NBC execu-

tive vice president, attended the wed-ding of his sister at Bowling Green, Ky. in June, stopping at Cincinnati for a visit with L. B. Wilson, presi-dent of WCKY. Covington. Another WCKY visitor was Don Withycomb, NBC station relations.

Pioneering in this new field, Mr. CARL HAVERLIN, commercial man-Hubbard was soon recognized as ager at KFI, Los Angeles, on June 17 one of the foremost authorities on became a proud father. Mrs. Haver-lin is known professionally as Vircommercial flying, and in 1920 he ginia Flohri, soprano. The youngster will be known as Carol Linda. organized and became president of Sea Board Consolidated Air Lines. Routes laid out by him at that time

FRANK C. MCBRIDE, commercial manager of KDB, Santa Barbara, Cal., has been made station manager, suc-ceeding L. H. Witherspoon, who has been transferred to KHJ, Los Angeles, to conduct a statistical survey. EARL C. ANTHONY, owner of KFI-

throughout the eastern and south-KECA, Los Angeles, in June was elected a delegate to the California ern sections of the country, and to the island ports of Bimini, Nassau, convention for repeal of the Eigh-In 1922 he was apteenth Amendment. HOPE H. BARROLL, JR., of Barroll pointed chief of the Internal Revenue Air Service for the Federal

& Co. Inc., Baltimore, investment bankers, has been appointed vice pres-ident of WFBR, Baltimore. Leonard O. Groves, auditor, has been elected treasurer

ALBERT F. FERGUSON, who has had wide experience in newspaper and radio work, has been appointed pro-gram manager of WCLO, Janesville, Wie

FREDERICK R. HUBER, director of WBAL, Baltimore,, and municipal director of music for Baltimore, is one station, WAMD's power and faciliof three to be awarded a civic citation for distinctive service to Balti-more during 1932. The award was made June 14 by the Baltimore Adties were increased until in 1925 it was operating full time with 1,000-watt power. This transmitvertising Club.

ter was destroyed by fire in 1927. COL. ALAN G. C. DAWNAY has been and in the process of rebuilding appointed to a newly created post in a consolidation was effected with the British Broadcasting Corp., that of controller of the output division. KFOY. The call letters were then changed to KSTP. Mr. Hubbard WALTER E. MYERS, New England representative for NBC, has been became vice president and general manager, the capacity in which he elected president of the Boston Adstill serves. Today KSTP has a vertising Club.

LOUIS G. CALDWELL, Washington radio attorney and former general counsel of the Radio Commission, has been reelected a trustee of Amherst College for a six-year term. In addition to his radio activi-

CHARLES STOOKEY, director of the Farm Folks Hour, has been named assistant producer and continuity editor at KMOX, St. Louis.

ARTHUR MOORE, sales director of KUJ, Walla Walla, Wash., was mar-ried to Miss Ethel Alexander of the merce and was one of the organizers of the Junior Association of same city May 13. Mr. Moore was at one time on the staff of the AT-Commerce. He is a member of the Town and Country Club, the Ath-LANTA JOURNAL. letic Club, the American Legion,

BORN, to John W. Elwood, vice president of NBC, and Mrs. Elwood, a son, Niles Trammell, at the Wickersham Hospital, New York, June 13.

ROY HASENBALG, who joined the sales staff of WMAQ in 1925 and who has been with the NBC local service bureau in Chicago, has been appointed sales manager of KDKA, Pittsburgh, was announced June 22 by William S. Hedges, who on June 15 was made

general manager of KDKA. VIRGIL E. MOSER has left KMOX. St. Louis, to become production man-ager at WAPI, Birmingham, Ala.

SAM PICKARD, vice president of CBS, and Mrs. Pickard were the guests in June of Fred W. Borton, president of the Miami Broadcasting Co., and Mrs. Borton aboard Mr. Bor-ton's cruiser, "The Conchita", on a fishing trip along the Florida keys.

JERE O'CONNOR, on the sales force of KFWB, Hollywood, was married to Ellen Peters Minton at the Mission Inn, Riverside, Cal., in June.

THOMAS KIVLAN, formerly on the sales staff of WIBO, has joined the sales staff of WBBM, Chicago.

LESLIE ATLASS, vice president and general manager of the CBS Chicago division, is on a vacation cruise in his yacht in the Georgian Bay region of the Great Lakes.

W. E. WALKER, business manager of WIBA, Madison, Wis., was guest speaker in the Wisconsin day broadcast of the NBC National Farm and Home Hour June 22.

#### BEHIND THE MICROPHONE

AFTER 14 years, Stanley A. Todd, announcer of WAAM, Newark, N. J., has been awarded the War Department's Purple Heart and the Silver Star decoration for courageous action in laying wires under heavy bombardment in action near Bois de Consen-

voye, France, in the world war. GUS MACK, manager of Hill Billies at KMTR, Hollywood, has been ap pointed program director and assistant station manager. He had been manager for the Hill Billies two years

and for more than two years was daytime director of KFWB. Leslie Adams, whom he succeeds at KMTR, left late in June for Chicago and New York:

MARJORIE KLAGES of the continu-ity department of KMOX, St. Louis, was married June 17 to Richard Rose-borough of St. Louis. She will coninue her radio work upon return from their vacation-honeymoon in the

Ozarks ARTHUR G. LINKLETTER has been appointed publicity manager for KGB, San Diego. ALTON HART has returned to KUOA,

Fayetteville, Ark., as chief announ CHARLES STEWART LAKE, former announcer at WQAM, Miami, Fla., is now with WTOC, Savannah, Ga.

THE STROLLERS Male Quartet, for several years a popular feature on WFI, Philadelphia, is composed of members of the WFI staff: Ed Lewis, station director; Harold Simonds and John Vandershoot, announcers, and

Phil Cooke, staff singer. LAURENCE HAMMOND, New York radio and fiction writer, has joined the continuity staff of WLW, Cincinnati.

NOREEN GAMMILL, character ac-tress, at KFI, Los Angeles, has pub-lished "Sketches From An Old Album", scenes from her radio program, "Al-bum of Familiar Faces."

EUNICE S. ADAMS, of the NBC sales department, New York, was mar-ried on June 24 to Joseph H. Cope, of Germantown, Pa. The bride will continue her association with NBC.

BLAINE CORNWELL, staff announcer of WFBR, Baltimore, was married June 4 to Joan Elmer, of Baltimore.

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ties, Mr. Hubbard finds time to participate in the civic affairs of both Minneapolis and St. Paul, and of the entire state. He is active in the St. Paul Association of Com-

dots and dashes. The war year of 1917 found him enlisting in the First Battalion of the New York Signal Corps which later was taken into the Federal

Service as the 102nd Field Signal Battalion. He served throughout the war and remained in the service until March, 1919, when he entered the automobile and aeroplane business in Louisville. In that same year he established Hubbard Field, the largest independent airport in that section of the couny, and also organized the Ohio Valley Aero - Transport Company, the first commercial airline in the United States. This company oper-

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government and organized that department. In 1923 Mr. Hubbard returned to the Twin Cities and began experimenting with the more modern types of radio, developing new transmitting and receiving circuits. and in 1924 erected one of the early broadcasting stations of the country with the call letters WAMD. Starting as a 50-watt

### **=''SPO**' the Rochester Trading Area Where Business Conditions Are Always Better than Average

Unlike many large cities which are dependent upon one industry. Rochester is a city of diversified industries. A slump in one particular line does not ruin business in Rochester.

Among Rochester's industries are cameras, telephone and radio equipment, optical equipment, men's clothing, women's shoes, scientific instruments, haberdasherv, and many other lines requiring unusually skilled workers with more than average pay.

In the Rochester Trading Area are found some of the nation's most fertile fruit farms producing a large share of the nation's crop of apples. grapes and peaches.

During the last two years, conditions in Rochester have been better than the average city. Right now, recovery is more rapid than in most centers.

#### WHAM Covers This Entire Area

With its 25,000 watt transmitter. WHAM is the favorite station in this prosperous area. It originates programs of every type . . . dramatic, musical, comedy . . . many of which have been sent over the N. B. C.'s Blue Network with which the station is affiliated.

WHAM's production staff is prepared to handle your "spot" broadcasting problem. Write for rates and open time.

#### STATION WHAM SAGAMORE HOTEL ROCHESTER, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company



Western Electric Double Turntable 33 1/3 R. P. M. lateral and vertical pick-up equipment

STANDARD OIL OF CALIFORNIA'S new NBC-KGO program "Standard on Parade" has the following in its cast: Capt. Don Wilkie, former U. S. Secret Service man with his true detective

KECA

KLRA, Little Rock.

the XEB inaugural.

sustaining programs.

casts

early in June.

Progress Exposition.

several months.

announcer and production man.

division.

married in Boston June 7.

that Senor Luis Alvarez, the Don Alvaro of WMCA, a tenor, has gone to

GEORGE STEFFY. Yankee Network production chief. and Miss Madalyn Howes, of Providence. R. I., were

NOBLE CAIN, of the production staff of the NBC Chicago division, suffered a broken right leg when he crashed in his own plane at Hastings, Mich.,

VIRGINIA GOSS has been named head hostess of the NBC Chicago

Mexican capital to participate in

tales; Meredith Willson and orches-tra; Tommy Harris, the Knickerbock-ers' quartet, Barbara Blanchard, Helen CURT PIERCE, former page in the NBC Chicago division, who two months Musselman and Barton Yarborough. ago was added to the engineering staff TRUE BOARDMAN and DOUGLAS Evans, whose speaking voices have been known in Los Angeles radio drama circles, late in June joined the regular announcing staff of KFIas the youngest member of the department, distinguished himself in handling the opening A. & P. Company's broadcasts from the Century of Progress alone early in June.

VINCENT DOYLE has resigned a MARY FARBER, formerly on the KFI fun factory frolic, has gone with KRKD, Los Angeles, as staff singer. She has done more than a score of recordings for Columbia. transmission engineer at WOR, Newark, to assume charge of the police radio station at Bayonne, N. J., with the rank of lieutenant.

IN THE CONTROL ROOM

BORN. to Fred Clarke, chief enginee; of WQAM. Miami, Fla., and Mrs DON B. ELLIS, at one time on the staff of the LONG BEACH, CAL, SUN, Clarke, a girl, Gail Jean, early in May, has joined KUJ, Walla Walla, Wash., JOSEPH E. CHAMBERLAIN, foras a writer and announcer of local news broadcasts. All local news broadmerly of the radio transmitter laboratory of General Electric Co., Schecast by the station is gathered by KUJ's own staff. nectady, and John C. Bailey, just out of Purdue University, have been added ED. HANNAN, formerly chief an-nouncer of KARK, Little Rock, Ark., has joined the announcing staff of the engineering staff of WLW Cincinnati.

LEE H. GREER, technical supervisor of KSO, KWCR and WIAS, the Des CONQUEST ALLIANCE Co., New York, representing XEB, Mexico City's new 10 kw, station, announces Moines Register & Tribune stations, recently made an inspection tour of stations in Minnesota, Wisconsin and Illinois, visiting WCCO, KSTP, WIBA, WHA, WTMJ, WJRN and WLS.

ROY TINDALL of San Diego, has joined the technical staff of KMTE. Hollywood.

VINCENT H. PERCY, organist. on June 20 celebrated his tenth anniver-June 20 celebrated his tenth anniver-sary in broadcasting by starting "Memories Garden" on WHK. Cleve-land, and CBS. Vince's radio ex-perience began with an auditorium program over WJAX. Cleveland, in MAXWELL KELCH, technician at KMPC, Beverly Hills, Cal., in June was graduated with a B.A. degree in physics from the Los Angeles branch, University of California.

W. C. MOORE left NBC in San Francisco as studio engineer the middle of June, with G. H. Cassidy succeeding VERA VAN. California singer, has been signed by CBS for a series of

> GRAHAM TEVIS, chief audio engi-neer at KMOX, St. Louis, has received a \$75 prize for winning fourth place in the First Annual Leica Salon Con-(amateur photography) held in New York last spring.

BORN, to Morton Bowe, of Boston, Yankee Network staff soloist, and Mrs. Bowe, a daughter, Judith, on June 7. BILL KELLER, WJJD, Chicago, engineer, and Miss Freida Paul, of Chi-GEORGIA FIFIELD, eight years cago, are to be married in July. drama head of KNX. Hollywood, has joined the free lance ranks. She will do drama work for NBC's "Hollywood on the Air" as well as other broad-

W. PYLE, chief engineer of KFBI. Abilene, Kan., has been promoted to station director, succeeding J. Buryl Lettridge, who has joined the Willet Co. KFBI also announced that on June 21 A. E. Crockett, formerly in charge of its transmitter, has left to join XER, the Brinkley station at Villa Acuna. Mexico, and that Paul Daniels has been promoted to chief operator.

#### New "Ham" Regulations

R. J. BARRETT, in charge of the ser-vice department of the NBC Chicago division, has been detailed as assistant NEW AMATEUR regulations, substituting combination station-operto Miss Judith Waller in handling all NBC broadcasts from the Century of ator licenses in lieu of the separate icenses heretofore issued, and con-NATE FULLER, former page and later on the junior production staff of the NBC Chicago division. has been transferred to WTAM, Cleveland, as taining an entirely new setup for taking examinations, were promulgated by the Radio Commission June 23. All go into effect Oct. 1, with the exception of the regula-MARRIAGE of Miss Elizabeth Durtion making the 1,800-2,000, 28,000ham, of the NBC Chicago press staff, to Russell Barnes, insurance man, on 28,500 and 400,000 - 401,000 kc. bands available at once for radio-April 19, was announced June 17. telephony. Examinations of appli-cants residing within 125 miles of WILLIS O. COOPER, formerly head of the continuity department of the CBS Chicago division, has resigned to Washington, the 20 district inspection offices or 11 cities where quarwork as a free lance writer. At presterly examinations will be held are work as a free lance writer. At pres-ent he is writing the General Tire Co's show "Lives At Stake," on an NBC network, and has been commis-sioned by CBS to resume the "For-eign Legion" show in the fall. to be by supervisors, with all others examined by mail and all papers graded in Washington. Copies of the complete regulations, including various technical require-JEFF SPARKS, announcer and pro-duction man, returned to WLW, Cin-cinnati, in June after an absence of ments and restrictions, will shortly be made available at the Commission



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### BACK & of the CONFEDERATE MEMORIAL

We are proud of the statues that stand in our "squares." They represent a heritage that should mean a good deal to marketing men. A heritage of gentility that expresses itself in nice things-well-appointed, wellrun homes. A background that makes a unique market for merchandise.

And we have the money to indulge these tastes-because the ground costs less, the home costs less to build, the maintenance, at any given social level, costs less. That leaves money over for the things you sell. It makes the South a much better market than bald income-statistics would make you think.

That is the market on which WSM's low rate-card is based. The national market you cover at the same time, because of our great 50,000-watt signal, is our gift to you.

WSM has only one rate card for all comers. You don't have to be shrewd to buy it, but it is shrewd to do so.



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Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

WOR. Newark, reports the following

#### STATION ACCOUNTS

WGN Chicago, reports the following accounts: Carson Pirie Scott, Chicago department store, exercise program. mornings weekly; Kitchen Art Foods. Chicago (2-minute dessert), Francis X. Bushman, three days weekthru Rogers & Smith, Chicago: Battle Creek Food Co., Battle Creek. Mich. (health foods) serial story, three days weekly, thru Erwin Wasey & Co., Chicago; Kellogg Co., Battle Creek, Mich. (breakfast foods), singing and talking feature, five days weekly thru N. W. Ayer & Son, New York; Listerine Co., New York (toothpaste and tooth brushes), serial story, six days weekly, Lambert & Feasley, New York: Minit Rub Corp., St. Louis (lo-tion), sports reporter, six days weekly, thru Neisser-Meyerhoff, Chicago; Berland Shoe Stores, Chicago, drama once weekly, Louis E. Westheimer Co., St. Louis: Atlas Brewing Co., Chicago (Atlas Special Brew) Quin Ryan in "Headlines of Other Days", nightly, Louis: "Headlines of Other Days, Inghtly, thru McJunkin Advertising Co., Chi-cago; Miller High Life Co., Milwaukee «(beer), musical show, once weekly, thru Zimmer Keller, Detroit; Mandel Brothers, Chicago department store, baideo current theirs mediate bridge expert, thrice weekly.

WNAC, Boston, reports the following accounts: Nantasket Beach Steamboat Co., Boston (excursion trips), dramatizations of circus anecdotes, three days weekly, June 2 to Aug. 30, thru Greenleaf Co., Boston; Crystal Corp., New York (Outdoor Girl cosmetics), transcription of Harold Stern's orchestra, Fridays, June 2 to Aug. 25, thru Hanff-Metzger, New York; Red Top Malt Co., Cincinnati, baseball scores daily, May 21 to Sept. 30, thru Jesse M. Josephs, Cincinnati.

WCFL, Chicago, reports the following accounts: L. L. Guthrie, Chicago (Odol), concert orchestra, 52 weeks, thru Ruthrauff & Ryan, Chicago; Dice-Jones, Inc., Chicago (Country Club beer), sports broadcasts, 52 weeks, Phillip O. Palmer Adv. Agency, Chi-cago; Chicago agent for Rogers Clothing Co., night court, 26 weeks, thru C. P. McAssey, Chicago.

KMBC. Kansas City, Mo., reports the following accounts: H. J. Heinz Co., Pittsburgh (rice flakes) renewal of Pittsburgh (rice fakes) renewal of "Tarzan" transcription, 5 days weekly, to Aug. 18, thru Maxon, Inc.; Hud-nut Sales Co., New York (face powder) transcription of Nat Brusi-loff and orchestra. 5 days weekly, 10 weeks, thru Calkins & Holden, New York; Crazy Crystals Hotel Co., Min-eral Wells, Tex. (Crazy Crystals min-eral water), singing team and guitar, two ergainers weekly 52 weeks direct: two evenings weekly, 52 weeks, direct; Chrysler Motors, Detroit, two 5-minute transcriptions for Plymouth and Dodge, 13 times from June 19, thru SHB; Household Finance Corp., Chicago (loans) transcription renewal, once weekly, 13 weeks, thru Charles Daniel Frey, Chicago.

KUOA, Fayetteville, Ark., reports the following accounts: Crazy Water Hotel Co., Durant, Okla. (Crazy Crystals mineral water) daily transcrip-tions, direct; Griffin Grocery Co., Muskogee, Okla. (Polar Bear coffee) daily transcriptions, thru Pringle & Barry, Fort Smith, Ark; John Brown Schools, Siloam Springs, Ark, daily studio program, direct; Hennafoam Products, New York (shampoo), "News Parade", weekly transcription, thru Marben Advertising Corp., New York.

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accounts: John H. Woodbury and Andrew Jergens Co., Cincinnati (water excursions) for six daily announcements effective June 18 thru beauty aids), "Radiant Revue". Sun-Charles Touzalin agency and SHB, Chicago. Richard Hudnut Co., New days. 13 weeks: Joubeat Cie, Inc., (perfumes, powders, etc.) 5-minute York (cosmetics) has placed 15-minute announcements, thrice weekly, two weeks, thru Stanley Gunnison, Inc., transcriptions Monday to Friday in-clusive in evening time for 13 weeks weeks, thru Stanley Gunnison, Inc., New York; Stanco, Inc. (Nujol) 5-minute announcements, 5 days weekly until further notice; New York Amer-ican (American Weekly), dramatiza-tions of stories, Fridays, 52 weeks, thru Eugene Forker, New York Amerfrom June 26; handled by Calkins & Holden, New York. Campana Corp. Batavia, Ill. (Italian Balm) using one minute announcements three nights a week from June 5 for indefinite peican representative; James H. R. Crom-well on his book "The Voice of Young riod; handled by McCann-Erickson, Chicago, Nurito Co., Chicago (proprietary remedy) using daily two-minute announcement 52 times effec-America", thru Sweetland Advertising, Inc., New York.

WBBM. Chicago, reports the following accounts: Stanco, Inc., New York (Flit), announcements five days a week for indefinite period. thru Mc-Cann-Erickson, New York: United Remedies, Chicago (Peruna, Germania Tea, Kolorbak) hour daily except Mondays, 52 weeks from June 13, thru troit. Heath-Seehof, Chicago; Red Star Yeast Co., Milwaukee renewal for indefinite period; handled direct. three morning 15-minute programs a week, 13 weeks from June 12, handled WDBJ, Roanoke, Va., reports the fol-

THOMSON & TAYLOR Co., Chicago (root beer extract) has placed oneminute announcements on several sta-tions for varying periods running thru Mason Warner, Chicago, and SHB. Stations in clude WBBM, WTAM, WOC-WHO, KFBI, WOW, KSTP, WTAQ, WKBH, KLZ and KFYR.

PERKINS PRODUCTS, Chicago (Kool-Ade drink) thru Mason Warner. Chicago, and SHB, has placed two minute announcements on a list of stations to run for indefinite periods thru the summer. Stations include WBBM, WLW, WGAR, WOC, WCAU, KMOX and WJR.

WESTERN Co., Chicago (Dr. West tooth brushes and toothpaste) purchased time for 56 announcements on WWJ. Detroit, for four weeks effec-tive June 15. Slike number of an-nouncements purchased on WJR and CKLW; handled by Mitchell. Faust. Dickson & Wieland and SHB, Chicago.

salt) has purchased a 15-minute pe-riod each Saturday night on WSM, Nashville, for 13 weeks effective Oct. 21; handled by Wade Advertising Agency, Chicago.

Ibold cigars) presenting weather fore-casts mornings and evenings, with listeners writing in for weekly cross-word puzzles for which three boxes of 50 cigars are awarded as prizes. MORTON SALT Co., Chicago (smoke SINCLAIR REFINING Co., New York, has assumed sponsorship of the Golden Tower Minstrels, an all-star weekly presentation heard on. WJR. Detroit, for several years.

New York.

times thru SHB; Riesser Co.,

ALC. LOUDE LAND THE YEAR

WFI. Philadelphia, reports the followwei, rhiadenpha, reports the lollow-ing accounts: Bulova Watch Co., New York, time signals, 10 weekly, 52 weeks, thru Biow Agency, New York; Cresota Flour Co., New York, home economics program, daily, 13 weeks; Collins Nurseries, Moorestown, N. J. spot announcements Saturdays, 26 weeks Blum Adv. Co., Philadelphia; Coty, Inc., New York (perfumes and powders) three times weekly, 13 weeks, direct; General Tire Co., Philadelphia, 10 spot announcements weekly, weeks, direct; Kimball Piano Co., Chi KYW, Chicago, reports signing Chi-cago, Duluth & Georgian Bay Co. cago, spot announcements daily, 5 weeks direct; Thomas Mastindale Co. Philadelphia (health foods), health John B. Stetson Co., Philadelphia (hats) thrice weekly, indefinite period. WNOX, Knoxville, Tenn., reports the

following accounts: Stanback Co., Salisbury, N. C., 312 announcements, direct; Netherland-Plaza Hotel, Cincinnati, 26 announcements, thru Proc-tor and Collier Co., Cincinnati; Knoxville Ice Dealers Ass'n., daily quarter hour; V & M Engineering Co., Nashville (swimming pools), daily sport announcements; Sterchi Brothers tive June 12: handled by Green, Ful-ton, Cunningham, Chicago, Chrysler Corp. Detroit (Plymouth and De Soto Stores (furniture chain), 39 15-minute programs, three times weekly, local; Seiberling Tire and Rubber Co., Akmotor cars) sponsoring 5-minute periods three nights a week for 5 weeks ron, Seiberling Singer transcriptions, twice weekly, thru local jobber; B. F. effective June 19: handled by Erwin, Wasey & Co., Chicago, and SHB, De-Goodrich Rubber Co., Akron, ten 5 American Fireworks Co., Chiminute transcriptions, thru local jobcago, sponsoring 15-minute record prober; King's Brewery, Brooklyn, thirgram on Sunday Sunshine Hour for teen 15-minute Jones and Hare tran-scriptions, twice weekly, thru Chattanooga jobber.

lowing accounts: Dodge Motor Co., Detroit, 100-word announcements, 26 THE J. A. FOLGER Co. (coffee) of San Francisco has renewed its Lee S. New Roberts program on NBC's KGO and York (Venida shampoo oil and Wave-set), daily announcements, four weeks, KFI, but has decreased it from thrice weekly to Friday mornings at 8:15 thru George H. Field, Inc.; Kerr Glass Mfg. Corp., Sand Springs, Okla., an-nouncements, twice weekly, 13 weeks, thru Rogers-Gano Adv. Agency; Lubal Botsford, Constantine & Gardner. San Francisco, handles account

KJBS, San Francisco, has a new sponof the East, Charlotte, N. C. (motor sor in the Cyclops Refrigerator Co. lubricant) announcements, four times weekly, eight weeks, direct. (electrical refrigeration) which on June 15 began a series of three quarter hours weekly. The programs use a contest idea, offering a pair of round trip tickets to Vancouver, via WTMJ, Milwaukee, reports the following accounts: Nyal Co., Detroit (drugs) three days weekly, quarter hour, thru Reincke-Ellis-Younggreen & Finn. Chicago; Texas Military College, the East Indian Ocean Line, to the contestant submitting the best radio announcements extolling the virtues of the Cyclops refrigerator. Terrell. Tex., announcements, direct;

Shell Petroleum Corp., St. Louis (gas and oil), announcements 3 nights WBBM, Chicago, reports signing Ilweekly, thru J. Walter Thompson Co., linois Meat Co., Chicago, (Broadcast Corned Beef Hash) featuring Eddie and Fannie Cavanaugh 6 afternoons a week for 15 minutes for an indefi-WCKY, Covington, Ky., reports the Peter Ibold Co., Cincinnati (Peter nite period; handled direct. Chrysler Corp., Detroit (Plymouth and De Soto motor cars) using 26 announcements, daily starting June 20; handled by Erwin, Wasey & Co., Chicago, and SHB, Detroit. Detroit & Cleveland Navigation Co., Detroit (steamship transportation) sponsoring 15-minute program Tuesday and Thursday nights during summer months, thru Grenell Adv. Agency, Detroit.

> PURITAS DISTILLED WATER Co., Los Angeles, Southern California bottling and distributing group, has taken on sponsorship for the KFI "Makers of History" series which has been a sustaining feature for many months. Program will run for 18 weekly programs with renewal op-Each broadcast includes drations. matization of one American historical event and one sports event. McCarthy Co., Los Angeles agency, handles ac-

RIO GRANDE OIL Co., Los Angeles, on June 13 renewed the Chandu series (not transcriptions but live cast) for 13 weeks, five evenings a week, over KDB, Santa Barbara, and KHJ, Los Angeles. Earnshaw-Young, Inc., Los Angeles, handles account.

SPONSORS of "The General Builds a House", a play on WBAL, Balti-more, include the O. K. Wells Devel-STATIONS HBP-HBL-A truly international broadcaster is this League of Nations short wave relay transmitter near Geneva, which carries opment Co., the Pinehurst Co., Gen official communiques both by voice and code to the far corners of the eral Electric and other sub-contractors earth. Station is frequently heard by short wave listeners in the United States, and delegates have been broadcasting from it to their engaged in constructing the model house. The contract, placed direct, is homelands via land lines from the current London Economic Conference. for 16 weeks

BROADCASTING • July 1, 1933

### The "SHOE-LESS" South ?

#### A MILLION FAMILIES **RIDE IN AUTOMOBILES** IN THE WBT AREA!

The charming and capable Secretary of Labor put a popular fallacy into words the other day, when the phrase "the shoe-less South" was spoken.

The fact that, in WBT's primary and secondary listening area of 376 counties, 1,043,898 motor cars are registered\* should go far to disprove an allegation both unfair and untrue.

Alert advertisers and agencies would do well to investigate the possibilities of "the shoeless (?) South", destined to be the scene of intensive campaigns to conquer markets which will pay handsome tribute on the rising tide . . .

#### ... with WBT as the strongest weapon available to win the **Carolinas**!

\*See "Listening Areas of the Columbia Broadcasting System".

#### Station WBT, Incorporated 25.000 Watts

Southern Key Station of the Columbia **Broadcasting System** 

**Charlotte .. North Carolina** and RADIO SALES, INC., 485 Madison Avenue, New York 410 North Michigan Avenue, Chicago

July 1, 1933 • BROADCASTING

CKLW, Windsor-Detroit, reports the following accounts: H. J. Heinz Co., Pittsburgh (Heinz Rice Flakes), "Tarzan of the Apes", 5 times weekly, 13 weeks, the Apes, o times weeks, to weeks, the Maxon, Inc. Detroit, and WBS: Chas. H. Phillips Chemical Co. New York (Milk of Magnesia), 5 "Penrod & Sam" transcriptions indefinitely, thru Blackett-Hummert, New York, and weekly. Sample-Hummert, New York, and WBS: Borden Milk Co., Detroit, 3 studio programs weekly, indefinite period, direct; Vernors Ginger Ale. Detroit, weekly studio programs, police weeks, thru Bernard Wohl dramas, 13 & Co., Detroit.

WLS, Chicago, reports John F. Jelke, Chicago (Good Luck Margerine) spon-soring 5-minute program 3 mornings weekly effective June 16 for 13 weeks; handled by Blackett-Sample-Hummert. Chicago. Other accounts reported by WLS include Detroit White Lead Co., Detroit, using two-minute announce-ments three afternoons a week for indefinite period; handled by Henri, Hurst & McDonald and SHB. S. O. S. Co., Chicago (cleaner) is using 5-minute periods for indefinite period from June 1: handled by Henri, Hurst & McDonald and SHB.

WFBR. Baltimore, reports the follow-ing accounts: Abner Drury Brewery, Washington, "Rajput" transcription, 3 times weekly for two months, thru Henry J. Kaufman, Washington; Noxema Chemical Co., Baltimore, Md. (Noxema Skin Cream) 4 evening spot announcements weekly for 2 months. thru Ruthrauff & Ryan. New York; Bulova Watch Co., New York, time signals, twice daily for one year, thru the Biow Co., New York.

"PILLSBURY FLOUR MILLS, Minneapolis, has renewed sponsorship of "Today's Children" on WMAO, Chicago, for 13 weeks effective June 26. Series is broadcast five mornings a week and account is handled by Dollenmayer Advertising Agency. Minneapolis

#### SUMMER BROADCASTING ON

WIL

There is no summer retrenchment on WIL. More new accounts are coming on this station now than at any time in the past year.



Write For Our Low Summer Rates.



#### Spot Sound Effects

USE OF sound effects in conjunction with spot announcements is proving effective at WBT. Charlotte, N. C. The whirl of an airplane propellor precedes a lubricant announcement, the slogan of which is "Take off with Lubal." Ocean waves roll before a seaside resort hotel spot is used, and the sound of a locomotive calls attention to a special sale in

men's clothing.

INGLEWOOD PARK ASSOCIATION. Inglewood, Cal. (cemetery), has re-newed for another year over KHJ, Los Angeles, with weekly concert pro-grams. Paul Winans, Los Angeles agency, handles the account, which has been on KHJ for four years. Frederick Stark, German-American conductor, will direct series.

KUJ, Walla Walla, Wash, reports KUJ, Walla Walla, Wash, reports signing the Sperry Flour Co., San Francisco for two-a-week morning transcription program titled "Martha Meade" by MacGregor & Sollie, San Francisco, Westro Advertising Agency, Con Development and the advertising Agency. San Francisco, handles account. THE WATCH TOWER, Brooklyn, arranged for the rebroadcasting of transcriptions of three of Judge

Rutherford's sermons, delivered last April over a national network, over close to 200 stations on June 18 and 25 and July 2. HIRAM RICKER & SONS, South Poland, Me. (Poland water) on June 27 started script program on WABC. New York, to run Tuesdays, 9-9:30 p.m. McCann-Erickso York, handles account. McCann-Erickson, Inc., New

NETWORK ACCOUNTS

G. WASHINGTON COFFEE REFIN-ING Co., Morristown, N. J., on Sept. 27 returns to the air with "Adven-27 returns to the air with "Adven-tures of Sherlock Holmes" on basic NBC-WJZ network and CRCT and CPCP, Weds., 7:30-8 p.m., EST, and KOA, KDYL, KGIR, KGHL, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, 12:15-12:45 a.m., Thursdays. Cecil Warwick & Cecil, New York, handles account.

PEPSODENT Co., Chicago (tooth-PEPSODENT Co., Chicago (tooth-paste, antiseptic and cream) on July 13 renews "The Goldbergs" daily ex-cept Saturdays and Sundays, 6:45-7 p.m., EST, over following NBC net-work: WEAF, WEEL, WJAR, WTAG, WORD WHEN WHE WHEN WCSH, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR,

WOW, WDAF, WLIT (Mon., Wed., Fri.) and WFI (Tues., Thurs., Sat.). Lord & Thomas, Chicago, handles account. CARNATION Co., Milwaukee (evaporated milk) on July 3 starts "Con-tented Program," with orchestra directed by Morgan Eastman, the Com-

rected by Morgan Eastman, the Com-modores Quartet. Lullaby Lady and Gene Arnold, Mondays, 9-9:30 p.m., EST, over following NBC network: WGY, WBEN, WCAE, WTAM, WWJ, WLW, WENR, KSD, WOC-WHO, WDAF and WTMJ. Erwin, Wasey & Co., Chicago, handles account.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York (gaso-line and oil) on June 27 started "The Road Reporter" on 8 CBS stations, Tuesdays and Thursdays, 7:30-7:45 p. m. Network comprises WABC, WNAC, WCAO, WJSV, WHEC, WFBL, WBT and WCAU, J. Walter Thompson. New York, handles account.

AMERICAN RAILWAYS (joint railroad account) on June 29 was sched-uled to start a program series on 25 CBS stations, Mondays and Thurs-days, 8:45-9 p.m., EST. The Caples Co., handles account.

FRIGIDAIRE Corp., Dayton. O. on July 14 starts program on 54 CBS sta-tions with Jane Froman and Howard March alternating on Wednesdays and Fridays, 10:30-10:45 p.m. The Geyer Co., Davton, handles account.

PREMIER PABST SALES Co., Chicago (Pabst-ett cheese) on June 16 started Ben Bernie and orchestra, with recipe talk by Mrs. Grace Grav with recipe tark by Mrs. Grace Gray, on special NBC network of WENR, WTMJ and KSTP, Fridays, 12-12:30 p.m., EDST, Matteson-Fogarty-Jordan Co., Inc., Chicago, handles account.

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain groceries) on April 24 renewed "A. & P. Gypsies" on NBC-WEAF network, including on NBC-WEAF network, including WEEL WTIC, WJAR, WCSH, WTAG, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC-WHO, WOW and WDAF, Mondays. 8-8:30 p.m., EST. No agency. PRIMA COMPANY, Chicago (beverages) on July 6 will sponsor broadcast of baseball game between stars of National and American Leagues at Chicago over all CBS stations available

from 2 to 4 p.m., approximately. Green, Fulton, Cunningham Co., Chicago, handles the account. NORTHAM WARREN Corp., New

York (Cutex) announces the follow-ing station additions to NBC-WJZ program featuring Phil Harris and orchestra Fridays, 9-9:30 p.m.: June 23, WJZ, WBAL, WMAL, WBZA, WSYR, KDKA, WGAR, WCKY, WLS. KWCR, KSO, KWK, WREN and KOIL; June 23, KGO, KFI, KGW, KOMO, KHQ, KOA, KDYL, KGIR,

BARBARA GOULD, Inc., New York (cosmetics) on June 22 renewed "Have You Heard?" on 13 CBS stations, Thursdays, 10:45-11 a.m. Redfield Coupe. Inc., New York, handles ac-

(Post Toasties) on June 26 renewed "Paul Wing, the Story Man," over 5 NBC-WEAF stations, Mondays, Wed-NBC-WEAF stations, Mondays, Wed-nesdays and Fridays, 4:45-5 p.m., EST. Same sponsor (Diamond Crys-tal Salt) on July 6 renews "Cape Diamond Light," dramatic sketches, over 6 NBC-WJZ stations, Thursdays, 7-7:30 p.m., EST. Same sponsor (Maxwell House coffee) on July 6 also renews "Maxwell House Showboat" over 49 NBC-WEAF stations, Thurs-days, 8-9 p.m., EST, with repeat at 12-1 a.m., EST, for KGO, KFI, KGW, KOMO KHO KFSD KTAF KOA and KOMO, KHQ, KFSD, KTAR, KOA and KDYL. Last Maxwell House will be Sept. 21 and on Sept. 22 program to NBC-KGO network will be 9-10 p.m., EST. Benton & Bowles, New York, handles all accounts.

GENERAL FOODS Corp., New York

LAMONT CORLISS & Co., New York (Pond's cosmetics) on Aug. 25 renews "Vanity Fair" program, Fridays, 8:30-9 p.m., EST, on NBC-WEAF net-work, in cluding WJAR, WTAG, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WEBR, KSD, WOC-WHO, WOW and WDAF. Same company advertising WEAP, same company advertising Nestle's chocolate, starts program (un-decided) on same date over NBC-WJZ network, including WBZ-WBZA, WBAL, WMAL, WSYR, WHAM, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WLS and KWK, Fridays, 7-7:30 p.m., EST, J. Walter Thompson Co., New York, handles accounts

RAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals) announces the following additions of stations on NBC-WEAF network for Gene Arnold and Commodores pro-Gene Arnold and Commodores pro-gram on respective dates: June 8, WBAP, KPRC and WOAI; June 11, Sundays, KGO, KFI, KGW, KOMO, KHQ, KOA and KDYL; June 15, Thursdays, KOA, KDYL; July 3, Mon-days, KOA, KDYL, KGO, KFI, KGW, KOMO and KHQ; July 5, Wednesdays and Fridays, KOA, KDYL, KGO, KFI, KGW, KOMO and KHQ.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Mag-nesia) on July 3 renews "Hot From Hollywood" on 22 basic CBS stations, Mondays and Wednesdays, 8:45-9 pm, with Tuesday added beginning Sept. Blackett-Sample-Hummert, Inc., New York, handles account.

HORLICK'S MALTED MILK Co Racine, Wis., on Sept. 7 will add fol-lowing stations on Thursday to "Ad-ventures in Health" program, now on WBC-WJZ, Tuesdays and Fridays: WJZ, WBZA, WBAL, WHAM, KDKA, WJR, WLS, KOIL, WREN, KWK.

BAYER Co., New York (aspirin) on July 16 renews its "Album of Familiar Music" over 46 NBC-WEAF stations, Sundays, 8:30-9 p.m., EST. Blackett-Sample-Hummert, Inc., New York, handles account.

RICHFIELD OIL Corp. of New York, on July 3 renews "Country Club" program with Grantland Rice and others on 17 CBS stations, Mondays, 10-10:30 p.m. The Paul Cornell Co., New York, handles account.

LOUIS PHILIPPE, Inc., Chicago (cosmetics) on June 20 added New Orleans and Atlanta to CBS network for program Tuesdays Wednesdays, Thursdays, Fridays, 1-1:15 p.m.

DR. PAINLESS PARKER, long an advertiser on smaller: stations, on July 11 will begin 52 weeks of Tuesday night quarter hours on three sta-tions of the Pacific Coast NBC network-KGO, KFI and KFSD. Emil Brisacher and Staff, San Francisco, handles account.

GENERAL MILLS, Minneapolis, has renewed the Betty Crocker twice-aweek studio program for one year from June. Program originates from KFRC, San Francisco, and thence to Don Lee-CBS chain. Westco, San Francisco, handles account.

#### TRANSCRIPTIONS PROSPECTS

\$60,000 to \$90,000 a year.

MIDLAND FLOUR MILLING Co.

will use radio with other media in lists being made up in July. Gordon

Calkins & Holden, New York, handles

as other media, in an extensive ad-

vertising campaign tie-in with the World's Fair. The Brandt Advertis-

ing Co., Chicago, is handling the cam-

TITMAN FOOD PRODUCTS Co., New

York, is a new firm just organized by Benjamin Titman, former head of

Van Camp Products Co. Its agency is Thomas M. Bowers Advertising

MARINESIA LABORATORIES, San

radio and newspapers in a campaign

in California to be handled by the Long Advertising Service, San Jose,

THE MUSTERPLE Co., Cleveland (Musterole, Musterole cold tablets and

Hugo's Vienna Pine) makes up lists

Another Sells Out

Agency. Chrysler Bldg., New York.

erty, Inc., St. Louis agency.

D

manager.

paign.

Cal

Board of Trade Bldg., Kansas City,

Wood is advertising and sales nager. Appropriation is \$75,000.

ADDITIONAL transcription accounts placed on various stations are re-norted as follows by NATIONAL ADVERrising RECORDS, these being supple-mental to the lists carried in previous issues of BROADCASTING.

Crystal Corp., New York (Outdoor, Girl cosmetics). Dolly Madison Cake Co., Los Angeles

(bakery products). First Ind. Loan Co., Los Angeles. Ferhan Co. Inc., New York (toothpastel. Marion R. Gray Co., Los Angeles

(haberdashery). Groers Association, Los Angeles. Hudson Motor Car Co., Detroit. International Nickel Co., New York (Monel metal)

Kwickorn Sales Co., Los Angeles (muffins). Luer Packing Co., Los Angeles (saus-

der fakting Coll fos ingeles (saus-age).
deo. W. Luft Co., Long Island, N. Y. (Tangee rouge & lipstick).
MacMillan Petroleum Corp., Los An-geles (gasoline & oil). McCormick & Co. Inc., Baltimore (gar-

den insecticide). Mational Grocery Co., Seattle. Nut Bros., Los Angeles (cookies, etc.). Odol Co. of America, Chicago (mouth

wash) Mission Laboratories, Pasadena, Calif. (Old Mission tablets). Paramount Publix Corp., Los Angeles

account. (motion pictures). Philip R. Park Co., Los Angeles THE BISMARCK HOTEL, Chicago, plans to use 15 radio stations, as well

(Parkelp food). Sunmaid Soap Co., Los Angeles. Texas Military College, Tyler, Tex. OTTO K. OLESEN, 1560 North Vine

St., Hollywood, operating the Olesen Illuminating Co. Ltd. for many years with searchlight advertising, sounds trucks and other activities, recently established the Otto K. Olesen Sound Studios at the same address. His reording work, sound truck, public adfress installations, sound stage and similar activities will continue under the new name.

COMMUNITY Advertising for the city of St. Louis, which will include radio with other media, has been placed in the hands of Jimm Daugh-FREEMAN LANG SOUND STUDIOS. Hollywood, have gone into production for "Mirth Parade," weekly fun quarter hour with Don Wilson, KFImajor. Series will be distributed through Radio Transcription Co. of Francisco (Marine milk of magnesia and magnesia dental cream) will use America to 150 stations which take the Freeman Lang output in block or unit sales agreement.

GEORGE H. FIELD, Inc., 444 Madison Avenue, New York, has been ap-pointed eastern representative of the Radio Transcription Company of America, Ltd., Hollywood and Chicago.

#### Three WLOE Decisions

DELETION of WLOE, Boston, C. J. Massech is advertising manager. was sustained by the Court of Ap-WISCONSIN Cherry Growers Ass'n, peals of the District of Columbia, Sturgeon Bay, Wis., recently organ-ized, is planning a radio campaign this in a decision on June 19 affirming the Radio Commission. In two reautumn. lated cases, involving the same station facilities, the court also sustained the Commission in its lenials of applications for WLOE's

facilities by others. TO FREE itself of the expense of A new appeal was filed with the operation, Bucknell University, court on June 23 by the Laconia Radio Club, licensee of the 100 Lewisburg, Pa., has sold its 100watt WKAV, Laconia, N. H., orwatt broadcasting station, WJBU, dered deleted by the Commission to Charles S. Blue, automobile acfor alleged failure to serve public cessory dealer of Sunbury, Pa., interest. Upon motion of both the who has been authorized to move Commission and the applicant, the it to Sunbury. The university by court on June 21 dismissed the apthe deal retained certain hours for peal of KWEA, Shreveport, La., its educational broadcasts. The from the Commission's decision austation, it is reported, will become thorizing WJBO to move from affiliated with the SUNBURY ITEM, New Orleans to Baton Rouge. local daily.



RUPERT HUGHES: Novelist. playwright, scenarist, biographer and historian. Some of his works include: NOVELS: Clipped Wings, 18th Commandment, Long Ever Ago, Empty Pockets. We Can't Have Kverything, What Will People Unpardonable Sin. . . . , MO-. MO-TION PICTURES: The Old Nest. Patent Leather Kid. Canavan, Scratch, My Back, Excuse Me. Dangerous Curve/Ahead, Gr.at. All for a Girl, The Man Between, The Transformation and other Forks. OTHER WORKS: Historian's History of the World. Associate Editor Encyclopedia Brittanica, American Composers. Music Lovers Cyclopedia and Biography of George Washington

#### Rupert Hughes Writes a Radio Serial

An American Gold Seal Production Entitled "HOW WONDERFUL"

The genius that has won for Rupert Hughes world acclaim, in book, magazine and motion picture-now comes to radio! This extraordinary writer brings to Radio an extraordinary program entitled "HOW WONDERFUL", from the Log of Singapore Jim. It is a new program idea, original and unique, and written as only Rupert Hughes could write it.

"HOW WONDERFUL" brings half hours of thrilling adventures, tender love stories, vivid clear-cut cameo pictures of far flung corners of the world: the glamour, salt and tang of the seven seas: flashes of the past. picturing days when men were bolder than they were good, women kinder than they were wise.

For years, millions of readers have impatiently awaited the next installment of current Rupert Hughes serials. These millions, and others, will await, with the same eagerness, each new installment of the radio serial.

An "AMERICAN GOLD SEAL PRODUCTION" created by the producers of Tarzan of the Apes-your assurance that quality, care of detail and faithful casting will prevail in every episode.

Available for Test Campaign by National Advertiser

No expense has been spared to earn for "HOW WONDER-FUL". a permanent place as one of America's really great programs. The cast is composed of professionals from stage, screen and radio. ably directed and perfectly recorded in 30-minute enisodes.

#### Effective Merchandising Tie-Ins

To force distribution, win brand demand, definitely increase sales AT ONCE, effective merchandising tie-ins have been carefully, expertly worked out (for use through dealers or by mail).

#### Ready for Audition

This program is designed to meet the requirements of national advertisers whose products, by sheer quality, have won outstanding recognition and who demand in their advertising the same high standards. Such advertisers are welcomed and invited to an audition of this program.

Write or wire, and arrangements will be made for an audition: details of merchandising tie-ins, costs, etc., supplied.

American Radio Features Syndicate 555 South Flower St., Los Angeles, Cal.

FREDERICK C. DAHLQUIST, Pres. Producers of Gold Seal Productions

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www.americanradiohistory.com

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#### AGENCIES AND REPRESENTATIVES

EDWARD PETRY and Co. Inc., New York, announces the appointment of Don Miller, formerly with Scott Howe Bowen and at one time associated with the Conde Nast publications, on its sales staff, and its own appointment as exclusive national sales representative for WDAE, Tampa, Fla.

MERTON H. BORIES, formerly production manager of KPO, San Francisco, and Jess Norman, orchestra di-rector, have organized Bories & Norman, radio counselors, with head-quarters at 55 New Montgomery St., San Francisco.

MAXON, Inc., Detroit and New York, has been appointed to handle the advertising of Japan Canned Crabmeat Ass'n, Tokio, Japan, and Nozaki Bros., Inc., San Francisco (Geisha Crab Meat , which have previously used radio

cisco, has been appointed advertising counsel for the Borden Company of California, a subsidiary of the New York company. Radio and newspapers will be used.

THE WAHL Co., Chicago (fountain pens, Eversharp pencils, desk sets, etc.) has placed its advertising with Young & Rubicam's Chicago office, 221 No. LaSalle St., and is planning an intensive campaign in the fall.

port, operating their own agencies in Long Beach, Cal., have formed a partnership. Davenport will specialize in merchandising while Moss., who is also secretary of the Advertising Club, will handle radio. Offices will be in the



McCANN-ERICKSON, Inc., San Fran?

his firm.

Aspirin. FARAON MOSS and Edward Daven-

Jergins Trust Bldg.

Cincinnati.



Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Isc. Commercial Department A RADIO CORPORATION OF AMERICA SUBSIDIARY

South Broadway, Los Angeles, has dis-continued using the name since Joseph Sameth incorporated Radio Produc-tions Inc. in the Beaux Arts Building tions inc. in the beaux Arts Building in the same city. The former Radio Productions Co. will henceforth be known as the Kellogg-Johnson Radio Productions Co. (Roy Kellogg and J. Howard Johnson). The two firms act for sponsors, agencies and stations in conducting a radio brokerage and radio advertising business.

RADIO PRODUCTIONS Co., 1031

C. F. MUELLER Co., Newark (macaoni and spaghetti- has placed its radio advertising account with the E. W. Hellwig Co., New York, while general advertising is handled by Thomas M. Bowers Co., New York.

GRAHAM HUGHES, 351 North Western Ave., Los Angeles, who has spe-cialized in direct mail advertising for several years, has added radio to his list of media.

AL PEARCE, who conducts a weekday frolic from KFI, Los Angeles, to an NBC Pacific coast chain, will handle

ais commercial accounts as the Al Pearce Radio Productions Co., with offices at 3875 Wilshire Boulevard, Los Angeles, with Fisher-Kyle and Co., radio advertising agency. Pearce will act both as producer and master of ceremonies for accounts serviced by

N. W. AYER & SON has been appointed to direct the advertising of Squibb Liquid Petrolatum and Squibb At the same time it was announced that R. D. Keim, general sales manager of F. R. Squibb & Sons. New York, has been elected vice president and sales director. THE NATRAGIN Co., Inc., Milwaukee

(legume inoculators) has appointed Western Advertising Agency, Racine, Wis., to handle its account.

CRITCHFIELD & Co., Chicago, has secured the accounts of the American Pop Corn Co., Sloux City, Ia., and Gordon Gordon, Ltd., Chicago (Prin-cess Pat cosmetics), both of which have used radio. ALADDIN MFG. Co., Muncie, Ind. (Alladin lamps) has placed its account with Frederick W. Ziv, Inc., Cincin-

nati agency HAMMOND PAINT & CHEMICAL Co., Beacon, N. Y. (paints and insecti-cides), account which has used radio, has placed its advertising with Feeley

& Richmond, Chrysler Bldg., New York. GENERAL TIRE & RUBBER Co., Akron, has placed its radio advertis-ing in the hands of Hays MacFarland & Co., Chicago.

THE CORBEN Corp., new Pasadena agency, has secured the account of Aetna Life Insurance Co. for a radio test campaign in southern California. RALPH H. JONES Co., Cincinnati, now handles the advertising account of the Snow King Baking Powder Co.,

NEW YORK, N. Y.

FREQUENCY MEASURING SERVICE

66 BROAD STREET

#### SENATE PROTESTS As Will Rogers Leaves Radio -To Make Picture FRIENDLY protest against the

discontinuance of the Will Rogers' broadcasts for the Gulf Refining Co., Pittsburgh, over an NBC-WEAF network was expressed by Vice President Garner and 47 of his Senatorial colleagues in a telegram to the comedian on June 10, at the time of his final broadcast. "What's this we hear about your radio retirement stop", read the telegram. "Does that mean that you will not preside over us again

stop. We have enjoyed your recent talks on the air and want your assurance that you will soor return with your humorous and wholesome comment.

The original copy of the message with the signatures of the Vice President and the Senators was sent to Rogers by Edwin A. Halsey, secretary of the Senate. Rogers signed off June 10 to complete a picture for Fox, but is expected to return to the air in the fall. The

June 18 show was taken over by Fred Stone, cowboy comedian, while Arthur Brisbane, Hearst columnist, took over the period on June 25, probably to replace Rogers until he returns.

ALBERT FRANK-GUENTHER LAW, Inc., Chicago, has been appointed to handle the advertising of the Chicago & Eastern Illinois Railway, Chicago. SWALLOW, COLEMAN and HAS. KINS, Hollywood advertising agency, has become Coleman, Haskins and Dillon. Under the reorganization Dillon. Henry T. Craven, formerly on the KFWB sales forces, heads the newly formed radio department. DICK LICENCE, former announcer

at KHJ, KMTR, KMPC and KTM, Los Angeles, has become a radio broker with headquarters at 553612 Romaine St., Hollywood.

JEAN WANAMAKER, formerly with the Conde Nast Publications and more recently working on radio accounts, has been appointed head of the radio department of the Charles Dallas Reach Advertising Agency, Newark,

N. J. HARRY L. TOOHILL. Los Angeles newspaperman. in June established his own agency at 245 Rowan Bldg., with general advertising, including radio. WALTER BIDDICK Co., Los Angeles station representative, has moved to larger quarters in the Chamber of Commerce Bldg, with facilities for agencies and sponsors to check programs and preview transcriptions. The firm in June was appointed Los Angeles representative of KYA, San

of the rulings take effect 20 days from June 23. WOQ, operated by the Unity School of Christianity, Francisco THE KITTINGER Co., Buffalo, N. Y. (fine furniture) has appointed the Buffalo office of Batten, Barton, Dur-1300 kc. channel with KFH using stine & Osborn to handle its advertis-1 kw. the remaining hours. ing. Company has used radio. KENDIG ADVERTISING AGENCY.

(Francis Kendig) for many years op-erating in Loew's State Bldg., Los residents of Wichita and vicinity have far less dependable broadcast Angeles, as a radio agency, has moved service than those of Kansas City to 2310 Vista Gordo Drive under the name of the KAA Radio Advertising and vicinity and that the granting of full time to KFH and the conse-Agency. quent forfeiture of WOQ will bring FRANK WRIGHT & ASSOCIATES,

Oakland radio representatives, have opened an office in the Russ Bldg., San Francisco. H. M. Thomas is in charge.

JAMES THOMAS HAMMOND. dissented. Jr., publisher of Hearst's DETROIT TIMES, who went into the Hearst WOR, Newark, on July 2 goes on organization with the old WGBS. its usual summer schedule, its New York (now WINS), has purtransmitter remaining silent weekchased the MEMPHIS COMMERCIAL days from 1 to 4:30 p.m. and Sun-APPEAL, operator of WMC. days from 1 to 3:30 p.m.

#### FOREST LAWN MEMORIAL PARK. STUDIO NOTES

**Roosevelt Listens In** 

RADIO is being relied upon

by President Roosevelt to

keep him abreast of national

affairs during his cruise along

the New England coast. The

Amberjack II, the presiden-

dential yacht, is equipped

with an automobile radio,

installed by the owner with

the idea that the "temporary"

skipper might like to listen

to the news broadcasts, as

well as a little of the lighter

entertainment now and then.

Invoking New Powers,

**Commission Transfers** 

WOQ Facilities to KFH

INVOKING for the first time the

broad powers conferred upon it by

the U. S. Supreme Court decision

in the WIBO case, the Radio Com-

mission June 23 deleted WOQ,

Kansas City, Mo., and assigned its

facilities to KFH, Wichita. In

practical effect, the Commission

reversed the ruling of the Court of

Appeals of the District of Colum-

bia, which previously had reversed

the original Commission decision

in the same case and remanded it

In the WIBO decision, handed

down May 8, the Supreme Court

ruled that the Commission could

exercise a free hand in reducing

facilities in overquota states and

in assigning them to underquota

areas. It held further that the

Commission was not bound by the

recommendations of its examiners

instance, reversed the examiner.

The case was one of reversals-

KFH applied for full time on

March 18, 1931, and, following a

hearing, the examiner recommend-

ed denial. The Commission, how-

ever, reversed the examiner, and

WOQ noted an appeal to the Court

of Appeals. On March 13, 1933,

the court reversed the Commission

and remanded the case for further

Oral arguments were held before

the Commission May 3. The new

Commission decision, sustaining its

previous finding, is based on these

oral arguments, plus the findings

of law in the WIBO decision. Both

has used two-sevenths time on the

The Commission held that the

hearing.

for further hearing.

KMOX, St. Louis, has introduced novel type of women's program, broad-cast daily at 10 a.m., CST, in which the announcer gives discoveries of her own, rather than presents the usual type of recipes, household hints, and the like. Both commercial and sustaining types of products are used in the continuity, and the announcer suggests that listeners send in their ex-periences with certain products. I has helped to increase mail returns and found new uses for advertised products. The program is titled "Let's Compare Notes." CALL LETTERS of WJBW, New Orleans, recently changed to WABZ, have again been changed, this time to WBBX.

"MEMORIES GARDEN", featuring a "MEMORIES GARDEN, reaturing a studio organ program and soloist, which has been on WHK, Cleveland, for several years, is now being taken by CBS. Vincent H. Percy is featured at the organ. Emanuel Rosenberg is tenor soloist, and Walter Morrison writes the continuity.

THE A. & P. GYPSIES, now in the tenth year on the air, have entered the Century of Progress Exposition, cago, for twice-daily concerts. Their broadcasts, beginning July 3 will originate from the fair grounds. A HALF HOUR program of southern

music was broadcast June 27 by WBT, Charlotte, N. C., for the special benefit of its New Zealand audience. Since the winter season opened in New Zealand. WBT has received many letters reporting good reception there.

A POPULAR feature on WKZO, Kalamazoo. Mich., is the "Music Memory Contest", which offers old melodies either on the piano or with an or-chestra, with numbers substituted for titles. Listeners are asked to send in the names by mail. Winners are awarded a variety of prizes, ranging from theater tickets to pieces of furniture.

-a provision that was directly ap-KUJ. Walla Walla. Wash. has en-larged its suite of offices in the Marcus plicable to the KFH-WOQ case, since the Commission, in the first Whitman Hotel to make way for an additional studio.

WDBJ, Roanoke, Va., celebrated its ninth anniversary June 20 with a gala program, including a CBS fea-ture with Nino Martini and the Columbia Symphony. Special features about the station were carried in the ROANOKE TIMES-WORLD, its owner.

A CITY-WIDE promotion of the familiar Dollar Day bargain idea in Walla Walla, Wash. has just been started by KUJ of that city. With the cooperation of the merchants of the city, a sharp increase in shopping was noted. Three announcers work ing in team and at times individually with a program of combined chatter, comedy, music and advertising did the microphone promotion. Street display cards and window tie-ups were also used.

KMPC, Beverly Hills, Cal., has moved its commercial office to Los Angeles in the Platt Music Co. Bldg., where it maintains a downtown studio.

DEMI-TASSE REVUE, NBC program broadcast from San Francisco weekly, has been revamped to include "Tropic Terrors," a five minute period with authentic stories of queer animals, reptiles, insects and fish in the tropics. Walter Paterson, Englishman born in

South Africa, will write the stories and act as co-narrator for the series over the NBC-KGO network. about a more equitable distribution AN 8-PAGE brochure has just been of broadcast facilities within the issued by KYA, San Francisco, under title of "Facts About KYA". Among fourth zone. Commissioner Hanley, representing the fourth zone, other things the booklet lists clients and agencies and programs open for

sponsorship. WAAW, Omaha, Neb., has just occupied new studios and offices on the seventh floor of the Omaha Grain Exchange Bldg.

Glendale. Call in May started "Tapes-tries of Life!, weekly program over KHJ. Los Angeles. Los Angeles office of Bowman, Deute and Cummings handles account. Sponsor will also con-tinue the "Tapestries of Life" series on KFI, but programs over each sta-tion weekly will carry separate titles and themes. Each broadcast will be built around objects of art in the memorial park. Lindsay MacHarrie, until recently KHJ production manthe ager but now with the agency, produces both programs.

BARKER BROS., Los Angeles department store, has taken over sponsor-ship of the weekly English Coronets drama series over KFWB, Hollywood. As a special tie-in for the broadcasts, the store has redecorated its studio and installed authentic English set-tings with a display of wax figures costume, of characters depicted in the program.

"CKLW-SALES-BUILDER" is the title of a 4-page monthly pamphlet just started by CKLW, Detroit-Windsor, and issued in U. S. and Canadian editions. The folder carries news notes and promotional material.

SINCE Miami, Fla., newspapers have ceased their news broadcasts, WOAM has assigned a radio reporter to cover all important local events and broadcast the news immediately afterward. News from this source is also used in the WQAM News Commentator period three times weekly.

WDBJ, Roanoke, Va., and the Three Minute Cereals Co., Cedar Rapids, Ia., recently staged a special matinee of "Oliver Twist" for members of "The Secret : a radio club sponsored the Three Minute Cereals Co. Admission was two Big Red 3 trademarks cut from a carton of Three Minute Oat Flakes. A total of 1833 children attended the show.

THE transmitter of WINS, New York, was removed on June 16 from Astoria, L. L. to Calrstadt, N. J.

1220 Kilocycles



New Transmitter Site

1.240,000 Population Within Radius of Ten Miles.

WCAE's application to move the transmitter, "indicates that

the proposed move would be a constructive step. The new lo-

cation offers advantages that should result in a more uniform

WCAE, INCORPORATED

field intensity over the natural service area of the station.'

"The evidence." said R. H. Hyde, examiner, in approving



**Radio Head Quits** 

til two years ago when he came to

#### EQUIPMENT

WOR, Newark, is building two modern control rooms at its New York branch Bell Laboratories 9-A speech input equipment is being used. A new publie address system with a volume con-trol meter has been installed in the Skinner organ studios of WOR in New

Detroit's automobile plants KARK, Little Rock, Ark., will install new transmitting panel within the are busy and getting busier next sixty days to operate on 250 watts but with operating capacity of -May passenger car produc-500 watts. A modification of license to use 500 watts daytime power will tion is the highest in 21 " be applied for in September.

COMPLETE new studio equipment, including the latest microphones, miplifier and transcription recording equipment, is being installed at KUOA. Fayetteville, Ark. The transmitter tower is being erected on Mt. Sequoyah, a 2,000-foot elevation, and is expected to cover the Ozark area. THE BRITISH Broadcasting Corp.

with Higgs & Hill, Ltd., for the con-struction of the midland regional station at Wychbold, near Droitwich.

1000 WATTS

buying power! Get your full share of business through the station that gives the strongest local signal — plus greatest coverage in this territory. CKLW leads all stations in the Detroit area in number of local sponsors - their first - hand judgment is a reliable guide for

Jetroit

and CK/LW

are forging

rapidly ahead!

months. Detroit factory em-

ployment as a whole is up

57% over March - think

what that means in increased

CKLW

YOU!

INTERNATIONAL CLEARED CHANNEL

5000 Watts — 540 K.C. 555.6 Meters

Columbia Basic Network

Union Guardian Building,

Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario



July 1, 1933 • BROADCASTING BROADCASTING • July 1, 1933

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adiohistory.com

vice president of N. W. Ayer & Son, Inc. Mr. Hodgson has been

·14 years. He was manager of the Boston office un-

charge of the agency's radio activities. No announcement has been

made as to his future plans.

Mr. Hodgson New York as the executive in



#### ACTIONS OF THE FEDERAL RADIO COMMISSION

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ment only

Decisions . . .

#### JUNE 15 TO JUNE 29 INCLUSIVE

JUNE 27

WBBC, Brooklyn, N. Y.--Modification of license to change hours from Shares with WFOX, WARD, WLTH to Share WFOX and WLTH, requesting facilities of WARD-Amended to request Share with WLTH. Facili-ties of WARD and WFOX, Brooklyn, N. Y. WBBC to use 3, time: WLTH 1, time. WCAP, Asbury Park, N. J.-Special experimental authorization to increase power from 500 w. to 1 kw. experimentally for 90 days. WKBV, Connersville, Ind.--CP to change transmitter and studio location north of Richmond, Ind. and Leland Horel Richmond, respectively, and change equipment.

and studio location north of Richmold, full animent. Notel, Richmond, respectively, and change equipment. Application returned: KECA, Los Angeles—CP to change transmitter location locally, use KFI's Auxiliary Transmitter with changes as Main Transmitter of KECA and increase D power from 1 kw. to 2½ kw. (Rule 49).

JUNE 29

NEW. S. George Webb, Newport, R. L.—CP for new station on 630 kc. 250 w., U amended to change re-quested transmitter location from Newport to Middle-town, change frequency to 1320 kc. NEW, C. C. Crawford, Haynesville, La.—CP for new station at Haynesville, La. 1200 kc., 50 w., specified bours

hours,
NEW, Herbert H. Fette, Meriden, Minn.—CP for new station, 130 kc., 100 w., D (facilities of KGDE, Fergus Falls, Minn, in terms of quota units).
KJBS, San Francisco, Cal.—Special experimental autorization to change hours for 90 days.
Applications returned: NEW, A. C. Clatfelter, Jr. & Ben L. Estes, Sanderson, Tex.—CP for new station.
1340 kc., 75 w., 5 hours daily (equipment and transmitter site unsatisfactory): NEW, Henry Clay Allison. Fort Worth, Tex.—CP for new station, 600 kc., 100 w., U (proposed equipment and transmitter location unsatis-

to move from Red Oak to Carter Lake (improperly

JUNE 16

WJSV, Alexandria, Va.—Granted regular license. with certain requirements and restrictions. to operate on 1460
 ko., 10 kw. unlimited time.
 WICC, Bridgeport, Conn.—Granted license covering move of transmitter from Easton to Bridgeport, Conn., 600 kc., 250 w. night, 500 w. day.
 Set for hearing: WMT, Waterloo, Ia.—Modification of license to increase D power from 500 w. to 1 kw.
 WKRC, Cheinnati (Ex. Rep. 446)—Granted in part.

of license to increase D power inclusion of a wine with the continued operation of WKRC at Cincinnati, on 550 kc., with 500 w. power unlimited time, and special experimental authority to operate with additional 500 w. output on condition that such additional power is used in such manner that the field intensities of WKRC radiated in the direction of St. Louis and Buffalo are of no greater value than the intensities radiated in those directions by the station when employing 500 w. power and its present antenna. Examiner Yost sustained. WLAP, Louisville, Ky. (Ex. Rep. 448)—Denied CP to operate on 940 kc., 1 kw., unlimited time (facilities to WFIW), sustaining Examiner Yost.

authority to move station to Louisville, sustaining Ex-aminer Yost. NEW, William Avera Wynne, Greenville, N. C. (Ex. Rep. 477)—Granted CP to construct new station at Greenville to operate on 1420 kc., 100 w., D hours, sus-taining Examiner Yost. KMBC, Kansas City, Mo. (Ex. Rep. 478)—Granted CP to move transmitter from Independence, Mo., to Kansas City, Kans. sustaining Examiner Hyde. WQBC, Vicksburr, Miss.—Granted full time operation upon a special authority for experimental purposes, in keeping with previous action, since station WGES has withdrawn protest.

KEEDing with protest. withdrawn protest. KECA. Los Angeles—Application for CP to move transmitter locally, makes chances in equipment. In-crease D power, returned to applicant because inconsis-tent with Rule 49.

tent with Rule 49. KTRH, Houston, Tex.—Granted special authority to increase power from 500 w. to 1 kw., until Oct. 1. WJKS. Gary, Ind.—Granted CP to install new equip-

JUNE 20

WJSV. Alexandria, Va .-- Granted regular license, with

#### **Applications** . . . JUNE 16

WPCH. New York-Consent to voluntary assignment of license to Knickerbocker Broadcasting Co., Inc. WQDM, St. Albans, Vt.-Modification of license to change specified hours of operation. WSAR, Fall River, Mass.-License to cover CP for

WAR, Pail International Difference of the equipment.
 NEW, Youngstown, O.-Ray M. Thompson for CP NEW, Youngstown, On 1370 kc. 100 w., unlimited time, facilities of WHED.
 Mt. Orab, O.
 WUEM, Tupelo, Miss.--Modification of CP for a new WUEM.

WJEM, Tupeio, Miss.—Modification of CP for a new station to extend commencement and completion dates from 4-9-33 and 7-9-33 to 7-9-33 and 10-9-33, respectively. KFAB, Lincoln, Neb.—Modification of CP to increase power to 25 kw. to extend commencement and comple-tion dates from 11-1-32 and 5-1-33 to 7-1-34 and 1-1-35. spectively. KFOR, Lincoln, Neb.--CP to make changes in equip-

ment. KGIZ, Grant City, Mo.-CP to move station from Grant City to Springfield, Mo., install new transmitter. and change from 1500 kc. 100 w., unlimited time to 560 kc. 300 w. D (facilities of KGBX, Springfield, Mo., in terms of quota units); also voluntary assignment of license to KGBX, Inc. KGBX, Springfield, Mo-Modification of license to

change hours of operation from unlimited time to from IS to midnight

LS to midnight. NEW. Huntington Park. Cal.—Fred L. Packard. G. Hepp and Judge JP. W. Schulman for CP on 1300 kc., 500 w., share with KFAC, amended to change trans-mitter location to "to be determined." Huntington Park.

Cal, as to equipment and name of applicant. Application returned: NEW, Donald L. Darnell and Eugene R. Allen, Cadillac, Mich.—CP on 1370 kc., 100 w., unlimited time.

#### JUNE 18

WGCP, Newark, N. J .-- CP to install new equipment

WGCP. Newark, N. J.-CP to install new equipment and increase power from 250 w. to 1 kw. WEHC. Emory. Va.-Modification of CP (to move station to Charlottesville, Va.) to change authorized lo-cation of transmitter and studio locally. WNBW, Carbondale, Pa.-Modification of CP (to in-stall new equipment and increase power from 10 w. to 10 w. night, 100 w. day) to extend completion date from 6-15-33 to 10-15-33. WSAI, Cincinnati, O.-CP to change equipment and increase power from 500 w., night, 1 kw. day to 1 kw. night, 2½ kw. day, amended as to antenna specifications. KNOW, Austin, Tex.-Modification of CP to change authorized location of transmitter and extend commence-ment and completion dates, amended as to antenna specifications.

specifications. NEW, Davenport, Iowa--Central Broadcasting Co. for

NEW, Davenport, Iowa--Central Broadcasting Co. for CP on 1310 kc., 100 w. night, 250 w. D. unlimited time (facilities of WIAS, Ottumws, Ia.). KFH, Wichita, Kans.--Modification of license to move main studio from 124½ South Market Street. Wichita, to 6400 East Central Ave. (outside city limits) Wichita. WDAE, Tampa, Fla.--CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. day, facilities of WRUF, Gainesville, Fla. in terms of ounts.

quota units. Application returned: NEW, Community Church of God, Canton, O.--CP for a new station, frequency not specified, 10 w. power, specified hours.

#### JUNE 24

KFPL, Dublin, Tex.--CP to make changes in equip-nent and increase power from 100 w. to 100 w. night,

MFPL, Dublin, 1eX-CA to make classics in classic ment and increase power from 100 w. to 100 w. night, 250 w. D. WHEF, Kosciusko, Miss.--Modification of CP for a new station to extend commencement and completion dates from 4-24-33 and 6-24-35 and 1-24-34,

respectively. WIBA, Madison, Wis.—CP to move transmitter from Madison to Burke, Wis., make changes in equipment, change frequency from 1280 kc. to 720 kc., increase power from 500 w. night 1 kw. D to 25 kw., and change hours of operation from unlimited to sharing with WGN (facilities of WGN, Chicago, WHA, Madison, Wis., and WI DI. Stavane Point, Wis.).

WLBL, Stevens Point, Wiss, Min. Applications returned: KFXD, Nampa, Idaho—Appli-cation for involuntary assignment of license from Frank E. Hurt, to H. L. Peterson: NEW, Southland Radio Corp., Shreveport, La.—CP to operate on 1210 kc., 100 w unlimited time.

#### JUNE 25

WBZA, Boston--CP to make changes in equipment. NEW, Uhrichsville, O.--Willard G. Demuth, for CP to use 1370 kc., 100 w., D. WGCM, Mississippi City, Miss.--Consent to voluntary assignment of license to Grace Jones Stewart under the trade name of Gract Southern Land Co. KUOA, Fayetteville, Ark.--Modification of CP granted WORM, Fayetteville, Ark.--Modification of CP granted

KUOA, rayettevule, ArK.-modification of CP framew 428-33 change equipment and transmitter locally for approval of transmitter location, Mount Sequoyah, Fayetteville, Ark, and change equipment, Applications returned: WMLL, Brooklyn, N. Y.--Modification of CP to make changes in equipment and

WHN. New York-Granted CP to move transmitter from New York to Astoria. L. I., and install new equip-ment, maximum rated power of 250 w. WEW, St. Louis, Mo.-Granted authority to discon-tinue operation from June 15 to Sept. 1, except to broadcast all government reports.

increase power from 100 w. to 100 w. night, 250 w. to LS: KNX, Los Angeles-Special experimental authori-tation to increase power from 25 kw. to 50 kw. experi-

KGY, Olympia, Wash.--Granted authority to change specified hours of operation on Mondays, Wednesdays and Fridays, until daylight savings time ends. from 6 to 12 p.m., PST, to 5 to 11 p.m., PST. WSVS, Buffalo, N. Y.-Granted authority to suspend operation from June 26 to Sept. 11. KGKB, Tyler, Tex.--Granted authority to July 1 to KGKB, Tyler, Tex.--Granted authority conduction operating unlimited time pending completion

Continue operating unlimited time pending completion of WACO transmitter.
 WJKS, Gary, Ind.—Grented authority to conduct tests in Gary, to determine relative values of locations.
 Set for hearing: WGES, Chicago—Modification of license to change from 3 7ths time sharing with WJKS, to specified hours: WSYR-WMAC, Syracuse, N. Y.—CP to move transmitter locally and make changes in equip-ment increasing maximum rated power to 500 w.; Add increase operating power to 500 w.; NEW, John L. Hopkins, Hammond, Ind.—CP 1360 kc., 1 kw., share WHES (facilities hours formerly used by WJKS); WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.
 WGES, Chicago—Denied authority to operate unlimited time on frequency 1360 kc., pending disposition of un-

WGDS, Cricquency 1360 kc., pending disposition of un-used 4.7 time on 1360 kc., formerly assigned to WJKS, KJR, Seattle-CP to move station locally and install new transmitter, heretofore granted, retired to closed file

for want of prosecution. WKBF, Indianapolis-Extended special authority for 30 days to operate transmitter at new location pending

30 days to operate transmitter at the sector process, decision on applications, KOCW, Chickasha, Okla,-Modification of CP to move transmitter from Chickasha to Tulsa, and change studio location, heretofore granted, was suspended and set for hearing because of protest by KVOO.

#### JUNE 23

WSOC, Gastonia, N. C .-- Granted CP to move trans-mitter and studio from Gastonia to Charlotte, N. C., and make changes in equipment. WSB, Atlanta--Granted modification of CP to extend

w BD. Atlanta to Aug. 14. completion date to Aug. 14. W DEM, Tupelo, Miss.—Granted modification of CP to extend commencement date to July 9 and completion date to Oct. 9. W GLC. Hudson Falls, N. Y.—Granted modification of W GLC. Hudson Falls, N. Y.—Granted modification of

WGLC, Hudson Falls, N. Y.—Granted modification of license to increase nighttime power from 50 to 100 w. WPRO, Providence, R. I.—Granted license covering change in transmitter and studio location: 1210 kc., 100 w., unlimited time. KGNO, Dodge City, Kans.—Granted license covering change in coultment change in formation of the statement of the sta

w. junilmited time. KGNO. Dodge City, Kans.—Granted license covering changes in equipment, change in frequency and increase in power: 1340 kc., 250 w., unlimited time. KGIR, Butte, Mont.—Granted license covering changes in equipment and increase in power: 1360 kc., 500 w. night, 1 kw., LS. WFICH, New York—Granted voluntary assignment of license to Knickerbocker Broadcasting Co. Inc. WFIW, Hopkinsville, Ky.—Granted authority to waive Rule 151 in order to reduce hours of operation from unlimited to minimum of 5 hours daily. KWLC, Decorah, Ia.—Granted authority to remain silent from August 12 to Sept. 12. WILL, Urbana, III.—Granted authority to remain silent from June 20 to Sept. 12. WORC, Worcester, Mass.—Granted special temporary experimental authority to end 3 a.m., Sept. 9, to change frequency from 1200 kc. to 1280 kc., increase power from 100 to 500 w., and install new equipment using directional antenna.

frequency from 1200 kc. to 1280 kc., increase power from 100 to 500 w., and install new equipment using directional antenna. Set for hearing: WCAJ, Lincoln, Neb.—Renewal of license: WCAC, Storrs, Conn.—Modification of license to change name of licensee to Connecticut State College and increase operating power from 250 to 500 w; WEVD, New York-Modification of license to increase operating power from 500 w. to 1 kw.; KMLB, Monroe, La.—CP to move transmitter locally in Monroe, install new equipment, change frequency from 1200 to 590 kc, increase power from 100 w. to 250 w., and change un-limited time to certain specified hours. KGIX, Las Vegas, New, (Ex. Rep. 467)—Granted ap-plication for renewal of license, and CP to make change in equipment and change location of transmitter locally. reversing Examiner Hyde. NEW, Dr. Geo. W. Young, Minneapolis, Minn. (Ex. Rep. 476)—Granted CP for experimental visual bread-casting station to use frequencies 43000-46000, 48500-50200, 60000-80000 kc., 500 w., unlimited time, reversing Chief Examiner Yost.

Chief Examiner Yost. KFH, Wichita, Kans. (Ex. Rep. 239)—Granted modifi-

KFH. Wichita, Kans. (Ex. Rep. 239)—Granted modifi-cation of license to operate full time in lieu of 5/7the time on 1300 kc., 1 kw. WOQ, Kansas City, Mo.—Denied renewal of license to operate on 1300 kc., 1 kw., sharing with KFH. Com-missioner Hanley dissented. WAMC, Anniston, Ala.—CP to move station to Musck Shoals, Ala, heretofore set for hearing, was denied be cause applicant failed to enter appearance within time allowed.

Cause appriction function function of the second days, pending action on application for license. (Continued on page 29)

**Station Managers Map Plans** To Plug Radio's Weak Spots

NAB Commercial Group Raps Inquiry Trade. Urges Adoption of Uniform Practices

By JOHN M. HENRY (By Telegraph to BROADCASTING)

when they buy radio service.

was held in conjunction with the

annual meeting of the Advertising

Federation of America, and was

presided over by H. K. Carpenter,

WPTF, Raleigh, chairman of the

section. Committees were named

to recommend to the annual con-

vention standards for station mea-

surement or an "audit bureau of

listenerage" and merchandising

standards. A resolution condemned

acceptance of inquiry and commis-

sion business as being against good

**Roosevelt Asks Cooperation** 

THE HIGHSPOT of the general

AFA meeting was receipt of a

communication from President

business practice.

ment was made by Philip G. Loucks, NAB managing director. GRAND RAPIDS, Mich., June 27that the association will open a Declaring that the "Topsy" period clearing house for script and program ideas to make available the best ideas of any broadcaster to in the life of broadcasting has reached an end and that henceforth radio must stand or fall enall others. tirely on its merits as an adver-A committee was named to ar-

phur Springs, W. Va. Announce-

tising medium, some 50 station range for separate meetings of managers in a commercial section network affiliates at the annual meeting here today took steps to meetings to consider the difficuleliminate definite weak spots in ties arising when both network the industry, set up machinery for and spot or local accounts want better selling of broadcasting as a the same time. The meeting was whole and decided to recommend told that the NAB is cooperating with the Industrial Recovery Aduniform practices calculated to give advertisers a more definite ministration and that broadcasting idea of what they are getting is further along than other industries because it is already licensed The meeting, called by the NAB, by the government.

The tenor of the discussion was that broadcasting has a good chance for increasing its business but must contest sensibly for it. In addition to Messrs, Loucks and Carpenter, leaders in the discussions were John Patt, WGAR, who spoke on sales promotion; John Henry, KOIL, commercial scripts; Martin Campbell, WFAA. station surveys: Arthur B. Church. KMBC, standardization of units of sale and rates; Roy Harlow, WNAC, standardization of commercial forms; J. Leslie Fox, WSM, sales problems common to both small and large stations; Don

Davis, WHB, station displays; Herman S. Hettinger, University of Pennsylvania, how the NAB can cooperate with commercial managers and program directors.

#### **Court Denies Priority Claim of Newspapers**

HOLDING, in substance, that a newspaper in a community does not have pribrity as an applicant for broadcasting facilities on the ground that its service to the community would be impaired by the advent of a station under other ownership, the Court of Appeals of the District of Columbia on June 26 dismissed the appeal of the Telegraph Herald Co., of Dubuque, Ia. The appeal was from the Com-

mission's decision authorizing WKBB to remove from Joliet, Ill., to E. Dubuque, Ill., one mile distant from Dubuque. Ia.

The case was regarded as a test of the comparative standing of a newspaper and radio station in a community. The newspaper was represented by Elisha Hanson, counsel for the American Newspaper Publishers Association, while the station was represented by Louis G. Caldwell and Arthur W. Scharfeld, of Washington.

The Court held that the motions of the Commission and of WKBB for dismissal of the case should be sustained because the newspaper did not have an appealable interest. The newspaper's contention was that if Dubuque was to have a station, it had prior claim.

#### Commission Actions ... NAB Group Votes (Continued from page 28) High Power Study JUNE 27

CHICAGO, June 26—Full techni-cal and economic consideration of the proposal for a horizontal in-crease in power for all classes of

broadcasting stations will be un-dertaken by the NAB as a result of action taken by the NAB engi-

neering section at its meeting here

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After the issue was raised by W. E. Bridges, WHEC, Superior-

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The Davis amendment came in for

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Don't Cry About It!

Help Is At Hand

It is issued arranged by

You can have your choice

Problems confronting the Mexico

The advantages to be gained by

local and distance reception.

E. L. Nelson, Bell Telephone

WEHC, Charlottesville, Va.—Granted modification of CP to change transmitter location to Stony Point Read, Charlottes-ville, and studio to Monticello Hotel. WQDM, St. Albans, Vt.—Granted modi-fication of license to reduce hours as fol-lows: Daily except Sunday—11 a.m. to 2 p.m. and Sunday 1 to 2 p.m. KFH, Wichita, Kans.—Granted modifica-KFH, Wichta, Kans.—Granted modulea-tion of license to move studio locally. WSAR, Fall River, Mass.—Granted II-cense covering changes in equipment 1450 kc., 250 w. U. WMBH, Joplin, Mo.—Granted special

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#### Examiners' Reports . . .

WTAG, Worcester, Mass., and WOBU, WTAG, Worcester, Mass., and WOBU, Charleston, W. Va. --Chief Examiner Yost recommended (Report 489, dockets 1982 and 2056) that application of WTAG for modification of license to increase night-time power from 250 to 500 w. be granted, and that application of WOBU for similar increase also be granted. WDRC, Hartford, Conn.--Chief Exam-iner Yost recommended (Report 490, docket 2015) thet application for multification of

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CALL LETTERS of WJKS, Gary Ind., have been changed to WIND, in connection with the station's acquisition of full time on 560 kc. as a result of the deletion of WIBO and WPCC, Chicago, former occupants of the channel, after two years of litigation. The station was formally opened, under new call letters, on June 17 with the presentation of a special all-Indiana program. Ralph Atlass, operator of WJJD, Chicago, is principal owner of the station.

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• •



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kw., daytime.

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7 Water St., Boston

#### BROADCASTING • July 1, 1933 July 1, 1933 • BROADCASTING

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Page 29

tinued", President Roosevelt wrote to the president of the AFA. "Your cooperation will be valuable to the restoration of improved levels and flow of trade. It also will help business and industry to return to better times. By doing these things you will be serving your country

and government." General Johnson wrote that the interest of advertising interests in the Industrial Recovery act "is a source of encouragement to those of us who are charged with the responsibility of putting its provisions into effect. Advertising is certain to be an important factor in the new industrial relationships under the terms of the act. In its

effects the law will bring to the fore the sales problems of the manufacturers and will emphasize the importance of an accurate knowledge of his markets."

A wide variety of subjects of interest to broadcasters, advertisers and agencies was discussed at the NAB section meeting in preparation for the annual convention to be held in October at White Sul-

Roosevelt asking advertising's aid in the fight on the depression, together with a letter from General Hugh S. Johnson, administrator of the National Recovery administration, seeking the support of the industry in the battle toward industrial rehabilitation. "I wish you would say that I hope the high standards which have made good advertising an economic and social force of vital

importance to us all will be con-

#### ACTIONS OF THE FEDERAL RADIO COMMISSION

#### JUNE 15 TO JUNE 29 INCLUSIVE

JUNE 27

WBBC. Brooklyn, N. Y.--Modification of license to change hours from Shares with WFOX. WARD, WLTH to Share WFOX and WLTH, requesting facilities of WARD-Amended to request Share with WLTH. Facili-ties of WARD and WFOX, Brooklyn, N. Y. WBBC to use <sup>3</sup><sub>4</sub>, time: WLTH <sup>1</sup><sub>4</sub>, time. WCAP, Asbury Park, N. J.-Special experimental subscitcing to increase neuron from 500 w to 1 kw

WCAP. Asbury Park, N. J.-Special experimental authorization to increase power from 500 w. to 1 kw. experimentally for 90 days. WKBV. Connersville, Ind.-CP to change transmitter and studio location north of Richmond, Ind. and Leland Hotel, Richmond, respectively, and change equipment. Application returned: KECA, Los Angeles-CP to change transmitter location locally, use KFI's Auxiliary Transmitter with changes as Main Transmitter of KECA and increase D power from 1 kw. to 2<sup>1</sup><sub>2</sub> kw. (Rule 49).

**JUNE 29** 

NEW, S. George Webb, Newport, R. I .-- CP for new

NEW. S. George Webb, Newport, R. 1. - et als are station on 630 kc. 250 w., U amended to change e-quested transmitter location from Newport to Middle-town, change frequency to 1320 kc. NEW, C. C. Crawford, Haynesville, La. - CP for new station at Haynesville, La. 1200 kc., 50 w., specified

hours. NEW. Herbert H. Fette, Meriden, Minn.--CP for new station, 1310 kc., 100 w., D (facilities of KGDE, Fergus Falls, Minn. in terms of quota units). KJBS. San Francisco, Cal.-Special experimental au-

KJBS. San Francisco, Cal.—Special experimental au-thorization to change hours for 90 days: Applications returned: NEW, A. C. Clatfelter, Jr. & Ben L. Estes, Sanderson, Tex.—CP for new station, 1340 kc., 75 w., 5 hours daily (equipment and trans-mitter site unsatisfactory): NEW, Henry Clay Allison, Fort Worth, Tex.—CP for new station, 600 kc., 100 w.,

U (proposed equipment and transmitter location unsatis-factory): KICK. Carter Lake. Ia.—License to cover CP to move from Red Oak to Carter Lake (improperly

JUNE 16

WJSV. Alexandria, Va .- Granted regular license, with

WJSV. Alexandria, Va.—Granted regular license. with certain requirements and restrictions. to operate on 1460 kc.. 10 kw. unlimited time. WICC. Bridgeport, Conn.—Granted license covering move of transmitter from Easton to Bridgeport. Conn... 600 kc.. 250 w. night, 500 w. day. Set for hearing: WMT. Waterloo, Ia.—Modification of license D power from 500 w. to 1 kw. WKRC, Cincinnati (Ex. Rep. 446)—Granted in part, the renewal of license so as to authorize the continued operation of WKRC at Cincinnati, on 550 kc., with 500 w. power unlimited time, and special experimental

operation of WARC at Cincinnait, on 300 sc. with 300 w, power unlimited time, and special experimental authority to operate with additional 500 w. output on condition that such additional power is used in such manner that the field intensities of WKRC radiated in the direction of St. Louis and Buffalo are in or reater

value than the intensities radiated in those directions by

value than the intensities radiated in those directions by the station when employing 500 w. power and its present antenna. Examiner Yost sustained. WLAP. Louisville, Ky. (Ex. Rep. 448)-Denied CP to operate on 940 kc., 1 kw., unlimited time (facilities of WFIW), sustaining Examiner Yost. WFIW, Hopkinsville, Ky.-Granted renewal of license to operate on 940 kc., 1 kw., unlimited time, and authority to move station to Louisville, sustaining Ex-aminer Yost.

aminer Yost. NEW. William Avera Wynne. Greenville, N. C. (Ex. Rep. 477)—Granted CP to construct new station at Greenville to operate on 1420 kc., 100 w., D hours, sus-taining Examiner Yost. KMBC, Kaksas City, Mo. (Ex. Rep. 478)—Granted CP to move transmitter from Independence, Mo., to Kansas City, Kans., sustaining Examiner Hyde. WQBC, Vicksburr, Miss.—Granted full time operation upon a special authority for experimental purposes, in keeping with previous action, since station WGES has withdrawn protest.

withdrawn protest. KECA. Los Angeles—Application for CP to move transmitter locally, makes changes in equipment, in-crease D power, returned to applicant because inconsis-

tent with Rule 49. KTRH, Houston, Tex.—Granted special authority to increase power from 500 w. to 1 kw., until Oct. 1. WJKS, Gary, Ind.—Granted CP to install new equip-

JUNE 20

WHN. New York-Granted CP to move transmitter from New York to Astoria, L. L. and install new equip-ment. maximum rated power of 250 w. WEW. St. Louis, Mo.-Granted authority to discon-

tinue operation from June 15 to Sept. 1, except to broadcast all government reports.

executed)

ment only.

Decisions . . .

#### increase power from 100 w, to 100 w, night, 250 w, to LS: KNX, Los Angeles-Special experimental authori-zation to increase power from 25 kw. to 50 kw. experimantall

JUNE 16

Applications . . .

WPCH, New York-Consent to voluntary assignment of license to Knickerbocker Broadcasting Co., Inc. WQDM, St. Albans, VL-Modification of license to change specified hours of operation. WSAR, Fall River, Mass.-License to cover CP for changes in equipment. NEW, Youngstown, O.-Ray M. Thompson for CP on 1370 kc., 100 w., unlimited time, facilities of WHBD.

Mt. Orab. O. WJEM, Tupelo, Miss.-Modification of CP for a new WJEM, Tupelo, Miss.-Modification dates

WJEM, Tupelo, Miss.—Modification of CP for a new station to extend commencement and completion dates from 49-33 and 7-9-33 to 7-9-33 and 10-9-33. respectively. KFAB, Lincoln, Neb.—Modification of CP to increase power to 25 kw. to extend commencement and comple-tion dates from 11-1-32 and 5-1-33 to 7-1-34 and 1-1-35.

respectively. KFOR, Lincoln, Neb .-- CP to make changes in equip-

KFOR, Lincoin, Neu--CP to make charge in energy ment. KGIZ, Grant City, Mo.-CP to move station from Grant City to Springfield, Mo., install new transmitter, and change from 1500 kc. 100 w., unlimited time to 560 kc., 500 w., D (facilities of KGBX, Springfield, Mo., in terms of quota units): also voluntary assignment of license to KGBX, Inc. KGBX, Springfield, Mo.-Modification of license to change hours of operation from unlimited time to from LS to midnight. NEW, Huntington Park, Cal.-Fred L. Packard, G. Hepp and Judge JP, W. Schulman for CP on 1300 kc.

LS to midnight. NEW, Huntington Park, Cal.—Fred L. Packard, G. Hepp and Judge JP, W. Schulman for CP on 1300 kc., 500 w., share with KFAC, amended to change trans-mitter location to 'to be determined." Huntington Park,

Cal., as to equipment and name of applicant. Application returned: NEW, Donald L. Darnell and Eugene R. Allen, Cadillac, Mich.—CP on 1370 kc., 100 w. unlimited time.

#### JUNE 18

WGCP, Newark, N. J .-- CP to install new equipment

WGCP. Newark. N. J.-CP to install new equipment and increase power from 250 w. to 1 kw. WEHC. Emory. Va.-Modification of CP (to move station to Charlottesville. Va.) to change authorized lo-cation of transmitter and studio locally. WNBW, Carbondale. Pa.-Modification of CP (to in-stall new equipment and increase power from 10 w. to 10 w. night, 100 w. day) to extend completion date from 6-15-33 to 10-15-33. WSAI, Cincinnati, O.-CP to change equipment and increase power from 500 w., night, 1 kw. day to 1 kw. night, 2½ kw. day, amended as to antenna specifications. KNOW. Austin, Tex.-Modification of CP to change authorized location of transmitter and extend commence-ment and completion dates, amended as to antenna specifications.

ications. NEW, Davenport, Iowa-Central Broadcasting Co. for

NEW, Davenport, Iowa-Central Broadcasting Co. for CP on 1310 kc., 100 w. night. 250 w. D. unlimited time (facilities of WIAS, Ottumwa, Ia.). KFH, wichita. Kans.-Modification of license to move main studio from 124½ South Market Street. Wichita. to 6400 East Central Ave. (outside city limits) Wichita. WDAE, Tampa, Fla.-CP to install new equipment ad increase power from 1 kw. to 1 kw. night. 2½ kw. down facilities of WRUF, Gainesville. Fla. in terms of more facilities of WRUF, Gainesville. Fla. in terms of

Application returned: NEW, Community Church of God Canton, O.-CP for a new station, frequency not specified, 10 w. power, specified hours.

#### JUNE 24

KFPL, Dublin, Tex.-CP to make changes in equip-ment and increase power from 100 w. to 100 w. night, 250 w. D. WHEF, Kosciusko, Miss.-Modification of CP for a new station to extend commencement and completion dates from 4-24-33 and 6-24-33 to 7-24-33 and 1-24-34.

respectively. WIBA, Madison, Wis.—CP to move transmitter from Madison to Burke, Wis., make changes in equipment, change frequency from 1230 kc. to 720 kc., increase power from 500 w. night 1 kw. D to 25 kw., and change power from own inglu I kw. D to kw., and thinks bours of operation from unlimited to sharing with WGN (facilities of WGN, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.). Applications returned: KFXD, Nampa, Idaho-Appli-

cation for involuntary assignment of license from Frank E. Hurt to H. L. Peterson; NEW, Southland Radio Corp., Shreveport, La.—CP to operate on 1210 kc., 100 w., unlimited time.

#### JUNE 25

JURE 20 WBZA. Boston-CP to make changes in equipment. NEW. Ubrichaville, O.-Willard G. Demuth, for CP to use 1370 kc., 100 w. D. WGCM. Mississippi City, Miss.-Consent to voluntary assignment of license to Grace Jones Stewart under the trade name of Grace Jones Stewart under the KUOA, Fayetteville, Ark.-Modification of CP granted 428-33 change equipment and translitter locally for a converse.

KOOA, rayetteville, Ark.-modification of C prantee 4:28-33 change equipment and transmitter locally for approval of transmitter location, Mount Sequoyah, Fayetterille, Ark, and change equipment. Applications returned: WMLL, Brooklyn, N. Y.-Modification of CP to make changes in equipment and

KGY, Olympia, Wash.—Granted authority to change specified hours of operation on Mondays. Wednesdays and Fridays, until daylight savings time ends, from 6 to 12 p.m., PST, to 5 to 11 p.m., PST, WSVS, Buffalo, N. Y.—Granted authority to suspend operation from June 26 to Sept. 11. KGKB, Tyler, Tex.—Granted authority to July 1 to KGKB. Tyler, Tex.—Granted authority to July 1 to

WACO transmitter. WJKS, Gary, Ind.—Granted authority to conduct tests

WJKS, Gary, Ind.—Grented authority to conduct tests in Gary, to determine relative values of locations. Set for hearing: WGES, Chicago-Modification of license to change from 3 7ths time sharing with WJKS, to specified hours; WSYR-WMAC, Syrause, N, Y.-CP to move transmitter locally and make changes in equip-ment increasing maximum rated power to 500 w.; NEW, John L. Hopkins, Hammond, Ind.—CP 1360 kc.; 1 kw., share WHES (facilities hours formerly used by WJKS); WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.. WGES, Chicago—Denied authority to operate unlimited time on frequency 1360 kc., formerly assigned to WJKS; KJR, Seattle—CP to move station locally and install

KJR, Seattle-CP to move station locally and install new transmitter, heretofore granted, retired to closed file

for want of prosecution. WKBF, Indianapolis-Extended special authority for 30 days to operate transmitter at new location pending

30 days to operate transmitter at new location penuing decision on applications. KOCW, Chickasha, Okia.-Modification of CP to more transmitter from Chickasha to Tulsa, and change studio location, heretofore granted, was suspended and set for hearing because of protest by KVOO.

#### JUNE 23

WSOC, Gastonia, N. C.-Granted CP to move trans-mitter and studio from Gastonia to Charlotte, N. C., and make changes in equipment. WSB, Atlanta-Granted modification of CP to extend

w Sb. Atlanta-Grantel monoton of CP to completion date to Aug. 14. WJEM, Tupelo, Miss.—Granted modification of CP to extend commencement date to July 9 and completion date to Oct. 9.

date to Oct. 9. WGLC, Hudson Falls, N. Y.—Granted modification of license to increase nighttime power from 50 to 100 w. WPRO, Providence, R. I.—Granted license covering change in transmitter and studio location; 1210 kc., 100 w. uplimited time

, unlimited time. KGNO, Dodge City, Kans.—Granted license covering

AUNO, Douge City, Kans.—Uraniced incense covering hanges in equipment, change in frequency and increase ) power; 1340 kc., 250 w., unlimited time. KGIR, Butte, Mont.—Granted license covering changes ) equipment and increase in power; 1360 kc., 500 w.

night, 1 kw., LS. WPCH, New York-Granted voluntary assignment of

WPCH, New York-Granted voluntary assignment of license to Knickerbocker Broadcasting Co. Inc. WFIW, Hopkinsville, Ky.-Granted authority to waire Rule 151 in order to reduce hours of operation from unlimited to minimum of 5 hours daily. KWLC, Decorah, Ia.-Granted authority to remain silent from August 12 to Sept. 12. WILL, Urbana, Ill.-Granted authority to remain silent from June 20 to Sept. 1. WORC, Worcester, Mass.-Granted special temporary experimental authority to end 3 a.m., Sept. 9, to change frequency from 1200 kc. to 1280 kc., increase power from 100 to 500 w., and install new equipment using directional antenna.

Requestion of the second se

Chief Examiner hief Examiner Yost. KFH, Wichita, Kans. (Ex. Rep. 239)—Granted modifi-

NEW, Herman Radner, Lansing, Mich. (Ex. Rep.

NEW, Herman Radner, Lansing, Mich. (Ex. Re-479)—Oral argument heretofore set for June 28 to be heard Sept. 13, 1933. WLTH, Brooklyn, N. Y.—Granted authority to take depositions of S. L. Hammer and Adolph Frey of Brooklyn, in re hearing on applications for renewal of license and modification of license. KGIR, Butte, Mont.—Program test period extended 15 days, pending action on application for license. (Continued on page 29)

#### **Station Managers Map Plans** To Plug Radio's Weak Spots

#### NAB Commercial Group Raps Inquiry Trade, Urges Adoption of Uniform Practices

By JOHN M. HENRY . (By Telegraph to BROADCASTING) GRAND RAPIDS, Mich., June 27-

Declaring that the "Topsy" period

in the life of broadcasting has

reached an end and that hence-

forth radio must stand or fall en-

when they buy radio service.

annual meeting of the Advertising

Federation of America, and was

presided over by H. K. Carpenter.

WPTF, Raleigh, chairman of the

section. Committees were named

to recommend to the annual con-

surement or an "audit bureau of

vention standards for station mea-

listenerage" and merchandising standards. A resolution condemned

acceptance of inquiry and commis-

sion business as being against good

Roosevelt Asks Cooperation

THE HIGHSPOT of the general

AFA meeting was receipt of a communication from President

Roosevelt asking advertising's aid

in the fight on the depression, to-

gether with a letter from General

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dustrial rehabilitation.

business practice.

ment was made by Philip G. Loucks, NAB managing director, that the association will open a clearing house for script and program ideas, to make available the best ideas of any broadcaster to all others.

phur Springs, W. Va. Announce-

A committee was named to artirely on its merits as an adver-tising medium, some 50 station range for separate meetings of network affiliates at the annual managers in a commercial section meeting here today took steps to meetings to consider the difficuleliminate definite weak spots in ties arising when both network the industry, set up machinery for and spot or local accounts want better selling of broadcasting as a the same time. The meeting was whole and decided to recommend told that the NAB is cooperating uniform practices calculated to with the Industrial Recovery Adgive advertisers a more definite ministration and that broadcasting idea of what they are getting is further along than other industries because it is already licensed The meeting, called by the NAB, by the government. was held in conjunction with the

The tenor of the discussion was that broadcasting has a good chance for increasing its business but must contest sensibly for it. In addition to Messrs. Loucks and Carpenter, leaders in the discussions were John Patt, WGAR. who spoke on sales promotion; John Henry, KOIL, commercial scripts; Martin Campbell, WFAA, station surveys; Arthur B. Church, KMBC, standardization of units of sale and rates; Roy Harlow, WNAC. standardization of commercial forms; J. Leslie Fox,

WSM, sales problems common to both small and large stations; Don Davis, WHB, station displays; Herman S. Hettinger, University of Pennsylvania, how the NAB can cooperate with commercial managers and program directors.

#### **Court Denies Priority** Claim of Newspapers

HOLDING, in substance, that a newspaper in a community does not have priority as an applicant for broadcasting facilities on the ground that its service to the community would be impaired by the advent of a station under other ownership, the Court of Appeals of the District of Columbia on June 26 dismissed the appeal of the Telegraph Herald Co., of Dubuque, Ia. The appeal was from the Commission's decision authorizing

WKBB to remove from Joliet, Ill. to E. Dubuque, Ill., one mile distant from Dubuque, Ia.

The case was regarded as a test of the comparative standing of a newspaper and radio station in a community. The newspaper was represented by Elisha Hanson, counsel for the American Newspaper Publishers Association, while the station was represented by Louis G. Caldwell and Arthur W. Scharfeld, of Washington.

The Court held that the motions of the Commission and of WKBB for dismissal of the case should be sustained because the newspaper did not have an appealable interest. The newspaper's contention was that if Dubuque was to have a station, it had prior claim.

Commission Actions ... NAB Group Votes (Continued from page 28) High Power Study JUNE 27

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Problems confronting the Mexico

C. B. Aiken, Bell Laboratories.

The advantages to be gained by

local and distance reception.

www.americangediohistory.com

Page 28



KFH, Wichita, Kans. (Ex. Rep. 239)-Granted modif-cation of license to operate full time in lieu of 5/Th time on 1300 kc., 1 kw. WOQ, Kansas City, Mo.-Denied renewal of license to operate on 1300 kc., 1 kw., sharing with KFH. Com-missioner Hanley dissented. WAMC, Anniston, Ala.-OP to move station to Muscle Shoals, Ala., heretofore set for hearing, was denied be cause applicant failed to enter appearance within time allowed

#### The Other Fellow's Viewpoint...

#### **Fiscal Ratings**

To the Editor of BROADCASTING: Perhaps you can suggest, or possibly you have tried what I am going to suggest and it has failed.

Eight years of experience in operating an independent broadcasting station has revealed several abuses that I believe broadcasting stations should be relieved of. Today I wrote accepting 60' of an account. This I was advised was all the advertiser could pay. A few days ago out of an account of \$386 we received through an agency \$47 and some odd cents and the agency advised that in all likelihood we could expect no more. A year ago it was necessary to trim a \$6,000 contract down to \$2,700, and a \$10,000 contract down to \$7.500. Every evening I hear on the air from two or three different stations the name of an advertiser who advises me he can not pay a bill of less than \$100

My thought is, can't some publication such as your own run a monthly column giving your subscribers the service of an advertisers' rating? Suppose I sign a contract to the effect that I will not abuse or misrepresent an advertiser but that I will report in case he fails to pay, finds fault with the method of handling, pays only in part, changes the conditions of the original contract. It occurs to me that we could form an association of broadcasters: each of us make out a statement of these chiseling, cheating ac-

**PROFESSIONAL** DIRECTORY

JANSKY and BAILEY Consulting Radio Engineers Commercial Coverage Surveys Allocation Engineering Station and Studio Installations Engineering Management 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.

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

RADIO RESEARCH CO., Inc. Broadcast Station Engineering Instrument Design and Manufacture 9th and Kearny Sts., N. E. Washington, D. C.

Your publication would counts. simply say "Smith & Smith acount reported unsatisfactory Possibly you should demand that at least three broadcasters should object before you list an account as unsatisfactory.

you propose

deserves the support and coopera-

tion of every person interested in

business of broadcasting.

Agencies Demand Facts

(Continued from page 7)

of new and popular features, or

the discontinuance of old ones

cuickly antiquate such surveys.

But this is true of almost every

phase of radio - it is the most

changeable of mediums and the ra-

dio expert doesn't last as an ex-

pert unless he is also a student-

and keeps all ten fingers on radio's

Recently there has been consid-

erable discussion regarding field

strength surveys. Such surveys

are of unquestionable value in

checking a station's signal strength.

But signal strength is only half

the battle-popularity is the other

half. Many extravagant claims are made for high - powered sta-

tions-and many of them do have

the signal strength they boast. But

signal strength and actual tune-in

or popularity are vastly different

things. Publication circulation and

radio circulation are comparable in very few ways. To say that

Station XYZ can be heard clearly in cities 600-300 miles away is

It's like saying 100,000 copies of

an evening newspaper are stacked

on the corner every day and call-

ing that circulation. If the station

can show evidence of a consistent

tunc-in in distant areas-then, that

is a sales point. And many can

show evidence of popularity in dis-

tant cities-many in distant states.

But by and large there is little

DAYTIME POWER

The ONLY High-Powered

Broadcaster on MORE

THAN ONE-FOURTH

of the Radio Dial

not a selling point.

**U.S. RETAIL MARKET** 

G. O. SHEPHERD, Director.

WWNC, Asheville, N. C.

terest.

this

palse.

June 20, 1933.

There should be some way to stop these crooks from continuing broadcasting, to keep them from going from one station to another. can name a dozen accounts that don't believe ever have paid according to their first agreement with a station. They try new stations and if there is any change in management they frequently get on the same station for two or three seasons always paying less than agreed. Some agencies are in this sort of business. In one case an agency is refusing to pay a legitimate account because of dissatisfaction with another account, and in two cases I have had to write off losses because the agency collected from the advertiser and would not pay the station.

I would like to hear what experiences other broadcasters are having. H. H. JOHNSON,

KMMJ, Clay Center, Neb. June 17, 1933.

#### A Pointed Reply

To the Editor of BROADCASTING: With reference to your leading editorial in the June 15th issue, I am enclosing herewith copy of a letter which we sent to S. W. Hennessy in answer to his very kind offer, and I feel that it contains a suggestion for the handling of such requests that might be of some

value to other stations. Dear Mr. Hennessy: With reference to your letter of

May the 25th. We will be glad to accept the programs you have in mind-at our rates, which you will find in the Radio Section, Standard Rate and Data-or. In exchange for space in one of your publications, the exchange to be affected in accordance with

your rates, as balanced against more reason for listening to staours. tions in distant cities than there is Since our time is for sale-and for reading out-of-town newspasince, like this radio station, you pers-except in smaller cities in depend upon the sale of your space to advertisers, this ought to which big, out - of - town stations

ST. PAUL

be a fair sort of an arrangement. and the local station enjoy the At least, it is as fair as the one same status as the local newspaper and the Sunday metropolitan dailies which are imported regu-It may be interesting to you to larly Most large cities support know that as yet I have had no large stations and most large staanswer. Obviously, my proposal to tions have network affiliations and exchange time for space in TRUE release the same programs as are STORY Magazine was of no inavailable over more distant outlets. So-why "fish" for distance these days? As I have said, I I feel that the work your publication is doing with reference to the army of chiselers, whose atrecognize exceptions to this-there are one or two notable ones here tacks on radio come from every in the west. direction, is most admirable, and it

#### Urges Checking Bureau

RECENTLY several national associations of advertisers and radio executives have passed resolutions urging the formation of a radio checking bureau comparable to the Audit Bureau of Circulation in the publication field. Formation of such a bureau was discussed more than six months ago at our San Francisco radio departmental. But nothing has been done thus far. Networks and stations would find advertisers and agencies very cooperative in facilitating the formation of such a bureau. The execution and costs of its investigations would be the station's responsibility and advertisers and agencies would subscribe to its service just as they do for the ABC reports. Unfortunately for the progress of the medium, many radio men are prone to delay too long in initiating new methods-in sponsoring new thoughts. A station representative called on me the other day and announced that his station had decided that radio must do a selling job-and be sold like any other medium-on its merits as a sales force rather than as a builder of good will. He was only three or four years late in assimilating what has become a basic

#### Signs of Progress

radio principle.

ON ANOTHER occasion I called on a station to furnish me with a list of its best available open periods, together with a list of competing programs on other stations. The station representative telephoned to say that it would require considerable time to compile the information regarding the competing programs on other stations. I am afraid I didn't quite get his point-if there was one. The next day I obtained my information. It was completely satisfactory. But you shouldn't have to press a request for such information.

However, there are many signs of progress in this radio fact-finding business. The networks, individual stations, and agenciesmore of them are making better and more frequent use of known checking methods-and developing new ones.

The better agencies and advertisers are able to see and measure the target, as defined by listening habits, station popularity, etc., the better we will be able to hit it with the proper programs, not only because we will know more about the job to be done, but also because we will have more time to do it.

A HEARING has been ordered by the Radio Commission on the application of WEVD, the Debs Memorial station in New York, for a power increase from 500 to 1,000 watts on 1300 kc.

### "Hometown Folks" Announce a Sale -

Report a Cyclone!



VERY Tuesday and Thursday, 200 Gamble Stores present over Station WCCO "Hometown Folks. a musical story of our own Northwest." The week of March 6-during the banking holiday -announcements were made of the 8th Anniversary Sales of the Gamble Stores to start Friday, March 10.

Monday. March 13. letters and wires like these poured into the home office from Gamble Store managers:

FARGO, N. D .- "Grafton, Grand Forks, Crookston Stores nearly mobbed. Fargo kept door locked all day admitting small groups."

MILBANK, S. D .--- "We had . . . a mad rush . . . the second largest day in our history."

WCCO

WILLMAR, MINN .--- ". . . the greatest sale we ever had. 650 customers today."

WADENA, MINN .--- "We waited on 626 customers."

SIOUX FALLS, S. D .- "We had more people in our store than I thought there were in the state of South Dakota."

NORTHWESTERN BROADCASTING, Inc.

RADIO SALES, INC., 485 Madison Avenue, New York City

410 North Michigan Avenue, Chicago

MINNEAPOLIS » ST. PAUL

"HOMETOWN FOLKS" is produced by the Minneapolis office of Batten. Barton. Durstine & Osborn, Inc. in accordance with the usual policy of that agency to have each office write and direct its own radio shows.



BROADCASTING • July 1, 1933

luly 1, 1933 • BROADCASTING

# **Parabolic Concentrators** for those "long-shot" pickups



Those excellent football broadcasts last fall-the ones where the marching bands and the cheering from the distant side of the stadium came through like closeupswere made with microphones mounted in parabolic reflectors. These reflectors. by concentrating the pickups in a narrow beam, increase the response to three or four times that obtainable with a microphone alone. When used on "longshots" they give a closeup effect similar to that obtained with the telephoto lens of a camera. They have proven invaluable for inside pickups such as operatic broadcasts as well as for nearly all outside use. The Type AZ-4190 Reflector has been produced to meet an insistent demand for this device. It is complete with highest-quality tripod mounting, patented racon reflector, micrometric focusing adjustment and machined fittings. Ask your nearest office more about it.

TRANSMITTER SECTION

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Santa Fe Building



Chicago:

111 N. Canal St.

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USE ... **KSTP** 

WASHINGTON/D. C.

JULY 15, 1933

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AS ATTACK WALFVER

TRANSMITTER SECTION

RCA Victor Company, Inc., Camden, N. J.

"RADIO HEADOUARTERS"

New York: 153 East 24th St. Chicago: 111 N. Canal St. San Francisco: 235 Montgomery St. Dallas: Santa Fe Building