

# A Foot Note for "Spot" Advertisers .

★There are facts in radio that will help you. You can get an actual count, a very useful count. of just how many radio homes regularly tune-in the better stations. You can get guaranteed minimum coverage data for these stations. You can get an audited rating on their "popularity", measured directly against their local or distant competition. These facts are immediately available from RADIO SALES, INC.—which has behind it the full resources of the Research Department of the COLUMBIA BROADCASTING SYSTEM. And radio facts are what you want. Page 25 of this magazine tells you how you can get them.....for key stations in key markets.



# for SERVICE and RESULTS In Eleven Major Markets...

Rich in potential sales, these eleven markets in which there are stations represented by the N B C Local Service Bureau offer the radio advertiser splendid opportunities.

The leadership of our seventeen stations plus the effectiveness of our service can smooth sales paths considerably in these markets. No matter where you (the advertiser) are located one of our regional or station offices is as near as your telephone. Our representatives at all points can speak with authority about every one of the stations, each office being a complete source of information, planning, and direction for radio advertisers. Geared for service and results, your orders are the forces which set the gears in motion. Contact our nearest office. Immediately our combined abilities are at your command.

# NBC LOCAL SERVICE BUREAU

Ε	W	Υ	0 I	2	K	(
Е	AF	Ł	w	J	z	

O SANFRA NR KPO, KGO

BOSTON • WEZ • SPRINGFIELD, MASS. • WEZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMA FITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

diohistory.com

www.american

## **RESERVE SPACE NOW FOR**

An Issue of Unusual Importance



# **CONVENTION ISSUE ••• October** 1

## **Two Years of Service**

With the publication of the October 1 issue, BROADCASTING will have completed two successful years of existence. During that period BROADCASTING has gained and retained the confidence of those executives who control the national radio advertising appropriations. These busy advertising executives, who read that they might better serve their clients, turn to BROADCASTING for complete, authentic news regarding the happenings in the radio broadcasting industry. They have learned that the important news of radio is reported first, completely and in an unbiased manner in the columns of this "The Accepted Trade Journal of the Industry". Our news and advertising columns bespeak the success we have achieved.

# **NAB** Convention

All eyes are turned toward the convention at White Sulphur Springs, W. Va. Many questions of importance will be decided there October 8, 9, 10 and 11. These decisions are of vital interest to all who have a part in this fast maturing industry. The radio industry generally will turn to the October 1 issue of BROADCASTING for advance convention news, programs, pictures, arrangement details and the usual news of interest and value. This issue will have a wide circulation both before and during the convention. The additional circulation will be allowed as a bonus to advertisers.

# **Space Reservation**

870 National Press Bldg.

The NAB Convention Issue offers you an excellent opportunity to present your sales story to your best prospects. Make your space reservation as early as possible . . . positions will be allotted according to reservation date. Copy for this issue should reach this office not later than September 23.

Washington, D. C.

Write or wire for rates and further information

BROADCASTING

Broadcast Advertising

WASHINGTON, D. C. SEPTEMBER 1, 1933

OL. 5 NO. 5

\$3.00 PER YEAR-15c A COPY

# **Broadcast Industry Submits Code to NRA**

By SOL TAISHOFF

NAB Would Have Police Power to Bar Unfair Practices: casters. whether or not they are members of the trade association. Rosenblatt Likely NRA Deputy: Guider Retained

The proposed code for the broadcasting industry appears in full text on page 7.

20VING swiftly toward the ob-active of placing the broadcasting bistry under the wings of the Size Eagle, the NAB on Aug. 29 Ea with the National Recovery siministration its proposed code fair competition, which, if apoved as submitted, will place the ndustry under indirect but absothe control of the government in the conduct of its business. John . Guider, Washington attorney. as been retained by NAB to andle the code procedure. Designed to lift the industry by

z boot-straps out of objectionable ind unfair trade practices, the ode is unquestionably the most irastic and far-reaching measure ever devised for regulation of madcasting. With a dozen differint organizations, such as artist moups, record manufacturers and nusic publishers, lurking in the ackground but prepared to elbow n at the formal NRA code hearng, complications may develop beive the code finally receives ex-

cutive approval.

Labor Provisions Pushed

RESENT plans are to seek imnediate approval by NRA of the ours of labor and wage provisions I the code as substitutes for the erms of the President's blanket xemployment agreement, which nost stations have signed. Efforts hen will be made to have the roadcasting industry code hearig docketed for shortly after Sept. This hearing would be public ad open to all interested groups. Sol A. Rosenblatt, New York atorney prominently identified with he show business, probably will e placed in charge of the code as RA deputy administrator. He is aready handling the codes of the totion picture, the music publish s and related amusement indus-ries, and while the assignment or the broadcasting industry has lot yet been definitely made he as handled preliminary matters ncident to the code. Mr. Rosenblatt conferred informally with the NAB board of di-

September 1, 1933 • BROADCASTING



Those who attended the meet-

ings were: Mr. McCosker; Leo J. Fitzpatrick, WJR, and John Shep-

ard, 3rd. Yankee Network, NAB

ard, 3rd. Jankee Network, NAB vice presidents; Arthur B. Church, KMBC, NAB treasurer; William S. Hedges, KDKA; H. C. Carpen-ter, WPTF; J. Thomas Lyons, WCAO; I. Z. Buckwaiter, WGAL; James C. Hanrahan, KSO (proxy for Cardner, Cowlas Lr): Wr

James C. Hanranan, KSO (proxy for Gardner Cowles, Jr.); Mr. Guider, KHJ (proxy for Leo B. Ty-son); Ralph Colin, CBS (proxy for Henry A. Bellows); F. M. Rus-sell, NBC (proxy for George F. McClelland); Louis G. Caldwell, WGN (proxy for Quin A. Ryan); G. A. Richards, WJR, member of code committee, and Philip G.

code committee, and Philip G. Loucks, NAB managing director.

Trade Practice Provisions

AS SUBMITTED, the trade prac-

tice provisions of the code appear

most important. Rate cutting, pay-

ment of excessive commissions, ac-

ceptance of per inquiry business,

song plugging, excessive coverage

claims, lotteries or gift enter-

prises, and similar practices would

be eliminated forthwith. The NAB

would become the police agency, exercising control over all broad-

rectors at its code meetings Washington Aug. 24 and 25. He was formerly a member of the law firm of Nathan Burkan, New York attorney and general counsel of the American Society of Composers, Authors & Publishers.

#### NAB Retains Guider

TO HANDLE the code activity for the broadcasting industry, the NAB board retained Mr. Guider. able Washington trial lawyer and associate of Duke M. Patrick. former general counsel of the Radio Commission. Mr. Guider is a member of the law firm headed by Frank J. Hogan, one of the nation's outstanding lawyers, and has specialized in radio practice. He will present the broadcasting industry code at the NRA hearing. The proposed code was drafted by the NAB board at a special meeting called by President Al-fred J. McCosker, WOR, Newark. NAB president and chairman of the code committee. Every effort was made to expedite the formal submission of the document and to comply with NRA requirements respecting wage and labor conditions.

Any complaints alleging violation of any provisions of the code would be presented first to the NAB. Failure to comply with its decision would result in the case being turned over to NRA for prosecution.

The hours of labor and wage provisions of the code do not at present appear to constitute a serious problem, since every effort was made by the board to comply with the NRA requirements in this regard. An NAB survey disclosed that the industry now employs 9,200 full time employes and has an estimated payroll, excluding networks, of nearly \$17,000,000. It is roughly estimated that the code provisions would increase the payroll by approximately \$1,000,000 a wear and add several hundred employes, notably in the technical and office departments, but not among performers, announcers and executives.

#### Radio's Unique Position

THE PECULIAR position of the broadcasting industry, which is more analogous to the newspaper than the entertainment field, is emphasized in the code. Moreover as broadcasting stations exist by sufferance of the Radio Commission and operate under licenses requiring their services for specified hours, it is necessary that no conflict arise between the authority of the Commission and the NRA in the regulation of stations, the code brings out.

The wage and labor provisions of the proposed code would exclude child labor, except that children under 16 may be used as talent on programs for not more than three hours a day, providing those hours do not interfere with schooling.

The 40-hour week is prescribed for routine employes. Employes in managerial or executive positions, including announcers and production men who receive more than \$35 a week, or in stations which employ not more than ten persons who receive more than \$25 a week, would be excluded from the maximum hour provisions. Also excluded would be outside salesmen and employes on emergency maintenance and repair work.

A 48-hour week is specified for technical men such as radio op-

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

erators and control men. Broadcast technicians, including radio operators and control men, would be paid not less than \$20 a week, except on locals where not more than ten persons are regularly employed, then the minimum would be \$15. Apprentices, who could be employed for periods not to exceed six months, would get a minimum of \$12. The same minimum pay scales, except as to apprentices, would apply to announcers and production men.

The usual minimum of \$15 per week for all other employes, except salesmen working on commission only, is prescribed for stations in cities of over 500,000 population. This minimum scales down, in proportion to population subdivisions, to \$12 a week in any town of less than 2,500.

#### Sets Maximum Commissions

ONE OF the trade practice provisions, arrived at after considerable debate among NAB directors. provides that maximum commissions of 30 per cent may be paid for placement of station accounts. This provision specifies that not more than 15 per cent shall be paid to recognized advertising agencies, and allows in proper cases the payment of an additional 15 per cent to special representatives or spot broadcasting organizations. The code does not bar the payment of a 2 per cent cash discount.

The NAB board would be empowered to require any broadcaster or network to furnish any reports upon an affirmative vote by two-thirds of its members. Any false report would be deemed a code violation. The board also would be authorized to establish a system of uniform accounting for the industry, to prepare and submit to NRA any amendments or modifications of the code, to recom-, mend further regulations to carry out its provisions, to represent the industry in all NRA matters and to receive and investigate complaints of code violations charged against any broadcaster or network and to report, if deemed advisable, to NRA.

#### NAB Minimum Dues Cut

TO MAKE possible an increase in the NAB membership, which now totals 253, the board approved a new classification of membership. Stations grossing less than \$15,000 a year will be eligible for memership by payment of annual dues of \$30. The former minimum fee was \$60, approved at the last NAB convention, and was available to stations grossing less than \$30,000 annually

Particular attention will be devoted by Mr. Guider and by the NAB to the codes of other industries having any bearing whatever upon broadcasting. Of particular significance is the disclosure that NRA has insisted that the Music Publishers Protective Association, which admittedly is associated closely with the American Society of Composers, Authors & Publishers, open its organiza-tion to all music publishers. 'This precedent, it is believed, should lead to a similar demand by NRA in a code that will affect ASCAP,

Page 6

## How to Get THE BLUE EAGLE

BROADCASTING stations which have not yet signed the blanket code will be eligible to display the Blue Eagle after official approval is procured for substitution of the labor and wage provisions of the proposed industry code for the terms of the President's Reemployment Agreement. This action is expected shortly. NAB will submit to NRA a complete list of stations in the country, all of which fall within the terms of the proposed code. To procure authority to display the Blue Eagle, stations must apply to their local postoffices, and sign a pledge substituting the code labor and wage provisions for those in the PRA. Until this form is executed, the station does not have the authority to operate under the Blue Eagle. No-

which itself is not required to file a code. Should that develop it would be an effective step toward breaking down the ASCAP "closed corporation" monopoly.

network.

or any similar show.

of the various industries.

of an industrial and a labor ad-

visor in the arbitration stages.

These advisors, together with

and the other of leading industrial-

ists before going to the President

tice on the substitutions will be

sent to all stations by the NAB.

It was learned authoritatively that a number of complaints affecting broadcasters already have been filed with NRA and are destined to be aired at the forthcoming public hearing. Phonograph record manufacturers have complained about the performance of records over stations, alleging nonpayment of proper royalties. This particular question has been agitated in the past, with the prompt development that the complainants had no legal basis upon which to act since royalties are paid in the first instance in the retail price of the record. The American Federation of

Musicians is also understood to be planning to ask the NRA for a provision in the broadcasters' code entirely banning the use of phonograph records on the air except for incidental effects, on the plea that records are responsible for unemployment among musicians

#### Actors Seek Extra Pay

and are unfair to stations main-

taining staff orchestras.

Who these will be rests with the ACTORS, through what is apparindustrial and labor advisory ently a hastily organized protecboards of NRA. The former liketive association, appear desirous ly will be an individual prominentof establishing minimum wages ly identified with broadcasting. for performances over the air as The labor advisory probably will well as compensations for rehearcome from the ranks of the Amersals. Labor unions, it is indicated, ican Federation of Labor. A conalso have endeavored to unionize sumer advisor, representing the control men in an effort to boost lay public, also will be designated. wages and reduce hours of labor. Motion picture groups evidently other advisors provided for under have in mind provisions which the statute, will consult with the would prevent their featured stars, deputy administrator, both before like the Cantors, Wynns and and after the formal hearing. The Crosbys, from appearing on the deputy administrator's report radio while appearing in pictures, clears through the NRA organizavaudeville or any similar show. tion itself to the advisory boards, one consisting of cabinet officials

An actors "betterment" organization has thrown out hints that it would like a provision which would not only require payment for ra- for signature.

#### Lucky Strike and Camels Tri-Station Chain Preparing Return to Air, To Begin Sept. 15 Howe Series Extended WSM, WHAS and WCKY Form

RETURN of two major cigarette "Center of Population Group' accounts to radio was rather definitely indicated shortly before BROADCASTING went to press when it was learned that NBC-WEAF stations have been asked for a T.S. time reservation for Lucky Strike and that Camel has been auditioning for a prospective CBS series. Availability requests for the Saturday, 9-9:30 p.m. period, for Jack Pearl and an orchestra have been made to NBC-WEAF sta-Mr. Wilson tions on behalf of American Tobacco Co., which has the Baron begin operation on or about Sept Munchausen star under option. Series would start Oct. 7, and 15 with both commercial and sustaining features. The arrange

there are indications that Lucky ment was consummated at Louis-Strike will also seek a second and ville Aug. 28. possibly a third weekly period. Edward Petry Lord & Thomas is the Lucky & Co., station Strike agency. representatives, Auditions have been held for has been entwo weekly periods on CBS for gaged as ex-R. J. Reynolds Tobacco Co., Winclusive national ston-Salem; N. C. (Camels), one representative show to feature Col. Stoopnagle for the new net-work. The orand Budd with Morton Downey and the other Col. Stoopnagle and Budd with the Mills Brothers.

ganization already represents WSM and WHAS.

> already have been signed, accord ing to a statement by L. B. Wilson, operator of WCKY. Permanent

INTRODUCING

a new element i

regional network

ulation Group"

3.

Mr. Fox

ton.



bar a performer from radio while Mr. Harris appearing in pictures, vaudeville

> cause of the availability of talent in Cincinnati, which is just across the Ohio River from the station.

up is being sold at the combined card rates of the stations. Mr. Wilson said that sufficient business already has been signed to more than defray the overhead of the network. The arrangements After the code is submitted to NRA, it will go to the code analysis division to ascertain whether and Credo Harris, director of all essential factors are covered. WHAS. Of importance is the appointment

#### **Two Join Mathes**

FOLLOWING their resignations from N. W. Ayer & Son, William B. Okie and H. L. Hodgson in August joined J. M. Mathes, Inc., new advertising agency formed by J M. Mathes, former senior vice president in charge of the New York offices of Ayer. Mr. Okie, a former Ayer vice president and director, with Mr. Mathes was one of the organizers of Canada Dry Ginger Ale, Inc., and the new agency is expected to handle that account. Mr. Hodgson was in charge of radio accounts at Ayer. Both Mr. Okie and Mr. Hodgson become vice presidents of the Mathes agency, which has offices in the Chanin Bldg., New York.



#### PREAMBLE

advertising, the "Center of Pop-To effectuate the policy of Title I of the Na-junal Industrial Recovery Act the following procomprising WSM, Mashville, WHAS, Lawianitie, WHAS, then for the Radio Broadcasting Industry. Becomprising WSM Louisville, and use the Radio Broadcasting Industry is subject WCKY, Coving, apeculiar requirements in the matter of long wars of operation, seven days per week, emerhas been formed and will maxy maintenance and repair work, and highly the duties expected of it, and also to meet the metial obligations as to public interest, convemence and necessity imposed by federal statute no regulations promulgated thereunder, the instry, therefore, cannot be treated in all respects the same manner as manufacturing, or merhandising industries.

#### ARTICLE I

The National Association of Broadcasters is

hereby designated the agency for administering, sepervising and promoting the performance of the provisions of this code by the members of he radio broadcasting industry. ARTICLE II (Definitions)

ARTICLE II (Definitions) 1. Radio Broadcasting is the transmission imough space by means of any radio frequency if signals intended to be received, whether audi-' by or visually, directly by the public. The radio imadeasting industry embraces the complete op-ention of all stations or networks designed for imadeasting as above defined, including, in con-metion with, such operation, the preparation and imadeation of programs, both sponsored and un-immed for the surpase of providing entertain. ponsored, for the purpose of providing entertainment, instruction and general service through the seency of radio broadcasting to the people of the United States.

2. Broadcaster means any individual, partnererating with high ship, corporation or association operating a radio broadcasting station by virtue of a license issued power on clear channels, havie by the Federal Radio Commission. been leased from

ership, corporation or association in the business of regularly supplying programs for broadcasting. by wire or wireless, simultaneously to two or more adio broadcasting stations. 4. Employe is any person employed at a regu

ar weekly or monthly salary or wage for services rendered during regular hours daily, as distinmished from an independent contractor or a prossional person who is paid by the job or perormance 5. Employer is any broadcaster or network em-

bying any employes. 6. Broadcast Technicians shall mean any per-

was employed for the operation or maintenance if any transmitting, control or input equipment used in radio broadcasting.

ARTICLE III (Effective Date) This Code shall take effect upon the tenth day after it shall have been approved by the President of the United States.

ARTICLE IV (Employment Provisions)

Employers agree as follows: 1. With respect to hours of operation, to conform to the requirements of their licenses, as assued by the Federal Radio Commission, and the suce and Regulations of that Commission, and any event not to reduce their hours of opera-ion by reason of their adherence to this Code. 2. After the effective date, not to employ any Merson under, sixteen years of age, except that misons under sixteen may be used as talent on

programs for not more than three hours per day, and those hours to be such as will not interfere with their schooling. 3. Not to work any employe for more than

forty hours in any one week except as to classes of employes enumerated in paragraph No. 4 hereof 4. The maximum hours fixed in the foregoing

 Paragraph No. 3 shall not apply to:
 a. Employes in a managerial or executive capacity, (including announcers and production men), who receive more than thirty-five dollars per week, or, in radio broadcasting stations where not more than ten persons are regularly employed, to employees in a managerial or executive capacity, (including announcers and pro-duction men), who receive more than twenty-five dollars per week.

Outside salesmen. . Employes on emergency maintenance and repair work.

- d. Radio operators and control men, with re-spect to whom the maximum hours of work shall not exceed forty-eight hours per week.
- Persons employed on special event pro-grams of public interest, with respect to whom the maximum hours of work shall not exceed an average of the number of hours herein prescribed for their class of work per week during any six weeks

Not to pay any full-time employe less than at the following weekly rates:

a. Broadcast Technicians. including radio operators and control men, not less than twenty dollars per week, except that in radio broadcasting stations where not more than ten persons are regularly em-ployed the minimum rate of pay for broadcast technicians, including radio operators and control ment shall be fifteen dollars per week. Employers shall be entitled to employ as apprentices, for any period not to exceed six months, persons learning the technique of radio broadcasting control and transmission, the minimum rate of pay not to be less than twelve dollars per week.

b. Announcers and program production em-

#### Letter of Transmittal of NAB Code to NRA

IN ITS LETTER of transmittal to NRA, submitting its proposed code of fair competition. the NAB defined the scope of its activity, and brought out that it is the only trade association of the industry. The substance of the letter, with only the routine clauses omitted, follows in full text:

The National Association of Broadcasters. Inc. is generally recognized throughout the broadcasting industry as the trade association of the in-dustry. It was incorporated in 1927, but it has had an uninterrupted operation of ten years. Its membership includes some 253 broadcasting stations. Statistics are not available to determine with accuracy the percentage of the total broad-casting business which is done by the members to be in excess of 81 per cent. The general activities of common interest to all

members are controlled and carried forward by the Board of Directors, subject to the direction of the members of the Association given by resolu-tion adopted at any regular or special meeting at which each member company, irrespective of size, has one vote. A permanent headquarters and staff are maintained. The Association is economically administered and will so continue. The cost of membership in the Association is determined by the size of the member station, and in the case of the smaller stations, it is further determined by the gross amount of business done annually. Stations with a gross income of less than \$15,000 per annum may enjoy full membership in the Association upon the payment of annual dues of \$30. There are approximately 200 stations entitled to membership under the minimum rate. The Board of Directors is elected by the full

The Board of Directors is elected by the full membership at the annual meeting of the Asso-ciation. It is representative of the entire mem-bership and of the industry. The Association was evolved to foster and pro-mote the development of the art of radio broad-cations the methods in pro-

casting, to protect its members in every lawful and proper manner, and to foster, encourage and promite laws and practices which would be for the best interests of the public and the industry. Membership in the Association is open to all persons, partnerships, firms, or corporations en-gaged in the authorized operation of a radio broadcasting station, and is without restriction beyond agreement to observe the policies and regulations of the Association, as set forth in its constitution and by-laws, copies of which have been duly filed herewith.

٤

ployes not less than twenty dollars per week, except that in stations where not more than ten persons are regularly em-ployed the minimum rate of pay for em-ployes of this class shall be fifteen dol-

lars per week. c. All other employes, except salesmen working on commission only, at the rate of fifteen dollars per week in any city over 500,000 population or in the immediate retail trade area of such city; at the rate of fourteen dollars and fity cents per week in any city of between 250,000 and 500,000 population or in the imme-diate retail trade area of such city; or at the rate of fourteen dollars per week in any city of between 2,500 and 250,000 population or in the immediate retail trade population of in the inimitative retain trade areas of such city; or at the rate of twelve dollars per week in any town of less than 2.500 population. Population, for the purposes of this Code shall be determined by the 1930 Federal Census. Not to reduce the compensation for employ-

ment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and to increase the pay for such employment by an equitable readjustment of all pay schedules.

ARTICLE V (Collective Bargaining) The following provisions are conditions of this Code:

1. That employes shall have the right to or-ganize and bargain collectively through represen-tatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self organ-ization. or in other concerted activities, for the purpose of collective bargaining or other mutual

aid or protection; 2. That no employe and no one seeking em-ployment shall be required as a condition of em-ployment to join any company union, or to refrain from joining, organizing, or assisting a labor organization of his own choosing;

3. That employers shall comply with maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President; and

4. The selection, retention and advancement of employes shall be on the basis of individual merit, without regard to their affiliation or nonaffiliation with any organization. Nothing herein shall impair the constitutional right of employers to freedom in the selection, retention and advancement of employes.

#### ARTICLE VI (Trade Practices)

1. In order to avoid rate cutting, directly or indirectly, each broadcaster or network shall forthwith publish and file with the National Association with publish and hie with the National Association of Broadcasters as hereinafter provided for, a schedule of all rates regularly and currently charged to advertisers for the sale of its broad-casting facilities, together with all discounts, re-bates, refunds, and commissions allowed to such purchasers of such facilities or to their recog-ing accepter such abachies to be frown as the nized agents, such schedule to be known as the Rate Card. No broadcasting facilities shall be sold, and no discounts, rebates, refunds or com-missions allowed, otherwise than in exact accor-dance with such Rate Card, except that, under conditions not specifically covered by the Rate Card, sales of broadcasting facilities may be at special rates, provided a full written statement of such conditions and of all such rates is imof such conditions and of all such rates is im-mediately filed with the National Association of Broadcasters, which Association shall be author-ized to publish such statement in full. No Rate Card, or rate charged thereunder, shall be modi-fied until thirty days after the filing with the National Association of Broadcasters of the Rate Card with the proposed modifications. Any grant-ing of discounts relates rational commissions ing of discounts, rebates, refunds, commissions, gratuities, free time (other than legitimate program announcements), or any other commercial broadcasting service not provided for in the Rate Card and in the contract entered into thereunder or not covered fully by specific report to the Na-tional Association of Broadcasters, and any business done on a cost per inquiry or percentage basis, shall be deemed unfair trade practice with-

(Continued on page 35)

Page 7

Starting date and time have not been announced. William Esty & A number of commercial programs Co., New York, is the agency. Lord & Thomas has also extended for four more weeks the RCA Victor Sunday night series featur-



phone & Telegraph Co. WCKY probably will key

the majority of the programs be Out of all these reports, rumors and innuendos, there will likely develop a concerted demand at the

Time on the three-station hookformal hearing for a minimum wage for radio performers. Actors, as employes who come under the general heading of labor, cannot file a code, and such labor provisions must be included in codes

> for the network were consum-mated by Mr. Wilson, J. Leslie Fox, commercial manager of WSM,

# In Commissions, Sets Wage Minimum

the advertising agency business. which brands as unfair competition all of the practices heretofore considered repugnant to advertising ethics, has been filed with the National Recovery Administration by the American Association of Advertising Agencies. Deputy Administrator A. D. Whiteside has been assigned the code. A hearing date has not yet been set.

The proposed code specifies that. regardless of any increase in labor cost which may be imposed on agencies by virtue of the stringent wages and labor provisions, no increase in the present basic agency commission will be sought "during the period of this emergency."

Unfair Practices Defined

UNDER the heading of unfair practices, the proposed code states: "For the purposes of this Code, the following acts shall constitute unfair practices:

"a. Preparing or handling any advertising of an untruthful, misleading, or indecent character, as specified by the following copy code formulated and approved by the American Association of Advertising Agencies in conjunction with the Association of National Advertisers:

(1) False statements or misleading exaggerations. (2) Indirect misrepresentation of

a product, or service, through distortion of details, either editorially or pictorially. (3) Statements or suggestions of-

fensive to public decency. (4) Statements which tend to undermine an industry by attributing

to its products, generally, faults and weaknesses true only to a few. (5) Price claims that are mislead

(6) Pseudo - scientific advertising, including claims insufficiently sup-ported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority. (7) Testimonials which do not re-flect the real choice of a competent

#### No Agency Rebates

"b. TAKING from any third party a profit, discount or commission other than the regular agency commission allowed by publishers, unless known to the client and agreed to by him.

"c. For any agency to rebate any part of its commission to an advertiser, or for any agency to be owned or operated for the finan-cial benefit of any advertiser or group of advertisers and/or their employes, who thus directly or indirectly obtain the equivalent of a rebate and circumvent the conditions of agency 'recognition' required by media owners and/or their organized bodies.

"It shall be considered as rebating to place men in the service of the advertiser at the agency's expense or to assume all or part of the salary of any employe of rival in New York from Europe.

A CODE of fair competition for the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, or to any third party for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned by prompt payment on cash discount dates.

saluted over an NBC network that "The practice of charging 16 night, when Lambdin Kay, gen-2.3% on net cost of total advereral manager and pioneer annountising volume shall not be concer of WSB, will also return to the strued as rebating. wave lengths. On the NBC pro-

stations to go on

the air with this maximum power

is WSB, Atlanta,

which has been

operating on its clear channel of

740 kc, with that

power for about

two weeks hult

president.

next year.

which will have its formal open-

ing Sept. 9. This station will be

gram will be Judge E. O. Sykes.

outhern Zone radio commissioner;

Maj. John S. Cohen, editor of the ATLANTA JOURNAL; President M.

H. Aylesworth of NBC, and Niles

Trammell, NBC Chicago vice

The station, owned by the AT-

The new WSB transmitter.

\$200 a half hour and \$125 a guar-

ter hour and the day rate being

Only two more of the authorized

50 kw. clear channel stations re-

main to be built. One is WOR,

Newark, which has been meeting

difficulties in locating a transmit-

ter site, and the other is KOA,

Denver. WOR expects to be on the

air with its new transmitter early

E. B. Foote Resigns

ERNEST B. FOOTE, since 1929

vice president and general mana-ger of World Broadcasting Sys-

tem in New York, has resigned to

enter the field of radio station rep-

resentation. No successor has been

named, Percy L. Deutsch, president

of WBS, having taken over Mr.

Foote's duties. Mr. Foote has not

announced his definite plans. He is

at present headquartering at the

**Two Join Petrv** 

TWO ADDITIONS to the Chicago

sales staff of Edward Petry & Co.,

radio station representatives, were

announced by Mr. Petry Aug. 24.

Hotel Warwick, New York.

60 per cent of the night rate.

Mr. Kay

"Such unfair practices and all other practices which shall be declared to be unfair under this code, or by any amendment to the code, shall be deemed to be unfair methods of competition in commerce within the meaning of the Federal Trade Commission Act as

amended, and the use or employing of any of them shall be LANTA JOURNAL, has its studios in deemed a violation of this code, the Atlanta Biltmore Hotel. These and any member of the industry are being enlarged, and additions who shall directly or indirectly. are being made to the staff. Among through any officer or representathe new full-time personnel are tive, knowingly use or employ any Ernest Rogers, former radio ediof such unfair practices, shall be tor of the newspaper, who will guilty of a violation of the code.' handle productions and publicity, To administer the code it is proand Chick Wilson, noted southern vided that a committee on plansports announcer. ning and fair practice be created to cooperate with the administrawhich is Western Electric throughtor. This committee will consist out, is located at Tucker, Ga., of 12 representatives elected by about 13 miles north of Atlanta. advertising agencies subscribing to The station has published a new the code, the representatives to be rate card, the night rate being elected by a method approved by

the administrator, the president of the AAAA, a representative or representatives, not to exceed three, without vote, appointed by the president of the United States. The committee would elect a chairman and a vice chairman from among its own members.

Costs and Wage Scales

THE COST of administering the code would be borne by agencies subscribing to it or electing to contribute. An initial \$10 payment each agency is provided, with additional assessments of \$10 to be made if additional funds are needed. The usual general provisions, governing regulation of the industry and administration are

prescribed. The minimum wage to be paid to any employe of agencies is aced at \$15 per week in cities of 500,000 and over, and scales down to \$14 per week in cities of less than 250,000. Messengers and learners, however, may be paid not less than 75 per cent of the minimum for a period not to, exceed

the first six months of their employment. The maximum employment of employes earning \$35 a week or under shall be an average of 40 hours per week in any one month.

H. V. KALTENBORN, CBS news commentator, will resume his talks over the network on Sept. 10 at 6 p.m., EST, two days after his ar-

CARRYING forward the "transcription network" idea that has frequently been broached, World Broadcasting System has an nounced a new transcription service to broadcasting stations that provides 214 fifteen - minute programs per week, or the equivalent of eight hours of programs daily seven days a week. These tran. scriptions, embracing a wide variety of program features, are to be syndicated at fixed rates for use locally either as sponsored or sustaining programs.

"The purpose of the service" said Percy L. Deutsch, presiden of World, "is to furnish stations with the highest grade talent that it is possible to get that they can sell locally. There are so many sectional and local advertisers who cannot afford to build their own programs, or who do not have the talent available, that our service is simply a response to a long-felt demand.

Mr. Deutsch said that about 15 stations have already agreed to subscribe to the service, which is offered on an exclusive territory basis at \$150 a week for the full eight hours per day schedule of features, \$100 a week for four hours and \$65 for two hours. Where only partial service is contracted for, other stations in the same territory may purchase the remainder

All of the disks employ the newly developed Erpi wide range recording, which has a frequency range of 20 to 13,000 cycles. The contracts also include taking over the existing contracts for Erni turntables, which stations now lease on a monthly basis. In other words, stations subscribing for the World service are relieved of their monthly Erpi rentals.

#### Special Services Offered

SALESMEN for World have taken the road to introduce the features to the stations. Harold Higgins formerly with WBZ and WBAL, has been assigned the New Eng land, New York and Pennsylvania territory. William Davis, formerly with Erpi, will cover the southeastern territory to Texas. T. A Gannon, Chicago representative of World, will handle the mid-west territory, and Pat Campbell, Los

Angeles representative, will cover the west Special production services are to be offered to particular subscribers, an effort being made to build programs designed to meet special needs. Sample continuities go with each recording. The range of features includes bands and orchestras, concert ensembles, instrumental and vocal soloists and groups and practically the whole range of audible entertainment.

John Ashenhurst, formerly of the CHICAGO EVENING AMERICAN, has taken charge of sales promotion. HER LA PALINA contract hav Robert Boniel, who has resigned ing expired, Kate Smith on Sept as national advertising manager 18 begins a CBS sustaining series of WTMJ, Milwaukee, also has joined the Chicago staff, which is headed by Edward E. Voynow. three times weekly over CBS, preliminary to an expected contract with another sponsor.

BROADCASTING • September 1, 1933

# Agencies File Code With NRA Upholding Advertising Ethics WSB to Dedicate 50 kw. Transmitter on Sept. 9; Lambdin Kay to Return Offered by World 214 Quarter Hour Programs An English Advertising Man Listens In

By P. F. JAMES President of P. F. James Advertising. Ltd., London

Trial of United States Plan Might Alter British Prejudice: your morning programmes cover a **Experiment With Modifications Held Advisable** 

THE POSSIBILITY that England might experiment with commercial radio programs, as recommended by Mr. James, outstanding London advertising consultant and sports and political cartoonist. should be distinctly interesting to any American advertisers who have been toying with the idea of sponsoring programs over French or Irish stations which cover the British Isles. The writer of this article is visiting his son, E. P. H. James, NBC sales promotion manager, in New York.

THE POSSIBILITIES of advertising through the medium of sponsored programmes on the radio have been the subject of tentative discussion in England for several years. The idea has few adherents, majority opinion being nevertheless an interloper in any definitely unfavorable, and it may sphere outside its own.

be of interest to try to analyse the cause that produces the effect. As a practitioner in advertising for over 25 years I have studied American methods and watched dosely American advertising dethat too long and distasteful advelopments. I go further and say that in common with others I have and that light entertainment will benefited thereby, as in the nature predominate at the expense of the of things all serious students must benefit from the work of pioneers and contemporaries. I conclude that there is nothing to choose between American advertising and British advertising on the point of

merit. The only difference of real significance is in the manner of presentation, which is a matter of national psychology that precludes the use of identical methods in the

#### U. S. Grew With Advertising

IN EACH country advertising has developed commensurately with the requirements of the people and with geographical characteristics. In America the rapid growth of a great comparatively young nation, the the far-flung situation of the nany small townships, remote from big cities where goods could be seen by prospective purchasers, caused a correspondingly rapid de velopment in printed advertising. The resultant custom of purchase from advertisements had its psychological effect. Young America ntimacies of home life.

rather than as a necessity to buyers, by whom it came to be regarded as a purely business matter-indeed, by the ungenerous, as a necessary evil-useful, instructive, and entertaining maybe, but higher forms of music and drama.

Having had the pleasure of listening in to representative pro-Hence the suggestion that adgrammes during my visit to vertising should encroach upon the America, I am convinced that such realms of pleasure and entertainfears are unfounded. I find that ment meets prejudice. Lack of talks on subjects of general interknowledge gives rise to the fear est, relays of speeches of national importance and programmes of vertising propaganda will intrude. classical music are on a par with ours in distinction and availability.

wider field and that advertising announcements during that period are of a type to be welcomed by the housewife rather than otherwise.

I feel that if it were possible to try out the American system over a week or two in England a very marked change of attitude would result. I make one reservation. The time allotted to announcements would need to be much less, at least in the early days. Large doses to begin with would be fatal. I say this because my reaction to the inclusion of advertising announcements in your evening programmes is, I must confess, true to the English attitude I have tried to analyse. It jars a little when it breaks into the middle of

To sum up, have I been sufficiently impressed with American broadcasting to believe that such a try-out is desirable and that we in England have anything to gain by the introduction of sponsored programmes?

My answer is yes. At present all programmes in England emanate from committees working under one organization-the British Broadcasting Corporation - and they bear the stamp of its "personality." It must be so. Any body of persons working together ac quires a composite personality which has its parallel in the "style" of a painter.

#### Would Avoid Monotony

THE SIMILE is an apt one. Commission an artist to paint six pictures on a given theme, let us sav "The Spirit of Enjoyment." Then commission six artists ,each to paint one picture on the same theme. The one artist's six efforts may be different from each other, but they will inevitably betray, similarity in treatment, whilst the work of the six artists will offer a complete diversity in conception. and execution. Our one artist's pictures may be as good-even better—than any of the other six, but as a group the latter will please a wider variety of tastes. Equally, if not more, significant is the competitive element that will spur the efforts of our six artists to greater heights than the repeated interpretations of the one, who would need to be a super-man not to

show a tendency to "go stale." Thus do I reason that sponsored programmes are justified. The adoption of the system in England would still leave the governing organization - the BBC - free to control sustaining programmes and to give priority to features of national importance. Programmes could remain characteristically British, and the balance between the higher forms and light entertainment need not be disturbed On the realization of these points by the rising generation must rest the hopes of the advocates of radio advertising in England.

Page 9

TIMES said that the governmental monopolistic educational British Broadcasting mate point about the British Broad-Corp. crams more talks into its listeners than our

**BBC** Shy of Politics

THE BRITISH Broadcasting Corp. is governmental. Its board of governors is appointed by the British Government. Nevertheless, because of the upstandingness of its director general, Sir John Reith, it is determined to stay out of politics. How does it do it? It does it at a great price. It does it by giving its listeners a minimum—a positive minimum—of British publicaffairs talks.

During this year to date only 25 British public men have talked on British public affairs on BBC. Dur-(Continued on page 37)



P. F. James-A Self Caricature

get the distinct impression that HAIL HITLER OR HAIL U.S.A.? Government Radio Either Ultra-Pro-Administration — Or Shy of Politics as in England and forty-five minutes of talks.

And those talks are on just about everything of instant acute controversial public interest, all the way from "Prices and Gold" to "The New York Milk Strike," Which brings me to the real ulti-



became advertisement - minded foung America grew up with advertising, and consequently does not resent its intrusion into the Not so in England. Here the proximity of large towns to even

tising less essential to the communities. It grew as the outcome of competition between sellers

September 1, 1933. • BROADCASTING

he smallest villages made adver-

two countries.

By WILLIAM HARD\* IT'S SOME-

Mr. Hard

American private competitive stations cram into theirs. That's just not so.

This is Wednesday, Aug. 16. Summer season. Normal evening. And how many talks-events are there on the air tonight from the private competitive stations in the American city that corresponds to London-the city of New York? Answer: 16. The New York talks-

fan can listen this evening from 6-o'clock to midnight to two hours

\*Excerpts from a talk over an NBC network Aug. 16 by William Hard, NBC commentator and noted Washington journalist, upon his return from the London Economic Conference and a tour of Europe.

# WMCA Operation Taken Over New WMCA Board By Group Headed by Al Smith NEW OFFICERS and directors of

Flamm Transfers Program Rights in \$155.000 A Year Deal: Lafount Asks License Transfer



Mr. Adams

following completion of an "agency agreement" with Donald Flamm, president of the Knickerbocker Broadcasting Co.

cial and social

circles ways an-

nounced Aug. 21

Operation of the station, a 500watter on 570 kc., on Aug. 21 went into the hands of the Federal Broadcasting Corp., whose president is John T. Adams; vice president of Knickerbocker since last February and widely known in radio circles. Mr. Flamm retires from the active management of WMCA, though the station remains the property and province of the Knirkerbocker Broadcasting Co., and Mr. Flamm retains control and responsibility over its operations and programs.

#### Smith Cites Potentialities

ALFRED E. SMITH subsequently accepted the chairmanship of the board of directors of the Federal Broadcasting Corp.

In accepting the chairmanship, the former New York governor said: "The potentialities of radio and its intimate association with the home have raised it to institutional proportions with an opportunity for unlimited service to the public of this great city.

"The enthusiasm of the industrious young Americans who are members of the board of directors leads me to believe that the station will serve its listening audience with programs of entertainment and education of the highest degree."

Practically all of the officers and directors are prominent in New York financial, industrial and social circles, most of them being identified with family names that are well known in Wall Street. (See listing in third column on this page.)

One of the purposes in taking over WMCA, it was stated, is "to bring so-called big business and the public into a more harmonious union

"It is the purpose of the direc-tors of the Federal Broadcasting Corp. to give the listening audience a radio station that is characteristic of the New York idiom, not only that which typifies Broadway but the more substantial things for which that great metropolis stands", a statement issued Aug. 22 read.

#### Foresees Boom Years

"THE EXECUTIVES of the new company, practically all of whom have been in one way or another deeply interested in the advertis-

10

TRANSFER of ing and promotional departments of the vast industrial empires conthe commercial trolled by their families. are of and program rights of WMCA. the unanimous opinion that radio New York to a offers an unparalleled medium to group of business supplement newspaper and magamen prominent in zine advertising." New York finan-

Mr. Ryan made a statement that the Federal group selected WMCA after a two-year survey that convinced them of its potentialities. "With the rehabilitation of business and the fortunes that are to be spent in promotional, merchandising and advertising campaigns in the process of creating new markets", Mr. Ryan stated, "my associates and I decided to enter the broadcasting field in an effort to serve both husiness and the public. During the next two years as much money, if not more, will be follows

Hour.

dent:

Vork

Yale in 1914.

and Co.

A. Yale

Read

attention.

said.

by Chairman Sykes.

financial apprenticeship after gradu-ating from Princeton in 1928, with

the Guaranty Trust Company of New

president and secretary: Graduated Harvard in 1914; one of the coun-

try's outstanding aeronautical execu

tives: prominent in drafting national

aero legislation; executive of colonial

Air Transport Corp. James K. Norris, treasurer: Prin-

cipally interested in financial activi-

ties of heating companies, including National Radiator Corp. and Richard-

son & Boynton; former president of

Utica Heater Co.: now associated with

William B. Nichols & Co.; graduated

Allan A. Ryan, Jr.: Cousin of Clendenin J. Ryan, Jr., and grand-son of Thomas Fortune Ryan; gradu-

ate of Yale; a partner in Gommack

Corp. and Phoenix Insurance Co.

with Morris and McVeigh.

with William J. Donovan.

now with the City Company.

Major Talbot O. Freeman, vice

#### spent on advertising as in the boom years of 1929." Not Part of Wynn Net

MR. ADAMS told BROADCASTING. in reply to rumors, that WMCA is in no way connected with the proposed Amalgamated Broadcasting System network, though he admitted that his group has other network plans tentatively in mind.

Mr. Flamm has been associated with WMCA since 1924, starting as its dramatic critic and successively becoming announcer, program director, commercial contact man, advertising director, general manager and owner. The station 'counts among its "alumni" such noted radio stars who got their start before its microphones as Rudy Vallee, Arthur Tracy, Don Carney, Henry Burbig, Mae Singhi Breen and Peter DeRose, Gay Hunter, Ozzie Nelson, Will Os-borne and Whispering Jack Smith.

CALLING the attention of his Commission colleagues on Aug. 29 to the terms of the "agency agreement" covering the operation of WMCA, Commissioner H. A. Lafount afterward disclosed in a statement to the press the details of the financial arrangement and asked for its consideration by the Commission counsel and then by the Commission as a body. He stated he was opposed to such an agreement and is "unwilling to assign to Knickerbocker Broadcasting Co., Inc., or any other licensee, the obligation imposed upon us by

Congress to decide who shall be charged with the responsibility of rendering that service.' Mr. Lafount explained that he was aware that broadcasters must time to advertisers, but he said he would insist that the deal

#### be handled in regulation fashion, i. e., that the license be transferred to the new group since "the licen-

see has an obligation to the public that in my opinion cannot be transferred, except with the Commission's consent." He said he looked with favor on the caliber of men who comprise the Federal BroadWKBF Joining NB(

the newly formed Federal Broadcasting Corp., which has taken COINCIDENT over the commercial rights of with the an-WMCA, New York, are listed as nouncement that WKBF, Indianap-Hon. Alfred E. Smith, Chairman of

1 olis, will join the Board. John T. Adams, president-Former--NBC as an affiliin the concert field as head of the ated station be-Wolfson Bureau; later organizer of ginning Sept. 1 Columbia Concert Corp.; producer and came word that director of many network radio pro-grams, including the Atwater Kent D. E. (Plug) Kendrick, for the Mr. Kendrict Hour, American Radiator Puccini operas, Around the World with Libby. last five years Simmons Bed programs, Jack Frost

manager of WFIW, Hopkinsville Melody Moments and True Story Ky., has been appointed general manager of the Indianapolis sta-Clendenin J. Ryan, Jr., vice presi-ent: Scion of one of America's WKBF will take both Red tion. and Blue network programs. great industrial families; grandson of Thomas Fortune Ryan; served his

Also added to the WKBF staf to assist Mr. Kendrick are Lloyd L. (Jake) Jaquier, commercia manager, Robert L. Linx, chief engineer, and Ralph M. Cohen, director of public relations. Mr Jaquier and Mr. Linx held similar positions at WFIW, while Mr. Cohen was associated with newspapers and advertising agencies previous to his entrance in radio. WKBF is operated by the Indianapolis Broadcasting Co., Inc., of which William E. Vogelback is president. Charles Dawes, nephew of the former Vice President, vice president of the company. salute to the station on the NBC WEAF network was carried the night of Aug. 30.

John Hay Whitney: Sportsman. 1932, adopted an order requiring son of Payne Whitney, and grandson all applicants for assignment of of John Hay, former Secretary of State; graduate of Yale; interested radio broadcast station licenses to submit a sworn statement that the in motion, picture industry, and producer of plays. Walter S. Mack, Jr.: Textile exnew or proposed licensee would have complete control of station ecutive associated with development of industry in New England; grandson of Adolph Lewischn; formerly with Otis and Company, and now as-sociated with William B. Nichols & limited supervision of programsthe sworn statement to include the price, whether paid or promised Co.; vice president of Equity Corp.; director of Chain Store Investment and all terms and conditions of the proposed transfer; said transfer to be subject to the consent of the Newbold Morris: Graduated in 1925; attorney, associated Federal Radio Commission. "In the agreement here referred

to, no attempt is made to assign Robert H. Thayer: Graduated Harvard in 1924: Attorney, associated the license, although the effect is identical. Instead of selling the equipment and making application Howard G. Cushing: Graduated Harvard in 1928; formerly with the for assignment of license. Knick Guaranty Company of New York, and erbocker Broadcasting Co., Inc. agrees to sell all their time for a Paul H. Nitze: Graduated Harprice which clearly indicates that vard in 1928; associated with Dillon a value of about \$4,000,000 has been placed upon the license which Bethuel M. Webster, Jr.: New York they seek to retain. attorney and former general counsel of the Federal Radio Commission.

#### Details of Transaction

"THE APPLICATION of Knickercasting Corp., but he added he bocker Broadcasting Co., Inc., for renewal of license, dated June 22 could not favor the deal as consummated. Moreover, he added, a 1933, and sworn to on the same condition of the Knickerbockerday, lists the assets of the cor-Federal contract was that the poration as being \$100,000, and Commission sanction it, and the their equipment as being 500 watt matter was never brought to his composite. The agreement provides that \$155,000 per annum be George Porter, Commission counpaid to the licensee, plus 25 per sel, was asked to render an opincent of revenue in excess of \$600, ion, after which the subject will 000 a year. A guarantee is mad be passed upon by the Commisthat there shall be at least \$100, sion, and the Federal group on 000 available from this source Aug. 29 was notified accordingly every three years. It is certainly a very simple problem in mathe "To prevent trafficking in limatics to determine the value censes, wave lengths or frequen-cies", Mr. Lafount's statement placed upon the licensee."

Mr. Lafount's statement Paul D. P. Spearman, coun-"the Commission on Jan. 29. (Continued on page 38)

# Names D. E. Kendrick New General Manager Size and Scope of the Broadcast Industry

#### By DR. HERMAN S. HETTINGER

University of Pennsylvania

RECORD NAB CONVENTION SEEN

NRA Problems and Copyright Issue Will be Considered

ay Scales Compare Favorably With Other Industries; of local part time stations to Reduction in Hours Offers Biggest NRA Problem unlimited time stations. Announ-

there was set in motion in the National Recovery Administration the most remarkable attempts, at increasing employment and augmenting purchasing power

Dr. Hettinger ever to be undertaken by a nation. All industry was regimented in a concerted drive for a revival of economic activity. Broadcasters have been active in this great movement from the start, more than 500 stations signing written pledges of cooperation

with the administration in its work of securing the active support of the rank and file of the American people.

C. State

#### First Wage Survey

IN AN ATTEMPT to find out what should be contained in their own code, the broadcasters recently

conducted of wages, hours and employment in the industry. Basic data was gathered from a group of 154 stations comprising 25.5 per cent of all stations in the country and representing to an equal degree equipment and operation, and un- all classes of broadcasting organizations scattered throughout the country. From this information many in-

teresting facts were developed. It was found that the total annual payroll of individual stations, exdusive of network staffs though

not of network owned stations, amounted to approximately \$16,-800,000 for the current year and that slightly more than 9,200 persons were employed. It is quite probable, when network figures are analysed, that the total payroll will reach the neighborhood of \$20,000,000 and the total number of employes will amount to between 10,000 and 11,000 persons.

#### Exceeds Other Industries

THE TREND in both employment and aggregate payrolls of individual stations has been particularly interesting since it probably differs from every other industry in the country. There has been an estimated increase in total station payrolls of 137 per cent since 1929 and of 118 per cent in the number of persons employed. There has been some slight recession from the 1932 scale this year, aggregate station payrolls having decreased 12 per cent and total employment having declined 3.97 per cent. The average annual wage for employes of broadcasting stations compares favorably with those of

other industries. The estimated annual income of persons working

BROADCASTING • September 1, 1933 | September 1, 1933 • BROADCASTING

RECENTLY at broadcasting stations is \$1,753 as compared to a 1930 wage scale for employes of manufacturing plants of \$1.340 and of retail establishments of \$1,315. The average weekly wage in the industry was \$33.72.

Of the total payrolls, clear channel stations paid out approximately 40 per cent, regional stations 43 per cent and local stations the remaining 17 per cent.

The total number of employes of stations was made up as follows: 2,101 operators and control men: 1,886 announcers, program production people and continuity writers; 1,951 office workers, including stenographers, bookkeepers, clerks,

its meeting in Washington Aug.

24 and 25, to establish a new clas-

sification of membership allowing

stations grossing less than \$15,000

to join for dues of \$30 per year,

is expected to result in a prompt

increase in membership. It also

was decided to cut the registra-

tion fee in half to \$5. The NAB

membership now totals 253 sta-

Large Attendance Seen

NUMEROUS other problems of

vital interest to the industry are

the benefits of the organization to

the industry. Unquestionably,

1933 is the most active year we

Outside the NRA code, copyright

tions and associates.

casting field.

have ever had."

telephone operators and similar employes; 1,478 musicians regularly employed as members of the station staff; 919 outside salesmen and S77 persons in executive or managerial capacity.

#### Average of Employes

THE AVERAGE number of employes per station ranged from 48 the case of clear channel unlimited time stations to between six and seven persons on local part time stations. Approximately half of all stations had 10 or less regular employes. The number of operators employed ranged from between one and two in the case

six per station for the larger broadcasting units and from one to two for the smaller stations. Program production staff and musicians varied most widely from station to station. Average wages in the industry are uniformly high, representing a grade of employe superior to that of the average manufacturing

or retail establishment. Wages for technical staffs range from a weekly average of \$21.71 on local unlimited time stations to \$31.43 on low power regional unlimited time stations and \$40.53 on clear channel full time stations. Executive salaries range from an average of slightly more than \$40 on local stations to \$140.45 on clear channel unlimited time stations. Announcers salaries for different classes of stations range from slightly more than \$20 a week to \$45 on clear channel stations.

cers averaged between four and

#### Non-Technical Scale High

—At White Sulphur Springs Meeting— WAGE PROVISIONS for nontechnical workers should not prove WITH the industry forced to alter will command major attention. The a serious problem to stations, as a technical side of broadcasting is very small proportion of the total certain to be widely discussed. station staff or of any class of emhowever, in view of the failure of ploye was being paid less than the the North American conference minima stated in the blanket code. for redistribution of broadcasting Employes receiving less than the wave lengths and the possible adstated minimum for office workers verse effect it may have on the constituted only 20.3 per cent of channel setup in this country. Legpersons of that class of employment islative problems that will face the on low power regional unlimited next session of Congress likewise time stations, 21.1 per cent on are scheduled for consideration. local full time stations and 20.4 per cent on local part time sta-

#### Famed Resort is Site

PRELIMINARY plans for the convention are well along under the direction of Edwin M. Spence, WPG, Atlantic City, chairman of the general committee. Special hotel rates have been arranged, and reduced railroad fares, even more favorable than those at previous conventions, are probable. Other members of the convention committee are L. B. Wilson,

slated for discussion at White Sul-WCKY; Leon Levy, WCAU; Sam phur Springs, according to Philip G. Loucks, NAB managing direc-Cook, WFBL; Birt Fisher, KOMO; W. E. Hutchinson, WAAF, and tor. Advance indications, he de-LeRoy Mark, WOL. clared, are that it will be the most White Sulphur Springs, worldheavily attended convention in NAB history. He pointed out that famous resort in the heart of the Alleghenies, covers 7.000 acres. during the past year the NAB has experienced its greatest expansion and is considered an ideal convenand increase in membership. The tion site. The Greenbrier Hotel is convention. however, will be open completely equipped to accommoto all stations and to all other date the convention. In addition to qualified branches in the broadrooms and suites in the hotel, available at special rates, cottages

"Since the convention in St. surrounding the hotel, with full Louis last year", Mr. Loucks said, 'hotel services, are available for "the NAB has fulfilled practically parties. Both European and Amerevery commitment relating to excan Plan rates are offered. pansion of its activities to further

On the estate are three golf courses, seven tennis courts, a large swimming pool and facilities for trapshooting, fishing, horseback riding, flying and polo.

field.

this point. A more serious question may be raised with regard to hours of employment, especially on the part of technical staffs, where at the present time at least 50 per cent are working more than 40 hours a week. Long hours of operation, required by license and necessary in the public interest, convenience and necessity, are responsible for this condition. With average hours of operation for full time stations ranging from a minimum of 84 hours to 126 or more hours weekly as compared to approximately 52 hours a week for retail establishments, radio broadcasting presents a unique problem in this

tions. The question of technical

staff wages is less clear since the

analysis was conducted on the

basis of the blanket code, with re-

spect to which operators and con-

trol men fit badly into the artisan,

mechanical worker class. Further

analysis is therefore required on

#### Self-Knowledge Value

AS FAR AS can be determined, this question is one of especial importance to the small station, where the addition of one operator may actually mean an increase (Continued on page \$7)



## A Treasure Hunt With Money In It ASCAP Royalties Raised 1 Per Cent

KSO Studio Is Unable to Hold Crowd of Contestants; Publishers Netted \$1,500,00 Station. Sponsors and Listeners All Profit

## By JOHN H. HEINEY Staff KSO, Des Moines

A GAME that

has put life into

many a party re-

cently has been

adapted to radio

with signal suc-

cess for both the station and the

sponsors. It is

the Treasure



Hunt. Mr. Heiney

KSO inaugurated the stunt July 14. It created an immediate sensation. KSO earned revenue equivalent to 1½ hours night-time card rates, plus \$50 for prize money, and the sponsors gained widespread publicity for their products. This is the way the Treasure Hunt was conducted:

In the Des Moines REGISTER AND TRIBUNE KSO radio column for Thursday and Friday instructions were printed on how to participate. The build-up on the air a half weeks of the conference upt (spots) centered on these instructions and on the first "clew" in the hunt. Six clews in all were given and participants in the hunt had to hear all six.

The build-up instructions explained that listeners should tune in KSO at 8 o'clock, and each half hour thereafter; that to participate the contestant would be required to get six articles in various parts of the city; that the contestant who brought all six articles to the studios first would receive a prize of \$25; the next five, prizes of \$5 each

#### Station Stages "Funfest"

THE NIGHT of the hunt, a general explanation of the event was broadcast with the name of the first "clew" or article to be obtained, and listeners were warned that the second article would be named at 8:30, and so on until 10:30 when the sixth and final article would be announced.

The six articles were an oldfashioned nightshirt, horseshoe. hollyhock in bloom, rock weighing exactly one pound, a want ad from the DES MOINES TRIBUNE of that date (an ordinary classified selling ad inserted by the sponsor), and a fireman's, policeman's or motorman's cap.

As a part of the event an informal "funfest" by our own talent was scheduled at 10:30 to continue until all prize winners were in the studios. At 10:37, just seven minutes after the last clew had been given, the first contestant appeared -with all six articles!

By 10:45 the studio fover was overflowing, traffic was jammed downtown for blocks, hundreds of persons swarmed around the building where our studios are located unable to get up to the studios on the thirteenth floor.

This treasure hunt taught us many things. First, the studios were not large enough to accommo-

Page 12

AN EXCITING party game has been turned into a profitable promotion stunt by KSO by enrolling its listeners in a sponsored Treasure Hunt. Contestants are given clues in periodical spot broadcasts. following advance publicity in the press, and monetary prizes are awarded the first six to bring the six or seven articles specified in the hunt. The studio was over-run the first night: 2.000 hunters thronged a theatre following the second broadcast.

date the contestants and the hunwhen the first announcement was dreds of others attracted. The wise made

contestant was downtown at 10:30 near the spot he was to report in to listening to the last announcement over an automobile set or a to four. More than 2,000 persons merchant's radio. Contestants scrambled good-naturedly on the building elevators and in the building lobby presenting a dangerous theater

situation. The first six contestants to show up had all six articles and received their prizes in the studio as part of the studio program. Names of a dozen other near-winners were broadcast.

Our switchboards were swamped with calls all evening. People wanted questions answered. Some were very funny. One man said his grandfather was in bed in the only nightshirt he knew of and grandpa wouldn't get dressed. Could he bring grandpa in with the nightshirt! Another asked if a pony shoe would do. We assured

him it would. Then he said the shoe was still on the pony and he'd have to bring both! Would that be all right?

Fire stations quickly reported to us that hats had been snatched. Police reported contestants had riddled the speed laws.

#### Theater Becomes Headquarters

THE SECOND Treasure Hunt was arranged to end at a downtown theater. Seven articles were required to extend the hunt after the last show crowd had left the house. Contestants were told to go to the stage door; others interested in the fun were admitted to the theater at the regular night price. The seven articles were: an old-

fashioned flat iron; three leaveselm, oak and poplar; a man's rubber boot; a bottle of a product manufactured by the sonsor (representatives of the sponsor were stationed over the city and these points announced to the contestants when the clew was given); a 1932 calendar with all months complete:

a chunk of coal weighing exactly two pounds; a bucket of water with the water not less than three inches from the top.

The last named was designed to prevent contestants from racing over city streets at breakneck speeds. The Des Moines police chief also spoke for law observance

The sponsor gave almost 2,000 bottles to contestants, most of whom operated in parties of two

appeared at the stage door. We had mikes on the theater stage and on a fire escape at the rear of the The first hunt was sponsored by the A. A. Schneiderhahn Company,

distributors of electrical and automotive products handled through the Straus Radio Program Producers. Des Moines: the second by the Harger and Blish Company, distributors of Grunow refrigerators. Each received thirteen 100 - word announcements, six being given with the Treasure Hunt clew announcements; four between 6 p.m.

and the first hunt announcement. and the remainder in the period in

which the winners were announced. Window Display Contest

THE TREASURE HUNT is a natural. It can be used to advertise any product. Neither sponsor asked for or expected direct sales. No radio event ever so completely carried the city with interest. Plenty of police were needed to handle the crowds The plan was modified to a win-

#### dow display card word - hunting contest to start off a Des Moines Dollar Day event the night of July 31. Fifteen prizes were awarded, totaling \$50 in cash and two of merchandise. Hundreds of persons were brought downtown to see 18 store windows the night before a major cooperative selling event.

Our sister stations of the Iowa Broadcasting Company-KWCR, at Cedar Rapids, and WIAS, Ottumwa,-have held similar Treasure Hunts with outstanding success.

#### Fruit Cake Prospect

RADIO ADVERTISING on established home economics program will be used along with newspapers by L. C. DeForest, advertising director of the Hills Brothers Company, New York, to publicize the Dromedary Dixie Mix, the first prepared fruit cake mixture. The mixture has been tried successfully in eastern markets. Cecil, Warwick & Cecil will aid DeForest in handling the account.



From Radio During Year

#### Prosecution Looms

MEANWHILE, the broadcasting industry through the NAB is actively proceeding with its plan to obtain relief in the copyright controversy. Both the Department of Justice and the Federal Trade Commission are examining the ASCAP organization with the likelihood that anti-monopoly litigation will be instituted shortly.

Newton D. Baker, former Sec-retary of War and NAB special copyright counsel, likewise is engrossed in a legal study of the case. He conferred with Attorney General Cummings and other Department of Justice officials on July 24 in connection with the case. He was accompanied by Joseph C. Hostetler, his law partner.

NRA May Take Hand

DURING the last year the broadcasting industry paid 3 per cent of its "net receipts" plus an arbitrary sustaining fee to ASCAP under the three-year contracts accepted by the NAB board involuntary on Aug. 24, 1932. ASCAN threatened to withdraw its music from the air unless the contracts were accepted. The 4 per cent rovalty remains in effect until Sept. 1, 1934, at which time the 5 per cent fee becomes applicable.

The sustaining fees are understood to total approximately \$750,000 a year. Prior to acceptance of the new yardstick, stations paid approximately \$1,000,000 a year to ASCAP in a flat fee, arbitrarily assessed and presumably based on power classifications of stations.

The copyright situation may be considered by the National Recovery Administration in connection with codes of fair competition for the amusement industries. Such action might change the complexion of the broadcasting controversy with the combine.

AFFILIATED PRODUCTS, Ine Chicago (Edna Wallace Hopper) is starting a new series of four 5-minute transcriptions weekly for 39 weeks over selected stations Disks are produced by World Broadcasting System, and account is handled by Blackett-Sample Hummert, Inc., New York.

# WMCA "ALWAYS ON TOP"

ON ANY DIAL

WMCA introduces its New Official Family:

# FEDERAL BROADCASTING CORPORATION

Chairman, Board of Directors .	HON. ALFRED E. SMITH
President	. JOHN T. ADAMS
Vice-President	
Vice-Pres. and Secretary . MAJ	OR TALBOT O. FREEMAN
Treasurer	JAMES K. NORRIS

## DIRECTORS

(in addition to the Officers)

HOWARD G. CUSHING WALTER S. MACK, Ir. A. NEWBOLD MORRIS PAUL H. NITZE

ALLAN A. RYAN, Jr. ROBERT H. THAYER BETHUEL M. WEBSTER, Jr. JOHN HAY WHITNEY

WMCA Building, New York

✤ 1697 Broadway ◆

Tel. Col. 5-5660

BROADCASTING · September 1, 1933 September 1, 1933 · BROADCASTING

# **Commission Reallocation Plan** May Be Determined Shortly

Few Reassignments Rather Than Shakeup Loom As Result of Mexico City Parley Failure

specting broadcasting assignments and embracing the question of a possible general or limited reallocation will be undertaken by the Radio Commission at its first full meeting Sept. 5 in view of the fail-ure of the North American Radio Conference.

Chairman Sykes of the Commission, who headed the American delegation to the Mexico City conclave, told BROADCASTING that the entire matter of procedure will be placed before the Commission. He is expected to submit a detailed report on the Mexico City conference, which reached an impassé on the question of redistributing broadcasting channels among the North American nations because of the untenable demands for exclusive channels by Mexico and because of that nation's refusal to accede to the American delegation's proposal that Americansponsored border stations be eliminated.

#### Original Plan Shelved

PRIOR to the conference it was openly indicated that the Commission had prepared a proposed widespread realignment of broadcasting facilities in this country conditional upon a distribution of channels at the Mexico conference. Failure of the parley apparently has resulted in the shelving of any such plan, temporarily at least. It is known that no further work is being done on this plan for a 100 per cent revision of assignments. Instead of a "general" reallocation, the Commission now is understood to be considering a "limited" or patch - work . revision to clear up local or regional conflicts and affecting only a small number of stations. In this connection, it is generally believed that eastwest coast duplication on clear channels might be favorably considered, particularly in view of the fact that a number of coastal clear channels already are being duplicated at night under "experimental" authority. The high power trend in broadcasting likewise cannot be ignored by the Commission. and a reclassification of station powers through horizontal increases is possible.

In any event, the Commission's engineering division has at its finger-tips a number of "dummy" plans for revision of assignments, supported by engineering data, observations and developments accumulated since the last general reallocation in #1928. That this data will be utilized in some fashion to readjust the structure seems obvious, in spite of the failure of the Mexican conference and the resultant uncertain status of North American broadcasting.

Broadcasters who have paused to reflect on the results of the Mexico City conference are somewhat dubious about the technical regulations on broadcasting be heard well in this country.

BETERMINATION of policy re- which were adopted. No harm can come from the agreement that all nations on the continent observe a 50-cycle tolerance and a 10 kc. separation between channels, but the agreement that Mexico and other stations use waves ending in multiples of 10 kc. instead of midchannels, they conclude, may have unfavorable effects.

If Mexico adheres to the latter agreement, her stations will operate on the precise frequencies assigned to stations in Canada and the United States, instead of on mid-channels. Mid-channel operation has caused interference to stations on both sides of the wave used, whereas precise channel operation might reduce interfer-ence to one of the adjacent waves but double it on the other. A new 10 kw. Mexico station already licensed in Mexico City has been assigned to the Canadian-shared regional of 780 kc., instead of to a mid-channel. Whether negotiations will be re-

opened with Mexico and the other Latin nations is problematical. Since the conference "agreed to disagree", the way is open for future discussions which may lead to an agreement. One unverified report is that steps will be taken for a tripartite meeting of Canada. Mexico and the United States

in Washington to work out technical details which would be submitted to all nations for approval. The Mexico short wave agreement leaves the 1500-1600 kc. band open for possible broadcasting assignments, and Canada has indicated her intention of using this band by already assigning a sta-

New Light on Parley

ONE OF the early factors in the failure of the conference, it is now learned, was the argument advanced by the Latin nations that broadcasting is "international" rather than "national." They openly confessed they had in mind the building of super-power stations. possibly of 500,000 watts, with which they hoped to reach the lucrative American market and advertise their coffees, fruits and other export products. They also had in mind the stimulation of tourist travel via radio.

For such stations, each nation wanted exclusive channels. Mexico asked a minimum of 12 and Cuba talked about 8. One delegate said that if all of the clear channel demands of the countries had been agreed to, the United States would have had "one clear channel left." Engineers pointed out that the



tion to aircraft.

with its new 10

Mr. Cooke

area of the station.

Huber, station director.

WOOD ANTENNA-Here is WBAL's new vertical radiator, employing wood rather than steel for the mast itself. The High Capacity Crown, developed by WBAL's chief engineer, G. W. Cooke, is a new



departure in antenna design. The mast is 200 feet high, and is painted black and orange as a protec-

Mr. Huber

**WBAL** has Tripled Signal With 10Kw. Novel Design of Wood Masts

**Given Credit For Increase** 

kw. transmitter and radiating sys-

tem, according to Frederick R.

radiating system is similar in ac-

tion to other systems recently in-

stalled by several stations. Mr.

Huber declared it incorporates an

directional antenna in no wise im-

pairs the formal secondary service

The WBAL masts are unique,

Although the wooden vertical

CLAIMING a 200 per- cent improvement in signal strength in its primary service area, WBAL, Baltimore, Maryland's only clear chantion in Hamilton, Ont., to 1510 kc. nel station, has begun operation

cost of a 500,000 watt station might equal the public debt of a country like Nicaragua. Moreover, they said that it is questionable whether such a station could break through the tropical static with a sufficiently strong signal to



answer to the inevitable question of an advertising prospect, "Where will the program be heard?" has been prepared for CBS by its research department.

All the essential information about the coverage of any or all CBS basic stations, supplementaries, the Don Lee unit, the Flor. ida group, associated Canadian stations and KGMB in Honolulu is contained in a desk-size map of the United States, handsomely done in shades of gray on a black background, which is published along with a brochure titled "Making the Map." The map classifies market areas

according to the percentage of CBS listeners as (1) intense, (2) very good, (3) regular and (4) oc-casional. The population, radio homes, listeners, telephones, passenger autos, and wired homes are also averaged for each of these market areas.

being built of square wood timbers all 20 feet long. With four timbers arranged to form a square 24-inch cross-section at the base of the mast and a 20-inch cross-section at the top 200 feet from the ground. The timbers are cross bolted and the joints staggered to produce a rigid structure. Steel guys pulling four ways are arranged in three sets to hold the pole erect. The guys are insulated into 25-foot sections by porcelain to eliminate absorption.

#### Eliminate Fading

THE ANTENNA consists of a %-inch copper tube carried vertically up the mast by large standoff insulators to a height of 150 feet. At this point are four wires connected which extend up the remaining 50 feet to the 20-foot cross arms at the 200-foot elevation. At the end of each cross arm there is a large copper arch 20 feet in diameter connected to the antenna to form the high capacity crown to the vertical radi ator. This crown plays an important part in the antenna design to minimize the high angle sky wave radiation and thus strengthen the ground wave. This, it is said, eliminates fad-

innovation in design, a "high ca-pacity crown'', developed in ing over a much greater area WBAL's laboraaround the station and results in tory by G. W. a stronger and steadier signal in Cooke, chief enthe service area of the station. The gineer. This decrown, plus the vertical radiator, velopment has gives results equivalent to the high been largely resteel tower radiators now being sponsible for the used by several stations, it is remarkable stepclaimed, while the use of wood inping up of .the stead of steel as a supporting mestation's signal. dium further increases efficiency. Mr. Huber said. To prevent possible interference The transmitter has been reto air travel the masts have been located 12 miles nearer Baltimore. painted black and orange in alter-Every improvement known to ranate stripes, and at night a large rotating beacon throws a four mildio has been incorporated in the station, Mr. Huber asserted. Delion candlepower red beam from spite the vast improvement in prithe transmitter. mary service area, he added, the

The Radio Commission on Aug. 29 extended WBAL's synchronization tests with WBZ, which gives the Baltimore station full time, for three months from Sept. 1.



## ONE MILLION LISTENERS IN THE BASIC LISTENING AREA

BROADCASTING • September 1, 1933 | September 1, 1933 • BROADCASTING

# **Unification of Communications Control Favored in Bar Report**

Caution Advised in Any Regulatory Changes; WIBO, Shuler Decisions Held Significant

to regulate all communications, embracing radio as well as wire lines and having jurisdiction over rates, is urged by the Standing Committee on Communications in its report to the American Bar Association. The association held its annual meeting at Grand Rapids, Mich., Aug. 30 to Sept. 1, and the communications report was sched-uled for delivery by John W. Guider, Washington attorney and chairman of the committee.

While the committee did not formally recommend by resolution that a communications commission, which would absorb the administrative powers of all federal agencies now dealing, with radio and wire communications, be established, it did stress the desirability of such a unification. It held that this problem is worthy of "serious consideration" by Congress and those in authority.

#### Broadcast Rates Shunned

THE REPORT covered in a broad way the advantages to be derived from centralized regulation, particularly as it would affect rate. regulation of common carriers in transmitting messages for hire. No specific mention was made of the desirability of regulating rates of broadcasting stations, apparently because broadcasting is not as susceptible to such a regulation as the common carrier branches of the communications field.

The celebrated WIBO and Shuler cases, both of which 'established precedents and settled a number of vexatious questions in radio jurisprudence, were analysed by the committee. The report also advocated repeal or at least modification of the Davis amendment by Congress.

#### Two Resolutions Offered

THE COMMITTEE recommended adoption of two resolutions. The first asked authorization by the association to confer with Congressional committees concerned with communications legislation and with other agencies on matters relating to the reorganization of the communications control structure and with respect to legislation and treaties governing the electrical transmission of intelligence. The second resolution asked authorization for the committee, through a delegation of one or more of its members, to represent the association at international conferences involving communications in the

role of observer. No legislation of importance dealing with communications or communications agencies was enacted during the past year, the report stated. The committee pointed out that any change in the form of radio regulation, either by direct legislation or by executive action, will likely lead to an entirely new system of control and

CREATION of a federal agency will not be limited to corrective changes in the present system.

PISCATORS BOLD -- Washington

radio group and biggest of four

sharks they caught Aug. 19 off the

Delaware Coast. Left to right:

Harry C. Butcher, CBS Washing-

ton representative; Mr. Shark (300

pounds); Herbert L. Pettey, sec-

retary, Federal Radio Commission,

and Herluf Provensen, assistant

manager, WRC and WMAL. This

shark was Provensen's catch, the

other three being mere 100 pound-

Angeles, over which the Rev. Rob-

ert P. (Fighting Bob) Shuler car-

ried on his tirades, was described

as important because of its bearing

upon program standards of sta-

tions. After the station had been or-

the Supreme Court denied the sta-

State Court Rulings

ONLY TWO state court decisions

of importance were adjudicated

during the year, the committee re-

ported. Both had to do with libel

and the liability of the station for

libel uttered over its facilities. In

the KFAB case, which two years

braska Supreme Court that the

station and the speaker were joint-

ly liable for alleged defamatory

utterances by a candidate for pub-

lic office, the court dismissed as

moot, on May 18, last, an attempted

second appeal intended to procure

a U. S. Supreme Court review. "It

is to be regretted", said the re-

port, "that such review has been

made impossible. The dismissal

was based upon satisfaction of the

judgment of the lower court pend-

ago resulted in a ruling by the Ne-

ers.

Caution Advised

BECAUSE these problems of regu-lation are fraught with difficulty and require an understanding not only of technical and scientific matters but of legal and economic questions as well, the committee expressed hope that basic changes in the system of regulation, if and when effected, will not ignore the results and experience gained by

existing regulatory bodies. "Inexperience and unwise experimentation", the report said. "are the greatest dangers in any reorganization of the regulation of communications. Service to the public will not only be temporarily impaired but may be permanently retarded if the transition of control is not intelligently designed and carried out."

Repeal or at least a modification of the Davis amendment is desirable, the committee said, to permit the most beneficial use of the limited number of broadcasting fa-cilities available. "Such use is not now possible in all cases under a literal interpretation of the amendment, and it is altogether possible that changes in the international regulations and agreements may make it even more inapplicable to the situation," the report stated.

#### WIBO Case Interpreted

THE WIBO case, which ended with the deletion of WIBO and WPCC because of objectionable programs. in Chicago and assignment of their facilities to WJKS (now WIND). deterrent to a type of broadcaster which unfortunately has been alto-Gary, Ind., on purely quota grounds, was cited as of far-reachgether too numerous. It clearly esing importance because it resulted tablishes that the right to broadin Supreme Court adjudication of cast is a privilege which gives rise to correlative rights and obligatwo fundamental questions of radio law. First, it was explained, the tions and not an absolute right to highest tribunal held that it had be exercised when once obtained jurisdiction to review judgments and orders of the Court of Appeals in perpetuity and according to the whim and caprice of the individual licensee.

of the District of Columbia in cases appealed from the Radio Commission. Second, it ruled that the Davis amendment is a valid law designed to accomplish a "fair and equitable allocation" of broadcast facilities and that the Radio Commission may in proper cases license a station in an underquota state to use facilities previously assigned to a station in an overquota state and terminate the latter's license.

"Coming as it does on the eve of a possible, if not a probable gen-eral reallocation of broadcast facilities as a result of international conferences and agreements", the committee stated, "this case is of unusual significance, and in the absence of other and inconsistent legislation or revolutionary scientific developments, will doubtless control the future physical setup of the broadcast industry.' The Shuler case, which result-

ing appeal.' A second case involved Louis ed in the deletion of KGEF, Los (Continued on page \$2)



For Credit Improvement

EXTENSION of licenses of all broadcasting stations from the present six-month term to the full statutory period of three years as a measure in keeping with the spirit of the administration's recovery program was urged in a formal resolution adopted by the NAB board of directors and presented to the Radio Commission Aug. 29. The resolution was adopted at the NAB board meeting Aug. 24 and 25. The Commission now has pend-

ing before it a resolution offered several months ago by Commissioner Lafount, proposing extension of broadcasting licenses to one year. The NAB resolution brings out that the broadcasting industry is working out a code of fair competition under the NRA and that it would be virtually impossible for stations to comply with such a code without improvement of their credit conditions which could only be effected by longer licenses.

Text of Resolution THE RESOLUTION follows in full

text: Whereas the Radio Act of 1927, as amended authorizes the Federal Radio Commission to issue broadcast licenses for three year periods; and Whereas, the Commission, up to this

dered deleted by the Commission in November, 1932, and the Court of Appeals had affirmed the decision, time has not seen fit to license such stations for a term greater than six months; and

tion a review. The lower court had Whereas, the broadcast industry is desirous of cooperating with the Naheld that the constitutional guaranty of free speech had no applitional Recovery Administration by observing a code under which hours cability and that the Commission had the right to delete the station of work will be shortened and rates of pay increased for station employes and under which many stations "This case", the committee said, will be required to increase their per-sonnel and payrolls; and 'should and doubtless will act as a

Whereas, many stations will find it virtually impossible to carry out the spirit and letter of this code without improvement of their credit conditions which can only result from longer licenses; and Whereas, the North American Ra

dio Conference has been concluded in a manner which will make a general realignment of stations unnecessary Whereas, longer license terms will result in greater stability throughout

the broadcasting industry. Therefore, be it resolved: That the board of directors of the National Association of Broadcasters on behalf of the broadcasting industry respectfully requests that the Federal Radio Commission extend terms of all broadcast station licenses for the full statutory period.

#### Approved Agencies

AN "APPROVED list of Los Angeles radio advertising agencies" was issued by southern California broadcast stations in August following several meetings to establish a standard for agencies not already accredited by newspapers or associations. List includes: Walter Biddick Co., Wallin and Barksdale, Tom Wallace, Federal Advertising Associates, V. G. Freitag. Inc., Paul Winans, R. H. Alber Co., Fitzmaurice and Son, Albert Fisher and Co., Radio Production Co., Freeman Lang, Lee Luscher and Radioscript Productions Co.

BROADCASTING • September 1, 1933



The Children and a series and

allar soller alle

114-14/12

O W A

WOCI

"GROUND TO COVER"\_In contrast

to many territories. Iowa has never concentrast its consumers in one or two large cities. To sell lowa, you must reach scores of cities, and hun-dreds of small towns. The primary day-time serv-ice area of WOC-WHO, shown on the map, in-cludes forty-three cities over 10.000. With \$0.000 watts, WOC-WHO gives you the coverage neces-sary to do a good selling job.

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

For a half acre De a scythe may do-but





WHETHER you're harvesting grain or sales, your choice of tools must suit the job to be done. It takes power to sell the Iowa market economically, and one 50KW-WOC-WHOdoes the whole job at rock-bottom cost.

The tremendous habitual listening audience of WOC-WHO has been built through consistent delivery of good programs and a strong signal, day and night. The big advantage of being the only NBC-WEAF (Red) network outlet in Iowa, is supplemented by well-rounded local program service.

If you're making plans to move merchandise in Iowa, let WOC-WHO help you. Considering its power and the size of its audience, you will be astonished by the low cost at which WOC-WHO can do your selling job in this important territory. Wire or phone for rates and open-time schedule. If you want time this fall, it will pay to act promptly.



lowa has ten commercial radio stations with total evening power of 4,000 watts September 1, 1933 • BROADCASTING

-1111377733

N ONE STATION, WOC-WHO

AND WITH 50,000 WATTS

# on block:

• NE PRICE TO ALL ... To insure strict adherence to this sound principle, we have eliminated all brokers, general representatives and time selling transcription companies, and permit only one organization to act as our sales representatives in the national field.

We feel that advertisers and advertising agencies should have available to them an organization which is qualified to present . . . honestly and intelligently . . . pertinent facts concerning our markets, coverage, management and program facilities. We have no confidential

Page 18

or group rates which serve to act as an embarrassment to advertisers and advertising agencies. Our only affiliation is in having the same representative . . . plus a common interest in the betterment of spot broadcasting practices and the stabilization of radio station rates.

Therefore, we have selected, as this representative, EDWARD PETRY & COMPANY, INC., because its personnel is comprised of trained advertising executives whose success is not dependent alone upon sales strategy... but upon ability to work capably and harmoniously with the agency and the advertiser in the successful execution of their broadcasting campaign.

Orders are acceptable only direct or through EDWARD PETRY & COMPANY, INC. All billing and collecting will be done by the station.

CITY	STATION
Atlanta	W S B
Birmingham	WBRC
Bismarck	
Buffalo	WBEN'
Dallas	WFAA
Detroit	
Fort Worth	
Hot Springs	KTHS
Houston	KPRC
Indianapolis	WFBM
Kansas Gty	WDAF
Louisville	WHAS
Memphis	W M C
Milwankee	WTMJ
Nashville	
New Orleans	WSMB
Norfolk	WTAR
St. Louis	K S D
Salt Lake City	K S L
San Antonio	WOA1
Shreveport	
Татра	C
Tulsa	
Wichita	
W RUGARNA	

Consult



SAN FRANCISCO DETROIT • ATLANTA

# BROADCASTING

# 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., 280 Madison Ave., Caledonia 5-0738, New York City

Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

#### The NRA Code

A CODE of fair competition for the broadcasting industry has been filed with NRA. It will not meet with the unanimous approval of the industry. Broadcasters, agencies, station representatives and brokers will find flaws in it and are certain to raise objections. Small stations may conclude that the wage and labor provisions work an undue hardship. The trade practices provisions are drastic.

Everybody concerned would do well to sit back and reflect before they condemn the code. It is being presented to the NRA as an industry code by the only trade association of the industry. It has a good chance of getting through because the industry goes to NRA with a united front. Other industries, with several trade associations, have encountered serious difficulties because of their inability to get together on a single code. General Johnson has announced that his organization will write codes for those industries which cannot reconcile their own conflicts.

The NAB board which drafted the broadcasting code was representative of all classes of stations-local, regional, clear channel and network. Every consideration was given the "little fellow". The fact that he may be harder hit than the bigger, more successful station is a fault of the law itself rather than of the NAB board.

In retaining a lawyer of the calibre of John W. Guider to handle the code procedure, the NAB is to be commended. He is admirably qualified and equipped for the job. The hardest part of the battle will be the public hearing before NRA, when labor and anti-radio groups attempt to have written into the NAB code provisions to serve their own selfish ends.

The NAB needs the support of every factor of the industry to put this code through. Dissension in the ranks might prove ruinous. Everybody should take a conciliatory attitude at this time. Remember, if any of the provisions prove inequitable in practice, it is still possible to alter them after the code becomes effective.

## Welcome to Rad-dio, Al!

AL SMITH has entered radio. As chairman of the board of the newly formed Federal Broadcasting Corp., new WMCA sales agency, the former governor of New York will be thrown into intimate contact with the business of broadcasting. His alert mind, his business sagacity and his keen sense of public relations should prove a real contribution to the business of broadcasting. Here's hoping we see and hear Alfred E. Smith, broadcaster, at the next NAB convention.

Page 20

## **Eloquent Statistics**

Published Semi Monthly by

PUBLICATIONS. Inc.

BROADCASTING

National Press Building

Washington, D. C.

Metropolitan 1022

SMALL WONDER that they refer to the business of broadcasting as the lustiest among America's infant industries! Hardly more than a dozen years of age, broadcasting's payroll-for stations alone, and not including networks, agencies, transcription companies, etc. -numbers about 9,200 regular full-time employes, who during the current year will receive nearly \$17.000.000 in salaries. Counting all elements, the figure is probably nearer 12,000, with a payroll approximating \$25,000,-000, not counting non-staff artists and other occasional employes.

Dr. Hettinger's survey, which brought to light these estimates, was the first scientific approach by a qualified economist to an accurate sizeup of the broadcasting industry. whose growth has been so rapid since its birth that its parents have hardly bethought themselves to count its progress by taking a census. Dr. Hettinger is now at work on other much-needed statistics, chief, among them being scientific calculations of the amounts of local and other spot business being done by American radio stations. These figures. supplementing those gathered by the Radio Commission for the Senate last year and the monthly reports of network income, should do much toward enabling the industry to chart its seasonal and annual strides-happily forward at this time.

## **Reorganizing Regulation**

IF TRENDS mean anything, it is just a question of time until the functions of the Radio Commission are merged with those of other Federal agencies regulating communications and rates. This may be accomplished by the creation of a Federal agency which will take over as a part of its duties those functions now conferred upon the Commission. It may be accomplished by a delegation of new and additional authority to the present organization. In either event the ultimate result will be the same. For more than four years legislative efforts have been made to that end. The next session of Congress may take definite action.

The advantages which would accrue from such a fusion are ably advanced by the Standing Committee on Communications in its report to the American Bar Association, covered elsewhere in this issue. John W. Guider, brilliant young Washington attorney, this year assumed the chairmanship of that committee, succeeding Louis G. Caldwell, former Commission general counsel, who became chairman of the newly created committee on administrative laws.

•

The Guider committee does not recommend

# The RADIO **BOOK SHELF**

THE FIRST of four sections of Market Newspaper Statistics, Volume II, compiled un der the direction of the Committee on News papers of the American Association of Adver tising Agencies, has just been published as cording to an announcement by Frederic R Gamble, executive secretary of Association Like the first volume, issued April 27, 1933 Volume II, is a compilation of data for guid ance in placing advertising in newspapers in cluding figures on population, number of Fne lish reading families and income tax returns circulation, local rates, national rates, linear differential between local and national rates and an estimate of circulation obtained through use of inducements. In Volume I new government figures are used for families English reading and income tax returns T purpose of these studies is to make more read ily accessible and usable certain selected in formation regarding markets and newspaper in cities having over 100,000 population. One copy of Section A is being sent to each A A A. A. member's office and to each published represented in the study. Additional copies of Section A are available at \$2.50 each.

THE FIRST full length mystery novel writ ten directly for radio by Octavus Roy Cohen. "The Townsend Murder Mystery", has jus been published in book form by D. Appleton Century Co., New York: \$2. The story was broadcast in serial form over NBC-WJZ network under sponsorship of Westinghouse. The book offers something new in mystery novels because of its unique conversational form.

THE STORY of the development of wireless is told by R. N. Vyvyan, who recently retire as chief engineer of the Marconi Company, in "Wireless Over Thirty Years" (George Routledge and Sons, Ltd., London, 8s. 6d). The book is written so as to interest the layman as well as the technician.

outright the Radio Commission's demise and the assumption of its functions by an agency regulating all modes of wire and wireless communication. It does, however, emphasize that the division of authority now existing, particularly as it relates to rate-making for the public utility common carriers handling message traffic, is uneconomic, cumbersome and generally not in the public interest.

The report does not touch upon the poss bility of rate-regulation of broadcasting b such a Commission. It is seriously to b doubted whether broadcasting, as an industry is susceptible to rate regulation. Broadcasting stations are not common carriers for hire, like the message companies, open to all comers That already has been held by the Interstate Commerce Commission in the Sta-Shine case of a year ago, which was dismissed on jurisdictional grounds.

We subscribe wholeheartedly to suggestion by the Guider committee that if a new Commission on Communications, with broad discretionary powers is created by Congress, the experiences gained by the existing regulatory bodies should not be ignored. In other words it would be unwise, if not dangerous, to establish a new agency without including in its per sonnel those persons on the Radio Commission who already have proved themselves capable arbiters and administrators. Communications in general, and radio in particular, embrace so many technical, scientific, legal and economic problems that experienced and expert regulation is a prime essential.

# We Pay Our Respects to—

QUIN AUGUSTUS RYAN

class of 1920 he should engage in

Quin soon became campus sports

correspondent for the CHICAGO

TRIBUNE, which later established

WGN, at a modest salary. While

writing sports he found time to

contribute to B. L. T.'s famous

the column every day. Between

times he was a book reviewer for

the TRIBUNE. Incidentally, he found

While Quin was at college his

father died, and the youth began

work as a full time reporter for

the TRIBUNE on Christmas Day,

sity course. Ryan tired of work-

Always on his toes to originate

JOURNAL OF COMMERCE, which was

quoted in humor columns over the

country. In 1922 he became a

sports columnist with the CHICAGO

HERALD AND EXAMINER. A few

months later he created a copy and

on sports broadcasts and made a

name for himself as a sports an-

(Continued on page 38)

art department for that paper.

column in the TRIBUNE. He "made"

campus dramatics.

said, should have the training of a newspaperman, the talent of an sctor, the background of an advertising man, the humor of a columnist, the ear of a musician and the finesse of an announcer. There you have Quin Augustus Ryan, manager of WGN, Chicago, and one of radio's best known figures. Quin (born Quinlan) Ryan

THE PERFECT broadcaster, it is

time to study. served his apprenticeship in practically every branch of both the newspaper and advertising fields supporting himself. He went to before he invaded radio back in the days when it was known as "wireless". Although only 34 today, he has served successively as 1917, while continuing his univera reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.

Although the head of one of the country's largest stations, with the organ and became its editor. burdens of management weighing heavily on his shoulders, Ryan has never deserted the microphone. He and write, Ryan was selected by still appears on regular programs J. P. McEvoy as an assistant in writing verse, greeting cards and and has a tremendous following bright paragraphs to be syndicated throughout the middlewest, and he over the country, while continuing is still recognized as one of the with the TRIBUNE. Together they country's king pin news and sports wrote "The Potters", long a syndicommentators. cate favorite. Ryan also contrib-uted a column to the CHICAGO

Good looking, good natured and perpetually enthusiastic, Ryan-is known as Quin to almost everybody in the WGN organization. He is different from the usual station manager. While recognized as a sharp business men, he is artist, first, last and always. His biggest thrill comes when he straddles a "mike" and talks to his audience, for Quin was weaned into radio on

"mike juice." Born in Chicago, Nov. 17, 1898, the firstborn of Judge Joseph E. Ryan, Quinlan divided his early education between Loyola Academy and the old Essanay motion picture studios, then in Chicago. His interests were early fixed on writing and acting. It was natural enough that upon his entry to Northwestern University with the

#### PERSONAL NOTES

HERBERT L. PETTEY, secretary of the Federal Radio Commission, was one of the party of Democratic to Kansas City Aug. 30 to address the annual convention of the Young Democratic Clubs of America. He was scheduled to address the conveneral Radio Commission Means to Young Democrats."

WILLIAM S PALEY, CBS president. WILLIAM S. PALEI. CBS president, and Mrs. Paley were scheduled to sail for Europe Aug. 30 for a month's vacation. Edward Klauber, executive vice president of CBS, has returned New York following a month's . . vacation.

J. A. BARRY, former advertising manager of KEPW, Fort Smith, Ark., is now with the Pringle & Barry\_adis now with the ringle a pairy ad-vertising and sales service. Fort Smith, which handles all the adver-tising of that station.

NAYLOR ROGERS, manager of KNX, Hollywood, visited Washington and New York during August. While in New York he conferred with officials of NBC. SCAT

WILLIAM PENNISTON, of the sales staff of KNX, Hollywood, has resigned to become sales manager of the Citrus Soap Co., Los Angeles national radio advertiser.

BORN. to Leo McMullen. commercial manager of KGIR. Butte. Mont., and Mrs. Mullen. twin boys. in August. GAR YOUNG, of the sales promotion department of NBC in New York, and Mrs. Young are the parents of a daughter. Janna Curtin Young. born

Aug. 22. THE MARRIAGE of Richard L.-Evans, production manager of KSL. Salt Lake City, was announced Aug.

FRANK GALVIN has been named production manager of KTAB, San Francisco, succeeding Merle Mat-thews. He was promoted from announcer to new position. Earle Sanderson, formerly of KFWI, has replaced Galvin on the announcing

ing nights at the TRIBUNE and L. MENSER. production manager succeeded in getting into the busiof the NBC Chicago division, returned the middle of August from a nineness survey department of the paper, and later into the advertisday stay in London. England, where he studied production methods of the ing copy and art departments. In 1919, he started the TRIBUNE house British Broadcasting Corp.

S. FOSTER. commercial manager of WWL. New Orleans, has returned home after a business trip north, during which he visited the World's Fair.

CARL WESTER has been appointed assistant sales manager in the Chi-cago division of NBC. Gray, a daughter.

NILES TRAMMELL, vice president and manager of the NBC Chicago division; Fred Weber, traffic man-Steves to its announcing staff. ager, and Sidney Strotz, program manager, visited New York head-

joined the announcing staff of WHB, Kansas City, Mo.

K. W. PIKE, who formerly operated an advertising agency at Modesto, Cal., has been named commercial manager of KFBK, Sacramento, Cal.

quarters in August.

Ryan got his first real taste of Covington, Ky., and Elmer H. Dressradio in 1923 over WMAQ. He man, director continuity and pubwrote the radio continuity for an hour's show, in verse. Later he licity, comprise the NRA radio mittee for Kenyon county. Joseph H. Dressman has resigned from the became announcer, continuity WCKY publicity staff to serve as pub-licity director for NRA in the same writer, program director and manager of the station operated by the county.

HERALD EXAMINER on a sharing THE DEATH of T. J. Driggers, forbasis with WLS. When the TRIBmerly with KRLD, Dallas, and lately with the advertising department of the Lone Star Gas Co. of that city, UNE bought WDAP and re-named it WGN in 1924, Ryan signed up as publicity man. He filled in

M. H. AYLESWORTH, president of NBC and RKO was a luncheon guest at the White House Aug. 15.

BEHIND THE MICROPHONE

THOMAS F. SMITH, formerly with KJR, Seattle, has joined the announc-ing staff of KNX, Hollywood. David Ballon who came to KNX from KGB and KFAC-KFVD, as a continuity writer, has been transferred to the program production staff of KNX.

BETTY JONES, former planist and vocalist at WNBR, Memphis, has re-turned to the staff as hostess.

JOHN HEVERLY, announcer at KGIR. Butte, Mont., has announced his engagement to Miss Ruth Skilling-stead, of Deer Lodge, Mont.

FREDERIC WILLIAM WILE will start his eleventh year on radio when he resumes his weekly talks on "The Political Situation in Washington Tonight" on CBS Sept. 16.

JOHN MAYO, former CBS announcer in New York, is now on the announc-ing staff of NBC in Washington.

BOB BENCE, chief announcer of KFRC, San Francisco, has been promoted to assistant production man-

HELEN HANCOCK, director of morn-ing programs on WOR, Newark, sailed for Europe in mid-August for a month's vacation.

BOB HOLT, announcer at KMOX, St. Louis, has been appointed assistant to Chief Announcer France Laux in charge of daytime studio operations.

BORN, to Ed Smith, announcer at WGN, Chicago, and Mrs. Smith, a son, Ronald Edward, on Aug. 9.

BURR McINTOSH, "cheerful philosopher" at KFAC, Los Angeles, has been given one of the lead roles in "Sweetheart of Sigma Chi", Monogram talkie.

CHAUNCEY PARSONS, formerly staff tenor in the NBC Chicago studios, has been transferred to the New York NBC studios.

ROGER KRUPP, onetime announcer at KFI, Los Angeles, but the last year with KTAB. Oakland, and NBC San Francisco, has returned to his former KFI post.

FORREST BARNES, announcer at KMPC, Beverly Hills, Cal., has been promoted to program manager.

ELLIS FRAKES, thrice Atwater Kent audition winner in the Covington area, has been added to the Jocal soloists of the Southern Symphonies produced by WCKY, Covington, Ky., for the NBC-WJZ network.

BORN, to G. Donald Gray, announcer at KYA, San Francisco, and Mrs.

BECAUSE of the expansion of personnel in line with the NRA, KGB, San Diego, Cal., has added Carlyle

F. D. ANDERSON, of St. Louis, has

EMILY NATHAN, former New York newspaper woman, has rejoined the press department of WOR, Newark.

L. B. WILSON, president of WCKY, MAE JONES, office secretary at KMPC, Beverly Hills, Cal., and Dick Smith, also of the station staff, were married early in August. BUDDY MILLER has resigned as program director of WNOX, Knoxville, to enter the University of Tennessee Law School and has been suc-

ceeded by Fred Shepherd. PAUL PIERCE, announcer at KFWB, Hollywood, was married in August to Mary Lea Gregory. is reported from Dallas. BONNIE BLUE, former blues singer

at KRKD, Los Angeles, has joined staff of KFAC in the same city as continuity writer.

BROADCASTING • September 1, 1933 | September 1, 1933 • BROADCASTING



# MIDDLE WEST

Having served the listeners of Kentucky, Indiana, Illinois. Ohio and Tennessee for

more than eleven years, WHAS, owned and operated by The Courier-Journal and The Louisville Times, occupies a position

of unquestioned importance in the Middle

West. Through it this section can be best

CLEARED CHANNEL

CONTINUOUS TIME

# 25.000 WATTS

820 KILOCYCLES - 365.6 METERS

Affiliated With Columbia Broadcasting System

covered at a minimum cost.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. 17 E. 42d St., New York-Wriginy Bidg. Chicago-235 Montgomery Sc., S General Matters Bidg., Detroit-Marierta St., Bidg., Atlanta

AUZZLED CAT IS NO GOOD MOUSER

YE OLDE PROVERB

#### July Network Revenues Slump to \$1,809,473

DROPPING again in July, gross revenues from time sales by XBC and CBS amounted to \$1,809,473 as compared to \$2,416,616 in July. 1932, according to National Adver-tising Records. The figure is the lowest for the year, bringing com-bined network revenues for the first seven months of 1933 to \$17-063.839 as compared to \$25,226,983 for the same period of last year.

The monthly report shows that NBC during July grossed \$1.804.-069 as compared to \$1.825.438 in July. 1082, while CBS grossed \$4.15 Ut or annund B grossed S445.414 as compared to \$591.183. The only classification showing an appreciable gain was lubricants and petroleum products, which rep-resented \$1.945.874 on the two net-works a compared to \$1155.574 works as compared to \$1,156,579 during July, 1982. Other gains were slight and seasonal, being only in the house furniture and furnishings, office equipment, radio. phonographs and musical instruments and travel and hotels classifications.

**Oil Account Tests** 

WHAS, Louisville, featuring two

15-minute transcriptions of Billy Jones and Ernie Hare weekly for

13 weeks. Radio may be more

widely used later as more dealer

outlets are secured. J. P. Muller &

Co., New York, handles account.

ALFRED C. BALLING, chief trans. mitter operator at WHAM, Rochester, is to be married Sept. 5 to Miss Car. SWAN-FINCH OIL Corp., New York (motor and machine oils) lece Fisher. has undertaken a test series over

DAVID BAILEY, once with KTAR, Phoenix, and later in experimental work at La Mesa, Cal., is now a technician at KGB, San Diggo. Mil-ton Compson is the new technical director for the station.

IN THE

WOV, New York, announces the fol-

absence.

phis.

kane, Wash.

L. E. BIAR, of Utica, Miss., has be-come chief engineer of KFYO, Lubbock, Tex.

P. I. MERRYMAN, operations super-visor Washington division, NBC, on Aug. 23 addressed the graduating class of the Capital Radio Engineer-ing Institute, in Washington. His discussion was on the organization of network broadcasting.

#### "March of Time"

RETURN of the "March of Time" under new sponsorship, but with the editors of TIME MAGAZINE cooperating actively in its production along exactly the same lines as before, is announced by James H. Rand, Jr., chairman of the board of Remington Rand, Inc., Buffalo (office equipment and systems), the new sponsor. The series will start Oct. 6, occupying the same 8:30-9 p.m., EST, period that it formerly had on a nationwide CBS network. Remington Wide CDS network. Remington Rand on Oct. 2 is also starting "Remington Cowboy" on coast-to-coast CBS network, Mondays, Wed-nesdays, and Fridays, 5:45-6 p.m., EST. Batten Barton, Durstine é EST. Batten, Barton, Durstine & account for Remington Rand as it did for TIME.

#### WHOM Withdraws

CANCELLATION of the hearing scheduled for Aug. 22 on the ap-plication of WJSV, Alexandria, Va., for regular license to operate with a directional antenna, was ordered by the Radio Commission Aug. 15 upon the withdrawal of a protest previously filed by WHOM, Jersey City. The latter station had complained that the directional antenna caused interference in WHOM's service area.

# Wov, New York, announces the fol-lowing changes in its engineering staff: R. E. Study has been ap-pointed chief engineer, and C. W. Corbett, recently of CBS, has been made audio engineer. K. Neuwirk remains as transmission engineer. KENNY TAYLOR has returned : the technical force of KMPC. Bey erly Hills, Cal., after six month-HARRY MEYERS, head operator at KFWB, Hollywood, for several years, has been made chief engineer. JIMMY HOOK has been added ; technical staff of KFWB, Hollywood TWO OPERATORS have been added by WHAM, Rochester, to comply with NRA code. They are: Elmer Grats and Donald Anderson. John J. Long, Jr., chief engineer, will return Sept. 1 after a month's illness. FRED VOSSE and Graham Smithwich have been added to the stat of studio operators at WNBR, Mem-BOB MARTIN, formerly of the De-partment of Commerce radio division. is now chief engineer at KFPY, Spo.

# WOV, New York, announces the for The W·S·M MARKET is in the **HEADLINES!**

Nobody should need a research department to know that the South covered by WSM. Nashville, is on the up and up. The headlines tell it.

Tennessee Valley. Cotton. Textiles. Tobacco. As they climb, remember it is WSM's market that's climbing. These are a few of the items that translate themselves into rising income for the listeners who regularly tune in our 50.000-watt signal.

And do they tune in? Ask any one of the dozen sponsors who get cash response to their shows. They'll tell you how the mail pours in, bringing good old U.S. currency. They'll tell you how surprised they have been-these veteran buvers of radio time-at the amazing hold WSM has on a great circle that includes nearly threequarters of America's buying power.

You get mighty wide coverage from WSM. But you pay only for the immediate WSM market-the South. The great manufacturing areas in the Lake region are velvet, our gift to you.

It's mighty shrewd to buy WSM, Nashville, but you don't have to be shrewd to do it. We have just one rate-card, and it goes as it reads for everybody.



Osborn, New York, is handling the



KSO-Des Moines\* KWCR-Cedar Rapids\* WIAS-Ottamica

More than 200 "unmuzzled" advertisers are getting results

through wise use of the three Des Moines Register and Tribune stations

BROADCASTING • September 1, 1933 September 1, 1933 • BROADCASTING

A Raise!

Owned and Operated by

NASHVILLE, TENNESSEE

# The Business of Broadcasting

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

#### STATION ACCOUNTS

WOR. Newark: Daggett & Ramsdell Products, New York (toilet acces-sories) undecided program, 8 days weekly, 18 weeks, thru McCann-Erick-son. New York; Patent Cereals Co., Geneva, N. Y. (Dic-a-Doo paint clean-ar) 3 times masher 10 works Muse son. New York: Patent Cereals Co., Geneva, N. Y. (Dica-Doo paint clean-er) 3 times weekly, 10 weeks, Moser & Cotine. New York: Pro-Phy-Lac-Tie Brush Co., Florence, Mass. 3 programs weekly, 13 weeks, Lambert & Feasley, New York: The Conley Co., Rochester, Minn. (Hemp Bodi-Massager) 2 programs weekly, 26 weeks, Harman-MacGinnis, St. Paul; C. Houston Goudiss, New York (food analysts) talks twice weekly, 13 weeks, renewal; Geo, W. Luft Co., Long Island City, N. Y. (Tangee cos-metics) 5 programs weekly, 10 weeks.
SHB. New York: Wilkening Mfg. Co., Philadelphia (Pedrick piston rings) 2 programs weekly, 10 weeks, Behel & Waidie, Chicago; General Baking Co., New York (Bond Bread) 5 programs weekly, 13 weeks, Batten, Barton, Durstine & Osborn, New York (effice equipment) 6 programs weekly, 13 weeks. Batten, Barton, Durstine & Osborn, New York: Buick-Olds-Pon-tiac Sales Co., Detroit, 3 programs weekly, 9 weeks, WBS, New York.

KOIN, Portland, Ore .: Union Pacific KOIN, Portland, Ore.: Union Pacific Stages, Portland, weekly 5-minute skit. 4 times, thru Ernest Bader, Omaha; Los Angeles Soap Co.. Los Angeles (White King soap) transcrip-tion 5 mornings weekly, 20 weeks, Barnes, Campbell, Los Angeles; Buick-Olds-Pontiac Sales Co., Detroit, 2 an-nouncements daily 3 days Compbell nouncements daily, 3 days, Campbell-Ewald Co., Detroit; Signal Oil Co., Los Angeles, "Tarzan" transcription, 3 nights weekly, 52 weeks, Logan & <sup>3</sup> nights weekly, 52 weeks, Logan & Stebbins Co., Los Angeles: Associated Oil Co., San Francisco. 3' announce-"ments daily, 4 days, MacGregor & Sollie. San Francisco; Shell Oil Co., San Francisco; 1 announcement week-ly, 52 weeks. KFRC, J. Walfer Thomp-son, San Francisco; Acme White Lead Corn Naw York (meint). Corp., New York (paint) transcrip-tions. SHB. New York: General Foods. New York, transcription 2 mornings weekly, 10 months, SHB, New York; Ident Chemical Co., Detroit (Ident toothpaste) transcription 3 nights weekly, 52 weeks, SHB, New York: United Remedies, Inc., Chicago (Kolar Bak) 6 announcements weekly, 52 weeks, SHB, New York.

WNAX, Yankton, S. D.: Northwestern Fuel Co., St. Paul, announcements 6 days weekly, 26 weeks, thru Critch-field Go., Minneapolis; Nash Coffee Co., Minneapolis, 1 transcription weekly, 26 weeks, Erwin-Wasey & Co.; Association of American Soap and Glycerine Producers, New York (GPA auto glycerine) announcements with weather reports, daily, 10 weeks, SHB and Newell-Emmett Co., New York; M. Born & Co., Chicago (tailored clothing) 5 days weekly, 11 weeks, First United Broadcasters, Chicago; F. H. Pfunder, Inc., Minne-nolis, (Pfunder), tablici, and apolis (Pfunder's tablets) announceapolis (Pfunder's tablets) announce-ments twice daily, 6 days weekly, 1 month. McCord Co., Minneapolis; Sendol Co., Kansas City, Mo. (seda-tive) announcements 6 days weekly, 26 weeks, Hogan Advertising Co., Kansas City.

WEAF, New York: Hudson Motor Car Co., Detroit, started "1933 Terra-plane Review" Wednesdays, 8:30-9 p.m., EDST, thru The Blackman Co., New York.

WFAA, Døllas: Continental Baking WNOX, Knoxville: Continental Auto-Co., New York (Wonder Bread) 2 an-mobile Co., Detroit, 4 announcements Co., New York (Wonder Dread) 2 an-nouncements each Friday, 20 times. Batten, Barton, Durstine & Osborn, Chicago: Buick Olds - Pontiac Sales Corp., Detroit (Pontiac) Sales Corp., Detroit (Pontiac) Sales Campbell-Ewald Co., Detroit Associadaily, 6 days, thru SHB and Grace & Holliday, Detroit; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (tooth-brushes) 8 announcements weekly, 4 weeks, Lambert & Feasley, New York; General Tire Co., Akron, renewal of Campbell-Lwaid Co., Derrotti Associa-tion of American Soap and Glycerine Producers, New York (GPA auto glycerine) weather reports daily ex-cept Sunday, 10 weeks, Newell-Emert. New York: Paris Medicine Co., St. Louis (Course Paris Medicine Co., St. daily announcements, S weeks, thru local distributor: Association of American Scap and Glycerine Pro-ducers, New York (GPA auto glycer-ine) 70 daily announcements. SHB and Newell-Emmett Co.: Oertels B rewing Co., Louisville (Oertels Beer) daily announcements on sports program, indefinite period, handled locally; Brushmann Brewing Co., Cin-cinnati (Brucks' Beer) daily an-nouncements. 4 weeks thru lovel disdaily announcements, 8 weeks. thru New fors, Faris Medicine Co. St. Louis (Grove's Bromo Quinine) time signals daily. 26 weeks, Lambert & Feasley, New York: Thomas J. Lipton, Hoboken, N. J. (tea) 18 announce-ments, Lake - Spiro - Cohn, Memphis: Pro-Phy-Lac-Tic Brush Co., Florence, Maca 20 oppower & Medicine & Mass, 18 announcements, Lambert & Feasley, New York: Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) tie-in announcements with nouncements, 4 weeks, thru local dis-tributor: Sears, Roebuck & Co., thru Injoutor: Sears, Koepuck & Co., thru local branch, daily announcements, 6 weeks; Maytag Corp., Newton, Is. (washing machines) announcements on women's program, daily for 4 weeks, thru local dealer: Buffalo Rock Co Divergingtom circum (20 20 Ath chain program. 5 days weekly, 20 weeks. direct: Proctor & Gamble. Cincinnati (Oxydol) transcription 3 days weekly, 4 weeks, Blackett-Sample-Hummert, Chicago; Walk-Over Shoe Co., Brockton, Mass., announcements § dars weekly, 18 weeks, thru local Co., Birmingham (ginger ale) 26 daily announcements, thru local dealer. WDBJ, Roanoke, Va.: Hennafoam Corp., New York (shampoo) tran-scription once weekly, 26 weeks, thru Marhen Advertising Corp., New York: Piel Brothers, New York (Piel beer) weekly transcription, 13 weeks, thru lo cal distributor: Association of American Glycerine & Soap Producers Association, New York (GPA auto Elycerine) weather reports & days

dealer WBAL. Baltimore: Phillips Packing Co., Cambridge, Md. (canned goods) daily time service, indefinite period, handled direct; Crazy Water Hotel Company, Mineral Wells, Tex. (Crazy rystals) announcements once week Elycerine) weather reports 6 days weekly, 10 weeks, SHB: Wesson Oil & Snowdrift Sales Co., New Orleans, ly. 13 weeks, handled thru local agent; Crosse & Blackwell, Baltimore (canned goods) announcements twice weekly. 4 weeks. Van Sant. Duga snowarm cares daily. 2 weeks, di-rect: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothroushes) 3 an-nouncements weekly. 13 weeks. Lamdale & Co.: Association of Soap and American Glycerine Producers, New York (GPA auto glycerine) daily an-nouncements, 10 weeks. Newell-Emett. bert & Feasley. New York: Great Atlantic & Pacific Tea Co., New York, 3 announcements weekly, 1 week, direct: 6 O'Clock Des-Sert Co daily announcements, 4 weeks, hour program twice weekly, 13 weeks, thru Dowd & Ostreicher. Boston; Primrose House Sales Co. New York (face powder) 2-minute transcription 5 days weekly, 13 weeks, Erwin, Wasey & Co., New York: Kelsey-Highlands Nurseries. Boxford, Mass., weather reports, 4 days weekly, 52 times, renewal thru Harry M. Frost, Boston; Chevrolet Motor Co., Detroit, 6 announcements weekly, 15 times, Campbell-Ewald Co., Detroit. Albert H. Dorsey. Philadelphia: American Oil Co., Baltimore (Amoco gas and oil) 3 announcements weekly, 4 weeks. Joseph Katz.

WHAM, Rochester: Rochester Journal. American Weekly transcriptions, once weekly, 18 weeks, General Broadcastweekly, 18 weeks, General Broadcast-ing - Brunswicki, Buick - Olds - Pontiac Sales Co., Detroit (Pontiac) 26 WBS transcriptions, thru Campbell-Ewald, Detroit, Hudson Motor Co., Detroit (Terraplane) Benjamin Moore & Co., Var Wich (Deito) New York (paint) 1 morning weekly, 13 weeks, renewal; Genesse Brewing Co., Rochester, once weekly, 13 weeks, John P. Smith, Inc.: New York State Fair Commission, WBS transcription once weekly, 5 weeks, R. G. Soule Co., Syracuse.

KOMO, Seattle: Proctor & Gamble. Cincinnati (Oxydol) 24 5-minute day-time and 12 5-minute evening transcriptions, thru WBS; Shell Oil Co... San Francisco. 23 announcements, MacGregor & Sollie, San Francisco.

KJR. Seattle: Chevrolet Motor Co., Detroit. 15 announcements, thru Campbell-Ewald, Detroit; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 13 100-word announcements, Lambert & Feasley, New York.

KGIR. Butte, Mont.:. Corn Products Refining Co., New York (Kre-Mel) transcription daily except Sunday, 26 weeks, thru Hellwig, New York; Con-tinental Automobile Co., Detroit, 4 announcements daily for 1 week, Grace & Holliday, Detroit.

REX COLE, Inc., New York (G. E. KPO. San Francisco: Rumford Chemmerchandise) has renewed "Rex Cole ical Works, Rumford, R. I. (baking Mountaineers" on WEAF, New York, powder), 2 transcriptions weekly from Mondays to Fridays inclusive, thru Oct. 17, thru SHB. Maxon, Inc., New York,

thru local dealers.

Glass" once weekly, 52 weeks, thru Pedlar & Ryan and WBS; Crys-tal Corp., New York (Outdoor Girl

beauty products) once weekly, 13 weeks, United Advertising Agency and WES: J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil shampoo) studio

program 3 afternoons weekly, 52

weeks, Graham Hughes, Los Angeles;

Crowell Publishing Co., New York

(Woman's Home Companion) shop-

ping talks, once weekly, 52 weeks,

Geyer, Co., New York.

KFI,

WJDX, Jackson, Miss.: Crazy Water Hotel Co., Mineral Wells, Tex. (Cray Crystals) transcription 3 days week ly, 13 weeks, thru H. M. Williams Birmingham, Ala.; Illinois Central Railroad, Chicago, 3 announcement weekly, 2 weeks, WBS, Chicago; Ker Glass & Mfg. Co., Sand Springs, Okla (Kerr glass and jars) announcements 3 days weekly, 26 weeks, Roger-Gan Advertising Agency, Tulsa, Okla. Plough Chemical Co., Memphis (St. Joseph aspirin, Penetro) announce-ments 6 days weekly, 52 weeks, SHB New York; Norge Refrigerator Co. Detroit, transcriptions 3 days weekly 13 weeks. thru local dealer; Commer-cial Appeal Publishing Co., Memphis (newspaper) 1 announcement weekly. (newspaper) 1 announcement weeks, 10 weeks, direct; Goodrich Tire 4 Rubber Co., Akron, transcription pro-gram over Labor Day week-end, thr gram over Lagor Day week-end, thr. local dealer: Chrysler Sales Corp. New York (Plymouth) 18 transcrip, tion programs, SHB, New York: Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 18 announcements, Lambert & Facelar, Naw York Feasley, New York. WBAP, Fort Worth: Bulova Water

WBAP, Fort Worth: Bulova Wath Co., New York, time signals 3 times daily, 26 weeks, thru Blow Co., New York; Montgomery Ward Co., Chi. cago (mail order house) fur talks once weekly. 9 weeks, Neisser-Meyer-hoff, Chicago: Thomas J. Lipton. Inc. Hoboken, N. J. (tea) 18 announce-ments, Lake-Spiro-Cohn, Memphis; Germanica Tea Co., Minneapolis, daily evcent Sunday. except Sunday announcements. 34 weeks, Heath-Leehof, Chicago: Cran

WJDX, Jackson, Miss .: Crazy Water

Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) tie-in announce-ments with chain program, direct: Sears, Roebuck & Co., Chicago. fur talk once weekly, 13 weeks, Neisser-Meyerhoff, Chicago.

KYW, Chicago: Minneapolis-Honey-Alw, Chicago: Minneapolis-Honer, well Regulator Co., Minneapolis, Minn. (temperature controls) weather reports daily beginning Oct. 2. indef-nite period. thru Advertising Co., To-ledo. and SHB: Puffles Distributing Co., Chicago (food products) 15-minute period weekly, 13 weeks, and Uncle Bob Reading the Comics 1 hour each Sunday for 13 weeks, handled direct.

KMOX, St. Louis, claims to have signed the first local beer account in Schott Brewing Co., East St. Louis WNAC, Boston: Vita-Con Laboratories, Boston (health tablets) half hour program twice weekly, 18 weeks. (Highland Beer) which will sponsor 15-minute variety show before each baseball broadcast.

WLS, 'Chicago: Collingbourne Mills. Elgin, Ill., chats on needlework in Martha Crane's Wednesday Home-maker's Hour, beginning Sept. 18. thru Rogers and Smith, Buick-Olds-Pontiac Sales Corp., Detroit, 26 5-minute transcriptions, 3 days weekly, thru WBS and Campbell-Ewald, Detroit.

WHBF, Rock Island, Ill.: Kaybee Stores, New York, daily announce-ments thru November, direct: Cres-WBZ-WBZA. Boston: Buick-Olds-Pontiac Sales Co., Detroit, 26 5-minute transcriptions. thru WBS: George C. ments thru November, direct; Cres-cent Macaroni & Cracker Co., Daven-port, Ia., 26 daily 15-minute studio programs; Diesel-Wemmer-Gilbert Corp., Lima. O. (DeLinda cigars) 5 announcements weekly for 5 weeks; Grunow Corp., Chicago (refrigera-tors) 18 15-minute studio programs thru local dealars Frye Co. Portland, Me., shopping service and weather reports, John W. Queen, Boston; Sun-Rayed Co., Frankfort, Ind., renewal in Home Forum Cooking School, thru Chambers & Wiswell, Boston: Florence Stove Co., Gardner, Mass., two par-ticipations weekly in barn dance, thru Los Angeles: Bristol-Myers, KFI, Los Angeles: Direction beauty New York (Francis Ingram beauty product) "Through the Looking Class" once weekly, 52 wgeks, Wm. B. Remington, Inc., Springfield, Mass.

WMAQ, Chicago: Lumberman's Mu-tual Casualty Co., Chicago (auto in-surance) daily announcements, Aug. 8 to Sept. 23, thru Doremus & Co., Chicago; Chevrolet Motor Co., Detroit, daily announcements, Aug. 14 to 30.

KPO. San Francisco: S. O. S., Chicago (pan cleaner) 5-minute announcements daily, Aug. 10 to 31, thru Henri, Hurst & McDonald, Chicago, and SHB.

SEARS ROEBUCK & Co., Chicago, will sponsor two and four-minute fur talks on Tuesdays and Fridays on KGA, Spokane, and KDKA, Pittsburgh, Nov. 6 through Feb. 2, thru Niesser-Meyerhoff, Chicago.

# **Facts**:

Complete facts about the radio stations listed below are no further than a local telephone call, in New York or Chicago. DEFINITE information on the size of their audiences . . . their services . . . their "open time" ... and their rates. The value of these stations is measured by their performance: each station is a key network outlet in its territory. And, with the exception of the Don Lee Pacific Coast Unit, they are owned and operated by the COLUMBIA BROADCASTING SYSTEM.



## A NEW SERVICE J. H. NEEBE CO.

BROADCASTING COUNSELORS GENERAL MOTORS BLDG. DETROIT

#### Programs

(on discs or over wires-local or national) Sales Promotion Plans Radio Advertising Ideas

> TF you want to reach the farmer with a circulation bonus in some big town areas, let me show you how to harness 878,500 watts of power to vour sales message at an amazingly low cost per listener.



CONSULTATION WITHOUT OBLIGATION

IN ST. LOUIS IT IS KSD

A recent survey shows that more listeners prefer KSD programs than those of any other St. Louis Broadcasting Station.

A copy of this interesting and authoritative survey will be mailed without obligation to any interested advertiser or agency.



Address Station KSD — The St. Louis Post-Dispatch Post-Dispatch Building, St. Louis, Mo.

WBBM. Chicago: Sleepy Water Co., lot Springs, Ark. (mineral crystals) 3 5-minute evening periods weekly for 3 weeks, using Harriet Cruise and ale quartet, thru United Advertising male quartet, thru United Advertising Co., Chicago: Reo Motor Car Co., Lansing, Mich., daily announcements for 2d times, Maxon, Inc., Detroit: Pise Co., Warren, Fa. (proprietary) daily evening announcement for 2d weeks from Nov. 1. Stack-Goble, Chi-cago: United Remedies, Inc., Chicago, (Hollywood Pomegranate juice) Har-ry Steele's news period daily, from Aug. 14. indefinite period daily, from Aug. 14. indefinite period thru Heath-Aug. 14, indefinite period, thru Heath-Seehof. Chicago.

KDKA. Pittsburgh: Mantle Lamp Co.. Chicago, daily 80-minute period in musical clock from Sept. 25 for 9 weeks: direct: Collingbourne Mills. Elgin. II. (yarns) 5-minute after-noon. 4 days a week. Sept. 14 to Nov. 2. thru Rogers & Smith. Chicago.

WTAM. Cleveland: S. O. S., Chicago (pan cleaner) 5-minute announce-ments 8 days weekly. Aug. 14 to Sept. 25. thru Henri, Hurst & McDonald, Chicago, and SHB.

WHB, Kansas City, Mo.: Knox Chemical Co., Kansas City (Diotex and Cystex) "Behind the Headlines", 13 weeks, thru Dillon & Kirk; Association of American Soap & Glycerine Producers, New York (GPA auto glycerine) 2 announcements daily 10 weeks, beginning in October, New-ell-Emmett, New York.

WENR. Chicago: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (brushes) announcements 8 days a week, Oct. 2 to 30, thru Lambert & Feasley, N. Y.

drink) is undertaking a new spot series in September, beginning with the "Open Sesame" programs done by Joachim, star of Rajput, on WOR, Newark, Gotham Advertising Co., New York, handles account.

NETWORK ACCOUNTS BORDEN SALES Co., New York

(Eagle Brand milk) on Sept. 7 starts "Magic Moments." with Vee Lawn-hurst and Muriel Pollock, piano team. hurst and Muriel Pollock, piano team, Walter Scanlon, Marcella Shields and Jane Ellison, Borden cookery expert, over 82 NBC-WJZ stations, Thurs-days, 9:45-10 a.m., EST, Same spon-sor (None-Such mincement) on Oct, 6 starts "Pair of Pianos and Rhythm Rascals," piano duet, male trio and woman speaker over 11 NBC/KGO

woman speaker, over 11 NBC-KGO stations. Fridays. 11:80-11:45 a.m. PST. On Sept. 6 and thereafter the Borden program "Jane Ellison Enter-Dotter program Same Enson Enter-tains" will be beard on Wednesdays. 11:80-11:45 a.m., PST, instead of Fri-days, over 7 NBC-KGO stations, Agency: Young & Rubicam, N. Y.

RALSTON PURINA Co., St. Louis (cereal) on Sept. 25 starts "Tom Mix Children's Program" on 14 basic NBC-WEAF stations, Mondays, Wed-NBC-WEAF stations, Mondays, Wed-nesdays and Fridays, 5:80-5:45 p.m., EST. with repeat for WMAQ, KSD, WTMJ, WIBA, KSTP and WEBC at 6:30-6:45 p.m., EST. Same sponsor (Ry-Krisp) on Sept. 26 starts new program, title not announced, on 17 basic NBC-WEAF stations, plus KOA, KDYL, WTMJ, WIBA, WEBC, KSTP and NBC-KGO network, Tuesdays, 10:30-10:45 p.m., EST. Agency: Gardner Advertising Co., New York, STANDARD BRANDS, Inc., New

STANDARD BRANDS, Inc., New York (Fleischmann's yeast for bread) on Jan. 7, 1934, starts "Great Mo-ments in History" on the basic NBC-WJZ network (except WSYR) plus NW, SE (except WIS), SC, SW (ex-cept\_KTBS, KOA, KDYL, KTAR) and NBC-KGO network, Sundays, 7:80-8 p.m., EST. Agency: J. Walter Thompson Co., New York. TODDY, Inc., New York (food

GENERAL FOODS Corp., New York

(Jello) on Sept. 25 starts "Wizard of Oz" on 24 NBC-WEAF stations (with

WOC-WHO added Oct. 2), Mondays, Wednesdays and Fridays, 5:45-6 p.m.,

EST. Agency: Young & Rubicam, N.Y. BOURJOIS, Inc., New York, on Sept.

11 renews its "Evening in Paris" programs with Nat Shilkfet's orches-

tra and Agnes Moorehead, comedian,

on 18 CBS stations, Mondays, 8:15-8:30 p.m., EST, 52 weeks. Agency:

PILLSBURY FLOUR MILLS, Min-

Redfield-Coupe, New York.

CLIMALENE Co., Canton, O. (Clima-lene water softemer) on Sept. 5 starts Cheri McKay, Merry-Macs and two piano team over a special NBC net-work including WGY, WBEN, WCA WTAM, WWJ, WSAI, WMAQ, WOC-WHO, WOW and WDAF, Tuesdays and Thursdays, 12 noon-12:15 pm Agency: W. S. Hill, Inc., Pittsburgh. REMINGTON-RAND, Inc., Buffalo, N. Y. (office equipment) has signed 13-week contract to sponsor "March 13-week contract to sponsor "March of Time" starting Oct. 6 on 37 CBS stations. Fridays. S:30.9 p.m. Same sponsor on Oct. 2 starts "Remington Cowboy" on coast-to-coast CBS net-work. Mondays. Wednesdays and Fri-days. 5:45-6 p.m. EST. Agency: Batten. Barton, Durstine & Osborne. New York JOHNS-MANVILLE, Inc., New York (insulating, roofing, flooring, etc.) on Sept. 25 starts Floyd Gibbons and

ictor Young's orchestra on 32 NBC-WEAF stations, 8:30-9 p.m., EST, with repeat for 6 NBC-KGO stations New York. at 12-12:15 midnight. Agency: J. Walter Thompson Co., New York. ANDREW JERGENS Co., Cincinnati (Jergen's lotion) on Sept. 3 starts Walter Winchell, columnist, on an Matter Wilcher, Columnist, on an MBC-WJZ network, Sundays, 8:30-8:45 p.m., EST, with repeat for NBC-KGO network on Sundays, 11:15-11:30 REAL SILK HOSIERY MILLS, In-dianapolis, on Sept. 10 starts dance

orchestra and talent, still undecided, on basic NBC - WJZ network, plus p.m., EST, starting Nov. 5. Agency: J. Walter Thompson Co., New York. WSM, WSB, WJDX, WSMB, WKY, WBAP, KPRC, WOAI, KTHS, KOA, SEALED POWER Corp., Muskegon, Mich. (piston rings) on Oct. 30 starts "Sealed Power Sideshow," with Cliff KDYL and the NBC-KGO and NW networks. Sundays, 6-6:30 p.m., EST. Erwin. Wasey & Co., Chicago, hand-Soubier, barker, the Morin Sisters, King's Jesters and Harold Stokes' orchestra, over 36 NBC-WJZ stations, les account.

DELAWARE, LACKAWANNA AND Mondays, 8-8:30 p.m., EST, with re-peat for 11 NBC-KGO stations same WESTERN COAL Co., New York (Blue Coal) on Oct. 1 starts orchesnight at 12-12:30 midnight. Agency: Grace & Holliday, Detroit. tra, comedy team and vocalist to be selected on 11 eastern NBC-WEAF VADSCO SALES Corp., New York (Djer Kiss perfume) on Sept. 13 starts "The Djer Kiss Recital with Cyrena Can Gordon" on special hook-up of WJZ, WBAL and WMAL, Wed-nesdays, 6:30-6:45 p.m., EST. Agency: L. H. Hartman Co., New York. stations, Sundays, 7-7:30 p.m., EST Agency: Ruthrauff & Ryan, New York

THE EX LAX Co., Brooklyn, on Sept. 25 starts a musical program, with Isham Jones orchestra, over 44 CBS stations, Mondays, 9:30-10 p.m., EST. 39 weeks. Agency: The Joseph Kar Co. New York.

DAIRYMAN'S LEAGUE COOPERA.

Co., New York.

& Smith, Chicago.

Syracuse, N. Y.

CARNATION Co., Milwaukee (evaporated milk) on Oct. 2 renews "Car-nation Contented Program," with Morgan Eastman's orchestra, Carnation Quartet, Gene Arnold and the Lullaby Lady, over 42 NBC-WEAF stations and supplements, Mondays 10-10:30 p.m., EST. Agency: Erwin, Wasey & Co., Chicago.

ARMOUR & Co., Chicago (mest packers) on Sept. 22 renews its pro-gram on 36 NBC-WJZ stations and supplements, Fridays, 8:30-9 p.m. EST, with repeat for 5 NBC-KGO stations on Sept. 22 only at 1:15-1:45 a.m., EST. After Sept. 29 broadcast will be 9:30-10 p.m., EST Agency: N. W. Ayer & Son, Phila

neapolis, on Sept. 11 starts "Today's Children" on NBC network after test SWIFT & Co., Chicago (meats) on Sept. 27 starts a new program, time campaign on WMAQ, daily except Saturday and Sundays, 11:30-11:45 a.m., CST. Agency: The Hutchin-son Co., Minneapolis. and title not announced, on the basic NBC-WEAF network. Agency: J. Walter Thompson Co., Chicago.

PREMIER-PABST Sales Co., Chicago Blue Ribbon Malt and beer) on Sept. 12 renews Ben Bernie and orchestra an 35 NBC-WEAF stations and sup-lemente Trassform Sole and sup-R. B. DAVIS Co., Hoboken, N. J. (baking powder) on Oct. 3 start "The Mystery Chef" over 10 basic CBS stations, Tuesdays and Thurs-days, 9:45-10 a.m., EST, 26 weeks Same sponsor on same date start on 30 ADC-WEAF stations and sup-plements. Tuesdays. 8-9 p.m. EST. with repeat for 5 NBC-KGO stations at 11-11:80 p.m. EST. Agency: Matteson-Fogarty-Jordan. Inc. Chi-"Buck Rogers in the Year 2438" over "Buck Rogers in the Year 2438" org-15 CBS stations, Mondays, Tuesday, Wednesdays and Thursdays 6-6115 p.m., EST, with repeat for 5 other stations at 7:30 p.m., EST, Agency: Ruthrauff & Ryan, New York. cago.

CALIFORNIA PACKING Corp., San Francisco (Del Monte Ortho-Cut cof-ies and foods) on Sept. 25 starts the -pel Monte Ship of Joy." with Hugh Berrett Dobbs as master of ceremon-tic and emest article curve of NPC Barrett 10008 as master of ceremon-iss and guest artists, over \$1 NBC-WEAF stations. Mondays. 9:30-10 pm. EST. Agency: McCann-Erick-son Co., San Francisco.

CHAPPEL BROS., Rockford, III (Ken-L Ration dog food) on Oct. 15 starts "Rin-Tin-Tin Thriller" on 15 basic CBS stations, Sundays, 7:455 p.m., EST, 52 weeks. Agency: Rogen f. Smith (Chirson) SPERRY FLOUR Co., San Francisco (cereals) on Aug. 8 resumed its spot in the Woman's Magazine of the Air on the NBC-KGO network plus KFSD and KTAR, alternate Tuesdays of each month, 10:80-10:40 a.m., PST, Agency: Westco Advertising Agency. NATIONAL OIL PRODUCTS Co. Harrison, N. J. (Admiracion sham-poo) on Sept. 15 starts Big Freddy Miller on 22 basis CBS stations, Tues-days and Fridays, 11:15-11:30 a.m. EST, 26 weeks. Agency: Charles Dallas Reach, Newark. San Francisco.

Sun Francisco. SUSSMAN, WORMSER & Co., San Francisco, on Sept. 3 starts "Do You Believe in Ghosts," with Harold Bur-dick in talk and dramatization, over GGO, KOMO, KGW and KFI, Thurs-days, 7:15-730 p.m., PST, and Sun-days, 9-9:15 p.m., PST, Agency: Vincent Leahy, San Francisco.

TIVE ASS'N, New York, on Aug. 10 started Dr. Royal S. Copeland over SMITH BROTHERS. Poughkeepsie. started DI. Avyat S. Copeland over a special network of New York State CBS stations, Wednesdays, Thursdays and Saturdays, 7:15-7:30 p.m., EST; Fridays, S:15-8:30 p.m.; Tuesdays, 6:15-7 p.m., and Sundays, 6-6:15 p.m. Agency: Van Sant, Dugdale & Corner, Surgence N Y X. Y. (cough drops) on Oct. 3 starts "Trade and Mark." Billy Hillpot and Scrappy Lambert and small orches-tra, over 17 NBC-WJZ stations, Tues-iars, S:45-9 p.m., EST. Agency: Hommann, Tarcher & Sheldon, New York.

> C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on Sept. 13 renews "Bill and Ginger" on 12 CBS stations, Mondays, Wednes-iays and Fridays, 9:15-9:30 a.m., EST. Agency: E. W. Hellwig Co., N. Y.



& Cunnyngham, Chicago. SUPPLEMENTS and changes re-ported by CBS: Cream of Wheat Corp, account reported in Aug. 15 issue of BROADCARTING will feature Angelo Patri: Waser Products start-ing Sept. 11-has added Detroit and changed time of Wednesday evening program to S:30-S:45 p.m.: Centaur Co. starting Oct.14 will add Canadian stations; Gold Dist Corp. on Sept. 6 adds 12 stations on Aug. 14 having stations: Gold Dist Corp. on Sept. 6 adds 12 stations; on Aug. 14 having added WMAS; |Acme White Lead Works on Sept. 10 adds WCAU, origi-nating program is WKRC; P. Loril-lard Co. (Old Gold) on Aug. 28 added WACO: Corn Products Refining Co. has signed Nino Martini for its one-haug Linit "Park Cub Parine" series

hour Linit "Bath Club Review" series. PILLSBURY FLOUR Co., Minneapolis. on Sept. 11 starts program. list-ing undecided. on 22 CBS stations from WCCO. Mondays. Wednesdays and Fridays. 10-10:15 s.m., EST, 39

weeks. Agency: Hutchinson Adver-tising Co., Minneapolis. SWIFT & Co., Chicago (packers) on

ov. 6 starts Olsen and Johnson. com-edy team, on CBS network. 10-10:30 p.m., EST, 52 weeks. Agency: J. Walter Thompson Co., Chicago.

FULL TIME

CLEAR CHANNEL

RCA VICTOR Co., Camden, N. J. (radio tubes) has extended its 13week series featuring Louis Howe. President Roosevelt's secretary, and Waiter Trumbull. Sundays. 9-9:15 p.m., ESI. on NBC-WEAF network to include Sept. 8. 10. 17 and 24. Agency: Lord & Thomas. New York.

BEECH-NUT PACKING Co., Cana-joharie, N. Y. (confections and foods) on Sept. 25 starts "Red" Davis, Story of a Real Boy, on 10 NBC-WJZ sta-tions. Mondays, Wednesdays and Fri-days, S:45-9 p.m., EST. A gency: McCann-Erickson, New York.

JEDDO-HIGHLAND COAL Co., Jed-3) DO-HIGHLAND COAL Co., Jed-do. Pa., on Sept. 14 starts series of dramatizations of classical stories on an NBC-WJZ network. Thursdays, Fridays and Saturdays, 6:15-6:30 p.m., ESI. Agency: N. W. Ayer & Son, Didachelia

Philadelphia. BRILLO MFG. Co., Brooklyn, N. Y. (urensil cleanser) on Oct. 1 starts Tito Guizar and the Three Brillo Harps over 6 CBS stations. Sundays. 11:45 a.m. to 12 noon. EST. Agency: Frank Presbrey & Co., New York.

GULF REFINING Co., Pittsburgh, on Oct. 27 renews Irvin S. Cobb on 44 CBS stations. Wednesdays and Fridays, 9-9:15 p.m., EST. Ageney: Cecil. Warwick & Cecil, New York. cago.

#### PROSPECTS

DELRAY Corp. San Francisco. in-augurated an advertising campaign late in August to publicite a new line of labels and several food products. Newspapers and radio were to be used. J. Walter Thompson Co., San Francisco, is handling account.

THE SMITHEREEN Co., Chicago insecticides) is releasing a radio and trade paper campaign thru Shields & Vanden, Inc., Chicago.

Luck food products) makes up lists during September, using radio and other media. Advertising is placed by Blackett-Sample-Hummert, Chi-DAWSON'S BREWERY, New Bed-ford, Mass. (Diamond Ale) will use radio with newspapers and billboards in campaign handled by the Harry M.

NATIONAL CARBON Co., New York (Eveready Prestone) is undertaking

a radio spot campaign for the fall

GRIESEDIECK-WESTERN BREW-

ERY Co., Belleville, Ill. (Stag beer) will use radio in a campaign to be handled by Nelson Chesman & Co., St. Louis.

J. T. ROBERTSON MFG. Co., Syra-cuse, N. Y. (soaps) will use radio and newspapers in a campaign to be

handled by Stewart, Hanford & Froh-man, Inc., Rochester, N. Y.

CORBEN CORP., Pasadena., Cal.

manufacturers of Ant Stik, announces it will soon launch a national cam-

AGAR RESEARCH CORP., 729 Sew-

ard St., Los Angeles, will use radio

in national distribution of its prod-ucts to drug and health stores. Dake-

Johanet agency, Los Angeles, handles

JOHN F. JELKE Co., Chicago (Good

paign including radio.

N. W. Ayer & Son, Philadelphia,

winter. Account is handled by

Frost Co., Boston agency. HALITOSIN Co., St. Louis (anti-septic) has appointed Jimm Daugh-erty, Inc., St. Louis agency, to handle

account.

its advertising and is using radio in various cities. THE E. W. ROSE Co., Cleveland (Zemo) makes up lists during Sep-tember, using radio and other media with an advertising appropriation of \$175.000. Account is handled by Erwin. Wasey & Co., New York.

THE VOICE OF THE SOUTH Announces 50,000 WATTS THE ATLANTA JOURNAL ATLANTA, GA. "The Journal Covers Dixie Like The Dew"

**Exclusive National Representatives:** EDWARD PETRY & CO. ATLANTA NEW YORK CHICAGO DETROIT SAN FRANCISCO

BROADCASTING • September 1, 1933 | September 1, 1933 • BROADCASTING www.america

LAMBDIN KAY

Gen. Manager

#### RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

I. L. DONNELLY, West Point graduate. who formerly was on the na-tional advertising staff of the Scripps-Howard Newspapers and later with Barron Collier's Chicago office. has been added to the sales staff of Scott Howe Bowen, Inc., New York, Dominick Hastriter has rejoined Scott Howe Bowen and has been assigned to the Detroit territory, with offices in the Fisher Bldg, there.

JAMES M. CLEARY, at one time with WGN and the CHICAGO TRIBUNE, has been appointed vice president of Roche, Williams & Cunnyngham, Inc., Chicago agency. He left the White Co., Cleveland, to join the agency. and formerly also was with the Stude baker Corp. as advertising manager.

RUTH ZIEV, former radio director of the Brandies agency in Omaha, has joined the staff of Aubrey, Moore & Wallace, Inc., Chicago.

REPRESENTATIVES Walter Biddick Co. 568 Chamber of Commerce Bldg., Los Angeles 577 Monadnock Bldg., San Francisco 3326 Stuart Bldg., Seattle BYRNE BAUER, formerly vice pres-dent of the Harold D. Frazee agency, New York, and later with the Pro-EDWIN M. STILLWELL, former chief prietary Radio Service, New York, has een appointed advertising manager of the House of Eden. Inc., New York.

SHERMAN ROGERS formerly with the Paris office of Erwin, Wasev & Co. and lately head of his own business, is now radio and publicity director of Fertig, Slavitt & Gaffney, New York.

OHN S. MARTIN, formerly with WINS, New York, is now heading the radio department of the H. E. Lesan Advertising Agency, New York.

RICHARD WEIL has been appointed assistant radio production manager of the San Francisco office of J. Walter Thompson Co.

PAUL H. RAYMER, radio station representative, has opened a new special representative service which he called "Radio Stations Branch Offices" at 205 East 42nd St., New York.

GEORGE J. PODEYN, formerly with the sales department of NBC in New York and onetime manager of radio for Batten, Barton, Durstine & Os-born, has joined Street & Finney, Inc., New York agency, as an account executive.

THOMAS HARRINGTON, casting director in the radio department of Batten. Barton. Durstine & Osborn. New York, has resigned to join the radio staff of Young & Rubicam, New York

in America, and incorporating

features in self-supporting verti-

cal antenna design not hereto-

fore used in broadcasting sta-

tions-KMBC intensifies its

coverage of the Kansas City

Here, Retail Sales are the High-

est in U.S.A.-\$488 per capita

# **IOWERING TO** Mow HEIGHTS

Daily, KMBC is demonstrating its ability to produce effective results for the advertiser in this rich territory which truly represents a cross-section of America's Markets. These advertisers have recently used KMBC to test National programs: lodent Chemical Co. (lodent Tooth Paste) "BLACK & BLUE" The H. J. Heinz Co. (Heinz Rice Flakes) "TARZAN of the APES" Richard Hudnut Sales

(National average \$250). KMBC (Marvelous Face reaches this diversified market Powder) "MARVELOUS with consistently better pro-MELODIES" Johnson & Johnson grams—plus "AA"—Audience (J & J Products) Appreciation! "GROWIN' UP"

D. ...

MIDLAND BROADCASTING COMPANY KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070

Market Area.



examiner of the San Francisco branch of the Regional Agricultural Credit orp., Salt Lake City, has been ap-

pointed general manager in charge of advertising of the United Prune Growers of California, San Francisco, which has increased its advertising appropriation to \$400,000 and includes radio in media to be used. Norton W. Mogge is advertising manager. Lord & Thomas, San Francisco, handles account.

PENNZOIL Co., Oil City, Pa. (oil and gas) has appointed Ruthrauff & Ryan, New York, to handle its advertising.

FISHER BODY Corp., Detroit, announces the appointment of Erwin. Wasey & Co., New York, to handle its advertising, effective at once.

BRISTOL-MYERS Co., New York, has appointed the Thompson-Koch Co.. Cincinnati, to handle the advertising Ingram's Milkweed Cream. gram's Shaving Cream and Sal Hepatica.

THE FIDELIO Brewery, New York, has appointed J. Walter Thompson Co., New York, to handle its advertising.

FISHER BODY Corp., Detroit, has placed its advertising with Erwin. Wasey & Co., New York.

ALBERT B. FISHER and Co. has succeeded the Fisher-Kyle Co., 3875 Wilshire Blvd., Los Angeles., New firm will continue in the radio ad-vertising agency field.

SEATTLE office of Walter Biddick Co., Los Angeles station representatives, has been opened at 3326 Stuart Bldg.

PHILCO RADIO & Television Corp., Philadelphia, has appointed Western Agency, Inc., Seattle, to handle its account in northern California and Pacific northwest.

WILLIAM SKINNER & Sons, New York (silks, satins, crepes) has ap-pointed Williams & Saylor, New York, to handle its account.

HOUSE OF EDEN. Inc., New York (Eden's Wave Liquid Dry Shampoo) has appointed Howland. Oliphant & McIntyre, 1270 Sixth Avenue, New York, to handle its advertising.

#### Installing the newest, most ad-TRANSCRIPTIONS vanced transmitting equipment

MIRACLE DIAMONDS CORP., Ezra Thompson Bldg., Salt Lake City, has gone into production at the Hollygone into production at the Holly-wood sound studies of Freeman Lang with transcription series called "Miracle Diamonds" and depicting episodes in which diamonds play an important part. Olive Gould, drama coach at KDYL, Salt Lake, directed the series and used artists from vari-ous Los Angoles citations. Spancely ous Los Angeles stations. Sponsor's product is a saline salts found in tah in its natural state. Southwest will be used for test campaign some time in September with national distribution later. Account at present handled direct, but a Salt Lake agency will probably undertake later cam-

paign ADDITIONAL transcription accounts placed on various stations are reported as follows by National Adver-tising Records, these being supplemental to the lists carried in previous issues of BROADCASTING: Elizabeth Arden, New York (beauty prepara-tions); S. O. S. Co., Chicago (cleanser); White King Soap Co., Los

RADIOART Guild of America, Los Angeles transcription producers for sponsors and agencies, late in August began to make sustaining features for studio presentations. September projected release list includes 15minute series under four captions: Orientale, Builders, Master Muses and Wandering Gypsies,

Gever and Paul Cornell Agencies Merge in N. Y.: BothProminent in Radio

MERGER of the

Geyer Co., New

York and Dayton

agency, with the

Paul Cornell Co.



New York, was announced Aug. 24 in a join statement by B. B. Geyer and Paul Cornel Mr. Geyer The combined

agencies, both of which have been prominent in radio, will be known as the Geyer-Cornell Co., will have headquarters at 580 Fifth Ave. New York, with the Geyer unit retaining offices in the Third National Bank Bldg., Dayton.

Changes in economic conditions led to the consolidation, the statement said. Complete agency organizations will be maintained both in New York and Dayton, but the joint

Mr. Cornell agency will take

over their respective accounts. The Geyer agency is perhaps best known for its Frigidaire campaigns. Its radio accounts have included Crowell Publishing Co., Dayton Rubber Mfg. Co., Faraday Refrigerator Corp., and Lowe Bros. Co. The Cornell agency is currently handling the network campaigns of Richfield Oil Corp. and Spool Cotton Co.

**Commission Terminates** Short Broadcast Day Allowed In Depression

WITHOUT explaining its reasons. the Radio Commission on Aug. 22 rescinded its "depression" order which allowed stations, upon proper application, to operate less than the minimum of two-thirds of their licensed hours. Nearly two score stations which have taken advantage of the relaxed regulation, will be permitted to continue their curtailed schedules until their authorizations expire, but in no event beyond Nov. 1.

The Commission made clear that no new applications for operation on turtailed schedules will be considered. It is presumed that the action was taken to support the federal reemployment campaign.

The "broadcast day" regulation requires each station to maintain a minimum regular operating schedule of two-thirds of its authorized hours, excepting Sundays. In relaxing the regulation last March, the Commission said the action was taken "in view of the present financial and economic situation." Most of the stations which have taken advantage of the order are educational and religious outlets, and local commercials in small communities.

MCCOY'S LABORATORIES. New York, has appointed Peck Advertising Agency, New York, to handle the advertising of McCoy's liver tablets.

# PROGRAMS Via WIDE RANGE **VERTICAL RECORDING**

#### Station Manager!-Write for the facts about the new WORLD SUS-TAINING PROGRAM SERVICE. Three thousand (3000) numbers. 8 hours a day. Greatest radio talent. Every type of music. Popular upto-the-minute hits from Broadway and Hollywood. Ideal for local sponsorship. Programs recorded by Western Electric Vertical Wide Range Recording just perfected by the Bell Laboratories. The newest thing in radio . . . . . . . . . . . . . . . No obligation in that.

## WORLD BROADCASTING SYSTEM, INC. 50 WEST 57th STREET, NEW YORK, N.Y.

Offices and Recording Studios at

1040 North Las Palmas Avenue, Hollywood, California 400 West Madison Street, Chicago, Illinois SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE



# HFRE ARE 6 REASONS:

- WOW is on the NBC Basic Red Network.
- WOW is the only full-time, high-powered station in Nebraska.
- 2,000,480 people live in WOW's primary day and night coverage area of 75,000 square miles, according to the Jansky and Bailey certified field intensity survey, July, 1933.
- The Price-Waterhouse & Co. audit for the CBS proved WOW's leadership in radio reception-WOW led all other stations and Columbia's own outlets by a large percentage.
- In the Omaha trade territory WOW practically doubled the Blue Network outlet, according to the National Broadcasting System's complete mail audit for 1932.
- A survey of the Omaha trade territory by the General Outdoor Advertising Company gives WOW a wide margin over all other stations in popularity.

Write to John J. Gillin, commercial manager, for full details of WOW's position in the rich Corn Belt trade territory.



#### WSAI Power Raised Wholesale Grocer Goes

to increase its power from 500

watts night and 1 kw. day to 1

kw. night and 212 kw. day. The action affirmed the grant made

June 30, which had been protested by WHBD, Mt. Orab. O., on quota

grounds. The protest, the Com-

mission explained, has been withdrawn and a scheduled hearing

Pays for Football

ASSOCIATED OIL Co., San Fran-cisco, has signed with the NBC-KGO network for 13 western foot-

ball games and with Don Lee for 10 games, the first of which is

Sept. 23. The gasoline concern is

paying \$60.000 to the Pacific Coast

Conference for the privilege of sponsoring the games, the money being divided among the colleges. Lord and Thomas, San Francisco,

Code of Ethics

BUSINESS practices between stations, agencies and clients, rules on

price maintenance, and talent

charges, are to be included in a

has been cancelled.

handles the account.

Fred Hart, KQW.

On Two Western Nets WSAI, Cincinnati, was authorized by the Radio Commission Aug. 22

....

S. & W. Co., San Francisco (whole sale grocers) on Sept. 1 starts at indefinite series of twice week programs on both the NBC-KG and the Don Lee networks. and the Don Lee networks. The NBC program will be "Do Yo Believe in Ghosts", written b Harold Burdick, on at 9-9:15 p. Sundays, and 7-7:30 p.m. Thurs-days. The Don Lee periods will be at a similar time on Tuesday an Friday nights, and will be "Me-low'd Melodies", emanating iror KHJ, Los Angeles. W. Vincer Leahy, advertising manager for S. & W., handles the account through his own agency.

#### Offers Script Series

"FILM FLASHES and Flickers tentatively captions a new week script series for stations which will be ready Oct. 1, and writte by Dr. Ralph L. Power, radio editor of the LOS ANGELES RECORD. Script will be divided into six minute talks, or two 15-minut broadcasts with station announce at the mike. Contents will be de voted entirely to Hollywood film news including fashions, life of the stars, current pictures and bits of gossip around the lots.

FELS & Co., Philadelphia (Fels Naphtha soap) is buying time on selected stations, using local talcode of ethics now being drawn up by the Broadcasters' Association of San Francisco. The committee in charge consists of Ralph Brunent, through Young & Rubicam. ton, KJBS: Edward McCallum, KYA: Bob Roberts, KTAB, and New York, which has sent DeWitt Robinson, radio account man, te stations to make direct contacts



Windsor offices-Union Guardian Bldg., Phone—CAdillac 7200 Guarantee Trust Bldg., Phone-4-1155

# e consider the broadcasting

# campaign over

# to be a **Sensational Success**

.. the Nation's Station

says Norvin H. Reiser, President, Reiser Co., Inc., makers of world-famous Venida Products for Hair Beauty

N view of the fact that the middle west has been our weakest territory, together with the fact that we were introducing two new products in highly competitive fields, we consider the broadcasting campaign over WLW in Cincinnati a sensational success.

"Without minimizing the points that we consider Venida Oil Shampoo and Venida Waveset superior preparations, packaged smartly and priced properly, we must give great credit to radio broadcasting in general and to the work of WLW in particular." This is the statement of Norvin H. Reiser made recently in New York.

Many other radio advertisers have found WLW the answer to the problem of radio coverage in the middle west.

WLW has available a series of current surveys of the midwest market which show the public preference for various products in their particular fields. These are the results of painstaking analysis of replies from thousands of retailers and consumers. Advertising executives may obtain copies of these surveys by making inquiry and stating the kind of product in which they are particularly interested.

T left is shown the new 831 foot vertical radiator antenna of radio station WLW located at Mason, Ohio. The new 300,000-500,000 watt station will be in operation within a few monthsby far the most powerful in the world.



# THE CROSLEY RADIO CORPORATION

**POWEL CROSLEY, JR., President** 

CINCINNATI

BROADCASTING · September, 1, 1931 September, 1, 1933 · BROADCASTING

If you want to reach Toledo and its rich trade territory USE

75% Proven Listening Audience Assures Re-

BASIC STATION COLUMBIA BROADCASTING SYSTEM

sults-At Low Cost

WSPD is the only Radio Station in Northwestern Ohio, and effectively serves a trade area of 1.151.322 population.

1000 watts-using the latest Western Electric

Equipment. WSPD

THE TOLEDO BROADCASTING CO.

Studios-The Commodore Perry Hotel, Toledo, O.

> . 🔳 Representatives.

J. H. McGillvra, 2 West 45th St., New York City.

Paul A. Lamb, 221 North Lasalle St., Chicago, Ill.

(Continued from page 18) Wasmer, owner of KHQ, Spokane, Wash., and was decided last April by the Supreme Court of that state. The station, an announcer and an advertiser were held liable for defamatory utterances over

the station. The court held the statements read were libelous per se and de-nied the contention that they were privileged as relating to a matter of public interest. The advertiser was held liable because he prewas held hable because he pre-pared the manuscript, paid for the time over the station and employed the announcer to read it. The an-nouncer was held liable because he not only spoke the words but also assisted in editing the article. The station was held liable because it furnished the means by which the defamatory words could be heard and because it operated for profit and received compensation for the time consumed in reading the

manuscript. The decision followed the ruling in the KFAB case." The report, which was prepared prior to the conclusion of the orth American Radio Conference in Mexico City on Aug. 9, emphasized the importance to American radio of an agreement. It brought out that interference by stations

in Mexico with those in this country, particularly in the south and central states, has been experi-enced for some time. Moreover, the committee reported, it has heretofore been possible for persons denied licenses to broadcast in this country because of the objec-

Enjoy

obtain Mexican authority to oper-ate stations along the border and thus "continue their broadcasts to an American audience." This referred to such stations as those operated by Brinkley and Baker, which, in the final analysis, were responsible for failure of the Mexico City conference because of Mexico's refusal to eliminate border

stations. Unusual interest was shown by state legislatures during the year with respect to radio in attempts find new sources of revenue. to Most of these attempts, the committee stated. dealt with broadcasting stations and were "largely abortive." The general objection to such legislation, it was pointed out, is its invalidity as an attempted usurpation of the purely federal function of regulating interstate and foreign commerce. In addition to Chairman Guider,

members of the committee are John Kendall, Portland, Ore.; Calvin W. Rawlings, Salt Lake City; Wal-ter A. Lybrand, Oklahoma City, ject to state control. and Bethuel M. Webster, Jr., New York.

#### Course In Radio

A COURSE in "radio in the classroom" was given at Teachers College, Columbia University, July 31 to Aug. 18 by Dr. C. M. Koon, specialist in radio of the U. S. Office of Education. The course included visits to the NBC and CBS studios and meetings with various radio educators, including Dr. Levering Tyson. Franklin Dunham and Miss Helen Johnson, director tionable character of programs to of the American School of the Air.

RIDING?

250 miles of woodland bridle trails

75 saddle horses and hunters on

the seventy thousand acre estate of

The Greenbrier and Cottages

WHITE SULPHUR SPRINGS

WEST VIRGINIA

Also golf - tennis - swimming - polo - trapshooting and

other sports. Enjoy your favorite game-at its best-at the

N.A.B. CONVENTION

October 8, 9, 10, 11

White Sulphur is on the main line of the Chesapeake and

Ohio Railway and served by air-conditioned equipment.

# 18 Named In SuidStations May Take CALIFORNIA PACKING Corp., San Francisco (canned fruits, cof-fee) on Sept. 25 begins the spon-sorship of Capt. Dobbsie and His Del Monte Ship of Joy, on the basic NBC-WEAF network, plus the southeastern southwastern. Against Broadcas Presidential Talks

"Outlaws" In Texai NDEPENDENT stations will be fered the privilege of picking up

IN A CAMPAIGN to clean up at residential broadcasts over leged "outlaw" stations in Texas letworks by paying the line said to number between 45 and 6 harges from the nearest land line the Department of Justice filed, arminal under a joint, policy suit against 18 persons allegin willy adopted by both NBC and violation of the Radio Act Aug. [18]. The action was taken volin the Federal District Court a intarily. Lubbock, Tex. The Radio Comm

sion's legal division assisted preparing the suit. which was fil jent stations should be accorded through the district attorney. ine privilege of tying into their stems on such occasions. The Vice Chairman Brown and sistant Secretary Reynolds, of

Commission, were in Texas at the he rebroadcasting of such protime the suit was filed to confe with federal officials about the mams by independent stations. licensed stations. The stations have the radio regulations specify that organized and challenged the right grograms may not be picked up of the federal government to rep ind rebroadcast without specific plate them algorithm to rep ind rebroadcast without specific inthority from the originating ulate them, claiming that the operate only in intrastate com-

tation. Under the action, announced by the NAB, in cities where the net-the wat have affiliated stamerce and are consequently sub-Among those charged with violating the law by operating unli-censed stations are: the Rev. Sam ial presidential address will N. Norris, Baptist minister oper. ating a church station at Stam-ford; C. A. Paugler and Joe Stam-ton, Lubbock; Mr. and Mrs. E. J. Turner and Mr. and Mrs. F. E. Meier, Van Antwerp; Ed Piere, Curry H. Jackson, Willis Brooks and F. W. Burson, Plainview; A. ating a church station at Stam. F. McClellan, Clevee Langford and Bill Adams, Stamford; Ed F. Howser and E. W. Brown, Big Spring

The Radio Act specifies a fine \$5,000 or imprisonment of five the charges. years or both as a penalty for operation of unlicensed stations. The Commission feels it has a

clear case.

CBS Washington Office

To Take Larger Space

CBS will move its Washington

headquarters and studios Nov.

from the twelfth floor of the Shoreham Bldg. to larger offices on the

eighth and ninth floors of the Earle Bldg., Thirteenth and E

streets. The network's need for

more space is attributed to the ex-

pansion of CBS activities in Wash-

ngton following the acquisition of

WJSV, Alexandria, according th

Harry C. Butcher, general mana

A glass enclosed broadcasting booth on the roof of the Earls Bldg., to be used by announcer

while describing parades along the

historic Pennsylvania Avenue, to be a unique feature of the new

Station Representative

FORMATION of Greig-Blair Co., radio station representative is announced by Humboldt

Greig, formerly manager of KMED, Medford, Ore., later we coast representative of Scott Ho

Bowen and recently in business in himself. Associated with Mr. Gree

are John P. Blair, San Francis

manager, formerly with Mac

Gregor & Sollie and J. Walter Thompson, and David H. Sande berg, Los Angeles manager, for

mer advertising manager of West

ern Advertising.

ger of WJSV.

headquarters.

mountain and possibly northwest-ern chains. The program. 6:80-7 p.m., PST, will emanate from the San Francisco studios, but will not be broadcast in California because Because of intense public inter-st in broadcasts by the President. he networks decided that indepenof litigation over the Del Monte title. A separate program for California is being discussed. Mc-Cann-Erickson, San Francisco. handles the account. action, however, does not authorize

vorks do not have affiliated staions, consent to broadcast the speeven upon application to either the networks or to the NAB. cities where the networks have filiated stations, the consent of he regularly associated network station must be obtained before ermission can be given for the roposed broadcast. It is specified hat the non-network station armange through the particular netfork for the telephone company eut it into the network and

hat it will agree to pay promptly

Canada Expanding EXPANSION plans of the Ca-nadian Radio Commission were par-tially revealed in a recent address by Thomas Maher, its vice chair-man, who stated that a 1 kw, station is contemplated in the Chateau Frontenad in Quebec and that a "very powenful" station will be erected in Montreal. The Canadian Commission, Mr. Maher added, is

Using Wide Net

the southeastern, southwestern,

planning other stations at various other points to insure coverage of areas not now regarded as getting adequate service. Grove's Buys Spots

PARIS MEDICINE Co., St. Louis (Grove's Bronio Quinine) on Oct. will begin the sponsorship of nightly weather announcements over a large group 'of stations. Lambert & Reasley. New York. handles account.



of the Radio Dial

# Cornering

The Radio Audience In ST. LOUIS

Radio listeners of the great St. Louis area must listen to WIL if they wish to keep abreast of local events.

As an elaboration of its policy of covering the news with a large, permanent staff of trained newspapermen. WIL has just placed in operation a mobile transmitter, by means of which the more spectacular news events and other happenings which lend themselves to good broadcasting will be "Covered" by WIL direct from the scene of action.

For the first time in St. Louis, WIL's vast audience can be taken in the twinkling of an eye to the circus . . . big fire . . . parade . . . boat races . . . for a trip through the zoo.

When famous personages come through St. Louis, instead of bringing them to the "mike", as is not always possible, the "mike" will be taken to them at the depot or airport for an interview.

WIL's new mobile transmitter is just another reason why the listeners of this area must listen to this station.

Just what does this mean to you?

That you cannot adequately cover Greater St. Louis without using WIL:



BROADCASTING • September 1, 1933 September 1, 1933 • BROADCASTING

# ACTIONS OF THE FEDERAL RADIO COMMISSION

#### -AUGUST 15 TO AUGUST 29 INCLUSIVE-

KRMD, Shreveport, La .- Modification of license for Applications . . .

#### AUGUST 16

WBOW, Terre Haute, Ind.--CP to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 w. to 1 kw. (facilities of WGES, Chicago).

increase power from 100 w. to 1 kw. (facilities of WGES. Chicago). NEW, Pressott, Ariz.—Frank Wilburn for CP to erect a station at Prescott, Ariz, to operate on 1500 kc., 100 w. unlimited time (facilities of KPJM, Prescott). KGA. Spokane, Wash.—Consent to voluntary assign-ment of license to Louis Wasmer. KEX, Portland, Ore.—Consent to voluntary assign-ment of license to The Oregonian Publishing Co. Applications returned: NEW, Midwestern Broadcast-ing Assn., St. Joseph, Mo.—CP to operate on 1210 kc., 100 w., unlimited time (facilities of KGIZ, Grant City, Mo.): NEW, S. J. Carnes, Camden, Ark.—CP to oper-ate on 980 kc., 15 w., unlimited time; KGFX, Pierre, S. D.—License to cover CP authorizing changes in equip-ment; WKEU, LeGrange, Ga.—Consent to voluntary as-signment of CP to WKEU; WKBB, Joliet, III.—Modifi-cation of CP to to Kange transmitter and studio location.

signment of CP to WKEU; WKEB, Joilet, III.--MOGIN-cation of CP to change transmitter and studio location; new equipment and change in specified hours. W9XD, Milwaukee-CP for visual broadcast station; to move present equipment to 333 W. State St., Mil-

#### AUGUST 18

WBAL, Baltimore, Md .- Modification of CP granted 3-31-33 to move transmitter to Pikesville, Md., and install new equipment for extension of completion date

to 8-31-33. WHOM, Jersey City, N. J.-CP for new equipment and increase power from 250 to 500 w. WIS, Columbia, S. C.-CP to change equipment, change frequency and increase power from 1010 kc., 500 w. night, 1 kw. to LS, to 1050 kc., 5 kw. WSB, Atlanta-License to cover CP granted 11-17-31 and modifications for new equipment, change transmit-ter location and increase power from 5 kw. to 50 kw.; alternative determine operating power by direct antenna measurement. antenna measurement. WJAG, Norfolk, Neb.—Special experimental author-

WJAG, Norfolk, Neb.—Special experimental author-ination to operate two hours additional after sunset ex-perimentally to Jan. 31, 1934, using 500 w. power. WNAX, Yankton, S. D.—License to cover CP granted 2-10-33, change equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. to LS. WNAX, Yankton, S. D.—Authority to determine oper-ating power by direct antenna measurement; modifica-tion of license for authority to use old 1 kw. transmitter as main transmitter at which

as main transmitter at night. KGER, Long Beach, Cal.—CP to change transmitter location locally, exact location to be determined by tests. KFKA, Greeler, Col.—CP to move transmitter from Greeler, Col., to Idlewild, outside city limits of Greeler.

#### AUGUST 22

NEW, Waterbury, Conn.-Harold Thomas for CP to use 1190 kc., 100 w., D. WORC, Worcester, Mass.-Extension of special ex-perimental authorization to use 1280 kc., 500 w., ex-perimentally, for additional 90 days from Sept. 9.

WJAR, Providence, R. I.-Special experimental au-thorization to continue using 500 w. night on experi-mental basis from 9-1-33 to 3-1-34.

WCAE, Pittsburgh-Modification of CP to change an

NEW, Shreveport, La.—Southland Radio Corporation for CP to use 1210 kc., 100 w., unlimited time (facilities KWEA, Shreveport). KIEM, Eureks, Cal.—Modification of license to change

facilities KFWI, San Francisco). Applications returned: KIEM, Eureka, Cal.—Special

Applications returned: ALEM, Eureka, Cal.—Special experimental authorization to use night hours from local sunset to 10 p.m., PST, on experimental basis for six months; and modification of license to change hours from D to unlimited; WKAV, Laconia, N. H.—Modifi-cation of license for change in specified hours of opera-tion; KFWF, St. Louis—Modification of CP to install new equipment (station deleted).

#### AUGUST 24

WBNX, WMSG, WCDA, New York-Modification of license to consolidate and use call letters WBNX and transmitter and transmitter location of WCDA at Cliff side, N. J., and gaain studio to be 1100 E. 177th St., New York WEBR, Buffalo, N. Y .-- CP to make changes in equip-

ment, change frequency and increase power from kc., 100 w. night, 250 w. te LS to 630 kc., 500 w.

WERC, Cincinnati-Extension of special experimental authorization to use an additional 500 w. experimentally from 9-1-33 to 11-1-33.

NEW, Berlin, N. H.-Laures J. Lavoie for CP to use 1210 kc., 100 w., unlimited time.

WHBC, Canton, O.-License to cover CP granted 30-33 for new equipment and increase power from 10 w. to 100 w. NEW, Stamford, Tex.—Church of Christ for CP to use 1200 kc., 100 w., D.

Page 34

change in specified hours of operation. KFEQ. St. Joseph, Mo .-- Modification of license to

change hours. KGFX, Pierre, S. D.-License to cover CP granted 2-24-38 for changes in equipment. WRHM, Minnespolis-CP to move transmitter from Fridley, Minn., to Richfield, Minn., and make changes

in coulpment. Applications returned: WBHS, Huntsville, Ala .-- CP

Applications returned: WBHS, Huntsville, Ala.-CP to change transmitter and studio from Huntsville, Ala., to Durham, N. C., change frequency and hours from 1200 kc., six-sevenths time to 1500 kc., unlimited time: KUOA. Fayetteville, Ark.-Modification of CP for ex-tension of commencement and completion dates; KGIX, Las Vegas, Ner.-Modification of CP requesting change in equipment from that authorized in CP granted 6-23-38.

#### AUGUST 27

WOKO, Albany, N. Y .- Extension of special tempounlimited, and simultaneous operation with WHP, WCAH, WFEA and WHEC from 11-1-33 for six months.

WEAN, Providence, R. I.—Extension of special ex-perimental authorisation for additional 250 w. night on experimental basis, from 9-1-35 to 3-1-34, modification of license to increase power from 250 w. night, 500 w. to LS, with additional 250 w. night on experimental hesis to 500 w

basis to 500 w. WJEK. Detroit—Modification of license to change hours of operation from CST to EST. WKEU. LaGrange. Ga.—Consent to voluntary assign-ment of license to Radio Station WKEU. WFPE. Hattiesburg. Miss.—CP to move transmitter and studio to Tuscaloosa. Ala. WOS. Jefferson City, Mo.—Modification of station lic-teres of thereas two of licenses to Miscouri States.

change name of licensee to Missouri State in accordance with act of state legisla-Highway Patrol

NEW, St. Joseph, Mo .- Midwestern Broadcasting Association for CP, exact location to be determined, to use 1500 kc., 100 w., unlimited time (facilities KGIZ, Grant

Applications returned: WIBM, Jackson, Mich .-- Modifrom CST to EST: WOS, Jefferson City, Mo.-Consent to voluntary assignment of license.

#### Decisions . . .

#### AUGUST 15

WGCM, Mississippi City, Miss.-Granted CP to make

WGCM, Mississippi City, Miss.—Granted CP to make changes in equipment, increase day power from 100 to 250 w. and change specified hours. WKBV, Connersville, Ind.—Granted CP to move trans-mitter from Connersville, Ind., to near Richmond, Ind., and move studio from Connersville to Leland Hotel, Richmond; also make changes in equipment. WSB, Atlanta, Ga.—Granted authority to use present main transmitter as auxiliary for period of 30 days, be-ginning Aug. 14, in case any defect develops in new 50 by transmitter.

50 kw. transmitter.

Stimuly Aug. 14. In case any detect develops in new Sol kw. transmitter. Set for hearing: NEW, Maurice Scott, R. D. Laird, Wmi H. Kahanowitz, Greensburg, Pa.—CP for new sta-tion, 1420 kc., 100 w., D hours; WMAQ, Chicago—CP to move transmitter from Addison, III., to near Dow-ner's Grove, III., install new equipment and increase power from 5 to 50 kw.; WTMJ, Miwaukee, Wis:— Modification of license to change frequency from 620 to 670 kc., increase power from 1 kw. night and 2½ kw. 670 kc., increase power from 1 kw. night and 2½ kw. 670 kc., increase power from 1 kw. night and 2½ kw. 670 kc., increase power from 1 kw. night and 2½ kw. 670 kc., increase power from 1 kw. night and 2½ kw. 670 kw. (facilities of WMAQ, WHA and WLBL): KRGV, Harlingen, Tex.—Modification of license to in-crease hours of operation from sharing equally with KWWG to unlimited. WMBD. Peoria. III., and WTAD. Onincy. III.—Oral

WMBD, Peoria, III., and WTAD, Quincy, III.—Oral argument in re examiner's report No. 493 granted to be held Sept 29.

KROW. Oakland. Cal.-Granted extension of special

temporary authority to operate unlimited time from July 31 to Oct. 1, provided KFWI remains silent. WJBY. Gadsden, Ala.—Granted special temporary au-WJBY, Gadsden, Ala.-Granted special temporary au-thority to operate with new equipment at new location pending decision on hearing of renewal of license and CP, but not later than Oct. 1. WQBC, Vickaburg, Miss.-Granted special temporary authority to operate 200 w. for 10 days pending repair

high voltage generator WBAL, Baltimore, Md. WBAL, Baltimore, Md.—Granted extension until Aug. 31 of special temporary authority to use 1 kw. trans-

mitter at new location.

#### AUGUST 18

KGRS, Amarillo, Tex .-- Granted CP to rebuild trans-KORAS, AMARINO, 142. "Oranted Of to reduin trans-mitter and make changes in equipment. KGHI, Little Rock, Ark.-Granted license covering changes in equipment and increase in D power; 1200 kc., 100 w. night, 250 w. day, unlimited time. WEED, Greenville, N. C.-Granted modification of CP

to make changes in equipment, change studio location locally, and change completion date to 45 days from

WDGY, Minneapolis-Granted modification of CP to extend commencement date to July 1 and completion date to Oct. 30.

WHAM. Rochester, N. Y .- Granted modification of license to authorize continuing the use of 5 kw. autiary transmitter. Sunbury, Pa .- Granted authority to extend

WKUK, Suboury, ra.—Granted autority of excest equipment tests to Aug. 31. WGES, Chicago—Granted temporary authority pens-ing hearing on application for specified hours, to open ate from 7:30 a.m. to 1 p.m. Sundays only. KGIW, Trinidad, Col.—Granted CP to move transmi-ter and studio from Trinidad to LaVeta highway, new first Burtie of Alemasa and make changes in coris limits of Alamosa, and make changes in equipcity

KGER, Long Beach, Cal.-Granted 30-day authority

KGER, Long Beach, Cal.—Granted 30-day authoring to use portable transmitter on 1860 kc., after mininge, to conduct tests to determine location of transmitter. Set for hearing: WHA, Madison, Wis.—Renewal de license set for hearing because facilities of station have been applied for; WDAE, Tampa, Fla.—CP to make changes in equipment and increase day power from 1 to 21<sub>2</sub> kw. (facilities of WRUF in quota units). WJSV, Alexandria, Va.—Granted regular license with certain restrictions, since WHOM, Jersey City, N. J., heaven'the day of the contest of the set of WEAN. Providence. R. I.-Granted re-ewal, 780 kc., 250 w., 500 w. LS. U. Also granted special temporary experinental authority to operate with addi-tional 250 w. N. power Sept. 1 to March 1934.

**Radio Commission** 

Decisions

(Continued from page 34)

AUGUST 29

distor.

renewal.

pearance.

rbana, Ill.

KIDO, Boise, Ida. - Granted CP for

banges in equipment and install vertical

WODX, Mobile, Als .- Granted author-

in Settimore Granted renewal of invite en 760 kc, with WJZ for 8 months from Sept. 1. WBAL, Baltimore-Granted renewal of

WILL, Urbana, Ill .- Granted authority

premain silent from Sept. 1 to Sept. 20.

WERC, Cincinnati - Granted extension

special experimental authority to use tw. (500 w. additional) to Nov. 1, 1933.

WLBL, Stevens Point, Wis., and WIND,

Gary, Ind.-Granted temporary renewal and designated application for hearing.

KFQD, Anchorage, Alaska-License ex-

anded temporarily to Oct. 1, 1933. pend-ing receipt and or action on application

WFLA-WSUN, Clearwater, Fla.-Grant-

nd 2's kw. D. NEW, Lebanon Broadcasting Corp. Lebanon, Pa.—CP to operate on 1500 kc., 30 w. D. heretofore set for hearing, de-ide because applicant failed to enter ap-

Oral arguments granted on Sept. 27 in

WHDH. Boston-Examiner Hill recom-

A SECOND station for the PORT-

LAND OREGONIAN was procured by

purchase when the Radio Commis-

sion on Aug. 25 authorized the

voluntary assignment of KEX to

let, and KALE, Portland part-time

AN APPEAL from the injunction

granted three New Orleans news-

papers to halt the use of their

news by WDSU, New Orleans, was filed in the Louisiana Supreme Court Aug. 22 by Joseph Uhalt, operator of WDSU.

diohistory.com

station.

BROADCASTING • September 1, 1933 September 1, 1933 • BROADCASTING

www.america

resume operation Sept. 1 instead of

full text:

time stations, 8 were high power re-gional stations, 118 were low power

to \$70.060.12600. Of this amount

WJAR, Providence - Granted renewal, N.A.K., Providence — Granted renewal, 80 kc., 250 w., 500 w. LS. Also granted pecial temporary experimental authority operate with additional 250 w. N. Sept. 1 to March 1, 1984.

certain restrictions, since WHOM, Jersey City, N. J., has withdrawn its protest. KMLB, Monroe, La.—Granted petition for rehearing of application for CP for change in location of trans-mitter and change in frequency from 1200 kc. to 590 kc. and increase in power from 100 w. to 250 w., and change in time from specified hours to unlimited. Ap-plicant desires to submit additional testimony.

with 0 karing docket. WIND, Gary, Ind.-Granted CP to move station locally and 2 kw. D. to two miles from center of city.

#### AUGUST 22

WGCM, Mississippi City, Miss.-Granted consent p voluntary assignment of license to Grace Jones Stewar, under trade name of Great Southern Land Co.; also granted CP to make changes in equipment, increase day power from 100 to 250 w. and change hours of open-

tion. KOA, Denver-Granted modification of CP approving equipment and transmitter location at Colfax Ave. Town-ship 4 South, Colo.

WCAC, Storrs, Conn.-Granted authority to continue

wiCAC, storrs, Conn.—Granted authority to continue remaining silent until 12:30 p.m., Oct. 2. WICC, Bridgeport, Conn.—Granted authority to con-tinue using time of WCAC until Oct. 2.

Arizona Broadcasting Co., Inc., reversing Examiner Pratt. Examiners' Reports . . .

All Set in State of WCAC until Oct. 2. KFNF, Shenandoah, Ia.-Granted extension of special authority-to use time assigned to but not used by sta-tions KUSD and WILL during month of September. WQBCC, Vicksburg, Miss.-Granted authority to oper-ate for period of 90 days with 300 w. power, pending repair of high-voltage generator. WSAI, Cincinnati-Granted increase in operating power from 500 w. night to 1 kw. night and from 1 kw. day 0.2½ kw. day, affirning grant made June 40, which was protested by F. P. Moler, licensee of WHBD, at Mt. Orab. O. Moler has withdrawn his protest and hearing has been cancelled. WHDH, Boston-Examiner Hill recom-mended (Report 502; Docket 2054) that application for change in hours from lim-ited to unlimited be denied on grounds that Boston area is now well served and that interference would result with KOA.

hearing has been cancelled. Set for hearing: NEW, Herbert H. Fette, Meriden Minn.--CP on 1310 kc, 100 w., D (facilities of KGDE); NEW, Thomas R. McTammany and Wm. H. Bates, Jr. 182 and 2020) that WNBW be denied a 1852 and 2020 that WNBW b 1852 and 2020 th

Modesto, Cal.—CP on 750 kc., 250 w. D. KWWG, Brownsville, Tex.—Granted special tempor rary authority to remain silent pending repairs on trans-mitter until Sept. 10. WMC, Memphia, Tenn.—Granted 10-day authority to use auxiliary transmitter for emergency purpose, pend-ing action on application for renewal. WODA, Paterson, N. J.—Granted special temporary authority extending conjument test 10 days

authority extending equipment test 10 days from

WCBD. Zion, Ill.-Granted special temporary authority to change hours of operation from limited, sharing with WMBI to specified hours.

#### AUGUST 25

KUOA, Fayetteville, Ark.—Granted modification of CF to make changes in equipment and approval of tran-mitter site at Mount Sequoyah, Fayetteville, Ark. WACO, Waco, Tex.—Granted license covering instal-tion of new equipment, moving station locally as change in frequency power and hours of operation 1420 kc., 100 w., specified hours. KLX, Oakland, Cal.—Granted consent to voluntar ssignment of license to Tribune Building Co. KGA, Solkane, Wath —Granted consent to woluntar skip. Solkane, wash —Granted consent to woluntar

KGA, Spokane, Wash.-Granted consent to voluntary with NBC. Its rival newspaper, assignment of license to Louis Wasmer. KEX, Fortland, Ore.-Granted consent to voluntary both KOIN, the Portland CBS out-assignment of license to The Oregonian Publishing Ca

AEA, FORLARD, OFE.-Granted consent to Volume assignment of license to The Oregonian Publishing & KDFN, Casper, Wyo.-Granted CP to move statist locally in Casper and change antenna system. Set for hearing: WHDL, Tupper Lake N, Y.-Cf to move transmitter from Tupper Lake to Lake Clean N. Y.: make changes in equipment; change frequent from 1420 to 1290 kc, and change power from 100 to 250 w. (facilities of WNBZ); WJAR, Providence, R. I. --Modification of license to increase operating night power from 250 to 500 w.; remove experimental class relative to additional 250 w. on experimental lassi KWWG, Brownsville, Tex.-Renewal of license; facili-ties of station are being requested. (Continued on page 55)

How Radio Code Aids Employment ...

naires representing a 25.5 per cent BASIC STATISTICAL informasample of all stations in the country. tion about the broadcasting in-The sample constituted a reliable cross-section of stations of every class dustry, computed for the first time by the NAB, was submitted to of power and every section of the the NRA Aug. 29 as an appendix country The questionnaires reveal that the to its proposed code of fair com-

total number of regular employes in the industry at the end of July of petition. The document follows in the current year numbered approxi-On June 30, 1932, there were 604 11.000 of which 9.200 mately broadcast stations operating in the United States. Of this number 31 were clear channel unlimited time stations, 58 were clear channel part employed by individual stations and the remaining 1.800 by the two national network companies. The trend of employment since 1929 has been generally upward until 1938 when em-ployment declined about 3.1 per cent regional unlimited time stations, 155 from the previous year.

AFA Aids on Code

ASSIGNING Alfred T. Falk, di-

rector of its Bureau of Research

and Education, to Washington, the

Advertising Federation of Amer-

ica, 330 W. 42nd St., New York,

is cooperating with advertisers

and the government in the solu-

tion of advertising problems in-

volved in the various codes being

submitted under the NRA. Edgar

Kobak, AFA president, has an-nounced that Mr. Falk will also

work with the Department of

Agriculture in studying the ad-

vertising provisions of the new

food and drugs act due to come

**Buys Weather Spots** 

MINNEAPOLIS - HONEYWELL

Regulator Co., Minneapolis (heat

regulators) is buying weather re-

phia, Boston, Hartford and Provi-

dence. The account is handled by

or network, and such broadcaster

or network shall be required to

furnish, reports as may be pre-scribed by affirmative vote by two-thirds of the Board voting,

in such form and substance as

the Board may direct. Any false

report knowingly made to the Board shall be deemed a viola-tion of this Code.

b. To establish as soon as practi-cable a system of uniform ac-counting for the broadcasting in-

c. To prepare and submit to the

National Recovery Administra-tion, from time to time, such

amendments or modifications of

this Code as may appear desir-

able to effectuate the objects of Section 1, Title 1, of the National Industrial Recovery Act.

ulations as may be necessary to carry out the provisions of this

dustry in all matters between the National Recovery Administration

plaints of violations of this Code charged against any broadcaster or network subject thereto, and to report thereon if deemed Ad-

visable to the National Recovery

ARTICLE VIII

(Radio Act of 1927 as Amended)

The President of the United States, may, from time to time, cancel or

modify any order, approval, license, rule or regulation issued under Title

1 of the National Industrial Recovery

shall be construed as authorizing or consenting to the imposition of any

licensing requirement on broadcasters other than those imposed by the Ra-

dio Act of 1927, as amended, or as permitting or consenting to injunc-tion proceedings which would restrain the operation of any broadcaster or

network, or as requiring any broad-caster or network to violate any pro-vision of the Radio Act of 1927, as

amended, or as a waiver of any other right under the Constitution.

ARTICLE IX (Amendments)

It is hereby provided that supple-

mentary or additional provisions, mod-ifications, and amendments to this

Code may, from time to time, be sub-mitted by the Board of Directors of

the National Association of Broad-casters for the approval of the Presi-

Page 35

dent of the United States.

Nothing in this Code, however,

Administration.

Act

and the broadcasting industry.

f. To receive and investigate com

d. To recommend such further reg-

e. To represent the broadcasting in

port spots on stations in Minneapolis, Chicago, New York, Philadel-

before the next Congress.

Milwaukee.

dustry.

The total salaries in the industry were low power regional part time stations, 127 were local unlimited time stations, and 107 were local parts were estimated during the current year to amount to roughly \$20,900.-000.00. Of this sum individual stastations, and 107 were local park time stations. (See Annual Report. 1932, F. R. C.) The total volume of business in 1931, the only year for which any complete data are available, amounted to FOGCADE060 Of the terminet tions were responsible for \$16,800,-000.00. Individual station payrolls declined approximately 12 per cent since the peak year 1932, and network payrolls declined 14.8 per cent since their peak year of 1981.

\$35,757,299,00 represented national network business. \$1,779,362,00 rep-resented regional network business. It is estimated that compliance with the United States Advertising Co., the Code of Fair Competition for the and \$32,493,464 represented individual station business. (A Decade of Radio Advertising, Hertinger.) Of the total stations in 1931, 94 broadcasting industry filed herewith plus reported plans for further volunincreases in employment will result in the addition of 720 employes, or an increase of 6.5 per cent over grossed less than \$12.000.00 annually. 100 grossed between \$12.000.00 and the number of employes in the in-\$23,000.00 snnµally, and 69 grossed between \$24,000.00 and \$35,000.00 andustry as of the week ending July 29. 1933. This will bring the total em-ployment in the industry to 3.2 per nually, while almost half of the stations grossed less than \$48.000.00 ancent above that of any previous year nually. Only one-third of all stations in its history.

enjoyed a gross revenue of more than \$100,000.00. Exclusive of the equitable readjust-ments compulsory under the code, the Augustionnaires similar to the one attached hereto were sent to all broadcast stations in the United States and the following data were taken from 154 returned questionamount added to payrolls by adher-ence to the code will total in excess of \$1,000.000.00 or a gain of 4.8 per cent when compared with present payrolls.

accept or knowingly permit any per-former, singer, musician or orchestra

leader employed by such broadcaster

or network to accept any money, gift,

bonus, refund, rebate, royalty, service, favor or any other thing or act of value for performing or having per-

formed for any broadcaster or network when the purpose is intended to

induce such person to sing, play, or perform, or to have sung, played or performed any works published, copy-

righted, or owned by any music pub-

lisher. 7. No broadcaster or network shall

knowingly permit the broadcasting of, any advertisement of or information

concerning any lottery, gift enter-prise, or similar scheme, offering prizes dependent in whole or in part

upon lot or chance, or any list of the prizes drawn or awarded by means of

such lottery, gift enterprise, or scheme, whether said list contains any

part or all of such prizes. 8. No broadcaster or network shall

use any subterfuge to frustrate the spirit and intent of this Code.

ARTICLE VII (Administrative

Provisions)

1. In order to aid in the adminis-tration of this Code, the Board of Di-

rectors of the National Association of

Broadcasters shall have the power, for the purpose of local administra-

tion, to divide the country into dis-tricts, and to appoint, from its mem-

bers or otherwise, local committees

for the carrying on of its work in such districts, and to delegate to any

one or more of such local committees

any of its duties or powers here-

2. It shall be the duty of the

a. To require from any broadcaster

under

Board of Directors-

Oral arguments granted on Sept. 2: in Examiner's Report No. 488, involving WFEA, Manchester, N. H.; WDRO, Au-pata, Me.; WQDM, St. Albans, Vt.; The hordand Maine Publishing Co. and Caseo Bay Broadcasting Co., Portland, Me. Also are Examiner's Report No. 496, WILL, No. 2007 Text of Proposed Radio Code KVOA, Tucson, Ariz. (Ex. Rep. 464) Granted renewal of license to operate in 1260 kc., 500 w., specified hours; also pranted voluntary assignment of license to

#### (Continued from page 7)

exceeding fifteen per cent, and an ad-

ditional two per cent cash discount may be allowed, but such commissions

shall be paid only to recognized ad-

(b) Further commissions total-ing not more than fifteen per cent may

(c) Provided however that noth-ing in this Code shall be so inter-

preted as to prohibit or limit the payment by a broadcaster or network of sales commissions to any regularly

employed salesman or sales represen-

employed salesman or sales represen-tative acting as his agent, and noth-ing in this Code shall impair the va-lidity of any contract for the sale of broadcasting facilities entered into prior to the effective date of this Code, but there shall be no voluntary renewal of such contracts on terms in wipeling of this Code

3. No broadcaster or network, di-rectly or indirectly, shall sell or fur-

nish talent or special recordings, liter-

ary or musical rights of any sort to any advertiser or his agent at less

than the actual cost to the broadcaster or network of such talent or

special recordings, literary or musical rights, unless a full report of such sale below cost is promptly filed in writing with the National Association

4. No broadcaster or network shall

defame or disparage a competitor, di-rectly or indirectly, by words or acts which untruthfully call in question

his business integrity, his ability to perform his contracts, his credit standing, or the quality of his ser-

5. No broadcaster or, network shall

claim for his service a character, scope or quality which cannot be sub-

stantiated by specific evidence, nor

shall he claim as regular characteris-

tics of his service features which he

violation of this Code.

of Broadcasters.

vice.

be allowed as sales commissions.

vertising agencies.

in the meaning of this Code. knows to be purely temporary or ac-2. (a) Agency commissions, not cidental. 6. No broadcaster or network shall

**a a** The World's Largest Service Station

#### Renews its Contract for the Fifth Consecutive Year and writes this letter . . .

"... In fact we sold ten times as many skid chains and ten times as much anti-freeze last year than ever before, using only your station as an advertising medium to feature those items.

"We know beyond a doubt that your station easily dominates all other broadcasting stations in this area, and it will be a pleasure to recommend KLRA to any other advertiser.

Arkansas' ONLY Full Time Network Station

Will Produce Similar Results For You

KLR (Member CBS) 1390 Kc. 1000 Watts The Voice of Arkansas Albert Pike Hotel LITTLE ROCK, ARKANSAS

> The New WBAL BALTIMORE With Its New Equipment in Its New Location

Has Increased Its

Signal Strength

In Baltimore

# MORE THAN **200%**

and at the same time actually improved its service to neighboring territory.

Maryland's Only High Power Station FREDERICK R. HUBER, Director

# **Department Stores Report Radio Pavs**

REPLYING to a letter to the editor in the Aug. 15 issue of BROAD-CASTING, the sales promotion de-partment of WOR, Newark, tells the success of two of New York's, largest department stores with radio advertising.

"Bamberger & Co., Newark, attributes a large percentage of its sales to advertising over the ra-", the reply says, adding that a questionnaire revealed that three out of five of Bamberger's credit customers listen to "Miss Katherine and Calliope" over WOR daily. Definite sales which were atributed to radio advertising by Bamberger were: sterling silver flatware. \$1,180; men's shirts. \$1.738; dresses. \$1.165; shoes. handbags, \$2,923.

R. H. Macy & Co. is reported by WOR to have stated that "radio advertising ratio of cost to sales compares very favorably with the lowest newspaper rate." Articles advertised over the radio which have shown especially low-cost sales results are: curtains, garden equipment, men's furnishings. boys' clothing, sheets and pillow cases, carpets, kitchen furniture and handkerchiefs.

ROY T. DAVIS, American minister to Panama and a member of the American Delegation to the recent



#### TWO-MINUTE SPOTS Advertisers Urged Palmist Featured In Experiment -On WNAC and WHK—

TWO-MINUTE broadcasts are being tried experimentally in a series of transcription programs which opened Aug. 21 on WNAC. Boston, and WHK, Cleveland.

Tamerlayne, noted palmist, is featured in the series, made for Primrose House, New York cosmetics firm, and handled by Erwin, Wasey & Co., New York. Tamertayne not only talks on palmistry but offers a novel device to enable the listener to read his own palm. Called the "mystic glove", the device is a cellophane glove marked with the lines of the palm and accompanied by an explanatory booklet. The listener slips on the glove. compares his palm lines with those on the cellophane glove and checks als. on variations in the booklet.

#### WNAC and WEAN Ban NRA Slackers on Radio

THE SHEPARD Broadcasting Service. Inc., which operates the Yankee Network, has announced that it will accept no further contracts for time on WNAC and WEAN, Boston, from any clients who have not signed NRA code agreements.

THE BOSTON POST, in reporting the announcement, said: "It is the first instance of a business enterprize announcing openly that it deal only with members of will the NRA and is expected to have a wide influence on other businesses.

> "NRA Parade" A UNIQUE way of handling NRA publicity has been inaugurated by WHB, Kansas City, Mo., in a program titled "The NRA Parade", which has been inserted in a sustaining program known as the "Harl Smith Half Hour." the broadcasting will be done via At the 15-minute break the orland lines to the transmitter, Mr. chestra plays "Our Director" Davis announced. It operates on march while an announcer ex-

plains briefly NRA principles before introducing the day's speaker, who in one minute outlines the NRA policy followed by his business and tells how many employes have been added and how much the payroll has increased. The pro-

WFBG

ALTOONA, PA.

100 watts

Central Pennsylvania.

turntables.

1310 kilocycles

gram is designed to encourage patronage of the Blue Eagle stores. months on 20 Pacific coast stations, three times nightly. Half of the announcements are straight business spots, the others being civic messages such as calling attention to state fair, state convention of legion, Santa Barbara fiesta and so forth. San Francisco office of McCann-Erickson handles account.

**Renews Time Signals** 

STANDARD OIL of California

lous advertisers."

#### WNYC Seeks Time

NEW YORK officials who operate ADVERTISERS CHOICE the municipal station WNYC are for thorough coverage of seeking to effect an arrangement with WCCO, Minneapolis, whereby both stations may broadcast simul-Equipped with 33 1/3 and taneously on WCCO's clear chan-78 r.p.m. transcription nel of 810 kc. during evening hours, according to the NEW YORK SUN. WNYC was recently as "Voice of the Alleghenies" signed 810 kc. after WMCA ob tained full time on 570 kc.

#### Ban On Non-NRA William Hard on Radio Abroad

#### (Continued from page 8)

were.

Hitler

in

big something, all out!

I sat in the office of one of them.

quite charming person, I must

admit. He wanted some pencils.

He lifted his telephone to talk to

the pencils department. But when

There's a substitute now for

"hello" and "good-bye" on the telephone in the Reichsrundfunk-gesellschaft. Why my new Ger-

man radio acquaintance said when

"Hail Hitler) Have you got some

pencils? Yes. Send me half a dozen, will you? Thanks. Hail

And he hung up. That's politi-

And the broadcasts, as you may

Everybody for Hitler

ON THE SECOND day of my stay

on the German national key sta-

tion in the morning was on the

subject of the great and grand

qualities of Joseph Goebbels. And who is Joseph Goebbels? He's the

German National Minister of Pop-

ular Enlightenment and Propa-

ganda and, by virtue of that office.

the governmental head of

Berlin the first and only talk

he got his connection was:

cal reliability for you.

imagine, are reliable too.

he got it, he didn't say "hello

BROADCASTERS should, as a pa. that same time, as you well triotic duty, deny their facilities to now, hundreds and hundreds of advertisers who do not conform to unerican public men have talked the NRA codes, in the opinion of "American public affairs on the Commissioner Lafount. In a for imerican radio.

mal statement, issued following And take the recent Internahis return from a western inspectronal Monetary and Economic tion tour, he warned stations and conference in London. American advertisers alike to lend their sup togeasting companies carried some eight special broadcasts a port to the recovery drive.

Citing a protest from a delega week about it to the United States. tion of business men against the while the BBC during the six and broadcast of a program sponsored is half weeks of the conference put by a price-cutting firm on a Pa. a only seven special broadcasts, cific coast station, Mr. Lafoum and not one of these was by a said that while the Commission has delegate or by anybody from the cminent of Europe. There are just two ways out, no censorship authority, "it has the right to take into consideration

these matters, for a governmenthe kind of programs broadcast when licensees apply for renew. al broadcasting organization. One the one that is followed by Sir He added, "it is hoped that rahn. He rises above political indio stations, using valuable facili. mence and interference and above

ties loaned to them temporarily by the political spoils system by just imply generally keeping out of the government, will not be placed in an embarrassing position bedifical controversy. The second can be seen at its cause of the greed or lack of pa-

triotism on the part of unscrupaimax today in Germony. The Reichsrundfunkgesellschaft

ies indeed go in for the political incation of listeners. And, being Davis Leaves Southwest pvernmental, it just inevitably incates them the way the govern-Net to Direct XEPN ment thinks they should be edu-

HOWARD W. DAVIS, sales vice And how would any government. president of the Southwest Broad mimated by an intense political educational purpose, start at it? casting Co., Fort Worth, on Aug. 5 resigned to become managing di. Thy, of course, by being absoitely sure, to begin with, that the rector of XEPN, Mexican-licensed rospective educational broadcaststation at Piedras Negras, appoes were right, politically right. site Eagle Pass, Tex. The station, On the day of my arrival in Berbuilt by W. E. Branch of Fort in 138 members of the staff of the Worth in 1932, has a permit for 100,000 watts, but is now operat. Reichsrundfunkgesellschaft were ing with 75.000 and will use the üsmissed for "politische unzuveradditional 25,000 when its new aessigkeit." Sounds pretty bad. lt was. It means "political unresteel towers are constructed, ac-"sbility." It means that these 138 cording to Mr. Davis. It is installing studios and offices in San An-persons did not belong to the party tonio, from which 95 per cent of in power.

#### Political Reliability

585 kc., a mid-channel between the AND DON'T get a mistaken notion. They weren't Jews. They Canadian - shared regional of 580 and the American regional of 590. Were Aryans all right. They were perfectly pure Nordic Germans. But they just didn't belong to the

political "ins." So they're out. Bredow, the commissioner of the organization; Magnus, the direchas renewed time signals contract tor; Giesecke, the co-director; as of Sept. 1 for additional three Duske, the general program manager; Carstensen, the general coun-



## FREQUENCY MEASURING SERVICE

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, INC.

Commercial Department

66 BROAD STREET

That's only negative. Let me now tell you a worst that's positive.

ation; and I never was gladder in

my life to be at an American

microphone. At no other sort of

microphone in the world could I

have discussed the world's micro-

phones as I've discussed them with

you tonight. Thank you. Hail the

Wages and Employes

(Continued from page 11)

from 33.3 per cent to 50 per cent

in technical staff and from a 14 to

16 per cent in personnel. The ac-

tual burden to be placed upon any

class of station, if any burden

must be placed, will depend en-

tirely upon the specific provisions

One positive advantage to be de-

rived from any code, and the work

of preparing a code, which is lia-

ble to be overlooked in the rush

of things, is the amount of self-

knowledge which is stimulated on

the part of an industry. Radio

broadcasting in the past has been

lamentably weak in the field of

facts regarding itself, so weak at

times as to place itself in an un-

favorable competitive position with

other media. It seems quite prob-

able that one of the ultimate ef-

fects of the present NRA efforts

as far as broadcasting is concerned

will be to rectify this situation and

to provide the industry for the first

time with the data regarding it-

self which it so badly needs. Other

than this the NRA program can-

not help but constitute a challenge

to more efficient management

which should have a lasting bene-

ficial effect upon the broadcasting

of the code to be developed.

S. A.!

Since all these airs are governmental, anything that anybody says on them is taken to be a desel-they and all the other men liberate governmental act and in who had built up German radio adjacent foreign countries is treatfrom nothing to something, and a ed accordingly. Somebody on the German sta-And were their successors right, politically right? I'll say they

tion at Koenigsberg says that he thinks that the Polish territorial corridor from the main part of Poland to the Baltic Sea is really truly historically German. At once a vigorous note of resentful protest is officially dispatched from Warsaw to Berlin.

And a French station at Strassburg in Alsace - Lorraine starts reading off editorials from British newspapers criticizing Nazi-ism. At once the Germans say that the French Government is assailing Germany.

And so on and on, all day and all night; and radio in central and eastern Europe, instead of cementing nations together, drives them actually apart.

So what's the remedy? The Polish Government comes forward at Geneva to suggest it. Let every government in Europe forbid its governmental broadcasting organization to discuss any controversial international question whatsoever.

In other words: If a governmental air is politically expressive, it creates international frictions. In order that it may not create international frictions, let it become politically non-expressive and innocuous like the British air. That's the choice in governmental broadcasting; that's the situ-

Reichsrundfunkgesellschaft. What could have been more appropriate than an admiring talk about him? The talk made it clear that Goebbels was for Hitler.

the

Then the only other talk on that national key station during the rest of the day was by Hitler. He was for Hitler, too. And all the rest of the week on that key station was just the same way. Nothing anti-the-party-in-power. Do you say it's because of Nazi-

ism? You're & bit wrong. Is Austria Nazi? It's anti-Nazi. that's anti-the-party-in-power.

Nazi. But it, too, has a governmental radio air. And there's nothing on that air, either, that's antithe-party-in-power.



A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK, N. Y.



industry.

#### 1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

W C A E, INCORPORATED 1000 WATTS 1220 KILOCYCLES

BROADCASTING .' September 1, 1933 September 1, 1933 BROADCASTING



#### Beech-Nut Plans Drive With Net. Disks, Spots

BEECH-NUT PACKING Co., Can-ajoharie, N. Y. (gums and candies) long a user of spot time on many stations, on Sept. 25 will undertake a joint network, transcription and spot announcement campaign through McCann - Erickson, New York, Ten NBC-WJZ stations will be used Mondays, Wednesdays and Fridays, 8:45-9 p.m., starting Sept. 25. with transcriptions produced by RCA Victor carrying the same programs on 19 selected stations. Program is a serial called "Red Davis", the story of an average boy. Both the network and transcription series are for 2d weeks.

#### Borden Sales Co. Using Three Nets and Spot

CONTINUING its radio campaign on an expanded scale, Borden Sales Co., New York, on Sept. 7 starts a new Thursday morning network series titled "Magic Moments" on 32 NBC-WJZ stations on behalf of its Eagle Brand milk. On Oct. 6 Borden begins a campaign over 11 NBC-KGO stations Friday mornings to advertise its None-Such mincemeat. Its present Wednesday morning program on 7 NBC-KGO stations, "Jane Ellison Entertains", goes to Friday mornings on Sept. 6. Borden has also renewed for an indefinite period its cheese test program on WJSV, Alexandria. Va., using a locally built half hour show. Young & Rubicam. New York, handles account.

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.

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

Washington, D. C.

W. I. CLEARMAN Radio Consultant Cases Prepared for Hearing Investigations 308 Barr Bldg. Phones' DIstrict 7766 and 7767 Washington, D. C.

sel for WMCA, replied to Mr. La-respect for it and the work it does fount's deglaration Aug. 29 with that this contract was handled in the following statement: this manner.

Al Smith Heads New WMCA Group

(Continued from page 10)

"The contract was filed with the "So that there might be no misunderstanding and so that the Commission in good faith and the Federal Radio Commission might statement that we were willing to conform with every policy of the have all the facts with respect to Commission was made in good the agreement between the Knickfaith and all the parties to this erbocker Broadcasting Co., licen-see of Station WMCA, and the contract were then and still are State Broadcasting Corp., a copy of the contract was filed with the most anxious and willing to conform to this promise." Commission before its execution Mr. Bethuel M. Webster, Jr., who represents the State Broadcasting

Originally, it had been reported that the call "WFDR", in compli-

ment to President Roosevelt, would

be sought, but it was learned in

official circles that the Commission

would not permit the use of that

While authoritative information

is lacking, it is reported that the

Wynn network has lined up a

NRA Names Kate

KATE SMITH has been named

chairman of the NRA Committee

of Radio, Screen and Stage by

Louis J. Alber, chief of the speak-

ers' bureau of the NRA, according

to announcement Aug. 18. Others

on the committee are Dr. Walter

Damrosch, Marion Davies, Otis

Skinner, Lawrence Tibbett, Rudy

The committee, which maintains

temporary headquarters at the

Waldorf-Astoria Hotel, New York,

will card-index every entertainer

who agrees to cooperate in the

publicity campaign. William B.

Dolph, chief of the radio division

of NRA in Washington, will direct

SERVICES FOR SALE

A man, age 34, with a splendid rec-ord and excellent references, available for a connection as manager of a Ra-dio Station in Illinois, Indiana, Ohio,

lowa, Michigan, or Wisconsin. Person-ally acquainted with all major Chicago

ally acquainted with all major Chicago advertising agencies. Ten years adver-tising experience with Scripps-Howard and other newspapers in an executive capacity. Employed at present as Sales Director of an important middle west station with an enviable record. If you are the owner of a radio sta-tion that has failed to pay dividends during the last year and are interested in making your investment a profitable one, address Box 116, in care of this magazine.

magazine.

Vallee and Peggy Wood.

the committee's activities.

call by any station.

number of commercials.

Tests Are Started Corp. and I went over this contract at great length and in de-**On Wynn Network** tail. Suggestions made by each of us were adopted without excep-tion. Both of us went into this WITH occasional test programs matter with the Commission viewalready being routed over its sixpoint uppermost in our minds and station eastern hookup, indications every precaution was taken to see are that Amalgamated Broadcastthat every legal principle and ing System, Ed Wynn's network every rule, regulation and policy of the Federal Radio Commission project, will begin operation shortwas strictly complied with. In fact both of us were so interested No formal announcement had been made as to the opening date in protecting the interests of our to the time this issue of BROADCASTING went to press. respective clients that we went

the limit and in fact leaned over backwards in drawing this conthe Radio Commission for authortract so that it would comply with ity to consolidate the three timethe law and with every rule, regusharing stations in New York, lation and policy of the Federal planned for use as key of the net-work, with the call WBNX. The Radio Commission. calls WMSG and WCDA would be "In the joint letter which we sent deleted under the application.

to the Commission accompanying the copy of the contract it was distinctly stated that all the parties to the proposed contract were deeply desirous of complying with the law, the Commission's rules and regulations and with every policy of the Commission. The Commis-

sion in this letter was advised that the parties to it were willing and anxious to make the contract conform to the Commission's policy in every respect. It was in deference to the Commission and our

# **CLASSIFIED** ADVERTISEMENTS Classified advertisements in BRAACLASTING cost 7c per word for each insertion. Cash must accom-pany order. Forms close '25th and 13th of month preceding issue.

#### Help Wanted



#### Young lady holding second class radiotelegraph license indorsed' for telephone desires work in broadcasting station. Ex-perienced operator and announcer. Typist and musical training. References. Box 104, BROADCASTING. For Sale Western Electric five kilowatt transmitter, including much studio equipment, In-quire transmitter, room 350, 440 South Dearborn St., Chicago. Wanted to Buy

One KW Transmitter, late model, good condition. Write in detail with best cash price to Box 117, BROADCASTING.

#### Newman Resigns

HOBART NEWMAN, for the las three years a member of the Ra. dio Commission's legal division has resigned to accept a temp rary post with the National Ra covery Administration legal stat He was succeeded on the Conmission by Andrew G. Haley, a Tacoma, Wash., who takes offer Sept. 1. Mr. Newman will establish law offices in Washington ; specialize in radio practice un completion of his work with NRA

"Count Cristo" Sponsor

THE CITRUS SOAP Co., San Dia go. Cal., has taken sponsorship a "The Count of Monte Cristo", as suring the continuation of the electrical transcription program, according to Earnahaw-Young, Inc. producers. Same company spor sors "Growin' Up" over six Pacific stations and is using spot announce ments on scattered stations.

CHARLES LIEB and Co., Los Angeles (La Confession cigars) has taken two studio 15 minutes over KFWB, Hollywood, weekly for 6 days as a test campaign preimi-Application has been filed with nary to projected national campaign. Heinz, Pickering Co., new Los Angeles agency, handles it.

#### Quin A. Ryan

(Continued from page 21)

nouncer that winter, when, perchet on the wind-swept roof of the new University of Illinois Stadium, h described that famous game i which Red Grange loped to glor by scoring four touchdowns agains Michigan in the first 12 minutes of play. Ryan pulled 25,000 far letters, a record mail then.

In 1924, Ryan became manage of WGN. He continued his broad casting however, doing such epochal jobs as the Scopes trial the first world's series ball game to be broadcast, political conven tions and featured football games It was Ryan who introduced Floy. Gibbons, a former TRIBUNE corre spondent, to radio.

The following year Ryan tria his hand at writing a radio co umn, which he called "Inside the Loud Speaker". It was one of the first columns to be devoted entire to radio. He also developed in: an after-dinner speaker, and main tains, fervently, that he spoke every town of more than 10,00 souls in the middlewest and some of them he spoke in return engagements two or three times. Ryan also pioneered in children shows on the air. In 1924 it wa his idea to read the funny pape to a vast juvenile audience, reso

ing first as Uncle Walt and late as Uncle Quin. Children's shows with imaginary animals were his idea. For five years his animi stories drew a tremendous mail. In 1925 Ryan left radio to ente vaudeville. Then he appeared i silent pictures. Next he appeare in a one reel commercial take and other motion pictures. He returned to WGN as manager 1931. That same year he was ma ried to Roberta Nangle of th TRIBUNE society staff.

There you have the story Quinlan Augustus Ryan, who, 34 is one of radio's real old-time



# THE Key link IN ANY 'SPOT CAMPAIGN' THAT AIMS TO COVER AMERICA'S PRIMARY MARKETS

X/HETHER you are planning a spot campaign of E.T.'s to cover your primary markets, or a live broadcast program to sell your ONE BEST MARKET—your logical first choice station is WOR.

The WOR Area is America's richest market! Here are some astounding facts about this great market:

Population over 1312 million	10.8%	of	the	U.S. total!
Radio Sets over 21/2 million	15.5%	of	the	U.S. total!
Retail Sales	17.3%	of	the	U.S. totall
Spendable Income	20.9%	of	the	U.S. total!

Is it any wonder that WOR is the FIRST station on the list of so many national advertisers who are spot broadcasting! \* A market so highly concentrated and possessing such tremendous sales opportunities AS THE WOR AREA certainly justifies your greatest advertising efforts.



#### BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue Boston Office: James F. Fay, Statler Bldg.

**RROADCASTING** • September 1919 member 1933 • BROADCASTING

\*Incidently, WOR is the

mly one of New York's "Big

4" broadcasting electrical

tanscriptions.

# **TYPE 52-B AUDIO OSCILLATOR** "Specially designed for testing broadcast equipment and circuits"



The Type 52-B Oscillator on the master control racks of the Amalgamated Broadcasting System, New York City.



Rack Mounting or Portable type \$175.00 less tubes

N AUDIO oscillator is one of the most important pieces of test equipment in a modern broadcast station. It is invaluable in determining the frequency response characteristics of amplifiers, volume indicators, studio lines, etc .- in measuring the loss in attenuation pads, station circuits and remote lines.

The Type 52-B Oscillator is particularly stable due to the use of electron-coupled circuits in the beat frequency oscillators. Its output varies less than 1 db. over the entire frequency range. It is laboratory calibrated to 2% accuracy from 20 to 17,000 cycles-supplies 40 milliwatts to a resistance load (equivalent to plus 5 db.) -has less than 2% harmonic content when properly adjustedmay be fed into 250, 500 or 5,000 ohm impedances-is furnished for rack or cabinet mounting and is in every way an excellent all around oscillator for use in broadcast stations.

Ask our nearest office for Bulletin No. 28 describing the Type 52-B Oscillator at further length.



TRANSMITTER SECTION ENGINEERING PRODUCTS DIVISION



"RADIO HEADQUARTERS" New York: 153 East 24th St. Chicago: 111 N. Canal St. Atlanta: 150 Walton St. N. W.

San Francisco: 235 Montgomery St. Dallas: Santa Fe Building