Vol. 6 No. 9

week ending March 25 increased

Retail Area 12,081,459 9,840 180,234 11.634 723,106 21,305

4 03

increased increased increased

Any any optimized for the second seco

27.5; Warren, 37.7. CONNECTION: Farmera, 34.5. Current Business Conditions. Department stores sales in the Metropolitan area are rising metropolitan stores area in the Metropolitan area are rising torresponding period last year was 36% or 35% excluding liquor. New York people are paying their bills more promptly as Spring progresser. So have Bradstreet report March colleges and 50% Spring progresser. So have a Bradstreet report March colleges and 50% in double last June. Grocey store sales are somewhat on the upgrade. Esti-in double you wholesales show increases of from 15% to 25% In the source of the first quarter over the same period of 1933.

in dollar volume for the first quarter over the same period of 1933. Bectrical appliances are moving in steadily increasing volume. Cole, Inc. reports first quarter sales of G-E refrigerators, washers, increast and cleaners 40% of generater polarity. To increast and cleaners 40% of generater polarity. New as compared with 3,721 in the comparable three weeks last 4,975 as compared with 3,721 in the comparable three websated New as compared with 3,721 in the comparable three websated while this was written, but principal distributors agreed that this wiend this was written, but principal distributors agreed that the March total to about 8,000 cars. In March, 1933, sales were only 6,451.

March torial to about 5,000-tais. In match, 1979, and needows 6,451. New York City factories showed activity during March even areas that hose of the State as a whole. Full the state and mails served. Equipment improved New York's hotels are running far abread of the national average in both room sales and meals served. Room sales during the first quarter wete 24% and restaurant sales 71% abread of New National averages were 16% and 31%. In the first quarter wete 24% and the topologican district are steadily last year. National averages were \$30,000,000 in at March totals were \$30,000,000 for the same quarter totaled \$22,000,000 as against \$44,000,000 for the same quarter a year 880.

a year sgo. Metropolitan newspaper lineage reflects the definite business improvement in New York. Advertising hotals for the city dailies above a 15% advance over the first quarter of 1933 and the 31% March upward trend continued into April. Brookyn papers ad-wanced 13% for the quarter and nearly 23% for March.

BROA

Canada and Foreign \$4.00 the Year

New York, N.Y.

Population % U. S. A. Bank Thesits (Jan.Feb.). Deptrater Store Sales (Jan.). Factory Employment (Jan.). Factory Payrolls (Jan.). Factory Payrolls (Jan.). Factory Conview in area and % increase

Published

Semi-Monthly

WASHINGTON, D. C. MAY 1, 1934

\$3.00 the Year

30 1934

ASTING

The GIANT awakens!

combined with

roadcast

dvertising

Really this Giant (the New York Market) was never quite asleep-just a bit drowsy perhaps. But now he has shaken himself and is rubbing the last vestige of depression from his eyes, as revealed by this alowing report of business conditions in New York, which appears in the current Market Planning Number of Sales Management. (We suggest you get a copy).

When this giant market begins bristling with activity, as it is doing now, it's high time for advertisers to put on extra sales pressure.

The potentialities of the New York Market are so great that you are justified in spending a whole lot more money to cultivate this market intensively. Not that you have to, however. WOR rates are really not high.

WOR 1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. NEWARK, N. J.

Chicago: Wm. G. Rambeau, 360 Michigan Ave. Boston: James F. Fay, Statler Bldg.

www.americanradiohistory.com



www.americanrac

One more definite proof that WTMJ thoroughly covers the rich Greater Milwaukee Area



"Free & Sleininger help us to buy station time intelligently"

Mulselve

H. L. HUISEBU Vice Pres, in Charge of Media Stack-Goble Advertising Agency

Mr. Hulsebus has played an important part in this steady

growth and continued success. An outstanding example of

skilled space buyer who has learned to use the tools of the new

major medium, he knows stations and he knows broadcasting

But he never claims to "know it all." He depends on Free &

Sleininger, and other good direct representatives, to keep him

up-to-date on local situations and to give him fast and accu

rate information about stations and the markets they serve.

Free & Sleininger's type of service is helpful to Stack-Goble

And can be helpful to you. Through daily communication

with each of our stations by telephone, teletype and telegraph

we usually are able to give you instantly any kind of informa

tion you require on available time, talent, market data an

We invite you to try our dependable service. You will fin

you always can choose a Free & Sleininger station with

FREE &

SLEININGER, Inc.

RADIO STATION REPRESENTATIVES

«« «« »»» »»»

CHICAGO

Franklin 6373

180 N. Michigan Ave

clients.

the air.

cost.

confidence.

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.

NEW YORK

Chrysler Bldg.

Murray Hill 2-3030

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES NBC Basic Red Network	4,389,108
WGR-WKBW BUFFALO CBS Basic Network	1,544,828
WHK CLEVELAND CBS Basic Network	2,069,345
WIND GARY-WJJD CHICAGO (WIND) CBS Supplementary Group	5,837,199
WAIU COLUMBUS Predominant in Central Obio	1,433,606
WDAY FARGO NBC Northuestern Group	785,854
WHB KANSAS CITY "Dominant Daylime Station in K. C."	2,322,934
KFAB LINCOLN—OMAHA CBS Northwestern Group	2,522,075
WAVE LOUISVILLE NBC Soutbeentral Group	925,717
KOIL OMAHA-COUNCIL BLUFFS NBC Basic Blue Network	1,363,985
WMBD PEORIA CBS Basic Supplementary Group	464,352
*WCAE PITTSBURGH NBC Basic Red Network	3,298,999
*CKLW WINDSOR (Detroit Trading Area) CBS Basic Network	4,372,000

* Represented in Chicago and Middle West Territory only.



TACK-GOBLE ADVERTISING AGENCY has been \mathbf{O} for several years a leader in the development of successful radio campaigns. Their excellent radio technique, their

checking advertising in both news-papers and magazines, the commis-sion's Special Board of Investiga-tion has formulated plans to en-large the scope of the survey to careful and exacting choice of stations, their merchandising follow-through, have produced profitable results for many It is in some measure due to their unique success that drugs and cosmetics are now one of the leading classifications on

is not in the nature of a "fishing expedition" or a direct assault upon the broadcasting industry, but coincides with a plan worked out several years ago to check radio advertising with the objec-tive of eliminating false and fraudulent matter in interstate commerce relating to sales of com-modities, as distinguished from services. The commission will not request copies of announcements relating to commodities sold purely intrastate, such as in local retail advertising, bank advertising and the like.

Washington vice president. Attending the conferences for the commission were E. J. Adams, chairman of the Trade Commis-sion's Special Board of Investigation, W. F. Davidson, vice chair-man, and C. M. Hadley, member. The Special Board originally planned to require all stations to submit copies of all continuities, and on April 14 sent to the four Washington stations and to the networks the first copies of a letter

May 1, 1934 • BROADCASTING

BROADCASTING

Broadcast Advertising WASHINGTON, D. C., MAY 1, 1934

\$3.00 PER YEAR-15c A COPY

It was made clear by Mr. Loucks, however, that the broadcasting industry is complying with the re-

quest for submission of the commercial announcements without waiving any of its rights in the future, particularly in view of the fact that there has never been any

court adjudication of the Federal

Trade Commission's jurisdiction

over radio advertising. The April 14 letter, mailed only

to the four Washington stations

and to the networks, but intended for all stations, has been with-

drawn. Bearing Mr. Adams' sig-

The Federal Trade Commission, in checking advertising claims and asser-tions for their trathfulness, is review-ing the field of advertising through the optimized by a send to the

nature, it read as follows:

Trade Board Scans Radio Advertising

By SOL TAISHOFF

Stations, Networks, Transcription Firms Must Submit Copies Of Commercial Credits Periodically After June 1

AS PART of a prearranged program to survey the entire advertisng field, the Federal Trade Comeffective in June, will ask all broadcasting stations, networks and transcription producers to send to it periodically copies of all commercial announcements relating to commodities sold in interstate commerce. Already actively engaged in checking advertising in both news-

embrace radio commercial credits. Beginning June 1 the Special Board, which sits as a sort of subcommission, will check commercial scripts sent in by the various branches of the broadcasting industry in the same fashion that it reviews periodical advertising.

No Assault on Industry

THE STUDY, it was emphasized,

the like. The procedure to be followed was decided upon by the Special Board following a series of con-ferences with Philip G. Loucks, NAB managing director, acting in behalf of the industry, and a final conference attended by F. M. Rus-sell, NBC Washington vice presi-dent, and Henry A. Bellows, CBS Washington vice president. At-



commercial radio announcements in interstate commerce is this Special Board of Investigation of the Federal Trade Commission. Left to right, they are Clyde M. Hadley, E. J. Adams, chairman, and W. F. Davidson.

which was destined to go to all stations. Immediately upon his return to Washington following a short vacation, and upon learning of the board's intentions, Mr. Loucks conferred with officials of the commission and of the Special Board, explaining that this plan would impose an inordinate burden upon stations as well as bring about duplication of work for stations, networks and transcription producers

Special Board Relents

THE MATTER first was taken up with Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio & Fisheries Committee, and at the time a radio leader in Congress. Mr. Loucks was referred by Mr. Davis to the Special Board, which agreed to accept only the unduplicated and required continuities. It also consented to the suggestion that stations be given ample oppor-tunity to prepare copies of the commercial announcements in their

Following the final conference on April 23, the Special Board tenta-tively set June 1 as the date for stations, networks and transcription companies to begin submitting commercial announcements. Envelopes bearing government franks will be given all units which sub-

radio broadcast. You are requested to send to the Special Board of Investigation, Fed-eral Trade Commission, Washington, D. C., copies of all advertising conti-nuities used in local programs broad-cast through your facilities during the month of March, 1934. Your cooperation in this matter will be appreciated. A government frank is enclosed for your use in this connection. Follows Tugwell Activity mit continuities. Such matter, it ALTHOUGH the Trade Commiswas said, can be submitted once sion has watched radio advertising weekly or twice a month, dependin the past, it was learned that it recently instructed its Special ing upon volume. recently insuracted its special Board to set up a more satisfac-tory method for surveying the radio advertising field. It has been evident that attention has By procuring from the networks their commercial announcements accompanying commodity programs and similar material from transcription producers, the board

will relieve stations of the respon-

sibility of supplying scripts cover-ing both network and transcribed programs. It is estimated that under this procedure stations will

find it necessary to submit to the

commission only 8 to 10 per cent

of their commercial announce-

ment continuities, while networks

and transcription producers, since hey operate interstate, naturally vill have to submit virtually all f their commercial credits associ-

ated with commodity advertising. The independent station estimate

is based on the calculation that

only about \$500,000, of the aver-

age monthly broadcasting revenue of \$6,000,000, is derived from na-

ional sources exclusive of net-

Industry Waives No Rights

A LETTER to all stations out-

lining the procedure to be followed

in submitting the required data was prepared by Mr. Loucks, with the approval of Mr. Adams.

works and transcriptions.

been focused upon this subject by reason of activity of the Depart-ment of Agriculture in connection with the Tugwell-Copeland legislation seeking more rigid regulation of the sale and advertising of food,

drugs and cosmetics. The Trade Commission has in sisted that the present Federal Trade Commission Act, promul-gated in 1914, is adequate to correct whatever abuses exist in advertising, without the necessity for new legislation, such as that proposed in the Tugwell-Copeland bill, now pending in the Senate. It claims it has been very successful in dealing with cases of false and fraudulent advertising in publications but that in the radio field tions but that in the radio neid the lack of precise language has handicapped it somewhat. The power of the Trade Com-mission extends only to false and mislecting adventising in inter-

misleading advertising in interstate commerce, rather than to the form, length and context of commercial credits. That there is no conflict between the authority of



the Radio Commission and the Trade Commission in connection with the survey was ascertained by Mr. Loucks in discussing the matter with the former agency before proceeding along the lines suggested by the Trade Commission. It was pointed out that the commission, in requesting commercial credits, is following the procedure instituted some years ago in the newspaper and magazine fields. In scanning the advertising, the Special Board will single out such matter as it construes unfair and give opportunity to all parties to correct the practices in advance of punitive action.

A study of Trade Commission records reveals that since 1927, when it instituted its first action involving radio as an advertising medium, only about a half dozen cases directly or indirectly involving broadcasting have developed and all have achieved the same result-voluntary elimination of the alleged abuse by the station. In every case it developed that the advertisers and not the advertising medium has been to blame.

A substantial number of advertisers forced out of newspapers and magazines by Trade Commis sion action have resorted to radio, according to the commission.

Where commercial credits are held improper, it was said, notice will be served upon these advertis ers and the medium, and the stations will be given opportunity to refuse the use of their facilities for the allegedly false advertising.

Commission Procedure

"THE THEORY upon which news papers, magazines and broadcast stations are made joint respondents with false advertisers," it was said at the commission, "is that they are accomplices of the advertisers in violation of the trade practice statute, and that it is a general rule of law that all parties having a material interest in the subject

matter must be joined.' The commission, under the law, can originate cases of its own volition, or on the basis of complaints from the outside. In the latter instance, the complainant's name is kept confidential. As the first step, after investigation, the commission notifies the respondents confidentially of the facts, and, if it sees fit, may give them oppor-tunity to correct the practices voluntarily. If that is done, the case is given no publicity, and the par-'ties enter into a stipulation, with mention made only of the practices complained of in the public announcement. In many cases, however, it does not give opportunity for a stipulation and files an outright complaint.

If the parties given the option prefer to litigate rather than accede to a stipulation, the commission issues a formal complaint in which names are mentioned. Following hearings and the customary legal procedure, the commission may decide to issue formal orders instructing the parties involved to "cease and desist" from the practices complained of. Should the parties fail to abide by the order, recourse is taken to the Federal courts. Respondents also may appeal to the Federal courts for review of commission decisions.

Past cases having radio aspects handled by the commission, but which invariably have been withdrawn insofar as the stations

Daylight Time Starts

THE NATION-WIDE networks and stations in the Daylight Saving Time zones began operating their program schedules one hour earlier April 29, when the Daylight Saving Time change became ffective. In most cases, program listings remain unchanged, but some time shifts were necessary. In non-Daylight Saving Time cities network programs which have not changed schedules will be heard one hour earlier, but in the daylight saving cities pro-grams heretofore scheduled under Eastern Standard Time will, for

charge of sales of WMCA, New York. The apthe most part, be heard at the same hour Eastern Daylight Savings Time. WMCA.

NBC's New Rate Card **Resumes Early Hour Cut**

APPARENTLY indicating that the general overhauling of its rate structure which NBC is undertaking is as yet not ready for publication, the company issued a new rate card, No. 15, under date of April 23, which is virtually identical with the last preceding card except for the reinstatement of the one-third rate.

As before, the gross rate is taken as that charged between 6 p. m. and 11 p. m., local station time, and there is a 50 per cent reduction after 11 p. m., to midnight, and from 8 a. m. to 6 p. m. The one-third rate which reappears in the new card is for time

between midnight and 8 a.m. To guard against the possibility of a sponsor wanting to put on a broadcast at 4:30 a. m., however, the card carries this limitation: "Available only if a regularly scheduled program precedes or follows.

Rates for the several NBC networks, basic and supplementary, together with the rates for individual stations are shown on the card. The station additions since the last rate card was published are WAVE, Louisville, and WSOC, Charlotte, N. C., each at the basic rate of \$190 per hour, \$120 per half hour and \$74 per quarter hour.

Seeks Talent Abroad

W. CRULL, vice president of the Campana Corp., Batavia, Ill. (cosmetics), on April 25 sailed for Europe, where he plans to seek new dramatic and musical material for the three radio programs sponsored by Campana Corp. and its subsidiary, the D. D. D. Corp., over NBC networks.

were concerned after preliminary discussion, involved allegedly false advertising of a mechanical device as a health restorer and cureall, horsecollars and harness by a western tanning company, a patent medicine for respiratory disease cures, cigarettes involving testimonials, which claimed throat protection and slenderizing qualities, and thyroid obesity cure tablets.

Two years ago, the late former chairman of the Trade Commis-sion, William E. Humphrey, paid high tribute to the broadcasting industry for the "quality and integrity" of its advertising and the ready willingness of stations to cooperate in the elimination of questionable matter.



In Promotion Campaign

DAVID E. LILIENTHAL, director

of the Tennessee Valley Authorit

announced Apr. 23 that the Author

ity had entered into a contract with

Young and Rubicam, Inc., N

York. It is believed that this

the first time a department of the

and Young and Rubicam.

Negotiations for the contrac were carried on by Mr. Lilienthal

George D. Munger and William I

Phillips for EHFA, and by S. S.

Larmon, C. L. Whittier and Don

ald Payne, for the agency. Ex

ecutives of Young and Rubicam, accompanied by staff artists and

merchandising specialists for the

agency, were in Knoxville for sev-

eral days in latter April working

KSO Goes Regional

KSO, Des Moines, goes into the re-gional class shortly as a result of the Radio Commission's decision

April 20 authorizing it to shift

from the local frequency of 1370

kc. to the regional channel of 1320

the date of grant, or on or about

May 10. Chairman Sykes dissente

from the decision on quota grounds KSO, which is an NBC-WJZ outlet

Standard Oil Net

WLW and will be broadcast

on plans with TVA and EHF

officials.

J. LESLIE FOX. commercial man-ager of WSM, Nashville, has left that post to 1 accept appointment as vice presidentin

pointment was Mr. Fox made by George B. Storer, president of Federal Broadcasting Corp., operating

Directly under Mr. Fox, who is well known in the broadcasting merchandising field is C. A Kracht, recently appointed by Mr. Storer as WMCA sales director. Mr. Kracht was formerly identified with newspaper advertising. Mr. Fox has been with WSM for the determined. Young and Rubicam, Inc., is the agency which designed the embler last year and a half, and prior to that was manager of KFH, Wichwhich Electric Home and Farm

Authority will use in its program Mr. Storer also announced the to promote the use of electrical appointment of Frank Hennigs as appliances. The agency will co program director and of Stanley operate with EHFA generally. Chambers as director of sales pro-Mr. Lilienthal said that at th motion.

end of the four-month period Capt. Robert Wood, publicity Young and Rubicam is to submit director of WMCA, has resigned to to the Authority a plan for it ioin Radio Guide in an editorial promotional work, which will in capacity. Herbert B. Glover, forclude a coordination of efforts o mer CBS news broadcast head, who manufacturers, dealers and utili recently joined WMCA to handle ties. The contract provides for a news broadcasts, has taken over broad cooperation between th Mr. Wood's duties. Tennessee Valley Authority, EHF

Montgomery Ward Hear Seth Parker and Wife

PHILLIPS H. LORD (Seth Parker) and his wife have been auditioned by Montgomery Ward, Chicago (mail order house), the presentation being piped from NBC, New York, to Chicago, for a five-a-week series. The first four programs would consist of a script built around "Mrs. Parker," and on Friday nights the fifth program would bring in a short-wave rebroadcast from the schooner Seth Parker on

its around the world cruise.

Another recent audition at NBC consisted of a Viennese operetta (one of a series by Oskar Straus, Franz Lehar, and others on which Frank Black has the American kc. and to increase its power to 250 watts full time. The shift is scheduled to occur 20 days after rights) for Lucky Strike cigarettes. far the network has not cleared time for this program.

KNX Boosts to 50 kw.

is operated by the Des Moines Register & Tribune, which also op-erates KWCR, Cedar Rapids. EFFECTIVE April 27. KNX. Hollywood, increased its power to 50 kw., the maximum allowable for regular operation, under a decision of the Radio Commission April 20. Heretofore operating with 25 kw., STANDARD Oil Co. of Ohio, on the station, which recently installed May 1 extended its program over a new transmitter plant and is now WLW, Cincinnati, to include WGAR, Cleveland, and WSPD, Toerecting a new studio plant, was prepared to boost its power immeledo. Featuring the Sohio Melody diately. Its clear channel of 1050 Masters, the program is originated kc. is one of the two U.S. waves which Canada has indicated it will Tuesdays, Wednesdays, Thursdays use, assigning a low power station and Fridays, 6:45-7 p. m. The program started on WLW two in the east to that wave. This is months ago, and is placed by Mcnot expected to create any inter-Cann-Erickson, Inc., Cleveland. ference.

Signs With Agenc Use of Radio Undetermine Promotion Common Fox Placed in Charge Government's TV

By ROBERT S. MCCARTY

Advertising Manager, The Philadelphia Co. and Affiliated Companies

Tests of Varied Types of Broadcasts Leads to Expansion; Service and Equipment Advertised: Good Will Won Service and Equipment Advertised; Good Will Won

federal government has retained DURING the last few years, in which radio has shown a steady an advertising and merchandisin gain in importance as an adver-tising medium, the Philadelphia agency for consulting services. Mr. Lilienthal said that the Co. of Pittsburgh, and its affiliagency will assist TVA in planning ated utility companies, have ina campaign to promote the greater creased their use of this medium use of electricity in the home an from two afternoon broadcasts to five afternoon and evening periods on the farm. The contract is for each week, with presentations ranging from household talks to a period of four months, but the media to be used remains to be variety programs. The value of radio advertising

has been recognized by commercial advertisers, especially national advertisers, and they have been quick to realize additional sales made possible by this tre-mendous contact with the buying public.

Program Types Studied

every broadcast is essentially good-will advertising cannot be overlooked in considering the potential advantages of radio advertis-ing to a public uitility company. The adaptability of radio to institutional advertising, and the desirability of such a contact between a public utility company and thousands of its customers are at once apparent, but its effectiveness de-

pends upon the listener reaction and the efficiency of the radio outlet in reaching them. With a favorable outlet available for our use in Pittsburgh, we began a study of the types of programs to determine which was most suitable for use in advertising the Philadelphia Co. and its

subsidiaries. Several have been tried, and all have proved successful in their fields. Our first broadcast was designed to appeal to the housewife, and this feature is now in its fifth year on KDKA. The series is conducted by Miss Karen Fladoes, director of Utility Hall-the home service department of the Duquesne Light Co. and the Equitable Gas Co.—and is broadcast under the title "Utility Hall."

Women Listeners Respond

MISS FLADOES is on the air for 15 minutes each Wednesday and Friday afternoon at 4:15, and although the subject of most of her talks deals with cookery, the period occasionally is given over to a timely subject such as house cleaning, home lighting, refrigera-tion or marketing. Discussion of the subject usually occupies 10 or 12 minutes of each period, with the remaining few minutes used

for the reading of recipes. The women of Pittsburgh and the surrounding district have responded enthusiastically to these programs, and many of them utilize the service of the companies. Requests for information and recipes have continually increased, and in February, of this year, the

talent, a three-minute talk and a short dramatic sketch. Instrumenand institutional advertising. In October, 1933, we accordingly intal music is furnished by a 14stituted two quarter-hour evening piece orchestra, with the occasional use of the pipe organ. Vocal tal-ent includes soloists, trios, quar-tets and choral groups. programs over KDKA.

Institutional Campaign

WE WERE fortunate in obtaining the period immediately following the popular "Amos 'n' Andy" program, and each Tuesday and Thursday evening at 7:15, Miss Lois Miller, popular Pittsburgh singing organist, presents a concert of or-gan melodies. Continuity promoting our Better Light-Better Sight Campaign, refrigeration, radio and other utility merchandising is interspersed among the musical selections. The value and popularity of this series was attested by the number of requests received for a home lighting chart offered during the Better Light-Better Sight drive.

the Electric Refrigeration Bureau. This also is a weekly broadcast, bringing Miss Nancy Martin, pop-Radio was given a most important part in an institutional campaign of considerable magnitude ular personality singer and pianist, to the air each Wednesday at 7:15 which we planned at the beginning of this year. Large scale advertising in the daily newspapers and occasional advertising in the community and foreign language papers was to supplement the radio campaign. For this series, we chose a half-

after they had been on the air for several weeks. These show that the number of listeners on our program ranks high when comhour evening program on KDKA to replace one of the already espared with the listeners on network programs in Pittsburgh. tablished 15-minute broadcasts of

Secrets of Successful Radio Cooking School . . . acter. She asked me questions cooking school. In planning our about recipes and requests which

have come through the mail. In answering her questions, I, of course, gave the recipes to the listening audience. She, too, would copy down all ingredients and instructions, repeating them as the other character had done.

burgh vocal and instrumental

Prominent Guest Speakers

THE GUEST speakers are out-

standing representatives of Pitts-

burgh's cultural, financial, educa-tional, industrial and professional

fields, and the educational value of

their talks has drawn favorable

comment in many quarters. The

short sketches dramatizing inter-

esting features of gas and elec-

tric service are another feature

which aids in building better pub-

another distinctive program pro-

moting electric refrigeration, and

broadcast under the auspices of

Surveys were conducted for both

the variety and the organ programs

On April 18, we inaugurated

lic relations.

p. m.

Advertising Made Easy

WE HAVE discovered another great advantage of the two-person type of program. And that is the way it permits the introduction of advertising, naturally, comfortably, and effectively. During the conversation of the two characters, the home service director and the other person on the program, advertising of various appliances can easily be introduced. For example, something can be said about a service offered by the sponsor. In a purely conversational manner, prompted possibly by questions, the home service director can explain the features of the service and how it may be obtained. It would not be nearly so effec-

tive if the regular announcer would say the same things, either at the start or at the conclusion of the program. Moreover, it would be difficult to introduce any advertis-

(Continued on page 20)

Page 7

BROADCASTING • May 1, 1934

www.american idiohistory com

By LAURA JUDD BRYANT* Director, Service Division, Union Gas & Electric Co., Cincinnati

en customers is of inestimable

value. With the Utility Hall series defi-

nitely a success, we planned to ex-tend our radio activities to in-

clude promotion of gas and electric

merchandising and load building,

THE PROGRAM broadcast by the Union Gas & Electric Company is on the air twice weekly, Tuesday and Thursday mornings at 9:45 o'clock for 15 minutes. This is quite an orthodox schedule. We favor the 15-minute program, although we realize that there are various good reasons for using a longer period, as a half-hour broadcast. However, if we were to expand our activity, we would in-crease the number of weekly talks rather than increase the length of our present programs. We believe that four or five 15-minute broadcasts each week would result in just about the maximum return.

The 15-minute period gives just time enough for four recipes, which, judging from our experi-ence, is about the right number, both from our standpoint and from that of the listener. In our WCKY programs, we

have found a way of eliminating the complete pauses which so often injure the effectiveness of a radio

* Excerpts from a talk made before the Home Service Conference of the American Gas Association at Chicago, April 13-14.

program, we first listened to many others, and learned that practically all of them were monologues. The home service expert conducting the program would give one of the ingredients and then pause until the listeners had time to write down what was said. Then another ingredient, and another long wait. Naturally, this resulted in a some-

what jerky program. We felt that this should be corrected in some way. Finally, we decided to use a dialogue style of program. For instance, in one series of programs, we created the character of a housewife, none too well informed on the subject, of weil informed on the subject of cookery. She would call up the Home Service Division, and I, as director, would answer the tele-phone. After some preliminary conversation, I would begin to give her the recipes. As I named an ingredient, she would write it down, repeating it aloud as so many peo-ple do. Her murmur filled with sound what would otherwise be a void on the program. The person repeating actually wrote down everything. In this way, we were sure to allow enough time for the listeners to make their notes.

On another series of programs, we created a semi-secretarial char-

May 1, 1934 • BROADCASTING



THE FACT that a large part of MR. McCARTY home service'department answered more than 1,500 such requests. We feel certain that the Utility Hall broadcasts do much to promote the sale and satisfactory use, of gas electric appliances, and the and good will aroused among our wom-

To Watkins' Offer **On One Broadcast** Initial Program on WABC Had No Prior "Build-Up"

RECORD response to a one-stal tion, one-time radio offer was recently achieved by R. L. Watkins Co., New York, on the initial broadcast of its current series for Watkins' Mulsified Cocoanut Oil. Twelve thousand requests for samples poured in within seven days after the offer was made on this new program to a "cold" audience The program, heard over WABC New York, was created and directed by Topping & Lloyd, advertising agents.

Prior to this April 2 broadcast, there had been virtually no advertising released on behalf of Mulsified Cocoanut Oil in the last two years. It was said that the new radio campaign over CBS is the spearhead of one of the most aggressive advertising drives in the company's history.

No Previous "Build-Up"

THE SUCCESS of the initial broadcast is considered the more remarkable because the program went on the air without prior announcements or "build-up" of any kind. The period selected for the trial was a half-hour on Mondays at 10:30 p.m.-a particularly interesting selection, since there are now five consecutive half-hour pro-grams on WABC on Monday evenings. The first half-hour program starts at 8:30; the fifth is the Mulsified program, starting at 10:30

The new campaign is built around the slogan, "Don't let a sick scalp ruin your complexion.' In the first broadcast, the sponsor offered to send, upon request, a small bottle of Mulsified Cocoanut Oil. Six thousand requests were received the next morning. An additional 6,000 requests came in during the remainder of the week. A notable feature of the returns was that many letters were on fine-quality crested and monogrammed stationery, and some bore the signatures of social reg-Letters came from viristerites. tually all the best hotels in New York-a significant sidelight on the growth of the radio listening habit in hotels. A 'number of prominent New York women congratulated the sponsor on its program, but without taking advantage of the sample offer.

The program features Lillian Roth, popular songstress of stage and screen; Edward Nell, Jr., baritone; and the pianists Ohman and Arden, who have formed a large orchestra of radio instrumentalists for the series.

Defer Time Cut

PENDING further study, the NBC has decided to postpone indefinitely the effective date of its order to reduce the time consumed for station breaks from 20 to 10 seconds. Originally scheduled for June 1, it became evident that complications might develop if the time was cut in half, unless there is proper coordination within the network.

Page 8

AFA Radio Meeting

phy. AFA treasurer, as general

chairman of the program commit-

tee of the AFA convention to be

New York, June 17 to 20, inclu-

sive. Among group meetings, ten-

tatively scheduled for June 19, will

be a radio meeting under the aus-

pices of the NAB. President Al-

fred J. McCosker, WOR, has ap-pointed Arthur B. Church, KMBC,

as chairman of the program com-

mittee. Philip G. Loucks, manag-

ing director, is cooperating with

Mr. McCosker and Mr. Church in

WMAQ Gets 50 kw.

WMAQ, Chicago, on April 27 was authorized by the Radio Commis-

sion to increase its power from

5 kw. to the maximum of 50 kw.

Hearing on this application was

held April 25. The Commission also authorized WMAQ to move its

transmitter to the present site of KYW, Chicago, at Bloomingdale Township, Ill. This site will be

vacated by KYW upon its removal

house engineers with a "balloon

strength, directional effects and

natural phenomena peculiar to the

area. R. N. Harmon, general en-

gineer of Westinghouse stations, supervised the tests. The balloon

antenna is a small blimp which

carries aloft a thin, strong wire

which serves the dual purpose of a guy wire to hold the balloon, and

first used last year at KDKA.

broadcasting antenna. It was

The transmitter building was de-

signed by Lockwood Greene Engi-

to determine reception

preparing the program.

Township, Ill.

the most powerful broadcasting station in the world-will be formally dedicated May 2 at Cincinnati. Among those planning to attend the dedication are Vice Chairman Thad H. Brown and Harold A. Lafount, of the Radio Commission., A special dedicatory program will be broadcast over the NBC-WJZ network

The opening date was set, following action by the Commission April 17, giving the Crosley Radio Corp. special experimental authority to operate with the super-power until August 1. During these broadcasts the Commission will study the effects of the high-power operation to ascertain whether the use of this power will be feasible for regular, rather than experimental license. In addition to the dedication of

the new transmitter at Mason. O. Powel Crosley, president of the Crosley corporation, planned a banquet for his guests. For several months WLW has

been operating with 500 kw. power under experimental authority dur ing various periods of the day and hight. The station is ten times as powerful as the strongest of the regularly licensed U. S. stations.



KYW, now being removed from Chicago to Philadelphia by authority of the Radio Commission. The transmitter site is in Whitemarsh Township, Pa., out in the open country northwest of the city limits.

antenna"

dence.

REMOVAL of KYW from Chicago to Philadelphia, pursuant to au-thority from the Radio Commission approving the new transmitter site. is now under way, according to an announcement April 18 by Westing-house Electric & Manufacturing Co., licensee of the station. It is scheduled for completion Oct. 27, KYW continuing to operate in Chicago until then.

The site of the new station is at Whitemarsh Township, Montgomery County, northwest of the city limits. The station is expected to become an outlet for one of the NBC networks. It operates on the 1020 kc. clear channel with 10 kw., and was ordered removed from the fourth zone to the second as a step toward more equitable distribution of broadcasting facilities in ac-cordance with the Davis amendment and the Commission's quota system.

Selection of the site was made has established headquarters at after extensive tests by Westing-6612 North Eighth Street.

Levy Will Explain **Copyright Parleys** ASCAP Conversations So Far Fail to Produce Accord appointment of Charles E. Mur-

THE STATUS of the informal copyright conversations between the American Society of Composers. Authors and Publishers and held in the Hotel Pennsylvania, Isaac D. Levy, NAB treasurer, will be outlined by Mr. Levy at the next meeting of the NAB board of directors in Washington, May 14. Procedure in the immediate future, in connection with copyright activities also will be discussed following Mr. Levy's report.

Conventions Held

MR. LEVY, as well as counsel for both NBC and CBS, have held intermittent conversations with the ASCAP officials, including E. C. Mills, general manager; Buck, president, and Nathan Burkan. general counsel. A variety of proposals for new methods of assessment were discussed, but no agreement was reached, it is understood.

The present broadcasting con tracts, invoked in September, 1932. do not expire until 1935. In addition to flat sustaining fees, which are said to net ASCAP in the neighborhood of \$1,000,000 annually, these contracts call for 4 per cent of the "net receipts" of stations for the sale of commercial time for this year. Beginning next September, the contracts enter their last year, and stations will be required to pay 5 per cent of their net receipts, plus sustaining fees, for the right to perform ASCAP music.

Suit to Be Pushed

MEANWHILE, final preparations are being made for prosecution of the suit of WIP, Philadelphia, against ASCAP, seeking dissolu-tion of the combine as an illegal monopoly in restraint of trade. The suit is pending before the Federal District Court for the Southern District of New York, but no date has yet been set for the trial. Conferences recently have been held for preparation of the evidence with Joseph C. Hostetler, of Cleve land, law partner of Newton D Baker; Philip G. Loucks, NAB managing director, and Oswald F. Schuette, president of the NAB-or ganized Radio Program Founda tion participating. Inquiries at both the Depart-

ment of Justice and the Federal Trade Commission brought responses that both are still actively engaged in their investigations of ASCAP to ascertain whether it is an illegal monopoly and whether court proceedings should be insti-The Trade Commission's tuted. report, it was learned, probably will be completed this month.

Nelson Heads KOA

neers, Inc. The architecture is early colonial. Built of stone, it has the appearance of a fine resi-FREEMAN H. TALBOT has reigned as manager of KOA, the E. H. Gager, formerly with WENR and the Century of Prog-NBC-operated station in Denver, and is now on a three-months ress radio detail, has been apleave of absence. At the end of pointed resident engineer at Philathis time he will take up a position delphia, in charge of the removal in the network's Chicago offices. A. E. Nelson, formerly manager of WIBO, Chicago, is the new manaof KYW to its new location. He ger of KOA.

Lehn & Fink Upsets Summer Bugaboo 'Hall of Fame' Series to Continue With Seasonal Product; Program Has Increased Sales 30% This Year

conspicuous among the adver-isers who will be using radio on "big city" dwellers can be reached most effectively. tisers who will be using radio on an increased scale, in fact, more than any other medium during the Pushes Seasonal Sales

coming summer months, is Lehn & Fink, Inc., New York, which is THE NETWORK program, which continuing the "Hall of Fame" series on 41 NBC-WEAF and supopened Jah. 7 with Katharine Hepburn, carried through until April 8 for the Honey and Almond plementary stations Sunday nights. It will, however, promote differ-ent products, now that 13 weeks of Cream. Since then, and for the balance of the succeeding 13 weeks, the series have been devoted to Lysol will be the product pro Hind's Honey and Almond Cream. Lehn & Fink has a long record moted. The approach is entirely different from that used for the as a radio advertiser, having supcream. In the first place, Lysol ported a 15-month campaign from has been established on the mar-November, 1928, to January, 1930, ket since 1889, is largely a seaand it has since been on NBC in sonal product, and has always had the spring for two 13-week periods. its greatest sales during 'spring cleaning" months. This In addition, it has used time on CBS since early 1931 for Pebeco is the first time that Lysol has ever toothpaste. Previously, no series has been maintained through the been advertised on the air and the campaign therefore represents an summer months without a break, effort to accentuate a seasonal though the intervals between the sales increase, which is expected in any event. The product began with a spe end of the spring campaign and the beginning of the fall programs has been growing shorter each year. Pebeco, at present, is being

cialized market among doctors and hospitals, and only when it had been established in this field for many years was its sale extended to the general retail market. In order to maintain its former acceptance, for bulk sales to hospi-

tals, it is necessary to avoid the impression that it is simply a proprietary article prepared primarily for retailing. The "Hall of Fame" commercials, therefore, are designed to maintain the prestige of the product rather than to boost sales directly, it being felt that the latter result will inevitably fol-

Health Specialists Speak

low the former.

PROMINENT health specialists speak briefly on the programs on e necessity for, and the uses of disinfectants, and the commercial announcements will be virtually confined to tying in Lysol with the general statements applying to disinfectants. Lehn & Fink feels that radio is in many ways a public service, and that it is entirely appropriate, therefore, to make contribution to the improvement of public health by presenting spe-cialists of the highest repute on these programs.

In addition to the fact that a "prestige program" is believed certain to increase sales without the use of pressure selling on the air, the air program during the current months will introduce Lysol to a public that has never been

reached before during inagazine campaigns. In previous years magazine space has represented the heavy artillery in Lehn & Fink's cam-paigns. This year, for the first time, radio steps to the front, expenditures for this medium leading the appropriations for all others. Elaborate and thorough merchandising methods have been used in connection with the "Hall of Fame," and the result has been an increase in the sales of Pebeco, Lysol and Honey and Almond Cream amounting to approximately 30 per cent this year.

Change Held Beneficial

"SPENDING an unusual proportion of our appropriation for radio advertising this year, we find that the change from the advertising methods employed for our products in previous years has been quite beneficial to our sales," said H. H. Proskey, Sales Manager for Pe-beco, Lysol, Hind's and Lehn & Fink specialties. "We had been long and consistently a user of magazine space, and it is safe to say that while there is no such thing as advertising saturationso soon does the public forgetour products were certainly well known to a great proportion of the magazine-reading public.

"Radio has not only enabled us to approach the same market from a different angle, but has also opened up an additional market of non-magazine readers. Just how large this is, of course, no one can (Continued on page 19)

> May, 1930 August, 1930 September, 1930 (exception Aug., 1930)

September,

September, 1930

November, 1930 December, 1930

January, 1931

January, 1931

January, 1931 February, 1931 March, 1931 April, 1931 April, 1931 April, 1931

May, 1931 September, 1931 October, 1931

November, 1931 January, 1932

February, 1932

1930

Most NBC Accounts Contract for Time Through Summer . . .

AN ANALYSIS of the client list of NBC, prepared especially for BROADCASTING reveals four companies as veterans of sponsored broadcasting that have been on the air continuously for seven years or more. At the head of the list is the Metropolitan Life Insurance Co., of New York, which has been an advertiser since March, 1925, without interruption, and dates its first air campaign from January, 1923. Sixteen companies have been continuous advertisers for four years or more and of these 10

advertised on a special three-sta-

tion hookup comprising WGN, WLW and WOR, since it is felt

that the product's acceptance is

greatest in the metropolitan areas,

the s recent work cided recor for ra

In show tisers have been on the air for a year or more, and 32 among these—indicated by an asterisk-are under contract for time this summer. Appended is a further list of 29 companies whose radio history is of less than a year's duration companies, or 62.5 per cent, have which have continuing contracts. already contracted for time dur- or a total of 61 for the two cateing the coming summer. About gories:

Seven Years or More Continuous

Advertiser	Date First Broadcast	Continuous Since
Metropolitan Life Insurance Co 'General Foods Corp. (Subsidiar, companies on prior to General	y	March, 1925
Foods Great A & P Tea Co. *Cities Service Co.	June, 1920 March 1994	June, 1926 March, 1924 February, 1927
	r More Continuous	Pebruary, 102.
*Standard Oil of California Secony-Vacuum Corp.	. October, 1927 . November, 1927	October, 1927 November, 1927 November, 1927

*Standard Oil of California	October, 1927
Socony-Vacuum Corp.	November, 1927
General Motors	March, 1927
*Colgate Palmolive Peet	January, 1923

Five Years or More Continuous *Northwestern Yeast Co. March, 1929 March, 1929

Managers -	Four Y	ears or M	ore Continuou	S
National Sugar	Refining Co.		otember, 1929	
*Armour & Co.		Au	gust, 1929	
*Pepsodent Co.	1.1	Au	gust, 1929	
*Standard Bran	ds. Inc.	Jan	nuary, 1928	
*General Mills,	Inc	Ser	otember, 1925	
Gilmore Oil Co.		Ja	nuary, 1930	
*Wildroot Co		Oc	tober, 1929	

1	· · · ·
ame percentage among more	" Three
t additions to the list of net- advertisers have already de-	*Tastyeast, Inc.
on campaigns during the	*General Petroleum *Pacific Coast Borax
d summer that is just ahead adio.	Kellogg Co.
the following list, which	*Lamont Corliss & Co. *Safeway Stores, Inc.
s the histories of NBC adver- s at a glance, are 48 which	*Campana Corp.
s at a grance, are 40 which	*Household Finance Corp.

M. J. B. Co. Swift & Co. *Caswell, George W. & Co. *Richfield Oil Co. of Calif. *Wander Co Larus & Bros. *Carnation Co.

November, 1927

September, 1929

August, 1929 September, 1929 October, 1929

August, 1929

January, 1930 October, 1929

December, 1927

*Lady Esther *Bayer Co. (Sterling Prod.) *Wesson Oil & Snowdrift *Texas Co. *Sinclair Refining Co. Continuous

May, 1931 September, 1931 October, 1931 January, 1931 June, 1928 February, 1932 One Year or More Continuous

Two Years or More Continuous

Three Years or More Continuous

May. 1930

April, 1925

September, 1928 September, 1930

September, 1930 November, 1930

December, 1930

August, 1929 February, 1931 March, 1931

April, 1931 April, 1931

April, 1931

May, 1931

January, 1931

Folger, J. A. & Co	November, 1932 October, 1932 April, 1933 February, 1933
National Dairy Products Phenix) (Kraft March, 1929 Langendorf United Bakeries Moore, Benjamin & Co. January, 1933 Morris & Co., Philip April, 1933 Paraffine Cos. September, 1932 *Premier Pabst Sales Co. September, 1932 *Real Silk Hosiery Mills February, 1933	October, 1932 January, 1933 February, 1933 April, 1933 September, 1932 September, 1932 February, 1933 June, 1932
• Under contract for time this summer.	

Other Summer Advertisers-1934

AC Spark Plug Co., B. T. Babbitt Co., Bauer & Black, Continental Oil Co., Crazy Water Hotel Co., Fels & Company, Firestone Tire & Rubber Co., F. W. Fitch Co., Gencral Tire & Rubber Co., Health Products Corp., House & Seager Co., Lehn & Filk, Luxor, Ltd., J. W. Marrow Manufacturing Co., MacFadden De Mile Company Occidental Life Co., Lenn & Fink, Luxor, Ltd., J. W. Marrow Manufacturing Co., MacFadden Publications, Inc., Dr. Miles Laboratories, The Molle Company, Occidental Life Insurance Co., Palmer House, Pet Milk Sales Corp., Plough, Inc., Hrincess Pat, Ltd., Procter & Gamble Co., Quaker Oats Co., Red Star Yeast Product, Rieser Company, Harold F. Ritchie (Eno Salts), Sterling Products (Phillips), U. S. Tobacco Co.

story com

Code Authority to Draft Reply To NRA Wage Proposal May 2

"Suggestion" Expected to be Held Untenable; Code Eagles Ready; Studio Survey Starts³

FORMAL REPLY to the letter from NRA suggesting that the broadcasting industry adopt a substantially shorter work week together with a 10 per cent blanket increase in wages will be drafted by the Code Authority for the broadcasting industry during its meetings in Washington beginning May 2.

It is a foregone conclusion that the Code-Authority will hold that the "recommendations" made by Division Administrator Rosenblatt of NRA are untenable in that they would impose upon the industry a burden which many stations would be unable to carry. Roughly, it is estimated that if the recommendations were adopted, a 25 per cent increase in personnel and an annual payroll boost of nearly \$3,000,000 would be necessary.

Would Boost Time Rates

THE ROSENBLATT "suggestions" were made in a letter to the Code Authority under date of March 21 and signature of William P. Farnsworth, deputy administrator in charge of the code. It aroused a storm of opposition from all elements in broadcasting, since the boosting of station and network overhead expenses unquestionably would lead to increased time rates

An editorial attack on the proposal published in the April 1 ssue of BROADCASTING was challenged by Mr. Rosenblatt in a letter published in the April 15 issue, in which the official admitted, however, that he was fully aware of the "splendid cooperation" which NRA has received from the broadcasting industry and that the industry deserves praise for what it has done not only to reach but to pass the 1929 employment and wage peaks.

In addition to the Rosenblatt communication, the Code Authority will consider a proposal by NRA Administrator Hugh S. Johnson that the industry consider a reduction of 10 per cent in the hours of labor without an accompanying reduction in wages. Among other subjects on the agenda are complaints arising out of alleged violations of the trade practice provisions of the code, consideration of a questionnaire having to do with wage and labor conditions of artists and performers and the drafting of the second portion of a report to NRA on the status of broadcast technicians under the code.

President Backs Fees

WITH the new Code Eagle replacing the Blue Eagle as the NRA symbol effective May 1, considerable significance attaches to the executive order issued by President Roosevelt April 14 providing for approval by General Johnson of all budgets and assessments of Code Authorities for financing the administration of codes and making failure to pay code assessments a violation of the National Industrial Recovery Act. In the case of



While the Radio Commission station log shows approximately 600 licensed stations, there are actually 585 operating entities. Of these, however, some 30 have been exempted from Code Authority assessments because they are noncommercial educational or religious stations. Thus, of approximately 550 commercial stations required to pay assessments, about 420 al-

ready have complied by remitting to the Code Authority, according to James W. Baldwin, executive officer of the code board. The President's executive order specifies that employers who

have not contributed to their code authorities shall not be entitled to the Code Eagle. It states also that employers shall be required to pay assessments to only one code authority, which, in the broadcasting industry may lead to complica-tions because of the substantial number of stations which are operated by parent companies in other lines of activity and therefore subject to other codes.

The Code Eagle is identical with the Blue Eagle, except that the legend "We Do Our Part" is replaced by the single word "Code." Beneath the word "Code" will appear the name of the industry, such as "Radio Broadcasting," and directly under that will be the registration number assigned the particular code member.

In a letter to every employer in connection with the Code Eagle, General Johnson said: "Its display by you will inform the public that you are cooperating with the vast majority in stamping out unfair practices and methods of competiion, and in giving your employes a square deal by paying code wages.'

Accompanying General Johnson's letter was a simple application card, addressed for return to state NRA compliance directors,

OSBORNE B. BOND, for the last two years director of media for Calkins & Holden, New York Agency, has joined the New York offices of Edward Petry & Co., Inc., station repre-Mr. Bond sentatives.

Mr. Bond's agency activities date from 1921, when he was assistant to the space buyer at McKim, Ltd., Montreal. Coming to New York in 1924 as space buyer for Hanser-Churchill Agency, he brought much knowledge of Canadian markets and media with him. For six years prior to joining Calkins & Holden. he was space buyer with Richard-

son, Alley and Richards Co. In addition to the usual newspaper, magazine and trade paper lists, Mr. Bond has purchased out-door advertising and radio-both network and spot. He has spent much time in many cities in an effort to study at first hand the local angles of radio as a medium for spot broadcasting. His appointment is in keeping with the policy of the Petry company to staff its offices with men of wide experience in the advertising field.

and an instruction sheet outlining the procedure to be followed in obtaining an eagle. It was stated that ample quantities of the insignia are being printed and will be in the hands of state directors for distribution as soon after May 1 as applications for them can be cleared.

The code eagle instructions emphasize that "it will not be issued to anyone who is violating a code or agreement" and that "the right to continue to display it depends on continued compliance." The Code Eagle, it is stated, is the property of the United States government.

In line with plans worked out at joint meetings of the code authorities for the broadcasting, motion picture and legitimate theatre industries, Mr. Baldwin on April 23

sent to all stations and networks a brief questionnaire relating to studio audiences. "It is the contention of some

First Quarter Network Revenues

Following are the comparative monthly receipts of each network during the first quarter periods of 1934 and 1933*:

FIRST QUARTER

	4.0		
1934 January February March	CBS 1,405,948 1,387,823 1,524,904	NBC-Red 1,300,708 1,184,871 1,332,482	NBC-Blue 988,503 902,866 1,035,321
% Increase	4,318,675 51.9	3,818,061 28.6	2,926,690 24.2
January	941,465	1,031,373	752,052
February	884,977	908,531	744,209
March	1,016,102	1,028,935	859,562
	2,842,544	2,968,839	2,355,833
*These totals do 'not inclu- the Pacific coast, which repres works' totals.			

Osborne Bond Resigns Agency Position to Join ances is unfair to the motion pic. Petry Co. in New York ture and legitimate theatre indus. tries. The Code Authority, after considering the matter, agreed that the subject was one on which all broadcasters should be allowed to express an opinion. It was fur. ther agreed that the Code Au. thority was in need of certain statistical information to enable it to determine the full scope of the questions involved.

"For these reasons it is requested that you furnish us with the information requested in this questionnaire on or before June 1. 1934."

Text of Questionnaire

THE QUESTIONNAIRE follows in full text:

1. Do you, directly or in cooper Do you, directly of in cooper-tion with sponsor, as a regular pra-tice, admit visitors to witness rada program performances? (This in-cludes program performances given

program performances per month? B. What is the maximum num.

ber of visitors you can accommodate at any one performance? 2. If not as a regular practice, do you, on occasion, directly or in cooperation with sponsor, admit visitors to witness radio program performences?

A. What is the average number of visitors admitted to witness such program performances per month? 3. If you do admit persons to witgram.

ness radio program performances check below your reason for such

practice : A. At the request of sponsor, B. For station good will. C. Primarily for the entertain-

ment of visitors. D. (Add here any other reason)

4. Are visitors required to pay for

admission? A. If so, what percentage of to-

which were taking place and it has 5. If you do admit visitors to wit-ness radio program performances, would the denial of this privilege in your opinion, interfere with the sale been the interpreter of these changes and so helped to clarify the issues which have succeeded your station facilities?

Racketeering Charged

COMPLAINTS have been made to the Code Authority alleging employment of racketeering methods in Chicago in connection with efforts to unionize technical employes of stations and networks. The complaints were that a "campaign of intimidation" is being waged and that operators and engineers of a number of stations have been attacked and threatened by purported gangsters with the objective of forcing them to join a trade union. These charges, it is understood, will be transmitted gether. to NRA labor board.

Travel for Sponsor

FLEET-WING OIL Corp., Cleveland, is sponsoring the team of "Al and Pete" on WLW, WTAM, WSPD and KDKA in a campaign recently started. Between their broadcasts the radio team is making personal appearances at clubs, theaters, and dealer meetings. The account is handled by the Cleveland office of McCann-Erickson, Inc.

people," he said in his letter of transmittal, "that the admission of NBC Reports on its Varied Services Affiliates Used 331.919 Hours of Net Programs in 1933; **Advisory Council Informed of Developments**

always the presentation by representative spokesmen of various points of view. "While 99 per cent of our corre-

spondence, which runs into millions of letters and telegrams, is of a congratulatory nature, the one per cent of complaint or of unfavorable criticism is looked upon as most important, receiving very serious consideration."

sored programs, Mr. Aylesworth said:

sponsors of the Metropolitan Opera broadcasts, the leading symphony orchestras and the great artists of concert halls, gives to our people, along with the great diversity of fine entertainment, a complete radio service which is unexcelled in the world.

only has the National Farm and Home Hour continued to attract millions of listeners who are directly benefitted by the service of information and expression of varied views on problems of the farm and the community, but it has been the means of bringing the city and the country dweller together. Here, where a lack of understanding has sometimes existed in the past in our country, they now both find a common meeting ground for mutual discussion and enjoyment."

THE VOLUME of educational programs over the radio is far greater than the majority of people imagine, Mr. Aylesworth said.

tion," he explained, "I mean the radio programs in the homes of our people-those to the housewife

dealing with the family budget, the care of the home and the training of children; the radio programs dealing with public affairs, governmental activities, the general agricultural discussions and debates on important questions.

'Education by radio in the school room must of necessity be generally localized to the community where the curriculum and local time make possible broadcasts that do not inferfere with local school activities or with the established course of study. In other words, radio in the school cannot assume the place of * the school teacher in the classroom. be heard in the classroom which serve to put the classroom in touch with the world of public affairs. Instances of this occur where a member of the cabinet or the President of the United States addresses the

Schooling for Adults

"THE PRIME importance of socalled radio education is in programs to adults dealing with a much broader phase of the term learned this if we have learned

"I believe that we should organize the field of popular education so that there should be brought to the American people a well conceived and completely rounded out

NBC's CABINET_Photograph taken at ninth annual meeting of Advisory Council of NBC April 18. Start-ing at left and reading clockwise around the table are: Dr. Francis D. Farrell, president, Kansas State Agri-cultural College; Mrs. John D. Sherman, past president, General Federation of Women's Clubs; Gen. James C. Hasterd charges and the Harman Part of the Construction of Women's Clubs; Gen. James G. Harbord, chairman, RCA; Dr. Henry Sloane Coffin, president, Union Theological Seminary; Elihu Root, G. Harbord, chairman, RCA; Dr. Henry Sloane Comn, president, Union Ineological Seminary; Elina Root, noted publicist and former Secretary of State; Owen D. Young (presiding), chairman, General Electric Co.; Judge Morgan J. O'Brien, former justice, New York Supreme Court; William Green, president, American Federation of Labor; Dr. Walter Damrosch, noted conductor and composer; Dr. Henry S. Pritchett, president emeritus, Carnegie Foundation for Advancement of Teaching; Dr. Robert M. Hutchins, president, University of Chicago; M. H. Aylesworth, president, NBC; and Everett Case, acting secretary of the Council.

BROADCASTING • May 1, 1934 May 1, 1934 • BROADCASTING

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tals given in: 1 A? 2 A?

each other with almost bewildering rapidity.

Members of the Advisory Council of the NBC are: Newton D. Baker, Paul D. Cravath, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, James G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Elihu Root, Mrs. John D. Sherman, Felix M. Warburg and Owen D. Young, chairman. In his report to the council Mr. Aylesworth referred particularly to radio's part in bringing the government and the people closer to-

ply a single fullime station more than 51 years. During a typical Mr. Aylesworth month, December. 1 hours and 42 minutes of NBC network programs were included in the average broadcasting day of its associated stations. Seventyseven per cent of these were sustaining programs.

FFILIATED

stations of the

NBC networks

broadcast 331,919

hours of NBC

programs during

1933 - enough

material to sup-

These are some of the facts brought out in the report of M. H. Aylesworth, NBC president, sub-mitted April 18 to the eighth annual meeting of the NBC Advisory

in the country's whole mental out-

Government to the People

"NEVER before," he said, "has the

national government been brought closer to the American people. The

corollary of this is that never be-

fore has there been such a wide

and direct participation by the

American people in questions af-

This would not have been pos-

sible had it not been for the Na-

tional Broadcasting Co.'s policy,

approved by the council, of seeking

fecting the nation's welfare.

Council, consisting of distinguished men and women from various parts of the country. There were 87 stations associated with NBC at the close of 1933. The number of network programs produced totaled 46,367, an average of 127 programs a day, representing 504,908 appearances before NBC microphones-an average of 11 persons appearing on each pro-

Radio Held Indispensable

BROADCASTING has come to be indispensable to the conduct of American life, and especially so in times of difficulty, Mr. Aylesworth stated. A transition has occurred

"When I speak of radio educalook during the last year, he said, and broadcasting has played a two-fold role in helping to bring this about: It has reflected the changes

In discussing the trend of spon-"The recognition by industrial

"In the field of agriculture not nation.

Educational Programs

appreciative of it is shown convinc-ingly by hundreds of thousands of letters from listeners and from the offi-cers of the organizations that parti-cipate in the program. There is, in-deed, an almost embarrassing abut nothing else over a period of seven dance of these letters so that it is diffi-cult to select a few for special comvears in broadcasting. ment. Private citizens, business leaders heads of farm organizations, govern-ment officials, educators and others (Continued on page 36)

education' than that known in the classroom or university. It is here that radio can best serve all the people of our country. The programs which are of the greatest value are those that definitely serve the most immediate need. We have

"The fact that the people of our country have provided themselves with more than 18,000,000 receiving sets (more than all the "On special occasions, outstandreceiving sets possessed by all ing national radio broadcasts may other countries combined) is a living testimonial to the hearty approval which the American plan of

radio broadcasting is being accorded.' Also submitted to the council during the meeting were reports on agriculture, education, labor, mu-

sic, religious activities and on women's activities. Excerpts from these reports fol-

project embracing the type of in-

project embracing the type of in-struction and information which will widen mental horizons, in-crease individual capacities for

self-improvement and tend to be of the greatest ultimate service to

In summing up the activities of

last year, Mr. Aylesworth reiter-

ated the improvements in service

which radio has given the Ameri-

Freedom of Expression

"IN NO country in the world," he

said, "do we find a freedom of ex-pression, a constant striving for

the presentation of both sides of

national, state and even community

issues, a willingness to perform un-

selfishly a public service, exceed-

ing our own in excellence.

the community."

can people.

low: AGRICULTURE By Francis D. Farrell

agricultural broadcasting service and

President, Kansas State Agricultural College That the public is interested in the

NBC Reorganizes Sales Force, **Expands Station Relations Unit**

Norton Named Treasurer, Mason Adds Duties; New Setup Aims to Serve Advertisers

VIRTUALLY simultaneous an-nouncements by NBC in the last fortnight have revealed a complete reorganization of the company's sales forces throughout the country, a change in the setup of the station relations department, and appointment of Henry Kittredge Norton as treasurer. In addition, it is known that Vice President Frank E. Mason has been devoting his attention to a number of company problems entirely removed from the field of press relations, with which he has been generally identified in the past.

Described by Edgar Kobak, re-cently elected vice president in charge of sales, as a setup "organized to serve the convenience of the advertiser and his agency rather than that of the NBC itthe new commercial regime puts Roy C. Witmer, formerly vice president in charge of eastern sales, in the position of operations head for all the company's sales. Mr. Kobak will devote his time to sales policies and coordination.

Sales Staff Merged

IN ALL three geographical divi-sions, local and national sales will henceforth be merged, with all salesmen reporting to their divisional sales managers. Salesmen allocated to national accounts will service national or semi-national advertisers, regardless of whether such sponsors are buying network, spot or local time. Purely local advertisers will be served by other salesmen specializing in this type of business, but members of the same general sales staff.

reorganization is completed-and at the time of going to press it had been effected in the eastern and central divisions-each NBC office and managed station will represent the company as a whole, instead of confining itself to spot business, as formerly. In the eastern division, Donald

ern network sales manager, will head the sales organization, though his exact title has not yet been determined. Assisting him will be James V. McConnell, whose former position was manager of local sales in the same division. Lloyd C. Thomas will act as consultant on local business.

Mr. THOMAS, together with Roy Witmer, accompanied Mr. Kobak to Chicago when the reorganization was made for the central division. In this section Kenneth Carpenter will act as sales manager, with I. E. Showerman as assistant, and all business, whether network spot, or local, will be under their supervision. Sales promotion, merchandising, and advertising activities will be directed by Emmons C. Carlson

Eastern sales promotion activities remain under the direction of E. P. H. James, but are divided into four departments, headed respectively by B. J. Hauser, promo-

tion service, under C. Lloyd Egner, becomes an integral part of the sales department, and a staff is being collected to work with him in the preparation of recordings, complete with announcements, ready-made for local sponsorship. In connection with all transcription and spot accounts, NBC assumes the responsibility for the credit, billing, and collections. Member stations, instead of billing

advertisers direct, will bill NBC New York headquarters.

Public Relations Expansion NBC will not accept business for spot or transcription accounts from advertisers whose programs conflict with the network program policies or whose requests call for schedules which are contrary to policies already in effect on NBCmanaged stations. Within two days of the an-nouncement of the "new deal" in

the commercial division, Col. Richard C. Patterson, Jr., executive vice president, made public the expansion of the station relations department, with the advancement of William S. Hedges and C. L. McCarthy to new positions. Under Donald Withycomb, de-

partment manager, Hedges will be manager of all stations operated or managed by the company, and Mr. McCarthy becomes manager the associated stations section of the department. "Expansion of station relations activities." Col. Patterson said, "is being under-

It is emphasized that when the

S. Shaw, who previously was east-

Central Division

Page 12

a surprise-package offer to those of his radio audience who were brides of one year or less. A total of 6,886 requests were received. Each package contained one small box of Johnson's floor wax, Glo-Coat, and Shi-Nup and a Johnson's double duster.

> taken with a view to establishing closer cooperation between the National Broadcasting Company and the network stations throughout the country.'

No Bride Shortage

Mr. Hedges' radio career dates from 1922, when he established the radio department of the Chicago Daily News. Later he became president of the newspaper's sta-tion WGU (now WMAQ). Since

then he has been manager of KDKA, and in 1928 he was elected president of the NAB, of which he s still a director. Mr. McCarthy has been with NBC since its Pacific Coast organ-ization was set up in 1927. Three years later he was appointed assistant to Don Gilman, vice president in charge of west coast activities, and he has been respon-sible for the operation of KGO and KPO. About two months ago he left NBC to join KFI in a mana-

gerial capacity, but has resigned after six weeks to rejoin NBC in New York. Roger W. Clipp, who has been with NBC for five years in various departments, including operations and station relations, has been appointed assistant to William S. Hedges in the management of operated stations. He is a graduate of the Wharton School of Commerce, University of Pennsylvania,

and has been interested in radio

for the last 10 years as an ama teur and commercial operator. Announcement of Henry Kit TONY WONS, radio star for tredge Norton's election to treasurership was made by G S. C. Johnson & Sons, Inc., made in three broadcasts Patterson April 20. Mr. Norton has been with NBC for five months Woods while the latter was treas urer, and, since his promotion the position of assistant to Cal Patterson, as assistant treasure Formerly Mr. Norton was a practice ticing attorney, and assistant to the general counsel of Armour 4 Company, specializing in financial matters. He is well known also as a publicist and writer on eco nomics

Mason Is Active

DURING the last few weeks Frank E. Mason has been working as a assistant to both President Merli H. Aylesworth and Executive Vi President Patterson, relieving th latter of much of the responsib ity for the operation of seven departments, including the finar cial, operations, and methods, j addition to press relations, with which he has always been identified. At various times also he ha been in charge of all company operations. Mr. Mason was the coordinator of the committees that set up the electrical transcription service and has represented NR throughout the various stages of the negotiations with the ANPA and the Publishers National Radio Committee which led to the setting up of the Press-Radio Bureau.

Details of the setup, under which the San Francisco division of the sales department will operate were not available at the time of going to press, but it was known that H. F. Anderson will act as sales manager, and Roy Frothingham will have charge of sales promotion, advertising, marketing and merchandising activities.

Mexico Allocates **1**]. S. Clear Waves To Home Stations serving as assistant to Mark J Regional and Local Channels Also Used in Shake-up A COMPLETE reallocation of Mexican broadcasting stations, under which its 60 stations were assigned to new frequencies-for the most part those on which American sta-tions operate—was promulgated April 7 by the Mexican Ministry of

Communications and is now operative, according to official word from Mexico City. Said to be designed to eliminate

interference between Mexican stations and to minimize the confusion which has been caused to the operation of both American and Canadian outlets, the reallocation resulted in the assignment of Mexican stations on 19 U.S. clear channels. Altogether, 38 channels are being used by the 60 stations. In addition to the U. S. clear waves, assignments have been made on nine U. S. regional channels and three U. S. locals. Only one assignment was made on a Canadian exclusive, but six Canadian shared waves were allocated.

Follows Summer Parley OF SIGNIFICANCE is the fact

that all of the assignments are on the precise channels allocated in this country and in Canada. Heretofore, the Mexican allocations for the most part have been on midchannels, or in between the frequency allocations in the United States and Canada. The precise frequency assignments were made in accordance with the agreement reached at the North American Radio Conference in Mexico City last summer at which Mexico decided to adhere to this method of allocation, despite the fact that the nations failed to agree upon a redistribution of wave lengths under which Mexico would acquire definite exclusive and shared channels. With one exception, the stations assigned to U. S. clear waves are of 1 kw. power or below. This ex-ception is XEMO, Tiajuana, on the 850 kc. channel, with $2\frac{1}{2}$ kw. There are 10 stations of 2½ kw. or more, which in the main are assigned to U. S. regional and Canadian-shared waves. The big-gest station is XENT at Nuevo Laredo, opposite Laredo, Tex., which is listed at 150 kw., and is reputed to be operated by Norman Baker, former Muscatine, Iowa, broadcaster, whose station was deleted because of objectionable medical programs. This station is as-signed to the 1340 kc. channel, a U.S. regional. S. regional **Commission Survey Seen**

> THE DEGREE of interference which may result from the operation of these high power stations on U. S. waves is problematical. Inquiry at the Radio Commission failed to reveal any complaints from domestic stations since the shift became effective. It is believed that eventually the Radio Commission, through the State Department, will survey and report on the developments to the Mexican communications authorities.

RADIO officials in this country are particularly pleased over the recent action of Mexican authorities in closing down XER, at Villa Acuna, Mexico, across from Del Rio, Tex. It is felt that while the assign-It had been operated by Dr. John R. Brinkley, former Kansas broadment of Mexican stations to the new waves does not alleviate the caster, whose station was deleted

Reallocati	ion i	in	Mexico	
(Effective	April	17.	1934)	

FREQUENCY

of

international radio problem mate-

rially, it appears to be an improve-

ment over the former allocations

with stations on adjacent channels.

Proper settlement of the technical

problem, it is pointed out, can come

American nations so that clear

channels in fact can be clear and

adequate mileage separations and

power allotments can be made on

Canada Benefits

regional and shared waves.

ly with a definite redistribution

channels as between the North

assignment on mid-channels

ly, when interference was caused

FREQU				Power
New	Old	Call Letter	Location	(watts)
560		XEAO	Mexicali, B. C.	250
590	585	XEPN	Piadras Negras, Coah	50,000
610		XFX	Mexico, D. F.	1,000
630		XEZ	Merida, Yuc	500
640	620	XEOX	Saltillo Coah	250
660		XEAL	Mexico, D. F	1,000
690		XET	Monterrey, N. L	500
710		XEN	Mexico, D. F	1,000
720	* • • •	XEFI	Chihuahua, Chih	250
740 750		XEPR	Mexico, D. F.	
780	. : .	XEMC XEYZ	Merida, Yuc	250
810	805	FXC	Mexico, D. F.	10,000
820 .	830	XETW	Aguascalientes, Ags	
850	1210	XETZ	Mexico, D. F. Mexico, D. F.	500
860		XEMO	Tijuana, B. C.	2 500
890	910	XEW		
920	760	XEOK	Tijuana, B. C. Mexico, D. F. Reynosa, Tamps.	2,500
940		XEFO	Mexico, D. F	5,000
950	965	XEAW	Revnosa, Tamps	10,000
970	1020	XES	Tampico, Tamps	250
970	780	XEP	Reynosa, Tamps Tampico, Tamps Mexico, D. F.	500
980		XEAE	Tijuana, B. C.	250
1010	1030	XEB	Tijuana, B. C Mexico, D. F	10,000
1020	1010	XEJ	C. Juarez. Chih	250
1040	1105	XEFG	Mexico, D. F.	250
1080	990	XEAF	Nogales. Son.	250
1100		XEWW	Vera Cruz, Ver Mexico, D. F Monterrey, N. L.	250
1120	990	XEK	Mexico, D. F	*
1130	1132	XEH	Monterrey, N. L.	250
1160	1155	XED	Guadalajara, Jal	500
1180	1250	XEFA	Tacuba, D. F.	500
1200	1000	XEWZ	Mexico, D. F.	*
1200	1000	XEC	Toluca, Mex	
$1200 \\ 1200$	546	XEY	Merida, Yuc.	*
1200	1010	XEU XEMA	Vera Cruz, Ver Tampico, Tamps	*
1200	1000	XEMA	Tampico, Tamps	*
1210	1450	XEAB	Guadalajara, Jal.	· *
1210	1010	XEE	Nuevo Laredo, Tamps	
1210	1370	XEFV	Durango, Dgo	
1210	630	XEMZ	C. Juarez, Chih Tijuana, B. C	
1210	1000	XEFJ	Monterrey, N. L.	
1210	860	XETH	Puebla, Pue	*
1280	670	XEBC	Agua Caliente, B. C	5,000
1310		XECW	Mexico, D. F.	0,000
1310	1380	XETB	Torreon, Coah	
1310	500	XFA	Aguascalientes, Ags	· *
1310	1280	XEFW	Tampico, Tamps.	
1310	1050	XEFC	Merida, Yuc	*
1310	630	XEX	Tampico, Tamps. Merida, Yuc. Monterrey, N. L.	*
1310	1310	XEI	Morelia, Mich.	
1340	1115	XENT	Morelia, Mich. Nuevo Laredo, Tamps	150,000
1370		XEFZ	Mexico, D. F.	. *
1370	1000	XEL	Saltillo, Coah	*
1370		XEZZ	S. L. Potosi	. *
1370	1000	XEFE	Nuevo Laredo, Tamps	*
1420	1090	XEAI	Mexico, D. F Monterrey, N. L	*
1420	1315	XEFB	Monterrey, N. L	*
1420		XEAZ	Leon, Guan	. *
* Stat	ions oper	rating with po	wer of 125 watts or less.	

because of the nature of his medi-

cal advertising. Licensed for 500

done by agreement with Canada,

LIPMAN WOLFE & Co., one of

the largest department stores in Portland, Oreg., has taken spon-sorship of "The Witch's Tale,"

transcriptions produced by All Star

Broadcasts, New York, and placed

on KGW, Portland, by the Fred-

erick H. Schmalz agency.

however, is unknown.

Four Get Permits **On New Channels** Two Denied Test Licenses: Schools Fail to Apply

FOUR of the applicants heard by the Radio Commission, sitting en banc April 4 and 5, on requests for authority to erect new broad-casting stations for operation on the recently opened 1,500-1,600 kc. band, received favorable decisions from the Commission April 20. Two others were denied. The grants are effective May 11. and the stations are to be permitted to carry sponsored programs. Those granted waves in the new band, each with 1 kw. power, are: American - Republican, Inc., Waterbury, Conn., 1,530 kc. First National Television, Inc., Kansas City, 1,530 kc. John V. L. Hogan, Long Island, N. Y., 1,550 kc. Pioneer Mercantile Co., Bak erfield, Calif., 1,550 kc. Those whose applications were denied: Unity School of Christianity, Kansas City, seeking 1,530 kc., 1 kw Fred W. Christian, Jr., and Raleigh W. Whiston, Los Angeles, seeking 1,570 kc., 1 kw. The Commission ordered construction permits issued for the erection of the stations, and then will issue 6-month experimental licenses to determine whether these frequencies, properly developed, are suitable for permanent broadcasting services, particularly with a view to high fidelity transmission and reception. The three frequencies in the widened band were fixed at 20 kc. spacings for this purpose Details of the plans of each of the applicants were fully carried in the April 15 issue of BROAD CASTING. The fact that more applicants for the newly opened wave lengths did not appear has occasioned considerable surprise, particularly in the ranks of the Radio Commission. Because it saw an opening on these waves for more college and university stations seeking to gain a foothold in radio, the Commission long before the hearings sent out 1,020 letters to about as

many educational institutions pointing out the opportunity thus afforded them. According to the Commission. only nine letters were received by the Commission acknowledging its announcement of the availability of the 1,500-1,600 kc. band, As a result of these replies, seven let-

kw., the station was responsible for most of the complaints about ters were sent by the Commission interference caused from Mexico. transmitting application blanks for Interest attaches to the fact that construction permits to use one of the new allocations include only the three new frequencies availone assignment on a Canadian ex-clusive channel-690 kc., occupied Not a single application able. blank has yet been filed with the by CFRB, Toronto-whereas under Commission by an educational inthe old allocations, Mexican stastitution. tions were assigned to practically all of the half dozen Canadian ex-clusive waves. Whether this was

One other application for 1530 kc., filed by Robert Lowell Burch, of Salem, Ore., seeking 500 watts part time, was defaulted April 25 when applicant failed to appear or to file a statement of facts. His attorney, indicating the applicant still wants to press his case, was advised by the Commission that a petition for reopening was neces-sary, which he indicated would be filed.



WIRE MILEAGE-This is the first complete map of American broadcasting networks connected by A. & T. The aerial wire plant used for network broadcasting requires 53,000 miles of wire, assigned as follow: 34,000 miles for full time service; 6,000 miles for recurring service; 8,000 miles for protection and species occasions; 5,000 spare but available for use.

BROADCASTING • May 1, 1934 May 1, 1934 • BROADCASTING

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50,000 Participate In Radio Balloting WOR Proves Listener Poll

By Power Line Practical

RADIO VOTING is an accomplished fact, reported WOR, Newark, following a Sunday night test, April 22, in which listeners in Essex county, N. J., took part. Dr. Nevil Monroe Hopkins, inventor and lecturer on electrical engineering at New York University, heading a group of members of the American Institute of Electrical Engineers, watched various types of meters in a sub-power station controlling the area, while a WOR announcer requested listeners to turn on electric lights. These recorded the additional load.

Audience of 250,000

The final test was unique in that the listeners were asked to turn off their radio receivers for three seconds and then to turn them on again. This was the real test and definitely proved the practicability of voting by radio. The scien-tists estimated the power factor of each receiver at 65 watts, an estimate that other observers thought was rather conservative. But at that figure, the computation showed that 50,000 receivers complied. With an average of four persons to a receiver, nearly half of the 500,000 population heard the tests.

In the method that will be used in the future, the receivers will not have to be snapped off, but the technical effect will be much the same. A button on a small reactive apparatus will be pressed in-The only thing that remains to be done, said one of the scientists, is to install reaction factor meters for the measuring purposes.

Newspapers Ask Questions

IN THE VOTING, questions compounded by four Newark newspapers, got affirmative votes, some by great margins. The closest of them all was one asked by the Sunday Call: "Should state parks be established along New Jersey's coast line for the benefit of its residents?" The vote was 24,000 yeas to 22,000 nays. Forty-eight thousand persons tune in distant stations and 12,000 do not, according to a query put to listeners by the Newark Evening New's radio editor, Hubert R. Ede. It brought 10,000 more responses from listeners than any other question. The increase was accounted for by the additional number of listeners responding to the request for the assistance of listeners. One of the surprises of the vot-

ing was the almost unanimous opinion of listeners that "preparedness is the best means to avert war," in response to a question by the Star Eagle. A similar response, was given to the question put by the Newark Ledger: "Do you favor jury reform in New Jersey?"

KTRH, Houston, was saluted over CBS April 19 with a program including a speech by Jesse Jones, owner of the Houston Chronicle and chairman of the Reconstruction Finance Corp., who recently purchased the station.

illerin an ann an Allanda an A

FIRST LADY IN RADIO SPORTS Skeptics Routed by Success of Woman as Broadcaster –of Athletic Events for Brewery—–

lengthy visit.

have been used extensively.

the announcer has finished.

burlesque. Miss Wilson pretends

Sun Carr

MISS WILSON

to allow her announcer "just 30

seconds for the message of the

sponsor." If he runs over, she in-

Economical Advertising

terrupts by saying "Time's up!"

omy of radio successes.

Baldwin Buys WGH

Newport News, Va., has been pur-

and former secretary of the Radio

L. M. Newcomb, Virginia banker, and Edward E. Bishop, of New-

port News, station manager.

Her

cess.

By VICK KNIGHT Director of Radio Production, Campbell-Sanford Advertising Co., Cleveland

> WHEN the brewers of Sunrise Beer chose Marge Wilson's delinea-÷ tion of sports events as their contribution to Cleveland airfare over WHK, there were more

Mr. Knight than the usual number of skeptics with their inhibitions.

For after all-what could a woman know about things athletic? There were two strikes on Marge Wilson when she stepped up to bat. But she caught hold of the very first pitch and planted the pill in the bleachers for a radio home-

run! No, Miss Wilson is not strictly a broadcasting anomaly. She really knows her sports. The only daughter of a football coach and a most enthusiastic follower of all that is athletic, Marge has a splendid background. Not yet old enough to vote, she nevertheless can converse readily and fluently on the accomlishments of Christy Mathewson, y Young, Jim Thorpe, Honus Wagner, or any other old-timer whose name pops into a symposium. This ability comes from her avidity for research work. She is an inveterate reader, a keen observer

400 Dealers Added

FREQUENTLY a visitor at ringside, matt, field, turf and court. Miss Wilson invariably "gets a big hand" from the fans. They like her breezy style, her love for the underdog, her keen wit and wordpicture analysis.

Fan mail? Mostly from men! About 20 per cent comes from women with the bulk from masculine admirers. Many confess in their letters that they were skeptical at first but since have been

Merchandising? No "hooks' have been employed because of JULIUS JONAS, director of adverprohibitive beer-code regulations, tising for Sunrise, says the combut the institutional value of the mercial announcements on Marge show has enabled the sponsor to Wilson's programs are the finest in increase his business tremendously. radio. Mr. Jonas is highly pleased Sunrise today has by far the lion's share of Cleveland's draught beer with the show and its unquestionable results. He should be. His business and a goodly portion of two 5-minute programs at 7:30 and the "bottle" trade. Almost 400 11 every evening except Sunday dealers have been added since the cost him less per week than a sinradio campaign began, and most of gle-insertion quarter-page display them can be traced directly to the advertisement in Cleveland's leastbroadcasts. expensive daily newspaper.

Ever alert to capitalize on publicity, Miss Wilson encounters little difficulty in keeping her name before the public. Once criticized by a radio editor for an attitude she had taken, she delivered a rebuttal that was a classic. The radio scribe said, "If her sponsors want to remain popular they should remind her that she's barely on the first rung of the radio ladder and another trick or two like that will put her back on her feet."

To which Miss Wilson replied via the air-waves, "Okay, Mr. So-and-So, whyn't you come up on the

Will Meet May 14 To Repeat Membership Drive Select Convention City

A MEETING of the NAB board of directors in Washington has been called for May 14 by Presi-dent Alfred J. McCosker. The board first rung of the ladder and see me sometime?" The fans liked it! Previous to entering radio, Miss Wilson dabbled in things dramatic. She played ingenue lead roles for is expected to select the time and the place for the 1934 convention a barnstorming stock company and Most active for the convention are once won a movie contest which took her to Hollywood for a Cincinnati, Hot Springs, Ark., and Memphis.

brief but dynamic radio The board also will conside matters incident to the NRA code career has been truly sensational particularly results of a meeting in Cleveland. Her shows have that happy combination of enterthe Broadcasting Code At tainment plus the proved ability to merchandise. Window displays, dealer tie-in cards and "stunts" thority which begins in Washngton May 2. Further plans for a con tinuation of the membership drive which has been highly successful Compelling copy has been no mean part of Marge Wilson's sucsince the last convention, will worked out, according to Phili G. Loucks, NAB managing dire For instance, she "teases' the listener into lending his unditor. NAB membership already ha vided attention to the commercial passed the 300 mark for the fir blurb by announcing that the racetime in history, he pointed out, and at present totals 340. The las tips will be presented as soon as drive was started April 9 with the Copy treatment is very light, the "sugar-coated pill" formula being objective of having 400 members by May 1. employed extensively. Not infrequently the announcement is purely

Stations which have joined the NAB since the last convention in October, 1933, include:

KGGC, WFBC, KTAB, KRS KTBS. WGBF, WDEL W2XI WEHC, WKBC, WSJS WSJN, WHAM, WHDH, WHAM, WFAS, WSYB, WAVE WTAI WHET, WFAB. WBIG. WJJD. WDBO, WROL, WKOK, WDAR WDAG, WNRA. WLEY, WWNC, WCAZ, WHEC, KOH, KWKH, KQW, KTAT, KRGV, KOOS, WIB(WJW KXA KTHS, KWEA, KONO. KGHF, KGFI, KTU KFDM KFXR KFJI KXL, KREG, KFJB, KFH, KFOX, KXR0, KIEM, KIT, KMO, KMA, KRE, KVL.

True Story Returns

ONE OF THE FIRST sponsore programs ever carried on CBS re turns to a network of 35 of its stations May 4 when MacFadden Publications, New York (True Story Magazine) brings its "True Story Court of Human Relations' back for a new weekly series of 45 - minute programs, Fridays, 8:30-9:15 p. m., EDST, with repeat for western stations at 11:30 p. m., EDST. The program was carried on an NBC-WEAF net work Sunday nights until April 2 when it was switched to CBS to take the period formerly occupied by "The March of Time." Erwin Wasey & Co., New York, handle account, and Bill Sweets, forme radio announcer, writes and direct the series.

Rebroadcasting WLW

Just another story of the econ-AN ARRANGEMENT with WLW whereby WIBX, Utica, N. Y., pick up and rebroadcasts selected sustaining and sponsored programs of the Cincinnati station, has bee CONTROLLING interest in WGH. made between the two stations WIBX, now managed by Lore chased by James W. Baldwin, ex-Watson, former manager of WGST ecutive officer of the Code Author-Atlanta, is understood to have ity for the broadcasting industry signed three of WLW's sponsored ients for the rebroadcasts, one Commission. Associated with him being Pure Oil Co. It charges ful the station's operation are rates for the WLW sponsored pro gram rebroadcasts. WIBX has also joined CBS for limited commercial program service.

Directors of NAB Fitting Radio to Any Furniture Store

Station Has Eight Accounts But No Single Program Policy; Varying Features Emphasize Different Trade Practices

By FRED C. BOCK National Sales Manager WADC, Akron, O.

EIGHT furniture stores are listed mong the active advertisers who use the facilities of WADC, and during the last seven years this station has never been without at least two furniture advertisers. It would seem that from this experience a certain universal type of campaign might have evolved which could be used by any furniture store, but, instead, it has been concluded that no two programs can be the same. No two people are alike and

since furniture stores are operated with, by and for people, under variable local conditions, no two furniture stores are exactly alike. However, just as there may be someone in New Jersey who partially resembles someone in Iowa, may be furniture stores which in some ways are similar to Akron stores, so we will use the case method of showing the varied procedures used to meet particular problems.

Reputation Established

ONE of our most recent experiences has been with the Weigandt Furniture Co., of Barberton, a suburb of Akron. The store is reasonably large, but has served only the immediate community. It seldom advertised very extensively and seldom had a sale. The name is one which bears respect among Barberton residents and the store is of long standing success. Most residents within 15 or 20 miles were familiar with the store, whether they dealt there or not. When the management decided to use radio to advertise a sale, we realized that, for the present at familiar with the store so that in-stitutional copy could be spared. There were plenty of people to whom the Weigandt store was acceptable and who would be anxious to buy Wiegandt merchandise at sale prices. Therefore, we decided to leave the institutional development to a later campaign and recommended several announcements each day, concentrated upon features of the sale. The first two customers in the store spent over a thousand dollars and both gave credit to radio for the sales. The sales force was too busy to keep an accurate check of radio customers, but there were so many voluntary indications that the store is adapting radio as a regular me-

Good Will Advertising

THE CASE of The Akron Furniture Co. is entirely different. This is a credit store, using much newspaper space. Three programs each week feature a singer who has a distinct and individual style. This campaign might be considered as good will advertising, to an extent. The chief function of the copy is continually to keep the listener reminded of the ease with which he

WHILE there appears to be no stereotyped pattern for radio programs adaptable to furniture store advertising, any more than there is a single standard for any other business, there is ample variety in broadcasting entertainment and in commercial credits to do the job for any sort of reputable establishment, this case history at **WADC** shows. The writer of this article is in a position to know as the station of which he writes has not been without at least two furniture accounts within the last seven years and now has eight such accounts.

bv

can buy, if he uses the convenient Main Street location, fine store credit plan of this store. Institutional copy, impressing the listener with the age of the store, the quality of merchandise, and the large selection of merchandise, is also used. Newspaper ads carry the price copy and thus the two media are supplementary to each other. Direct results are not expected, although a slogan contest showed that thousands follow the program.

Out-of-City Competition

ANOTHER striking case is that of the S. C. Bissler and Son Furniture Store, in Kent, twelve miles from Akron. This store has used radio for about four years. An old understanding between papers and Akron merchants, kept Kent merchants out of Akron papers, but Bissler's used radio and now 75 per cent of their business comes from Akron and surrounding towns. The store has many selling points. The owners have been in business many years. They handle the bet-ter grades of furniture. Their operating expenses are low. It is pleasant ride to the store from Akron. They have an excellent reputation for fair dealing and, unless absolutely impossible, one of the owners acts as the salesman and personally advises the cus-tomer in his selections.

This store calls for another type f program. For the most part it has been a quarter hour of good popular music, one evening a week. he opening and closing announcements are brief, formal recitals of the location of the store and its policies. The middle announcement is more unusual. It is a two and a half-minute announcement by the regular announcer, who drops his formality and, in his own conversational manner, describes his weekly visit to the store. He tells of his short ride, and perhaps some incident of the trip. He tells what he said to Mr. Bissler and

what Mr. Bissler said to him and of course, he gives a good story about the furniture and his viewpoint of the advantages of dealing at the Bissler store. Radio has greatly enlarged the market of this store

The Marvel Furniture Co. represents another case. With due respect to our client, this is an old fashioned borax store, modernized with a new front, a new name, a

Group Broadcasters, Inc. **Reveals Member Stations** Which Take Liquor Ads

THE ENLARGED list of member stations of Group Broadcasters, Inc., to which several additions have been made in the last two weeks, has been made available to BROADCASTING with indications as to which of the stations will accept liquor advertising. The terms on which they will accept this type of business are not absolutely uniform, largely owing to the diversity of state laws which local managers must interpret, but in the majority of cases no more serious restriction is imposed than that such broadcasts be scheduled for not earlier than 9 p.m.

Following is the list of GBI stations, those accepting liquor business being indicated by an asterisk:

ness being indicated by an asterisk: WADC, Akron; WBAL, Balti-more; WLBZ, Bangor; *WNAC, Boston; *WICC, Bridgeport; *WGR-WKBW, Buffalo; KWCR, Cedar Rapids; *KYW, Chicago; WSAI-WLW, Cincinnati; *WHK, Cleveland; *WAIU, Columbus; *CKLW, Detroit; KSO, Des Moines; *WOWO, Fort Wayne; WDBC, Hartford; KMBC, Kansas City; WFEA, Manchester; *WISN, Milwaukee; *WOR, Newark; WOW, Omaha; *WIP, Philadel-phia; *WCAE, Pitts burgh; *WEAN, Providence; WHEC, *WEAN, Providence; WHEC, Rochester; *WFBL, Syracuse; *WEAN, Providence; WHEC, Rochester; *WFBL, Syracuse; *WMAS, Springfield, Mass; KWK, St. Louis; *WSPD, Toledo; *WIBX Utica; *WORC, Worcester; *WOL, Washington; *WMT, Waterloo; *WWVA, Wheeling; *WK BN, Short skits dramatizing incidents

Youngstown. It is reliably reported that negotiations are under way for GBI to operate under an ERPI license with vertical recording equipment of the Western Electric Co.

Sponsor Takes Baseball Games on Yankee Net YANKEE Network baseball broad-

casts are sponsored this season

signing up to advertise Kentucky

For Working Classes

of its effectiveness.

furnishings and radio advertising.

With the exception of a small tie-in

newspaper ad, calling attention to

the program, radio has been the

only medium of advertising used

nearly two years ago. Marvel has a half-hour program

every Wednesday night-a variety

program featuring the 16-piece

Marveliers dance orchestra, with

vocalists, instrumental soloists, and

comedians as special attractions.

of home life, frequently carry the

advertising message, showing how

easy it is to have finer and more

enjoyable homes by patronizing the

Marvel store. This more elaborate

program was designed to be im-

pressive and to solidly establish

the store as one of the city's most

up-to-the-minute dealers in popular

priced furniture, with a modernly dignified credit plan. Three min-

ute talks, three evenings each

week, carry the direct advertising.

The fact that radio is the only me-

dium of advertising which this

store has used is ample testimony

this store since its founding,

for the first time, with the Penn Tobacco Co., Wilkes-Barre, Pa., AMONG our newer productions is a campaign for the Lucky Furniture Co., a borax store with a good Club pipe tobacco, new to the New England section. WNAC has reputation. This happens to be a subsidiary of a store which joined broadcast home games of Braves and Red Sox for the last eight our ranks many years ago. It is the type of stope which seeks great volume and is very aggressive in special promotions. This, of course, seasons, with the Yankee Network carrying them after its formation. The Penn Tobacco contract, placed through Ruthrauff & Ryan, New York, calls for WNAC Boston; WEAN, Providence; WORC, Worhas required another type of pro-gram—a program which appeals to working classes and is expertly merchandised.

A girl of attractive personality featured on the program. She supported by an instrumental trio. Valuable prizes make it worthwhile to learn more about the store. Special merchandise at special prices is offered during every program.

Petry Stations Meet

STATIONS represented by Edward Petry & Co., now numbering 34, will meet in Chicago May 7, 8 and 9 to discuss summer and fall business. Mr. Petry will preside. Also attending from his organization will be Henry I. Christal, New York, and Joseph R. Spadea, Detroit.

day home games of Braves and Red Sox are broadcast. Fred Hoey is retained as announcer for his ninth season. The sponsorship in the interests of pipe tobacco is a "natural," since Hoey is identified in the minds of listeners with pipe smoking through his frequent references to his hobby over the air in the past. During a "Fred Hoey Day" at Braves Field in 1931, a pipe from the Red Sox players was included in a long list of presents given

WMAS, Springfield;

cester; WMAS, Springfield; WDRC, Hartford; WICC, Bridge-

port-New Haven; WFEA, Man-chester; WLBZ, Bangor, and

WNBH, New Bedford. All week-

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Copeland Bill Off Boyer's Tests in Texas **Roosevelt Program** Blocked for Session, Belief,

Despite N. Y. Senator DROPPED from President Roose-

velt's priority legislative program for Congress this session, the Copeland-Tugwell bill seems shelved for the present, in spite of the intention of Senator Copeland (D), of New York, to seek Senate action immediately.

The measure, designed to regulate the sale and advertising of food, drugs and cosmetics, originally bore administration approval. In his conference with Senate and House leaders a fortnight ago on urgent legislation, however, the President failed to include the measure among those he wished to have enacted prior to adjournment. Because of the intense opposition of various groups, and because no companion measure is pending in the House, it is now believed that the legislation is blocked. The NAB opposes certain phases of the measure.

Senator Copeland informed BROADCASTING April 21 that he hoped to have the measure called up in the Senate at once. He said he had only a few minor changes to offer, but that numerous members had discussed with him certain amendments they proposed. Earlier in the week he had asked on the floor that all such amendments be submitted in advance to expedite consideration of the measure, once it is called up. Declaring the measure, in his

opinion, is a "very good thing for radio and all other advertising media," Senator Copeland said that unless the pending bill passes at this session, the industries involved may expect a far more drastic measure next January. He predicted that such a bill would be offered by the Department of Agriculture, under the immediate direction of Under Secretary Tugwell, the author of the forerunner of the pending measure. It was the original Tugwell bill which aroused a storm of opposition almost unprecedented in Congressional history. The bill was revised four times, and although accepted in principle by most of

the industries which would be affected after the final revision, the prevalent view is that no legisla-tion would be preferable.

Radio Helps Treasury

RADIO for the first time was called upon by the Treasury De-partment to aid in one of its publicity efforts when all broadcasting stations during mid-April received requests from Washington to publicize the retirement of portions of the Liberty bond issue and informed of the new issue made available. Secretary Morgenthau sent letters of thanks to station managers for their splendid cooperation, stating that the radio publicity had been most helpful.

THE LEGALITY of Canada's \$2 tax on radio sets has been upheld by the Canadian Supreme Court in reversing a Windsor magistrate's decision acquitting a non-license holder on the grounds that the act fixing the tax was obsolete.

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AS A RESULT of successful tests --first on WFAA, Dallas, and then on the Texas Quality Group from WFAA to KPRC, Houston, and WOAI, San Antonio-the Boyer Co., of Chicago (cosmetics), begins a series over a 20-station NBC hook-up Sunday, May 6. Last fall the Boyer Co. and its agency, Frederick & Mitchell, Chicago, decided on a test campaign over a single station. Station

WFAA was selected and a 15-minute Sunday program started. At the conclusion of the first 13-week test, results warranted an extension of the program to WOAI and KPRC. Programs were dramas of real life written by Betty McLean, Chicago, and produced in the studios of WFAA. Music was provided by a salon orchestra con-ducted by Karl Lambertz, musical director of WFAA. W. S. Harvey, Jr., of the agency, reported, "wonderful results from our radio advertising,"

Lead to NBC Contract

Ferguson Succeeds Kelly As Manager of WINS

R. L. FERGU-SON, who formerly was in the commercial department of WOR and who was commercial manager of WLW from 1929 to April, 1933. has been appoint-

Mr. Ferguson ed manager of WINS, New York, succeeding Bradley Kelly, who has returned to the King Features Syndicate. The appointment, announced by J. L. Kaufman, director of the Hearst radio stations, became effective April 23.

Mr. Ferguson comes to WINS from the local sales department of NBC in Chicago, where he worked under the direction of "Bill" Hay, the noted announcer for "Amos 'n Andy," who is also a commercial man. While with WLW Mr. Ferguson watched the development of such noted radio stars as Jane Frohman, the King's Jesters, Ramona, Little Jack Little, Smiling Ed McConnell, Singing Sam, Mills Brothers, the Merrymen Quartet and Norman Gordon.

WBS Has 84 Outlets

WORLD Broadcasting System re-ports that a total of 84 stations now are subscribing to its daily program service of musical transcriptions. The most recent additions are: KLRA, Little Rock; WBIG, Greensboro; KOMA, Oklahoma City; WREC, Memphis; KNOW, Austin; KRLD, Dallas; KTAT, Fort Worth; KTSA, San Antonio; and WACO, Waco.

May Broadcast Fight

NEGOTIATIONS are in progress for broadcasting the Baer-Carnera fight in the Queensborough Stadium, New York, June 14, during the Kraft-Phenix period on NBC If the deal is consummated, it will call for the championship bout going on at 10 p.m., EDST, and the regular studio talent line-up will stand by in case the fight does not fill the hour.



Henry Ford and Leo

LEO FITZPATRICK, general manager of WJR, Detroit, returns to his old role of announcer in the new series of chapel singing programs carried over that sta tion from the Greenfield Village School at Dearborn. He is shown here with Henry Ford after the first broadcast last month. Mr. Ford built the school as part of the huge memorial park which he

has dedicated to his late friend, Thomas A. Edison. WJR carries a weekly broadcast of the song service in which the 110 children of the school participate.

Maj. Clement is Named V. P. of RCA-Victor Co. APPOINTMENT of Maj. J. T. Clement, Washington representa-tive of RCA-Victor Co., as vice president of that company in

charge of Washington activities, was announced April 26 by G. K. Throckmorton, executive vice president. A retired Army officer, Maj. Clement is well known in Wash-ington and abroad. Maj. Clement joined RCA in 1925, and has been with RCA-Victor since its foundation in 1929.

Edward Wallerstein, manager of record sales, has been placed in charge of all Victor record and RCA-Victor Photophone film-recording activities, in addition to his other duties, according to an announcement April 23 by E. T. Cunningham, president of the RCA-Victor Co. Mr. Wallerstein will now supervise the licensing for Photophone high fidelity sound-onfilm recording and the electrical transcription department activities, as well as all Victor disc recording and sales.

Frank B. Walker, who has been prominently identified with the recording business for many years, will be in direct charge of electrical transcription sales and studio work in connection with it. James E. Francis, who has been actively engaged in the sound-on-film recording field since its inception, will be directly in charge of Photophone high fidelity recording and studio activities.

ASCAP'S dividend distributed for the first quarter of 1934 was the largest in the history of the society, E. C. Mills, general manager, informed BROADCASTING, April 26. First quarter distributions always run ahead of those for other quarters, as they include foreign royalties earned during the preceding year, but earnings for the first three months of this year in the United States also represent a marked increase over 1933.



DISCLOSURE that a new study of DISCLOSURE that a new study of advertising agency compensation is being made by the Association of National Advertisers was made April 26 by Allyn B. McIntine, president of the ANA, in an ad-dress before the Poor Richard Chu is Philadalphia The study is in Philadelphia. The study is James W. Young, of the University of Chicago, the conclusions of which were rejected.

The new study is being con-ducted by Albert E. Haase, former managing director of ANA, under the direction of three trustees Lee H. Bristol, Stuart Peabody and Mr. McIntire.

Purpose of Study

"THIS STUDY seeks to take an inventory of the various methods of agency compensation which exist and to appraise these differ. exist and to appraise these uner-ent methods, if possible," Mr. Mc. Intire said. "This study is in m way revolutionary in its intent Like our opposition to any agency code which seeks to regulate ad. vertisers, it is calm and considered in its outlook." Mr. McIntire said "there is no

opposition to the advertising agency as an institution among advertisers," but advertisers hold that 'advertising should exist for the primary benefit of the advertiser rather than the medium.

More cooperation is needed, h "The broadcasting indus said. try, for example, might well join advertisers and agents in their cooperative efforts to get better qualitative as well as quantitative information on radio advertising," he added.

Pointing out that there is yet no code for agencies, Mr. McIntire explained the opposition of the ANA to the proposed agency code for the first time in a public statement:

Explains Code Opposition

"THERE has been only one motive behind our opposition," he said. "That motive has been to prevent anyone from using the force of law to stop the evolution of a system of agency remuneration.

Mr. McIntire admitted "there rottenness in advertising" and declared "there are among us today those who would destroy or cripple advertising because of its short comings and sins, because of a be lief that advertising is an economic waste.'

"Effective and lasting reform of wrong and harmful practices come only from within," he asserted. 'Government, true enough, can set some restraints, but if these lines which the government sets are not acceptable to the majority who are involved, if they are not believed in by those who are walled in by them, then the lines will not hold

WHEN Europe's National Federation of Football Associations barred radio reporters from covering the recent Franco-Swiss match, they installed themselves in a private house overlooking the grounds and broadcast full reports. Result was the Football Federation decided to enter into negotiations with the radio authorities.

Communications Commission Bill Believed Blocked for Year Hearings in House Are Indefinitely Postponed;

Dill Reports to Senate; White to Oppose

To Offer Substitute

support of the general plan for a

NAB does not oppose the Rayburn

That there eventually will be

communications commission is

communications commission.

measure

LEGISLATION for the creation of a communications commission, to Congress not later than Feb. to absorb the functions of the Ra-1, 1935. dio Commission and exercise conco-author of the 1927 radio act, trol over telephones, telegraph and cables, in all likelihood will be who has opposed the Dill bill as inconsistent with the President's blocked at this session of Congress. Decision of Rep. Rayburn (D), wishes, said he would vote against of Texas, chairman of the House the amended bill if it is called up Interstate Commerce Committee, in the Senate. He informed BROAD to postpone hearings on his meas-CASTING April 23 that he would ure indefinitely, together with opoffer a substitute to the bill siminosition from various groups to lar to the one he proposed in comthe Dill bill (S. 3285), now pendmittee, simply consolidating auing in the Senate, indicate that the measure will not be enacted thorities and instructing the new commission to make definite legisinto law prior to Congressional adlative recommendations next year. journment, scheduled for this

Senator Dill (D), of Washing-HOW DETERMINED his oppositon, reported his measure to the tion will be, Senator White de-Senate April 17 with several major clared, will depend upon developamendments affecting broadcast ments. If the President gets behind ing, and announced he would call the Dill measure, he asserted, he it up for a vote. Parts of the will not go so far as to filibuster measure, however, are opposed by against the bill in the Senate. In the broadcasting industry and any event, he said, he will offer his substitute. He expressed the view other groups which would be affected by it. It is held that the that Chairman Rayburn's decision bill is not in accord with the views to postpone indefinitely hearings expressed by President Roosevelt on his bill, which does not contain in his special message to Congress any new radio provisions but which is opposed by telephone and com-munications interests, spells the two months ago recommending creation of a communications commission through consolidation doom of any communications legisof existing authority over commu-nications resting in the Radio Comlation at this session. Chairman Rayburn had planned mission, Interstate Commerce

Commission and State Department. House Inaction Seen

month.

THE PREVAILING view is that the measure is definitely doomed at this session unless President Roosevelt again asks Congress to pass it. While the Dill bill may conceivably pass the Senate, it is felt that the House will let the measure lie idle. Nevertheless, Senator Dill declared April 25 that he believed the measure would pass this session. He said he had con-

would win House approval. The original Dill bill was vigorously opposed by the NAB in behalf of the broadcasting industry because it embraced a score of provisions drastically amending the existing law, whereas the President had asked simply a consolidation of existing laws with the proviso that the new commission investigate the various fields entrusted to it and recommend new legislation at the next session. The Radio Commission, through Chairman Sykes, likewise opposed certain provisions of the Dill bill. As reported, the Dill measure is

still far from acceptable to the broadcasting industry, although several of the provisions which herence of all stations. aroused NAB opposition have been modified, and the provision for clear channel duplication at intervals of 2,200 miles was eliminated. A new provision inserted in the measure, certain to be bitterly protested, directs the new commission to study a proposal to allocate fixed percentages of facilities to certain non-profit activities, such as educational and religious broadcasting. The commission would be

Breaks Tradition

BEATRICE FAIRFAX, who on March 10 started "Ad-vice on Marriage" on the NBC-WEAF network, Saturdays, 9:30-10 p. m., EST, under sponsorship of General Foods Corp. (La instructed to report on this study France), has broken a firmly entrenched broadcasting tradition. She will not answer Senator White (R), of Maine, fan mail. She explains that she will not let others answer her letters and it is

physically impossible for her to reply to all who write asking advice on personal problems. Consequently she urges fans not to write to her. freely predicted by legislators.

There is no real opposition in radio ranks to such an agency. It is felt that there will be ample time at the next session, which convenes Jan. 1, as a new Congress, for passage of this legislation.

In a lengthy report accompany-ing his amended bill, Senator Dill said there is a vital need for one commission with unified jurisdiction over all methods of communication. He said the committee had considered two courses in drafting the bill: one, to prepare a "de-tailed and practicable bill which incorporated all legislation pertinent to the subject," and the other to draft a short bill creating the commission and delegating to it by references the powers now vested in the other agencies. The committee, he asserted, decided upon to resume hearings on his measure the former course, because of the April 24, at which time the NAB many "administrative obstacles" which would be encountered under was to have presented its case in

the other method. committee. Instead of a seven-man agency as originally proposed, the amended bill provides for a five-man bi-partisan commission, serving six-year terms at \$10,000 a year. This would

Uncle Sam's New "Wave Wobble" Checking Device

The



1,000,000, and is capable of measurprove technical operation of broading the emitted signals of stations casting stations, the Radio Comin the range from 530 to 1600 kc. This set will be installed at headmission will soon place in operation a half dozen portable secondaryquarters in Washington for checkfrequency standard measuring ining purposes in that area.

struments, which, with one excep-The remaining five units, to be tion, will be installed in field cars delivered shortly, will be mounted in the regular field checking cars for measurement of frequency adof the Commission's field force, and Costing approximately \$25,000. assigned to central locations. At present all frequency measurethese instruments were manufacments are made by the various tured by the Westinghouse Electric Manufacturing Co., Chicopee monitoring stations throughout the Falls, Mass., under plans and specountry. Due to geographical areas to be covered, the majority of the cifications drafted by the Commischecks are undertaken after midsion's engineering division. The first of the six sets already has night on prearranged schedules been subjected to tests at the Buwhen stations on the same or adjacent frequencies are silent. With reau of Standards and was found satisfactory when checked against the mobile units, however, the tests can be made without the prior the primary frequency standard. knowledge of the particular station. It is accurate to two parts within

be similar to the present Radio Commission. The commission would be divided into two divisions: Radio and Telegraph & Telephone, with the chairman serving as a member of both divisions Each division would act independently and the action of the division would be the action of the commission. There also would be a director for each division.

Reason for Divisions

"ONE REASON for this statutory division," the Dill report said, "is a desire to achieve effective regulation of the telephone and telegraph business. Experience has shown that commercial broadcasting takes the attention of all the members of the Radio Commission. Railroads and other transportation take most of the attention of the Interstate Commerce Commission. Your committee believes that un less the law provides a clear division of powers, broadcasting problems being so numerous, the commission would give most of its at tention to radio and neglect the problems of telephone and telegraph regulation. The study and regulation of the telephone and telegraph business must be a fulltime task if it is to be effective." In that portion of the bill containing special provisions relating to radio, Senator Dill said that for the most part the changes were carried in H. R. 7716, the radio omnibus bill passed at the last Congress but pocket-vetoed by President Hoover when he retired from office. Actually, the amendments embrace provisions other than those contained in this measure. Practically all were opposed by the NAB in testimony before the committee by Henry A. Bellows, CBS vice president and chairman of the NAB legislative

Proposed Amendments INCLUDED among the proposed

amendments are provisions: (1) That additional 100-watt stations may be licensed without regard to quota; (2) That the new commission shall study the proposal to allocate fixed percentages of broadcasting facilities to educational and religious institutions; (3) That maximum terms of broadcasting licenses be reduced from 3 years to 1 year; (4) That the commission be empowered to suspend radio licenses in cases where some punishment is justified but where revocation would be too harsh; (5) That the political equality section be expanded to include supporters and opponents of candi-dates for public office as well as the candidates, and debates on public questions before the people for a vote, with an added proviso prohibiting any increased charge for political speeches; (6) That lotteries, gift enterprises or similar schemes of chance be prohibited from the air; (7) That foreign studios be banned without prior commission authority; (8) Chang-ing the appellate provisions af-fecting radio, under which appeals from decisions granting or refusing an application for a new station license or renewal or modification of license would be appealed only to the Court of Appeals of the District of Columbia, but whereby appeals from orders of the commission other than these could be made to three-judge district courts

in the jurisdiction of the particu-

lar station.

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Students Endorse U. S. Broadcasting Dill, Bellows and T. F. Tyler Address G. W. U. Meeting

THOUGH the need for certain reforms in American broadcasting was recognized, the system of commercially-sponsored radio programs was endorsed by delegates to George Washington University's conference of high school seniors of the District of Columbia, Maryland and Virginia April 14.

They resolved in favor of the American system shortly after hearing opposing views on the subject of radio control. The speakers were Tracy F. Tyler, of the National Committee on Radio in Education; Henry A. Bellows, Washington vice president of CBS, and, at the final luncheon, Senator C. C. Dill, co-author of the Radio Act of 1927

Educational Dissent

MR. TYLER presented "evidence of growing dissatisfaction on the part of the American public with present system of radio broadcasting," declaring he felt that radio in this country should be made "an instrument of spreading culture rather than a peanut vendor." He represents the educational group that has been attacking the present system of broadcasting and seeking wave lengths for education.

Mr. Bellows, pointing out that broadcasting has established itself as a vital force in our social scheme, showed the advantages of competition rather than a tax-supported system, and declared the American people must be satisfied with the present system or they would not purchase the products of the sponsors.

Senator Dill compared British and American radio from his experience in Europe and as the leader in Congress in radio legislation. His talk was broadcast. The students thereupon passed the following resolutions

Text of Resolutions

THAT the amount of time devoted to advertising is not disproportionate and that advertising over the radio is not objectionable except in minor elements

reason of competition, leads to superior rather than inferior programs. That the American system of com-

mercially sponsored broadcasting does not increase the cost of products but, fostering mass consumption, may

by fostering mass consumption, may actually lower the cost. That the adoption of the British system would not eliminate present shortcomings and would result in political control which would bring evils greater than those now existent. That all possible steps should be taken to increase the interest and acceptability of advertising content in

radio programs. That educational potentialities should take precedence over mere entertainment value.

That the conference go on record as favoring increase in the personnel of the Federal Radio Commission by the appointment of chemists, bacteriologists and other experts having the power to prevent misrepresentation of the value of medicinal and chemical products advertised by radio.

WJIM will be the call letters of the new 100-watt station recently authorized at Lansing, Mich., and shortly to go into operation. This call has been chosen in lieu of the WCBC first authorized.

CEMETERY CREATES GOOD WILL Salesmen Find Welcome in Homes Because of Program; -Good Music Carefully Selected—

By PAUL R. WINANS Radio Manager, Advertising Arts Agency, Los Angeles

THE WEEKLY KHJ concert period, sponsored by the Inglewood Park Cemetery is not "just another program." The program content not made up mechanically of a couple of orchestra selections, a vocal solo, a commercial plug and repeat enough times to fill up the

half hour. The program has always been carefully planned for at least six weeks in advance by Frederick Stark, concert master. The themes are seasonal, timely and original. The February captions were: Russian fantasy, Shakespeare Ro-mances, Wildflowers, and A Concert Supreme, followed with the All-Schubert Night and A Night

in China. The musical group is a concert ensemble, and for each concert an outstanding vocalist is selected as guest artist. The list of such guest artists over the period of the last five years reads like a Who's Who of music in the west.

Friendly Reception Prepared

TO MANY agencies and sponsors perhaps this will read much like the age-old formula for radio presentations. But here's what V. H. Noe, sales manager of the Inglewood Park Cemetery Association, has to sav about it: "We noticed definite business re-

sults from the start. Our sales activity is in selling adults in their homes. The major problem is to gain access, and be given an opportunity to make a proper presentation. Our salesmen, over a period of five years past, have consistently reported voluntarily the comments from prospects expressing gratification for and appreciation of the radio concert periods.

"The outside men enter the **Johnson Denies Attempt**

To Censor Radio, Press That commercial broadcasting, by FLATLY denving that the NRA has ever attempted to censor either

radio pr the press, Gen. Hugh S. Johnson, NRA administrator, speaking before the American Society of Newspaper Editors' convention in Washington April 20, declared:

We have been accused of a diabolical desire to impose a censorship on the press and on the radio. Considering the articles and speeches in opposition to the President's program, we certainly have made the poorest kind of effort if control of the agencies of publicity was one of our objects.

"As to the radio, let me give you my personal assurance that never at any time have we asked that a critic be kept off the air or have we sought in any way to trammel the broadcasts of such gentlemen as Colonel McCormick, Mr. Hearst, Mr. Sanders, Senator Dickinson or any of the others who were minded to tell the people how monstrous

trying to do it."

was what we were trying to do

and how wicked the people were

Radio, McCosker Holds Short Play Boom Seer ALFRED J. MCCOSKER, presi homes with a remarkably friendly atmosphere already created. This

Depends on Good Will

'best bet" rating in local radio

columns week after week, month

in and month out, year after year.

lieve that sponsors should fre-

quently change their type of pro-

gram. But the Inglewood concert

has steadfastly continued as a reg-

ular standard feature of classic

proportions. The public has been

educated to know that it can de-

pend on the half-hour every week

Chrysler Presents Choir

THE CHRYSLER CORP. Detroit.

an extensive CBS network May 1.

in which the company employes

male choir will make its radio de-

and are all volunteers from the

extensive radio campaign for the

Getchell, Detroit, is the agency.

RMA Convention

THE TENTH annual convention of

the RMA will be held in Chicago

from June 11 to 14, with manufac-

turers and jobbers uniting in an unusual program for the RMA "birthday party." The Radio Wholesalers Association will hold

its annual meeting simultaneously.

The sessions will be at the Hote

Stevens, in which the RMA held

its inaugural meeting 10 years

ago. There will be no trade show

RECORDINGS of radio programs

are important activity of the Brit-

ish Broadcasting Corp., which oc-

casionally uses the records for re-

peat programs-especially on his-

torical occasions. The BBC re-

cently instituted a Recording Sec-

tion to handle the manufacture of

wax and metal disks as well as re-

cording on the Blattnerphone,

which uses magnetized steel tape.

or merchandise displays.

The choristers number 185,

n the year.

those queried.

radio page.

but.

Some agencies and stations be-

dent and director of WOR, New ark, and president of the NAR does not approve of studio audiis vital to our success, and radio ences on the ground that actors has paved the way. We believe and artists favor the visual visithat a broadcast has its greatest tors rather than the unseen lisvalue when it has true merit and a definite appeal to the prospect, teners without too much direct selling.'

"I have found," he said, "that in every instance there is a dis-tinct let-down in effort to project personality over the air when it THIS CEMETERY program has depended entirely on its good-will audience alone should count if we feature, for, of course, it never are to remain faithful to radio mentions prices. The series, now precedent. It will be different, of a little more than five years old, course, when every one can su has been a high spot in the weekly the performance when workable television is here." programs in and around Los Anreles. It has consistently won the

Studio Audiences Hnrt

Mr. McCosker also believes that the radio of the future will contain more and better "script acts" that is, diminutive dramas. This prediction has been based upon the reaction of the public to those that have been put on the air during the last 12 months. "It is true," he said, "that the

number has been rather limited and that the mechanics of these programs haven't been what they should have. But in spite of these handicaps they haven't done so badlv

A Los Angeles radio survey, earlier in the year, released the re-"A radio play to reach a really fine production should have days of rehearsals, instead of only a sults of a survey made over seven weeks. The Inglewood Park concert was tuned in by 28 per cent of few hours as at present. Present day radio's organization precludes Actual sales figures over the five the possibility of devoting more than a bare hour or so to these rehearsals. The public wants drama and what the public wants years have shown definite results of the radio program, which is tied in with all of the local newspapers for weekly announcements on the it usually gets."

Los Angeles Papers Hit **News-Gathering Stations**

IN REPRISAL for undertaking to sponsors a 15-minute broadcast on gather their own news and to subscribe to independent national news-gathering organizations, Los Angeles newspapers in April either dropped or curtailed the use of radio program schedules and news plant employes. It is understood of KNX, KFI, and KGFJ. Prothat the company is considering an grams of KNX and KGFJ have been dropped entirely, but the NBC summer, but no announcement of details has been made. J. Stirling programs on KFI are listed. Comment on the stations' programs by radio editors and critics has been barred

KNX, which is understood to have dropped its news arrangement with KFI, with which it was one of the original founders of the Radio News Association, went on the air with a statement that it would supply listeners with pro-gram listings at \$1 for six months.

Talent En Masse

TO PRESENT its talent en masse to advertising agencies, sponsor WINS. and potential advertisers, York, has engaged Town Hall for the evening of May 2, and will nut on a show with twenty-six soloists and ensembles. Vincent Sorey, musical director of the station, has general charge of the program. It is believed to be the first time that a New York station has used this method of attracting attention to the talent which it has available for commercial sponsorship.

BROADCASTING • May 1, 1934

Canada to Retain Upsets Summer Bugaboo (Continued from page 9)

Radio Commission Various Criticisms Voiced In Parliament Probe

ing any money from its stations,

is using too much French, is not

serving the country adequately. the

consensus of opinion in Ottawa is

that the Commission will be re-

tained and allowed at least another

Twice a week the Commission is

under fire in the Banking Commit-

tee rooms of the Houses of Parlia-

ment. The last few sessions have

seen attacks on the "offensive" use

of French in those sections of the

country where the French element

of the population is in the minor-

stated before the Parliamentary

Committee that the Commission

discriminates against their mem-

hers, who are affiliated with the

American Federation of Musicians.

This Commissioner Maher denied.

stating that the Commission picks

the best talent it can get, union

Insists NBC Cooperates

ANSWERING charges that CRCT,

Toronto, is operated at a loss of

\$2,000 monthly, Chairman Charles-

worth, of the Commission, stated

that it is making a profit for the

Commission. He also denied the

statement that there is no coopera-

Canadian Commission.

tion between the NBC and the

From organized labor comes a

complaint that since the Commis-

sion has been in power private sta-

tions have been allowed to grow and improve. Labor prefers to see more government-operated sta-tions. Labor also holds that the

Commission should set up machin-

ery for collective bargaining with

advertising content with stop

watches, and that one company

which had "sneaked" advertising

content to 20 per cent had been

The Parliamentary Committee

heard that a license on tubes for

revenue for the Commission would

not be feasible, since new tubes

would be developed to cut down

the number of tubes in a receiver

and that long-life tubes would also

appear if the tax were high. Sug-

gestions have also been made that

every set in a home should be

icensed, as well as auto radio

May 1, 1934 • BROADCASTING

ordered off the air.

Professional musicians have

year to develop.

itv.

or nonunion.

By JAMES MONTAGNES from reaching them through the printed page and the sense of sight OTTAWA, April 21 .- The Canathat new spirit has been put into dian Radio Broadcasting Commisour entire advertising program. Of sion continues to be the target for course, we are continuing to use all manner of criticism at the Parmagazine advertising in large volljamentary hearings in Ottawa. ume and a certain amount of news-But despite charges that the Compaper advertising in conjunction with the radio work." mission is discriminating against professional musicians, is not mak-

Merchandising Methods

MERCHANDISING methods include the distribution of counter and window cards to drug stores throughout the country - some cards having a tear-off pad so that the display of the guest artist's name can be changed each weekfolders containing advance programs for counter give-aways and inclusion in packages, special advertising in the drug trade press, spotlight ads in newspapers in all the station cities on the dates of broadcasts, and occasional distribution of photographs of guest stars in return for carton

During the first month of the series, when sales of the three products combined increased 24

Costly Squeal

THE SQUEAL of a pig put say. Radio has also enabled us to WBBM, Chicago, off the air reach potential users through the for three minutes one afterspoken word and the sense of hearing, which is so totally different noon a few weeks ago and cost the station \$500 in disabled equipment. The pig was "Puddinhead," owned by Felix Adler, clown of the Ringling Brothers circus, who was making a guest appear-ance in the "Gossip Club" conducted by Eddie and Fannie Cavanaugh. The pig, trained to grunt at a given signal, emitted a loud squeal when a microphone was placed in front of it.

> per cent, sales of Hind's Cream rose 42 per cent. It is the prac-tice of Lehn & Fink to prorate its advertising appropriation in the same proportion as the product's total dollar sales. Thus, during a large part of the year Hind's Cream receives the greatest emphasis, though in spring and early summer the concentration on Lysol is in harmony with the general policy mentioned

For the third 13-week period during the year, emphasis will be placed on three other products: cleansing cream, texture cream and toning cleanser.

FRANCE has collected about \$3,-000,000 in radio set license fees since its new law requiring set registrations went into effect July 1, 1933. At the end of 1933 France had 1,367,715 registered sets.

VARIETY GOES "HAYWIRE" at old parlor



DISCOUNT WATTAGE

munity

VARIETY prints herewith the first attempt to rate individual broad casting stations according to their standing within the radio advertising trade. Local showmanship and local station popularity are the yardsticks by which the stations have been measured. For the present



*Send for certified copy

Lehn & Fink Co. Signs Eddie Cantor for 1935

EDDIE CANTOR, whose contract with Chase & Sanborn still has eight months to run, has already been signed by Lehn & Fink Co. New York, for a new series of Sunday night shows for Pebeco toothpaste, beginning in 1935. Lennen & Mitchell is the agency. As it is expected that Chase & Sanborn will stay on one NBC network, from 8 to 9 p. m., EST, and Lehn & Fink want this time on the air, it is probable that the new program will go to CBS, but time contracts have not been signed yet. Two of the artists under Cantor's management, Jesse Block and Eve Sully, generally regarded as the originators of the Burns & Allen type of comedy, move May 4 into the special Pebeco program, now being heard over WOR, WGN and WLW. This three-station network is largely experimental, and if the program is successful, it may be extended to more stations, or put on either CBS or NBC

game!



MISSES SHOWMANSHIP LOCATION

Confidential: For Variety Only:

KSO spotted your dope sheet on local radio showmanship and had some 500 Des Moines listeners surveyed. 56% say KSO is favorite station. 6% admit love for rival

38% are bigamous love us both. station. Now Variety, get a load of this: These listeners list 94 favorite programs of which 16 are produced locally. 13 of 16 local favorites are KSO-produced shows.

All other local air shows got.....17 votes We wouldn't have believed it, either. Here's a thought,

Variety. Send a bird dog out here to investigate Des Moines local showmanship. His trip costs you nothing if we're all wet.

LOWDOWN ON DES MOINES

KSO savvies types of shows Des Moines wants. Orig-inally had Des Moines Register and Tribune for angel. KSO, still sponsored by newspaper, now makes own sugar and spends good share of it for shows and stunts that Des Moines goes for in big way. Does a brodie now and then but moves so fast no one cares. (Penner, Baker, Harris, Duchin, Lopez and other blue names do KSO no harm).

Page 19

its employes and that a manager should handle the Commission's affairs so as to prevent political interference. Tom Moore, the labor spokesman, said that listeners would prefer to pay an annual license fee of \$3 rather than the present \$2 fee if it would eliminate private ownership of stations and private exploitation of radio.

Concerning charges that the Commission was allowing more than the regulatory 5 per cent of advertising to appear on the air. Chairman Charlesworth stated that inspectors of the Department of Marine, Radio Branch, watched

Successful Cooking School

(Continued from page 7)

ing without making it perfectly obvious that advertising was being done

Our programs have been kept as simple as possible. The recipes are given as briefly as possible. and the description of the completed dish is as free from flowery phrases as we can make it. We believe that the average woman who listens to our cooking school broadcast has sufficient intelligence to know whether the recipe will appeal to her family or not. And there is no reason, I believe, why we should not be direct and to the point. After all, a spoonful of butter is a spoonful of butter, and there isn't any reason to call it by some other name, or to describe it.

Permanent Recipe Forms

NO MATTER how carefully we may have planned our program and its schedule, one thing in particu-lar must be done if a Home Service broadcast is to be most effec-That is, the recipes given first over the air must be made available in some permanent form for the housewives who listen in. I believe that all sponsors of Home Service programs do this in one way or another. There seems to be three practical ways in which it can be done.

The first and most common is to print and mail the recipes to all who request them. Many companies like to have these names to add to their mailing lists, and they feel, too, that this gives them a reasonably accurate method of judging how the programs are go-



NEW EQUIPMENT

NEW LOCATION

More radio listeners in its highgrade service area than any other eastern station south of Philadelphia

Associate NBC

FREDERICK R. HUBER, Director 10,000 Watts

Baltimore

ing over. There are many variations of this method of recipe distribution. Some sponsors prepare very elaborate copies of the recipes. Some supply a folder in which the recipe sheets can be inserted. Then, at the other end of the scale, there is the sponsor who merely mimeographs the recipes and mails them out without any frills.

While this type of recipe distribution does, perhaps, provide the most accurate test of program interest, it also has the characteristic of being the most expensive. If a program is conducted twice a week, it is quite probable that the costs incident to mailing out the recipes will run considerably higher than the cost of the radio time, and the production costs of the

Another method that is widely used is to have the recipes printed and made available at the sponsor's retail store, or at any other point of contact with the public. Naturally; announcement is made during each program that women desiring copies of the recipes may obtain them at the store.

system are: It attracts visitors into the store, and that is one of the things a radio program should do. Then, it does not entail postage and mailing costs, and the number of recipe sheets required will be considerably less than if they are

lower. But there are disadvantages, also, and to my mind the greatest is this: In order to keep completely

Rag Man on Air THE DING DONG of the rag-gather's bell, the clop clop of Old Dobbin and the raucous cry of the old time junk man is now being heard on the air. The Albany Waste Dealers Association has started a series of programs on WOKO asking householders to save old junk

abreast of the home service instruction given on the radio program, a woman must come into the store every time a program is given. This is quite often a hardship, and will frequently nullify some of the benefits expected from the radio.

How Many Listen?

who came back time after time.

person" classes?

time

and sell it to collectors.

program.

Some of the advantages of this mailed, so that the cost is much

The third method, the one used The Union Gas & Electric Sells "Home Service" Company, appears to be the best. REGARDLESS of how cleverly a Our advertising department has program may be planned, how much it may appeal to any ind. worked out a tie-up with one of the afternoon papers (the Cincinyidual, how entertaining it may be there is still the one acid ter nati Times-Star), and on the day the program is given, this paper publishes the recipes in its which it must pass in order to justify its existence. women's section in return for a mention of the paper on the WCKY program. A brief para-graph of introduction tops the recipes, and over it all is an at-"Is the program doing any good?" By giving home service instructions over the radio are we

merely providing entertainment, or are we actually helping women with their homemaking problems tractive heading and the by-line of the home service director, in other So far as Cincinnati is concerned words, my name and position. On and the program sponsored by the Union Gas & Electric Company over WCKY, we are satisfied that the program is really selling the idea of "home service." That, we feal is its primary purpose the programs, reference always is made to the fact that a listener, who misses any part of the ingredients or directions, can find all the recipes in that afternoon's newsfeel, is its primary purpose. The paper. We believe that everyone program may or may not have enconcerned profits by this arrangetertainment value. I don't suppose ment. The women can get the recipes without difficulty. The that everyone who hears it enjoys it, but we do know that it is ac-complishing its purpose, and that women are becoming more and more interested in the company's paper benefits by carrying a desirable feature and by getting some advertising on the air. Then we manage to get our recipes into the hands of our listeners with a mini-mum of expense and difficulty. home service work. This is how we know that more

service message.

even make some new ones;

new ones, far beyond our

and more women are taking the trouble to come to cooking schools. THE MOST important question, We have far greater attendance at the same type of school than we had a year ago before we began however, in any discussion of radio programs is this: "How many per-sons will listen?" How does it

our radio work. For instance, in the last nime months, I have conducted four months, I have schools. Incicompare with attendance at "in The Union Gas & Electric Company and sister companies in the dentally, the same newspaper which Cincinnati district have been conpromoted these schools is the one which prints the recipes given over the air. At the first of these ducting cooking classes in the company auditorium for quite a long These are the usual sort of schools, we enjoyed a comfortably affair, lasting perhaps two hours. Naturally, the advertising budget filled auditorium for each session. The next school was run in con of the Home Service Division never junction with a show where 35 permitted any great advertising cents admission was charged, and, in spite of this charge, we again had a well filled house. This would campaigns-and we continued these classes with an average attendance of about 125 women each afterindicate a greater interest. Then another free school was conducted. noon: Of course, a certain number of these women were "repeaters," In this case, the theatre was packed to capacity each day, and each day, During the hot months of the saw some women turned away.

Finally, the fourth school was held in March. The plans were ex-actly the same as for the other three. All received the same amount of publicity, and the same year, it has been our practice to abandon these classes, and as a result, the interest in the home service program dwindled away to almost nothing during the summer. awards were made at all four. But the crowds for this March school So far as the public was concerned, the Home Service Division might were, by far, the largest that ever attended. The classes were schedalmost have been out of existence. To bridge that gap and to mainuled to start at 2 o'clock, and on tain interest in the Home Service Division we adopted the radio proone day the theatre was filled to capacity, all standing room occugram. We felt that by bringing the home service program right pied, and additional entrants were barred at 12:30. Every day, huninto the housewife's home during the summer, we would, at least, retain the friends we had gained dreds of women were unable to gain admittance.



the rich markets of the Great Northeast (Eastern and Central New York and Western New England). Serving more than 700,000 receiving sets, WGY gives maximum value in reaching a \$1,680,000,000 retail market. For results in this market use WGY. Contact WGY, Schenectady, or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT SAN FRANCISCO NEW YORK CHICAGO KPO, KGO & KYA WMAO & WENR WEAF & WJZ Washington, D. C. . WEC & WMAL Schenectady . WGY Springfield, Mass. . WBZA WBZ Cleveland · WTAM Denver · KOA Portland, Ore. · KEX Spokane · KGA Seattle . KJR itteburgh · KDKA

May 1, 1934 • BROADCASTING BROADCASTING • May 1, 1934

www.americaniadiohistory.co

Stop, Tune, and Listen to California

If your selling or advertising campaign needs a radio program in California or the Pacific Coast, ask us to show you what our program production department can do for you.

Want to hear a sample?

Here are some of the Coast-to-Coast programs that originate in the studios of our key stations KHJ Los Angeles, or KFRC San Francisco. They are on the air

Woodbury-Bing Crosby. General Cigar Co.-Burns & Allen with Guy Lombardo. Old Gold-Dick Powell & Ted Fio Rito.

Charis-Louella Parsons' interviews with picture celebrities. California Melodies-Columbia sus-

taining musical feature. Peter the Great-Columbia sustaining dramatic feature.

You can listen to them on your own radio set. These programs prove we know how to build entertainment to sell your goods. And we are only a couple of brassie shots away from all of the amazing talent in Hollywood.

If you want to sell the Coast, better write or wire for detailed information.

DON LEE

Broadcasting System

C. ELLSWORTH WYLIE General Sales Manager, Los Angeles

Los Angeles, KHJ Fresno, KMJ San Francisco, Stockton, KWG KFRC Sacramento, KFBK San Diego, KGB Santa Barbara, Bakersfield, KERN KDB

Portland, KOIN Seattle, KOL Tacoma, KVI Spokane, KFPY

Los Angeles Office 7th & Bixel Sts. San Francisco Office. 1000 Van Ness Ave. Hanley Criticism of Broadcasting Setup **Denied by Administration, Colleagues** Commissioner Marks First Anniversary by Advocating

Educational Channels, Regulation of Advertising A MILD TEMPEST was stirred and the regulation of commercial in radio circles during the last broadcasting, Mr. Hanley bolted

such waves

nels on the ground that more

people would be served if addi-

ional stations were assigned to

The statement contained many

quotations from court decisions re

lating to radio. In the technical

field, Mr. Hanley held that recent

Commission actions opening the

1500-1600-kc. band and authoriz-

ing simultaneous operation of

four stations on two clear chan-

nels are encouraging. Their suc-

cess, he asserted, should "reduce

the present excessive duplication

of chain programs" and alleviate

the "woeful waste of radio facili-

Mr. Hanley predicted that even-

fortnight by the first anniversary his Commission colleagues. In a 12-page statement Mr. Hanstatement of Commissioner James ley advocated the setting aside of H. Hanley as a member of the "liberal number of channels" for Radio Commission, in which he the exclusive use of educators; condemned commercial broadcastpassage of the Copeland-Tugwell ing and conditions existing in the bill as a step toward control of radio advertising; vesting of au-The statement, issued to the thority in the Commission to regupress April 14, was repudiated by late radio advertising, and the elimination of many clear chan-

the Commission itself as well as by high administrative officials, thus contradicting the opinion that its reflected the attitude of the administration. In response to an inquiry, Chairman E. O. Sykes, of the Commission, asserted the statement was not an official expression of the Commission but represented only the individual views of Mr.

industry.

Hanley. From high administration sources it was learned that no one in authority had any knowledge of the provocative announcement until it was issued. On such matters as the parceling of channels to educational and religious groups,

ties" under present allocations. FEATURES tually Congress will provide for penalties and punishment of sta-On Transcriptions Available to Stations and Agencies tions which "permit flagrant mis-Samples on Request representation of goods during sponsored programs." He said STANDARD that many advertisements over the RADIO ADVERTISING CO. air "are reeking with superlatives HOLLYWOOD, CALIF. regarding certain mediocre, if not

programs.

A DISTINGUISHED BROADCASTING STATION

IN ST LOUIS

With intimate local knowledge of

St. Louis stations, the Lammert

Furniture Company selected KSD

to broadcast its Fall and Winter

To enjoy the largest number of

most popular programs St. Louisans

"Set Their Dial on KSD

and Leave It There!"

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

Edward Petry & Co., National Advertising Representatives

harmful products," and added that 'he looked for relief through the Copeland-Tugwell bill. "I sm cerely hope it will be enacted in w," he declared. He continued: "While I firmh believe that the American system of broadcasting is the besi in the world, there has crept in

our system certain practices an abuses which are very apparen and tend to discredit, if not dis rupt, the whole institution. must correct the present abuse and injustices in our system, other. wise public opinion will deman that we recapture all the govern ment radio franchises and wor out a new allocation, using as yardstick in the New Deal the we fare of all listeners. Under the present setup it is a common knowledge that there is too muc concentration of facilities in the hands of a few who have found it financially advantageous to us them in the congested areas. As a result we have an appalling dupi. cation of programs in the congested areas while in the wide open spaces, in rural and agricultura districts, there is a dearth of fa

Asks Education Waves

cilities. . . .

"AGAIN, I believe we should set aside a liberal number of channel for the exclusive use of educators and educational institutions. I has been clearly demonstrated that radio can be used most advantage ously as an aid to classroom work as a means of conveying and worthwhile information to the gen eral public. Opponents of that proposal claim that only a limited number of people listen to educational programs, but I contend that it is more in the interest of the public welfare and well-being that 10,000 people listen to a learned discussion or lecture on some important public question or scien tific subject, than it is for 1,000, 000 people to listen to a great many of the programs that are now being broadcast." Mr. Hanley urged passage of

the communications bill. He said there should be a federal regulatory body to consider interstate rates charged by the telegraph, telephone and commercial radio companies.

EXTENDING to Nov. 1, 1934, the authority of KSTP, St. Paul, to operate daytime with 25 kw., the Radio Commission has ordered a hearing on KSTP's application for full time with that power in lieu of its present night limit of 10 kw



0

of the Rochies ORADO SPRINGS



KDKA, completely covering the tri-state area Western Pennsylvania, Eastern Ohio and West Virginia), leads in audience preference and in advertising results. A fifty thousand watt transmitter-the only high powered one in this rich area-plus nearly fourteen years experience in analyzing listener reaction to programs are but two reasons for this station's preeminence. For complete rate, coverage and result information consult the station or any of the offices listed below.



BROADCASTING • May 1, 1934 May 1, 1934 • BROADCASTING

www.americanradiohistory.com



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

A New Radio Study

WHILE ONE naturally looks askance at any sort of investigation, the broadcasting industry really has nothing to fear from the Federal Trade Commission's survey of radio advertising. It is not in the nature of a hostile attack upon radio, but simply a procedure under which the Commission's Special Board of Investigation can examine commercial credits just as it examines printed advertisements in newspapers and magazines.

In the past the Commission has not devoted any considerable amount of time to radio advertising, despite the fact that there is unquestionably some program material on the air which borders on the fraudulent and misleading. It has been handicapped because it has been unable to get the precise language used in commercial credits and also because of lack of appropriations.

With networks, transcription companies and stations supplying to the Commission their commercial announcements in programs advertising commodities sold in interstate commerce, the Commission feels it will be able to check radio advertising in the same way that it reviews publication advertising. It is obvious that in scanning these scripts it will find a few things of a questionable character. The parties will be notified and the advertiser asked to correct the condition. Only when the advertiser or station or both refuse to abide by the Commission's rulings will punitive action be taken through the courts.

Based on past experiences of the Commission in the few radio cases handled, and on its experience with publication advertisers, we feel that there is little reason for alarm. Few advertisers have been forced to discontinue their advertising altogether, and only a small percentage of the cases handled ever get beyond the stipulation stage, in which the parties agree to cease the objectionable practices.

The NAB and its managing director, Philip G. Loucks, deserve commendation for their prompt action in connection with the survey. The original plan of the Commission to call for all commercial continuities would have imposed a real hardship. Now, however, only 8 or 10 per cent of the commercial announcements of individual stations will have to be submitted.

The Trade Commission, it is obvious, decided to pitch into radio because it is jealous of its jurisdiction over all advertising which, it claims, would be preempted by the Department of Agriculture under the pending Tugwell-Copeland bill. We feel to that it would be

far better to leave things as they stand rather than turn over to a new agency a degree of advertising censorship presenting a real haz ard to many basic industries.

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Silence Is Golden?

AS A POLITICAL strategist, Commissioner Hanley may be wiser than we think. His recent press statement, carefully timed for release while Congress is considering absorbing the Radio Commission into a Communications Commission, may have been a smart way of bidding for appointment to the new body. But the contents of his statement are open to dispute-to us, it seems, the statement betrays him in a poor light as an open-minded and judicial administrator of radio.

Constructive criticism is always welcome, and it was that kind of criticism that Chairman Sykes of the Commission, who most likely will go on the new communications board if it is created during this Congress, presented before the Senate and House committees. Judge Sykes was self-effacing; he sought no limelight or headlines; his were straight-forward, clear-thinking statements. He spoke for the Commission as a whole in making his recommendations to the Congressional committees.

But he apparently didn't speak for Mr. Hanley, who insisted upon speaking for himself with a "first anniversary" statement that he knew would win big newspaper space because of its attacks upon radio. We do not say that his attacks were entirely unwarranted in parts. We do say they were ill-judged, ill-timed and unnecessary at this time when radio is gradually but surely cleaning its own house.

We say, too, with all the vigor at our command, that the Omaha disciple of former Democratic Committeeman Arthur Mullen is absolutely wrong in urging that any "liberal number" of existing wave lengths should be allocated to the educational and religious groups, to whose cause Mr. Hanley has begun to devote himself so assiduously. This cannot be done without taking them away from their present occupants, and very few of the educator-religious group have proved by their past records that what they have to offer is what the public really wants or should have. Mr. Hanley is a lawyer and presumably believes in due process. What justice is there in depriving some dozens of broadcasters of their facilities in order to make way for his educational-religious friends? How can the thousands of religious organizations and educational institutions, so many of them at variance with one another, be accommodated on

BOOK SHELF

EDWIN C. HILL has published another book-a smaller volume than his collection broadcasts published under the title of The American Scene, but a far better one. This one carries the same title as his CBS broad casts: Edwin C. Hill: The Human Side of the News (Walter J. Black, Inc., New York, \$1) It contains about 30 of his choicest broadcast talks, stories that he regards as being most readable and having the most lasting appeal There is a preface giving a brief outline of the former star New York Sun reporter's career. Though each of these articles has been delivered on the radio in Ed Hill's incom parable style, we commend this little volume for an absorbing evening's reading for those who like stories of the unique and adventurous

BUYING HABITS and brand preferences of 750.000 residents of greater Milwaukee are set forth in tabular and statistical form in the 1934 edition of Consumer Analysis of the Greater Milwaukee Market, compiled by the research bureau of the Milwaukee Journal operator of WTMJ. This is the first issue of the brochure (which sells for \$1) published since 1931 and shows many changes in the retail picture. Among several new features is a survey showing how many housewives smoke cigarettes.

all, let alone a "liberal number," of the radio waves?

If, as Mr. Hanley asserts, the American system of broadcasting is "the best in the world," why not let it improve itself without the compulsion of individuals interested primarily in their political aspirations?

Educators' Sincerity

JUST HOW sincere are the educators in their ceaseless fight for a better proportion of the wave lengths? To us it now seems wholly convincing that their militant campaign, for the most part, is simply one of sniping rather than constructive effort. Proof? We have it in the case of the newly opened 1500-1600 kc. band, which opens up three new high fidelity channels for broadcasting.

If the educators really want radio channels, and if, as they so seriously assert, the public is so hungry for their "cultural broadcasts," why did not even one educational institution apply for one of the three new channels? The six private applicants, one of them the distinguished inventor and engineer, John V. L. Hogan, said that at least half the radios now in use could already tune down to 1,600 kc. and all confidently foresee a real future on those waves.

The Radio Commission, at the suggestion of Senator Dill, informed more than 1,000 educational institutions that the channels were available. Only nine had the courtesy to acknowledge its letter. Not one applied for the new wave lengths, which can be duplicated many times throughout the country. Where are those vaunted "pioneers" of radio among the educators?

BROADCASTING • May 1, 1934



RICHARD CUNNINGHAM PATTERSON, JR.

IN SEVEN YEARS NBC shot up from an infant idea into a business giant-a trifle soft and clumsy from growing so fast. Richard C. Patterson, Jr. is the man who put this stout stripling into the gymnasium. The executive vice president of

the National Broadcasting Company thinks naturally about fitness, being an athlete himself, and a director of the Y. M. C. A., which stands for physical sturdiness. Recognizing when he joined the company on Oct. 1, 1932, that what the bulky youngster needed was a little training to tie muscle and mind into an efficient unit, he went to work along this line.

There isn't much difference between putting a man or a business into the pink. Organization does the trick for the business, and as operations chief Mr. Patterson has unified and coordinated to a point where results are strikingly appar-

ent already. The company organization chart which reflects what Mr. Patterson has done is a picture still in the making. But it shows month by month a realignment of functions and a tightening up of the intricate NBC machinery into an effective whole. While there are major accomplishments-a new station relations set-up, a revised management plan for the big and complicated NBC plant, a revamped sales organization-these are only particular items among numerous others ranging from small to great, in the reintegration of company

operations for efficiency, economy and punch. Mr. Patterson won his administrative know-how in the varied fields of business, civic and military endeavor. For five years he was the New York City Commissioner of Correction whom the Prison Association recently called "one of the best commissioners ever identified with the department" and praised for his "high effi-"rigorous honesty" and ciency.' "unusual devotion to the city. This record probably had much to do with the fact that Mr. Patterson was formally tendered the nomination for Mayor of New York on the Fusion ticket last

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May 1, 1934 • BROADCASTING

The military habit is plainly discernible in Mr. Patterson's methods, which is logical enough because he distinguished himself as a soldier both on the Mexican border and again in France, where his administrative abilities and qualities of leadership gained him swift advancement.

He went to the border with Squadron A in 1916 as a private. He wore a captain's bars to France, and later became a major in the Engineering Corps, serving 13 months with the A. E. F. In 1918, he was appointed Administration Officer of the American Commission to Negotiate Peace at the Paris Conference and a year later was made a Lieutenant-Colonel. His promotion to the rank of colonel in the Military Intelligence Service came in 1930. Part of the business life of the

NBC executive vice president was passed with the J. G. White Engineering Corp. and the E. I. du Pont de Nemours Co. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Co.

After the war Mr. Patterson became greatly interested in New York civic and welfare problems. Previously he had served for a considerable period as secretary of the New York Fire Department, and as commissioner of the New York Parole Board.

Mr. Patterson was a member of the first National Executive Committee of the American Legion which he helped to organize in Paris during March, 1919. He has been decorated by the governments of France, Serbia and Panama, and was awarded the Columbia University Medal for Distinguished Public Service. He is a director of the Y. M. C. A. and the Salvation Army, a member of the Council on Foreign Relations, the New York Society of Military and Naval Officers of the World War, the Military Intelligence Reserve Society and the Beta Theta Pi fraternity. Among his clubs are the University, Piping Rock, Downtown Association and the Advertising Club of New York. Born in Omaha, Jan. 31, 1886,

Mr. Patterson attended the Univer-

PERSONAL NOTES

ON A TOUR of the country, John F. Royal, vice president of NBC in charge of production, arrived on the Parcific Coast in late April. In com-pany of Don E. Gilman, Pacific man-pany of Don E. Gilman, Pacific man-

pany of Don E. Griman, Pacific man-ager, Royal spent several days in San Francisco, drove to Los Angeles for a quick inspection of the situation there and then flew to the Northwest. He

will not return to New York before

QUIN RYAN, manager of WGN. Chicago, has just returned from a month's vacation in Mexico. He is

preparing a new series of programs to be broadcast from the Chicago

GEORGE H. JASPERT has resigned

as manager of WIND, Gary, Ind., effective May 1. He is former man-ager of WBZ-WBZA, and of WLAP.

ouisville. He has not announced his

EMIL GOUGH, Hearst Radio Serv-

ice director, left his San Francisco headquarters for New York in mid-April, leaving Ollie Tuttle in charge

C. ELLSWORTH WYLIE, sales

Bureau, KHJ, Los Angeles. The de-partment is named after the son of Don Lee, head of the Don Lee Net.

BEHIND

THE MICROPHONE

JOHN EUGENE HASTY, author of

KFRC, San Francisco to Los Angeles, where he has several other radio shows. Hasty, who also is associated with the MacGregor-Sollie labora-

tories in San Francisco, is collaborat-ing with Lucy Cuddy, KFRC drama director, in doing the writing.

HIRAM HIGSBY, formerly of the

ARTHUR JARRETT, once the CBS

"Song Stylist," now working in the talkies in Hollywood, has been signed

for the weekly Union Oil Company

program over KHJ and the Don Lee-CBS chain. Placement was made by

FORD FRICK, sports announcer and secretary of the National Baseball League, has recovered from a month's illness and is back at WOR, Newark, and has been also at the second seco

and has been signed as announcer of the Chesterfield series on CBS.

JEFF SPARKS, former NBC an-

the Leo Morrison booking office.

Douglas Horton in charge.

World's Fair this season.

late May.

future plans.

QUIN RYAN, manager of WGN, Chicago, returned April 15 from a month's vacation trip through Mexico. month's vacation trip infougn Mexico. He is now preparing a series of broad-casts from the Century of Progress Exposition to be carried this summer; patterned after his popular "World's Fair Guide" series of last season. DEWEY DRUM, for the last 12

years advertising manager of the Ed Mellon Co., Charlotte, N. C., has joined the commercial staff of WSOC. Charlotte. Commercial Manager W. C. Irwin announces that this completes his staff.

JACK O. GROSS has been appointed commercial manager of KTBS, Shreveport, La, according to an an-nouncement April 11 by John C. Me-Cormack, manager.

DEAN JOHNSON, Chris Ames, and John Johnson have been added to the commercial staff of WMBH, Joplin, Mo. NEAL BARRETT, manager of

manager of the Don Lee network, and Paul Rickenbacker, KHJ production KOMA, Oklahoma City, has been elected president of the Oklahoma manager, were visitors at KFRC, San Francisco, in April. Rickenbacker made the trip to supervise the Guy Lombardo broadcast for White Owl City Advertising Club. JOHN SHUGARD, of the staff of WSGN, Birmingham, has been named from the KFRC studios

manager of its newly opened remote control studios in Bessmer, Ala., home PHILIP FOX, owner of KDYL, Salt Lake, was in San Francisco during-April to confer with Don Gilman, NBU vice president, on network af-filiation questions concerning KDYL. of the Pullman plant, from which five programs will emanate weekly. Frank achs has been named program director. GENE O'FALLON, owner-manager

FRANK G. MULLOY, public rela-tions director of WCAE, Pittsburgh, and Mrs. Mulloy, nee Charlotte Shal-lenherger, WCAE sourano, are parents of KFEL, Denver, was in San Fran-cisco in April to contract for new transcriptions and other features. PETER DELIMA, former assistant manager of the CBS Artists Bureau in New York, on April 16 became manager of the Thomas Lee Artists of a daughter, born April 11. HAROLD WHEELEHAN, operator

of WSMB, New Orleans, on April 21 celebrated the ninth anniversary of the station with an open house, to which an invitation was extended to all southern broadcasters. Included among those attending were Fred Weber, NBC; Henry Slavick, WMC; Wiley Harris, WJDX; and John Mc-Cormack, KTBS.

ALLAN JACKSON, of the sales staff at KFWB, Hollywood, has returned to his desk after a serious illness of six weeks.

such radio sketches as Eb and Zeb. the Dinglebenders and many Shell G. C. WESTWOOD, Los Angeles shows, has taken on the new duties of writing the Leaders of Tomorrow business executive, has joined the sales staff of KTM in that city. writing the leaves of chain, under the sponsorship of Bank of America. William Robson has discontinued writing the serial, returning from HUDSON S. SHARPLESS, former

newspaperman, in April joined the commercial department of KNX. Hollywood. J. D. FONDA, head of Radio Sur-

joined the sales staff of KHJ, Los Angeles, as account executive. He Angeles, as account executive. He has been connected with Pennzoil ad vertising in the southwest for several vears.

HIRAM HIGSBY, formerly of the WLS National Barn Dance, has joined WSGN, Birmingham, as special announcer and entertainer. He also was formerly of the CBS Net-work team of "Hiram and Henry." WSGN also announces the estublish-ment of a talent booking service with Dauglas Hoston in charge JOHN NESS, the past several years in charge of editorial promotion for the Los Angeles Times, on April 10 became manager of KMTR, Hollywood.

sity of Nebraska and later the Columbia University School of Mines, where he obtained his engineering degree in 1911.

Brisk and direct, with a pair of particularly friendly brown eyes, Mr. Patterson looks the athlete and the soldier. He used to do a lot of first class swimming, as attested by a sizable collection of trophies. He still swims whenever his crowded days permit. He likes to take long walks. Though not an addict, he plays a fair game of golf and wishes he had more time for this favorite pastime.

nouncer, has joined the announcing staff of WOR, Newark. Mr. Patterson is married to the former Shelley McCutchen Rodes of Bowling Green, Ky., and has one daughter. He lives at 555 Park Ave., New York City.

JOHN ALLEN WOLF, for the last three years announcer of WSFA, Monigomery, Ala., has been promoted to program director. He succeeds Meador Lowrey, resigned.



"WE OWE THANKS TO WMT for the splendid suc А cess we have had in the past three or four years," says an ex n ecutive for a group of shoe stores. d W "Our seasonal prod ucts featured during M the summer month over WMT showed the same increase fol lowing radio adver tising as did those featured during the winter months over WMT." savs the advertising director of a large packing firm. h а n "We stopped our announcements at one time during the sumk mer, and our business,particularly from out-of-town custom S ers, fell off to such an extent that radio was quickly re-contracted," says the proprietor of a large В Waterloo cafe. S For recognizing these three summer "Success Stories" in a recent bulletin-and there'll be many more available at the close of the Summer of 1934

"THE VOICE OF IOWA" IN WATERLOO

HARRY CARLSON, formerly associ JERRY HOEKSTRA, well-known ated in executive capacities with broadcasting stations in the mid-west and New York, has joined the staff of WNEW, Newark, in charge of production. Mr. Carlson began his concert and radio baritone, who was heard over WOR for over a year, has joined the staff of KMON, St. Louis. Besides his duties as publicity direc-tor, he will be heard on several proproduction. Mr. Carlson began his radio career as an announcer at KLZ. Denver, in 1925. He is a graduate of the University of Michigan and was a member of the University of Michi-gan Glee Club. He has a rich bari-tone voice and made his professional debut as a singer over KOA, later joining numerous choral groups over NBC. grams during the week.

MEL WILLIAMSON, remote control announcer at KHJ, Los Augeles, has joined the staff of KRKD in the same PERRY LIEBER, RKO publicity

executive in Hollywood, late in April took on the additional duties of pro-"Hollywood on the Air" program which originates in the NBC studios TRENT MEREDITH has been THENE MERGEDFITT has been named orchestra manager of the Thomas Lee Artists Bureau, asso-ciated with the Don Lee network on the Pacific Coast, Formerly with MCA, Meredith will handle band on the RKO lot.

EUGENE EUBANKS, of Los Anbookings, working under Peter de Lima, recently named Los Angeles manager vice Ted Braun. geles, the middle of April joined the atmouncing staff of KFAC, Los Ansele

SANDY MEEKS has been appointed studio manager of KTSA, San Au-tonio, Tex,

A. L. ALEXANDER, of WMCA, New A, L. ALEXANDER, of WMCA, New York, is the third New York an nonneer to be appointed an honorary member of the International Commit-tee on American Speech. The other two are Milton Cross and David Ross, HOWARD WILEY, former NBC and CBS production man, is now produc-tion manager at WNEW, New York. E. Vincent Connolly, Jr., has joined the staff as an announcer.

JOE DU MOND, production manager

of WMT, Waterloo, Ia., who has re-cently been added to the composing staff of the Forster Music Publishing Co., was in Chicago, April 16, making transcriptions at the RCA labora-

1512 News Building PETER MOLYNEAUX, editor and publisher of the *Texas Weekly*, has become associated with WOAI, San Detroit, Philadelphia, St. Louis, Antonio, as editorial adviser. He also broadcasts a nightly news report interpreting Texas events.

50,000 Watts

Nearest the Center

of

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

New York-Chicago-Detroit-San Francisco-Atlanta

tories.

Just recorded

"CRAZY QUILT"

A mad jamboree of mirth, melody,

and nonsense made that way by

Elvia Allman, Lindsay MacHarrie, while Benny Light and Sidney

Cutner, syncopaters on the ivories, hold it together with

Ideal for low cost spot

broadcasting

EARNSHAW-YOUNG, Inc.

Hollywood

New York

Chicago

820 Kilocycles

Cleared Channel

music that IS music.

JACK SKEAVINGTON, formerly with WQAM, Miami, has joined to staff of WDOD, Chattanooga, Ten His feature assignment will be to conducting of the B. C. Sports R. view, and the play by play broadcas of out-of-town baseball games.

REG ALLEN has returned to the au-nouncing staff of KGFJ, Los Angele, He had been an announcer at KREG. Santa Ana, Cal.

GENE LLEWELLYN, soprano and pianist at WCAE, Pittsburgh, and Howard Price, WCAE tenor, plan to marry in June.

LEO KAHN has been chosen musical director of WNEW, Newark, Mr. Kahn, a violinist, is well known i musical circles, having been associated with Eddy Duchin, Leo Reisman, Did Himber and other well-known music organizations.

BOB HOLT, announcer at KMOX St. Louis, has accepted the manager ship of KFRU, Columbia, Mo., effect tive April 27.

HARRISON HOLLIWAY, KFRC manager. San Francisco, has a nonneed the appointment of Austi-Peterson as continuity writer, filling the position vacated by Jennison Par-ker, when the latter left the end of April to continue as an artist on f Shell Show

DEAN MADDOX has been added to the announcing staff of KYA, San Francisco, having returned from China, where he was in charge of broadcasting for the Nationalist army.

IN THE CONTROL ROOM

O. B. HANSON, NBC chief engineer, and R. M. Morris, development engi-neer, are making arrangements to install special short wave equipment in the gondola of the stratosphere bal-boow which Maj. W. E. Kepner and Capt. Albert W. Stevens will take aloft some time in June under the auspices of the Army and the National Geographic Society, NBC has ar ranged to cover the event via relays

JOHN V. L. HOGAN, the New York radio engineer and inventor, who has been granted authority by the Radio Commission to erect a new broadcast-ing station to operate with 1 kw. on 1550 kc., announces that the station will go into operation within a few weeks after May 11, effective date of the grant,

BURTON BOATRIGHT, plant op-erator of KTAT, Ft. Worth, Tex., was married April 4 to Miss Doris Kim-ball, of Ft. Worth.

PHIL SILVERSON, sound technician of KMOX, St. Louis, will speak on "Radio Sound Effects" before the Engineer's Club of the Union Electric Co., St. Louis, May 10,

CHARLES SUTTON and George Furtney have been added to the engi-neering staff of KTAT. Ft. Worth. H. PANGBORN has joined the tech-nical staff of KFAC, Los Angeles, to handle the early morning operating shift.

W. O. WATSON, former engineer with Vitaphone, has become chief technician for the new transcription department of Radioscript Productions, Hollywood,

JAY TAPP, chief engineer of KGER. Long Beach, Cal., is recovering from appendicitis

FRED EILERS has been appointed chief technician at Hearst's KYA, San Francisco, succeeding T. B. Palmer, who has gone to NBC's plant department, replacing W. G. Martin, who has transferred to Radio City, New York

LESTER CULLEY, of NBC's technical staff in San Francisco, and Elizabeth Fankhanel, social service worker, were married April 21. HARRY CARNEY, sound effects expert, who spent 20 years in perfecting his present equipment, has joined the staff of KFRC, San Francisco.



KNX Gives Greatest Coverage Per Advertising Dollar in the 11 Western States

With only 5,000 watts, KNX gave outstanding coverage on the Pacific Coast, partially due to the peculiarly advantageous position of its transmitter. Last year, KNX jumped farther ahead with 25,000 watts. Now-with 50,000 watts, KNX is the unquestioned leader in low cost coverage of the entire Pacific Coast market.

To attain equal or better coverage than that given by KNX, it would be necessary to use one of the Pacific Coast networks or a carefully

picked group of a score of "local" stations-at several times the cost of KNX. Furthermore, from the standpoint of signal strength and audibility, the chains or "local" stations would have no material extra value. Actual figures prove KNX is consistently the largest mail producing station in the 11 western states.

If you want the greatest coverage per advertising dollar in this market, 'phone, write or wire for rates and details of time and talent available.



"THE VOICE OF HOLLYWOOD"—Speaking with 50,000 Watts

Hollywood, California

GREIG, BLAIR & SPIGHT, Representatives

SAN FRANCISCO OFFICE Lindsay Spight, 485 California St.

CHICAGO OFFICE **John Blair** 520 North Michigan Ave. NEW YORK OFFICE Humboldt J. Greig Chrysler Bldg.

May 1, 1934 • BROADCASTING BROADCASTING • May 1, 1934

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PUT YOUR MONEY ON THE PEAK OF RADIO RESPONSE



SELL THEM in SUMMER Radio Sales Stations – key outlets of Columbia – will deliver you bigger audiences this summer than in the "peak months" of any previous winter. And for proof of the responsiveness of these listeners, study the charts below - evidence that outweighs all

theory. Computed three years apart, these charts coincide in proving the same thing: that CBS audience response rises in midsummer to a definite peak – well above the year's average. Both charts are based on mail response to programs which offered no "write-in" inducement, involved no variables. Here is a scientific index of CBS audience stability, vitality, responsiveness... In 12 major territories, this rich audience is tapped by Radio Sales Stations, dominant outlets of Columbia, world's largest network. Each of these markets has been accurately mapped and audited by Columbia ... each of them is ready to deliver you maximum summer sales at minimum cost. Call Radio Sales, Inc., or any Radio Sales Station.

RESPONSE OF RADIO SALES STATION AUDIENCES TO C. B. S. PROGRAMS OFFERING NO MAIL INDUCEMENT

RESPONSE OF RADIO SALES STATION AUDIENCES TO C. B. S. PROGRAMS OFFERING NO MAIL INDUCEMENT

RADIO SALES, incorporated

485 MADISON AVENUE, NEW YORK CITY

410 NORTH MICHIGAN AVENUE, CHICAGO

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROAD-CASTING OVER THE MAJOR COLUMBIA NETWORK STATIONS LISTED ON OPPOSITE PAGE

The Business of Broadcasting Current News About Accounts, Pending Schedules, Transcriptions, **Representatives and Apparatus; Notes from the Stations**

STATION ACCOUNTS

WHK, Cleveland: F. A. Richter Co., New York (pain expeller), Polish pro-gram, once weekly, 21 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathom Fish), 2 announcements weekly, 13 weeks, thru Street & Finworkly, 15 weeks, find burger & Fib ney, N. S. Maryland Pharmaceutical Co., Baltimore (Rem), time signals, 13 weeks, Joseph Katz Agency, Balti-more: Nyal Ucatone Co., Chicago, 3 announcements daily, S weeks, A. T. announcements daily, S weeks, A. T. Senrs & Son, Chicago; Carnation Milk Sales Co., Chicago, participation in Polish and Bohemian programs, once weekly, Erwin-Wasey Co., Chi-cago; Ayer Co., Boston (cherry pec-toral), weather reports, 26 weeks, Broadcast Advertising, Inc., Boston; Scientific Laboratories of America, Inc., San Francisco (Reducoids), an-nouncements 6 days weekly. 21 weeks Scientific Gaussian (Reducoids), an-nouncements 6 days weekly, 21 weeks, Bob Roberts & Associates: Calcium Chloride Association, New York, 56 announcements, N. W. Ayer & Son, N. Y.; Knox Co., Kausas City (Cys-tex), weekly transcription, 13 weeks, Dillon & Kirk, Kansus City; Smith Brothers, New York (cough drops), 6 announcements weekly, 6 weeks, SHB: O ne id a Community, Ltd., Oneida, N. Y. (Tudor plate silver-ware), 6 times weekly, 52 weeks, A. T. Sears & Son, Chicago; Continental ware), G timos weekly, 52 weeks, A. T. Sears & Son, Chicago : Continental Baking Co., New York, 6 announce-ments weekly, 5 weeks, Batten, Bar-ton, Durstine & Osborn, N. Y.; Vick Chemical Co., Greensboro, N. C. (Yoratone antiseptic), 6 announce-ments weekly, 10 weeks, Morse Inter-national, N. Y.; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS : Carter Medicine Co., New York (liver pills), 156 announcements, S p. 01 Brondensting, Inc., N. Y.; National Antomobile Chamber of Commerce, Detro it, two 5-minute programs Detroit, two 5-minute programs weekly, 2 weeks, Campbell-Ewald, Detroit.

WDAF, Kansas City: Standard Oil Co. of Indiana, Chicago, 26 transcrip-Co. or Innuana, Chicago, 20 transcrip-tion announcements, thru McCann-Erickson, Chicago; Shell Petroleum Co., St. Louis, 53 transcription an-nouncements, J. Walter Thompson, St. Louis; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 15-niante transcription 21 minute transcription programs, 31 times, Wade Advertising Agency, Chi-cago: Sears Roebuck & Co., Chicago-(raw fur marketing service), 5-minute reascription programs, 14 times, thru Neisser-Meyerhoff Co., Chicago.

KEN, Portland: Knox Co., Kansas City (Cystex), 15-minute electrical transcription programs once weekly, renewed 52 times, thru Dillon & Kirk, Kansas City; Montgomery Ward & Co., Chicago (raw fur marketing service). 17 five-minute transcrip-tion programs, Neisser-Meyerhoff Co., Chicago.

WLS, Chicago: Reo Motor Car Co., Lainsing, Mich., 13 announcements, thru Maxon, Inc., Detroit; Riverdale Products Co., Chicago (Kod-O-Meet), three announcements weekly, indefi-nite period, Wade Advertising Agency, Chicago.

WENR, Chicago: Enoz Chemical Co., Chicago (moth spray), 15-minute studio programs, 13 times, thru Me-Junkin Advertising Co., Chicago; B. F. Goodrich Rubber Co., Akron (tires), 15-minute sports reviews daily, 26 weeks, Ruthrauff & Ryan.

KJR, Seattle: McLaughlin-Gormley-King Co., Minneapolis (Evergreen in-secticide), six 5-minute transcriptions, thru Campbell-Mithun Co., Minne-

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WGY, Schenectady, N. Y.: Carbola Chemical Co., Natural Bridge, N. Y. (Insecticide), 25 announcements, thru WSM, Nashville: Sears, Roebuck & Co., Chicago (furs), 13 five-minute talks, beginning Nov. 5, thru Neisser-Meyerhoff, Chicago; Comfort Mfg. 'rank Presbrey Co., N. Y.; Gillette Safety Razor Co., 18 announcements, Ruthrauff & Ryan, N. Y.; Kinox Co., Co., New York (milk of magnesia toothpaste), thrice weekly one-minute Ruthand, Vt. (Callouse-Ease), pro-gram participation, 39 times, Hays Advertising Agency, Burlington, Vt.; Knox Gelatine Co., Johnstown, N. Y., (Banquet (ea.), 63 announcements, Van Sant, Dugdale & Co., Baltimore ; Knox torintine (o., Johnstown, N. 1., 52 one-minute transcriptions, Federal Advertising Agency, N. Y.; Niagara Hudson Power Corp., New York, 3 transcriptions weekly, 78 programs, Shell Petroleum Corp., St. Louis, thrice daily announcements, J. Walter Thompson Co., St. Louis; Dodge Motor Co., I-minute transcriptions, transcriptions weekly, 78 programs, Batten, Barton, Durstine & Osborn,
N. Y.; Penn Tobacco Co., New York (Kentucky Club tobacco), twice-weekly sports review, 104 programs, Charles W. Hoyt Co., N. Y.; Reid, Murdoch & Co., Chicago (Monarch foods), 5 days weekly, 130 programs, Philip O. Palmer, Chicago; Shell Eastern Petroleum Products, N. Y., 28 time signals, J. Walter Thompson Co., N. X.; Socony-Vacuum Corp., New York (Mobiloil and Mobilgas), 13 announcements, J. Stirling Getchell, N. Y. daily except Sunday, Ruthrauff & Ryan, N. Y. (renewal); ranne-Match Co., Akron (Strikalite Match Ko., Karon (Strikalite Match Co., Akron (SUTTRAILTE matches), 5-minutes, once weekly, Ed-ward M. Power Co., Pittsburgh; United Drug Co., Boston (Rexall products), 5 quarter hour transcrip-tions weekly, Street & Finney, N. Y. (renewal); Morton Salt Co., Chicago, 15 minutes weekly, 13 weeks, Wade Agency, Chicago; Pathfinder Publishing Co., Washington (Pathfinder mag-

WCAE, Pittsburgh: Maybelline Co., Chicago (cosmetics), 13 transcrip-tions, SHB; Knox Co., Kansas City Mo. (Cystex). 26 transcriptions. Ano. (Cystex), 25 transcriptions, Dillon & Kirk, Kansas, City; Socony-Vacuum Corp., New York (gas and oib), 13 transcriptions, J. Stirling Getchell, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I. (paint), 30 transcriptions, J. Walter Thompson Co., N. Y. Agency, Chicago.

WEAF, New York: Phillips-Jones Corp., New York (Van Heusen collars and shirts), on April 28 started mu sical and comedy act with Harold Stern's orchestra, Teddy Bergman, Betty Queen and Bill Smith, Saturdays, 8-8:30 p. m., thru Peck Adver-tising Agency, N. Y.

WNEW, New York > American Gold-Buying Co., New York, daily quarter hour transcription, direct; Purolator Co., Newark (oil purifiers for autos). six 1-minute transcriptions weekly, 3 weeks, direct; Knox Co., Kansas City

(Cystex), weekly quarter hour tran-scriptions, 26 weeks, Allen Smith Ad-vertising Agency, Kansas City.

WJSV, Washington: Continental Baking Co., New York (Hostes Cakes), 5 minutes, 4 mornings weekh 5 weeks, thru Batten, Barton, Dur tine & Osborn, N. Y.; Dodge Mot Corp., Detroit, 11 transcription a Corp., Detroit, 11 transcription and nouncements, Ruthrauff & Ryan, X Y.; R. B. Davis Co., Hoboken, N.4 (baking powder), 5 minutes, 3 time, weekly, 26 programs, Ruthrauff Ryan, N. Y.; General Cigar Co., New York, While, Out Gramer, New York, State Construction, State St Ryan, N. Y.; General Cogar Co, Ne York (White Owl cigars), announce ments once weekly, 13 weeks, J. Wai-ter Thompsoni Co., N. Y.; Gillete Safety Razor Co., Boston, S.; Boston, S., Reid Murdoch & Co. Ryan, N. Y.; Reid Murdoch & Co. Chicago (Monarch foods), 3 nouncements daily except Sunda Philip O. Palmer, Chicago; Water Genter Co., Milwaukee (Toastma Genter Co., All watkee (10030ms, ter), 3 announcements weekly, 13 times, Cramer-Krasselt Co., Milwau-kee; Fred Fear & Co., Brooklyn (Easter egg dyes), 6 announcements Menken Advertising, Inc., N. Y. Schluderberg-Kurdle Co., Bahimar Y. (renewal); Palmer (Esskay meat products), 78 a ouncements, direct ; American Store Co., Philadelphia (chain groceries quarter hour weekly, 52 weeks, Pari & Peart, N. Y.; Bulova Watch Co. New York, 2 announcements daily, 52 weeks, Biow Co., N. Y.; Stanback Co., Salisbury, N. C. (headache pow-der), 300 announcements, J. Carson Brantley, Salisbury; Mangels Herold Co., Baltimore (King's syrup), qua-ter hour weekly, 13 weeks, Emery Ad-vertising Co., Baltimore; Peoples azine), half hour weekly, 13 weeks, Rhodes & Leisenring, Chicago (re-newal); Geppert Studios, Des Moines (photo enlarging), half hour weekly. vertising Co., Baltimore; People's Drug Stores, Washington, review of Washington Senators' ball games, 13 weeks, Lessing Advertising Agency. Des Moines; Sales Affiliates, Inc. William Abernathy; Liberty Mutual Insurance Co., Boston, 6 abnounce-ments, Spot Broadcasting, Inc., N.Y.; United Drug Co., Boston (Rexul prod New York (Inecto-Rapid-Notox), 15-minute transcription weekly, 13 m in ute transcription weekly, 13 weeks, Biow Co., N. Y.: Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy), 15 m in ute s weekly, 13 weeks, Wade Advertising United Drug Co., Boston (Rexal prod-ucts), 5 quarter hour transcriptions, Spot Broadcasting, Inc., N. Y.; Kel-logg Sales Co., Battle Creek, Mich. (Pep), 21 announcements, N. W., Ayer, N. Y.; Dodge Motor Co., 18 transcription announcements, Ruth-rauff & Ryan, N. Y. (renewal); May-belline Co., Chicago (cosmetics), 12 transcription announcements, Creme WMAQ, Chicago: Good Humor Corp. of America, Chicago (ice cream bars), announcements for indefinite period, belline Co., Chicago (cosmetics), 13 transcription announcements, Crame-Krasselt Co., Milwaukee; Shell Pe-troleum Co., New York (Shell gas), 20 announcements, J. Walter Thomp-son, Co., N. Y.; Pennzoil Co., 0il City, Pa., 32 five-minute evening transcriptions, Ruthrauff & Ryan, N. Y.; U. S. Gutta Percha Paint Co. Providence, R. 1., 30 evening spot an-nouncements, J. Walter Thompson Co. N. Y. thru Mitchell, Faust Co., Chicago; Battle Creek Food Co., Battle Creek, Mich. (health foods), three 5-minute announcements weekly, 39 weeks, Erwin Wasey & Co., Chicago; Gas Ap-pliance Society, Chicago (gas stoves and appliances), daily announce-ments, indefinite period, Campbell-

KTSA, San Antonio: Maybelline Co., Chicago (cosmetics), 13 one-minute transcriptions, SHB, Chicago: Kel-logg Cereal Co., Dallas, 23 announce-Co., N. Y. 7 Co. N. 1, 7 KTAT, Ft. Worth: Arteraft Indus-tries, Ft. Worth (Wont-Run), 5 min-utes, 3 days weekly, 26 programs, di-rect; American Airways, Inc., Ft. Worth, weekly program, direct; Berk-shire Hosiery Co., Ft. Worth, 300 an-nouncements; Bowen Air Lines, Ft. Worth (air travel), 300 announce-ments, direct; Hand Medicine Co., Dibilogiabia (Dr. Hand's worth) ments, direct; Hand Medicine Co. Philadelphia (Dr. Hand's worm elixir), 26 announcements, John L. Butler, Philadelphia; Lady Margaret Co., Ft. Worth (cosmetics), 100 an-nouncements; J. W. Morrow Co. Chicago (Mar-O-Oil), 300 announce-ments, direct; Watch Tower Society, Brooklyn (Judge Rutherford talks), quarter hour transcriptions, thrie weekly, 156 programs, direct.

Paul

WGN, Chicago: A. J. Krank Co., St.

studio program, twice weekly, indefi-nite period, through Reincke, Ellis,

Younggreen & Finn, Chicago: Good

Humor Ice Cream Corp., Chicago (15-

minute studio program, once weekly. 13 weeks, Mitchell Faust Co., Chi-cago; Procter & Gamble Co., Cincin-

nati (soap) 15-minute WBS tran-scription, daily, 52 weeks, H. W. Kas-tor & Sons, Chicago; D. Hill Nursery

Co., Dundee, Ill. (seeds), 15-minute studio programs, once weekly, 5 weeks

Studio programs, once weekly, 5 weeks, Cramer-Krasselt Co., Milwaukee; Electrolux Co., Evansville, Ind. (re-frigerators) time signals, indefinite period, Batton, Barton, Durstine & Osborn, N. Y.; Rit Products Co., Chi-

cago (Koolex shaving cream) 15-minute studio program, three times

weekly, indefinite period, Earle Ludgin, Inc., Chicago; John R. Thompson Co.,

Chicago (restaurant), Quin Ryan as World's Fair Inquiring Reporter, 15 minutes daily, 18 weeks, direct.

www.americanradiohistory.com

BROADCASTING • May 1, 1934

(shaving cream) 15-minute

COLUMBIA

Ewald Co., Detroit.

ments, direct.

FROM THE NATION'S CAPITAL-This is the crew that handles all Presidential and Congressional broadcasts over CBS from Washington. Photo was taken during broadcasting of Senate hearings on the Wagner shortly after same crew handled setup for the Lindbergh air mail and Wirt broadcasts. 'Wearing earphones is Clyde Hunt, chief engineer, and puffing pipe is Robert Trout, CBS Presidential announcer. At extreme left is William Kriz, assistant to Hunt, and at right is Ted Church, assistant to Henry Bellows, CBS vice president in Washington. "T'LL buy that. That's the had only to see to be sold. In the sixty days since the ten

of the largest national advertisers ... a food company and an automobile manufacturer... have put programs in production to be placed by Group Broadcasters, Inc., over their member

All This in Sixty Days

Group Broadcasters, Inc., an organization of important independently-owned radio stations offers a new method of radio ad-

"You can stop talking, Mr. C I'll buy that"

way to use Radio." With but the salient facts of the Group Broadcast plan of radio advertising before him, a certain shrewdly successful automobile manufacturer saw the light. He

original stations organized Group Broadcasters, Inc., twenty-three additional stations in key markets have joined the group . . . keenly interested advertising agents have asked for estimates for their clients to the tune of \$2,250,000.00 . . . and two stations.

> The list of stations in other major markets will be published shortly

MEMBER STATIONS IN BASIC AREA

WADC

WBAL

WLBZ

WNAC

WICC

KWCR

KYW

WHK

WAIU

CKLW

KSO

wowo

WDRC

KMBC

WFEA

WISN

WOR

wow

WIP

WCAE

WEAN

WHEC

WFBL

WMAS

KWK.

WSPD

WIBX

WOL

WMT

WWVA

WORC

WKBN

WGR-WKBW

WSAI-WLW

Akron

Baltimore

Bridgeport

Cedar Rapids

Bangor

Boston

Buffalo

Chicago

Cincinnati

Cleveland

Columbus

Hartford

Des Moines

Fort Wayne

Kansas City

Milwaukee

Philadelphia

Pittsburgh

Providence

Rochester

Syracuse

Springfield

Washington

Waterloo

Wheeling

Worcester

St. Louis

Toledo

Utica

Newark

Omaha

Manchester, N. H.

Detroit



never before available through radio. This method permits the advertiser to pick his best markets and to do a real job in them. It offers concentrated coverage of these markets without waste or duplication, over key stations that have demonstrated time and again their ability to produce results on a profitable basis.

vertising having advantages

It offers the most wholehearted cooperation on the part of individual stations in making the advertisers campaign a real success.

Here is a method whereby the advertiser may buy this selective concentrated coverage in one package at a lower cost than has ever before been possible over individual stations.

Before you make any advertising commitments, in justice to your clients and yourself, investigate carefully Group Broadcasters, Inc. Truly THE BEST BUY IN BROADCASTING.

GROUP BROADCASTERS, Inc.

ROOM 1432 CHRYSLER BUILDING, NEW YORK, N. Y. **TELEPHONE VANDERBILT 3-3425** 410 Wrigley Bldg.

Chicago, Ill.

Superior 3426

3300 Union Guardian Bldg. Detroit, Mich. Cadillac 7200

May 1, 1934 • BROADCASTING

Page 33

WOR, Newark: Pontiac Motor Co., WOKO, Albany, N. Y.: Knox Com-Pontiac, Mich., daily except Sunday, National 5 weeks, WBS: United Drug Co., Boston (Rexall products), 5 times, Cleared thru Spot Broadcasting, Inc.; Gordon Baking Co., Detroit (Silver Cup Channel bread), once weekly, 13 weeks, Sehl Advertising Agency, Chicago; Detroit White Lead Works, Detroit (paint), Complete NBC quarter hour weekly, 13 weeks; Empire Gold Co., New York, quarter hour weekly, 13 weeks. Frenl Adver-Program Service tising Agency, N. Y.; French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto water), thrice The Most

25.000

WATTS

Powerful KSL, Salt Lake City: Chamberlain Laboratories, Des Moines (hand lo-tion), daily transcription announce-ments, 104 times, thru Coolidge Ad-Station Between ments, 104 times, thru Coolidge Ad-vertising Co., Des Moines; Sears Roebuck & Co., Chicago (raw fur marketing service), 17 five-minute transcriptions, Neisser-Meyerhoff, Chi-St. Louis, **Dallas** and cago; Numismatic Co., Ft. Worth (rare coin catalogs), 15-minute studio Denver programs once weekly, indefinite per riod, thru Guenther-Bradford, Co.

EDWARD PETRY Chicago WFBM, Indianapolis: Shell Petro-leum Corp., St. Louis, 117 transcrip-tion announcements, thru J. Walter Thompson Co., St. Louis; Konjola, Inc., Portchester, N. Y. (proprietary), thirteen J5-minute transcriptions, Siland Co. Inc. National Representatives New York verman Advertising Co., Chicago. Chicago San Francisco

WTMJ, Milwaukee: Knox Co., Kan-sas City, Mo. (Cystex), 15-minute transcriptions, 26 times, thru Dillon & Kirk, Kansas City; Standard Oil Co. of Indiana, Chicago, 26 transcrip-tion announcements, McCann-Erick-son, Inc., Chicago. Detroit Atlanta

WXYZ, Detroit: California Packing Co., San Francisco (Del Monte sal-mon), two transcriptions weekly, 13 weeks, thru McCann-Erickson, San TULSA, OKLA.



pany, Kansas City, Mo. (Cystex), thirteen 15-minute, thru Dillon & Kirk: Gem Products Sales Co., Camden, N. J. (laundry soap), thirteen 15minute, Paris & Peart ; Roxy Clothes Shops, New York, thirteen 15-minute, Peck Advertising Agency; Johnson Educator Biscuit Co., Cambridge, Mass. (crackers), 36 announcements. weekly talks, 4 weeks; Eastern Nu-Enamel Co., New York (paint), 5 days weekly, 13 weeks.

Mass. (crackers), 36 announcements, Radio Broadcasting Co.; Seminole Paper Co., Chicago (toilet tissue), thirteen 15-minute, Radio Broadcast-ing Co.; R. B. Davis Co., Hoboken, N. J. (baking powder), 26 five-min-ute, Ruthrauff & Ryan, Inc.; Dodge Motor Co., Detroit, IS announcements, Ruthrauff & Ryan, Inc.; Carter Med-icine Co., New York (liver pills), 156 announcements, Spot Broadcasting, Inc.; United Drug Co., New York (Rexall Stores), five 15-minute, Spot Broadcasting, Inc.; Gillette Safety Razor Co., Boston, 54 announcements, WBS; Fels & Co., Philadelphia (Fels-Naptha Soap), 78 15 min., Young & Rubicam.

Rubicam.
WOAI, San Antonio: Gardner Nursery Co., Seattle, transcription announcements, 6 days weekly, thru Northwest Radio Advertising Co., Seattle; Western Co., Chicago (Dr. West's toothpaste), announcements, 6 days weekly, Jonson Advertising Co., Dallas, announcements 4 days weekly. Johnson Advertising Co., Dullas; Coleman Lamp & Stove Co., Wichita, Kan., 19 transcriptions, Potts-Turnbull Co., Kanasas City, Mo.; Carl Pool Mfg. Co., San Antonio (pants and shirts), 52 weekly transcriptions. Given Line (Rexall products), transcriptions, S., Yanzer, Cheman Long & Co., New York (Rexall products), transcriptions, Y.; Pennzoil Co., Oil City, Pa., 16 transcriptions, Ruthrauff & Ryan, N. Y.

Scriptions, Ruthrauff & Ryan, N. Y. WCAU, Philadelphia: Carter Medi-cine Co., New York (liver pills), 3 announcements weekly, 52 weeks, thru Spot Broadcasting, Inc., N. Y.: United Remedies, Chicago (Peruna, Kolor-Bak, Acidine, etc.), 13 tran-scriptions weekly, 52 weeks, Heath-Sechoff, Chicago; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS; Fred Fear & Co., Brooklyn (egg dye), 3 transcriptions, SHB; "Gilbert & Barker, Springfield, Mass, (oil bur-ners), 7 announcements; Seminole Paper Co., Chicago (for American Stores), studio program once weekly. Paper Co., Chicago (tor American Stores), studio program once weekly, 52 weeks, Paris & Penrt, N. Y.; Eliza-beth Arden, Philadelphia (health salon), 3 times weekly, 2 weeks, Blaker Advertising Agency, N. Y.

WSB, Atlanta : Shell Petroleum Corp., St. Louis, 117 transcription announce-ments, thru J. Walter Thompson, St. Louis; Sears Roebuck & Co., Chicago (raw fur marketing service), thirteen 5-minute electrical transcription programs, 13 times, thru Neisser-Meyer-hoff Co., Chicago; Reid, Murdoch & Co. (food products), three announce-ments weekly, 52 times, thru Philip O. Palmer, Chicago.

TOWERS

OF WOOD

Fabricated Self Supporting

COMPANY

Franklin Park, Ill.

Spliced Poles to 200'

Guyed Masts

Full Price Range

WJR, Detroit: Columbia Cons ('o., Indianapolis, Ind. (canned food daily announcements Mrs. Page, weeks, thru Gundlach Advertis Co., Chicago; Bowey's Inc., Chier Co., Chicago; Bowey's Inc., Chicago (Dari-Rich), daily announcemen Uncle Neal, indefinite period, C. We del Muench & Co., Chicago; Ba Bros., Muncie, Ind., 5 minutes twi weekly, 26 times, Appelgate Advergi ing Co., Muncie Ind.; Chr. Hanse Laboratories, Little Falls, N. Y. (cream dessert), duily announce (fi Laboratories, Little Falls, N. Y. (is cream dessert), daily announcemens Mrs. Page, 52 times, Mitchell Fau Advertising Co., Chicago; McLaug lin-Gornley-King Co., Minneapolis (Evergreen insecticide), 5-minut, transcriptions, 6 times, Campbel Mithun, Inc., Minneapolis; Walter H Johnson Caudy Co., Chicago (westen bars), 26 daily announcements, 6a, J. Kirkgasser Co., Chicago; Westen Co., Chicago (Dr. West toothpaste, daily announcements, 24 times, the J. Walter Thompson Co., Chicago Shell Petroleum Corp., St. Louis, II: transcription announcements, J. Wa transcription announcements, J. W ter Thompson, St. Louis; Numisma Co., Ft. Worth (rare coin catalo Co., Ft. Worth (rare com catalog). 15-minute studio programs, indefinit period, Guenther-Bradford Co., (b) cago; Knox Co., Kansas City (Gy tex), 15-minute electrical transcription programs weekly, 52 times, Dillon 4 Kirk, Kansas City.

WORC, Worcester, Mass.: Socony Vacuum Co., New York, 13 daily an nouncements, thru Sterling Getchel N. Y.; Gillette Safety Razor Co., 13 N. I.; Gillette Safety Razor Co., 13 one-minute sketches, Ruthrauff & Ryan, N. Y.; Hand Medicine Co. Philadelphia (Dr. Hand's work elixir), 59 one-minute announcement John L. Butler Co., Philadelphia; Loose-Wiles Biscuit Co., Boston (Krispy Krackers and Hydrox Cook-ies), 117 announcements, Newel Emmett Co. N. V. (Krispy Krackers and Hydrox Cookies), 117 announcements, Newell Emmett Co., N. Y.; Rumford Baking Co., Rumford, R. I. (Bakesall), two quarter hours, twice weekly, 13 week. Atherton & Currier, Boston: Shel Petroleum Co., New York, 20 as nouncements, J. Walter Thompson Co., N. Y.; Maybelline Co., Chicase (cosmetics), 13 announcements, Gr. mer, Krasselt Co., Milwaukee; Ger-eral Baking Co., New York (Bond Bread), 38 announcements, Batten, Barton, Durstine & Osborn, N. Y.; Atherican Association of Sonp & Construction Sonp (Sonp & Construction) American Association of Scap 4 Glycerine Producers, New Yoi (GPA glycerine), weather reports two and a half months, Newell Emmett Co., N. Y. WGAR, Cleveland: Shell Petroleur

Corp., St. Louis, 117 transcription an nouncements, thru J. Walter Thomp St. Louis; Numismatic Co Son Co., St. Louis; Numismatic co. Ft. Worth (rare coin catalog), 15 minute studio programs, indefinite Guenther-Bradford Co., Chicago.

Cornell Station Plan Channel Shift Appeal

AN APPEAL from the decision of the Radio Commission authorizing experiments on two clear channels under which WBAL, Baltimore, WTIC, Hartford; KRLD, Dallas, and KTHS, Hot Springs, Ark. would acquire virtually full-time operation, will be filed in behalf of WESG, Elmira, N. Y., it was stated April 25 by Dale Drain, attorney for the Cornell University station. The Commission's decision was to become effective April

WESG, regularly assigned to the 1040 kc. channel, daytime, was ordered shifted to 580 kc. to make way for the other shift, which involved the clear channels of 1040 and 1060 kc., on which the four stations were regularly licensed to share time. Commissioner Harold A. Lafount dissented from the Commission's ruling, and announced that he is preparing a formal dissenting opinion.

NETWORK ACCOUNTS (All times EDST unless otherwise specified)

ELIZABETH ARDEN, New York (cosmetics), on April 24 started Maury H. B. Paul as "Cholly Knick-' and Don Bestor's orchestra arbocker on 38 CBS stations, Tuesdays, 9-9:15 p. m., with repeat for CBS-Don Lee network at 12:30-12:45 a. m. Agency: Blaker Advertising Agency, N. Y. MacFADDEN PUBLICATIONS, Inc. New York (True Story Magazine), on May 4 starts "True Story Court on May 4 Statis True Story Court of Human Relations' on 35 CBS sta-tions, Fridays, 8:30-9:15 p. m., with repeat for west 11:30 p. m.12:15 a. m. Agency: Erwin, Wasey & Co.,

INDIVIDUAL DRINKING CUP (o., Easton, Pa. (Dixie Cups), on May 7 starts "Dixie Circus," script acl. on 10 CBS stations, Mondays, 6;457:15 p. m. Agency: Young & Rubicam, N. Y.

JOHNS - MANVILLE Corp., New York (roofing), on May 12 starts Floyd Gibbons and guest speakers on 45 NBC-WEAF and supplementary 45 NOCWEAT and supplementary gations, Saturdays, 8:30-9 p.m., with repeat for 8 NBC-KGO stations at 12 midnight. Agency: J. Walter Thompson Co., N. Y.

CARLETON & HOVEY Co., Lowell, Mass. (Father John's Medicine), on Oct. 14 starts "Gems of Melody" on NBC-WEAF stations, Sundays, 2:45-3 p. m. Same sponsor on Oct. 17 starts same program on 18 NBC WJZ stations, Wednesdays, 7:15-7:45 p. m.

8. C. JOHNSON & SONS, Racine, Wis. (auto polish), on May 6 starts an added series with Tony Wons. Peggy Keenan and Sandra Phillips on 22 CBS stations, Sundays, 5:15-5:30 p. m. Same sponsor's regular CBS series on May 1 shifts to Tuesdays and Thursdays, 1:45-2 p. m. Agency: Needham, Louis & Brorby, Chicago. UNION CENTRAL LIFE INSUR-ANCE CO., Cincinnati, on April 13, renewed "Roses and Drums" on 26 on 26 renewed "Roses and Druns" on 26 CBS stations, Sundarys, 6-6:33 p. m., April 29 to June 3, 1934, suspending during summer, but returning Sept. 9 to Sundarys, 5-5:30 p. m. Ageney : J. Walter Thompson Co., Chicago. CLIMALENE Co., Canton, O. (water

(LIMALENE Co., Canton, O. (water softener), on May 10 renews "Clima-lene Carnival" with Harold Stokes' orchestra, Frank Hazzard, Gale Page and the King's Jesters on 14 NBC-WEAF stations (without WEAF), Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

CAMPANA SALES Co., Batavia, III. (Italian Balm), on May 4 renews the "First Nighter" on 39 NBC-WEAF and supplementary stations, WEAF and supplementary stations, Fridays, 10-10:30 p. m. Agency: Aubrey, Moore & Wallace, Chicago. GREAT ATLANTIC & PACIFIC TEA Co., New York (foods), on April 30 renewed the "A. & P. Gyp-sies" with Harty Horlick's orchestra and Frank Parker, on 17 NBC-WEAF stations, Mondays, 9-9:30 p. m. Agency: Paris & Peart, N. Y.

WYETH CHEMICAL Co. New York on Ort. 3 renews "Easy Aces" on 20 CES stations, Wednesdays, "Thursdays and Fridays, 7:15-8:30 p. m., EST. On May 2 "Easy Aces" shifted its schedule to 8:15-8:30 p.m.; program will suspend July 6 until re-newal Oct, 3. Agency: Blackett-Sam-ple-Hummert, N. Y.

HUDNUT SALES CO., New York (cosmetics), has extended for four weeks to June 1, its "Marvelous Melo-dies" programs on 23 CBS stations, Fridays, 9:30-10 p. m. Agency : Bat-ten, Barton, Durstine & Osborn, N.

J. A. FOLGER & Co., San Francisco (coffee), on May 1 renews "Lee S. Roberts and His Old Memory Box" on split NRC-KGO network comprising KGO, KFI, KGW and KHQ, Tuesdays and Fridays, 9-9:15 a. m., PST; starting Sept. 18 program will add Sundays, same time. Agency: Botsford-Copstantine & Gardner, San Francisco.

SWIFT & Co., Los Angeles (Formay shortening) on May 1 renews "Al Pearce and His Gang" on basic NBC-KGO network, Tuesdays and Thurs-days, 2-2:30 p. m., PST. Agency: J. Walter Thompson Co., Los Angeles.

SHELL OIL Co., San Francisco, on NHELLI OIL Co., San Francisco, on May 7 starts variety show with guest artists on hasic NBC-KGO network, plus KFSU, WTAR, KDYL, Mon-days, S-9 p. m., PST, program origi-nating in Radio Playhouse, Los An-geles, Agency: J. Walter Thompson Co., San Francisco.

DWIGHT EDWARDS. Co., Oakland. Cal. (Airway Coffee), on May 4 starts "In Old Brazil," with Argentina Trio. "In Old Brazil," with Argentina Trio. Rita Lane, Cameron Prudhomme and Ned Tollinger, on basic NBC-KGO network, plus KDYL, KOA and KTAR, Fridays, 8:45-9 p. m., PST, and Mondays, 9:15 p. m., PST, Agency: Ernest R. Ham Advertising Avenue: Net Forwardson Agency, San Francisco.

PARAFFINE COMPANIES, Inc., FARAFFINE COMPANIES, Inc., San Francisco (Pabco floor covering, roofing and paints), on June 7 renews Helen Musselman, John Teele and Frank Provo in dramatic skit on "Women's Magazine of the Air," on basic NBC-KGO network, plus KFSD, Thursdays, 10:40-11 a. m., PST. Agency: Emil Brisacher & Staff, San Francisco.

DADIO STATION **EPRESENTATIVES** WALTER BIDDICK CO 568 Chamber el Commerce Bidg., Los Angeles 601 Russ Bidg., San Francisco 3326 Stuart Bidg., Seattle 619 Charles Bidg., Denver

KVI Leads in Tacoma-Seattle Retail Accounts TACOMA, WASHINGTON Best Sound Broadcasting Company 500 WATTS 570 KC. ma Markage - Mila \sim Follow the lead of the merchant who knows the market.

KVI, a pioneer Columbia Station.

NESTLE'S MILK PRODUCTS, Inc., San Francisco (Alpine Milk) on May 15 starts "Will Aubrey, Bard on May 15 starts "Will Aubrey, Bard of the Highways," on special network comprising KGO, KFI, KGW and KFSD, Tuesdays and Fridays, 3:15-3:30 p. m., PST. Agency: Ruth-rauff & Ryan, N. Y. GEORGE W. CASWELL Co., San

GEORGE W. CASWELL Co., San Francisco (coffee), on May 14 re-news on "Women's Magazine of the Air" on NBC-KGO network, Mon-days, 10:50-11:10 a. m., PST, Agency: Emil Brisacher & Staff, San

CBS CHANGES · Due to the advent CBS CHANGES: Due to the advent of Daylight-Saving Time, April 29, the following CBS accounts will be shifted to the new EDST times in-dicated: Ford Dealers "Waring's Pennsylvanians," Thursdays and Sun-days, 9:30-10 p. m., from April 29; Centuur Co., Albert Spaling and Contary of the institute, declared the "100 per cent radio" program is days, 9:30-10 p. m., from April 29;
Centaur Co, Albert Spaling and Conrad Thibault, Wednesdays, 10:30-11
p. m., from May 2; American Home Products Corp., Everett Marshall, Wednesdays, 8:30-9 p. m., from May 2; Sterling Products, Inc., "Big I[ol-lywood Show," with Accordiana, Tuesdays, 8:30-9 p. m., from May 1; A. S. Boyle Co., "Lazy Dan," Sundays, 2:30-3 p. m., from May 1; A. S. Boyle Co., "Lazy Dan," Sundays, 3:30-9 p. m., from May 1; A. S. Boyle Co., "Lazy Dan," Sundays, 3:30-9 p. m., from May 2; Sterling Products, Inc., "Skippy," 5:15-5:30 p. m., from May 2; Sterling Products, Inc., "Skippy," 5:15-5:30 p. m., from May 2; Sterling Theater," Sundays, 9-9:30 p. m., from May 6; Union Central Life Insurance Co., "Roses and Drums," Sundays, 9:15-9:30 p. m., from May 18. to listeners, setting up window displays and telling the story of radio to set owners. "Make Amer-ica Radio Minded" has been

EARL SHARP, veteran music arranger, who had been on the arranging staff of NBC for the past FEDERAL' BROADCASTING CORPORATION year, died in San Francisco, April

Service Men to Launch

Radio Drive June 10-16

LAUNCHING a campaign to stim-

ulate public interest in radio, the

Institute of Radio Service Men has

designated the week of June 10-16 to open its drive for "100 per cent

radio." During this week emphasis

will be placed on automobile ra-

idos, with manufacturers and

broadcasters in many cities co-

Ken Hathaway, executive secre

a continuous national promotional

plan, with the 3,000 members of

the institute constituting the nucleus of an active field force, dis-

tributing literature about the in-

dustry to non-listeners as well as

adopted as a slogan.

MWCA

NEW YORK

"Without using any other form of advertising (than WMCA) in the metropolitan

w MCA) in the metropolitan area, we have secured com-plete distribution, and what is more important, repeat orders are coming in con-sistent volume."

(Name on request)

operating in the promotion.



Detroit is setting the pace for all other American cities in economic recovery. Here are a few reasons why the Detroit area is "ripe" for increased sales today;

Industrial employment is 111.2-an increase of 134% over a year ago. Department Store volume for March was 90% greater than a year ago.

Passenger car deliveries for March totaled 7,855-the highest since 1930. Industrial power consumption has increased 131% over last year.

To get the greatest returns from your radio advertising in this lucrative market, you will naturally use CKLW. More local advertisers (and they know) use-CKLW than any other network station in the Detroit area.



www.amer

Thar's **Gold and Silver** in Them Thar Utah Hills



Eighty-two percent of Utah's half million population earn and spend their money within KDYL's Salt Lake City trading zone. In the remainder of the state there are only 14 persons to each ten square

miles.

capped mountain

peaks and barren

sage brush flats.



NBC Reports on Services

(Continued from page 11)

express their interest and appreciation. ganizations seems to prove that a The company's agricultural broadcastchange of heart has come to the offiing service enjoys a remarkable de-gree of public approval. cials of our great manufacturing companies and their advertising agencies. They are realizing that the great

ns and of other educational activi

ties which the radio offers free of any

interested in the cultural development

pense to the schools. Perhaps such great organizations

our young people, as the Parent

eacher Association or the National

ederation of Music Clubs, could be

3,298,999

Engineer's

Survey

WCAE, Incorporated

PITTSBURGH, PA.

induced to interest themselves in this

fluence to church life.

EDUCATION By Dr. Robert M. Hutchins

President, University of Chicago It has become evident that the greatest service we can render the public schools of the land can best be welcome this change with joyous ac-claim of trumpets and drums, . . . I should be glad to see a concerted movement started by our educators and labor leaders, and all those in-terested not only in the material but in the cultural development of our course reacher corrects having redice? organized through local broadcasting facilities. This is due to the fact that education in our country is definitely given over to various states. . . . I am glad to say that a great number of our American cities have sensed the great value of broadcasting as a new young people, towards having radios and loudspeakers placed in every school and college in the country, Bemedium of education and are using the facilities of local broadcasting stations cause their schools are not provided with radios, there are still millions of which have been given them without students who are debarred from tak-ing advantage of the musical contribu-

cost Not with a view toward lightening the responsibility of radio for school broadcasting, but rather with a view toward improving programs for local needs, may I suggest that perhaps re-corded lesson programs in individual schools, or a wired system from the central school building may prove to be the most desirable thing? As pub-lic time on the air becomes more val-uable it may be wasteful to supply time for programs serving so few in the community, particularly when the

RELIGIOUS ACTIVITIES few are in a position to be served as organized bodies through the school By Morgan J. O'Brien Noted New York Attorney

system. The NBC Music Appreciation Hour the Magic of Speech and Radio Guild have continued to serve a wide audi-ence of listeners in the schools of the 1. Induced a better understanding between the various faiths and deland because in the fields of music, drama and speech we find little or no conflict in the pedagogy by which these subjects are taught. 2. Increased the religious toleration individuals. 3. Contributed a stimulating in-

In radio-education, one audience we should try to reach is the naturally intelligent group, interested in knowl-edge and culture, which has little or no contact with educational institu-tions. This field can be developed. From a practical standpoint it can be made an essential part of this nation's culture because by meeting the masses of the people where they are, you can command their attention and awaken new interests. By present ing materials attractively to people who are without a great background of knowledge, you can lead them to the source-materials so that they will get it for themselves.



President, Am. Fed. of Labor The masses of the people are happy over the fact that the management of the NBC has steadfastly maintained the great democratic principle of free speech. No one can successfully charge

that the company's administrators have curtailed or abridged the exercise of the right of free speech. During political campaigns the representatives of all political parties have been accorded the privilege of transmitting political messages and in the few difficult situations which arose great tolerance and fairness was shown by those in charge. It is clear-

shown by those in charge. It is clear-ly evident that the extension of the use of the radio under the manage-ment of the NBC will be made to speakers on all appropriate subjects regardless of the different opinions or points of view. I appraise the work of the NBC during the past year, from the stand-point of labor, as most satisfactory.

MUSIC

By Dr. Walter Damrosch Noted Conductor and Composer An interesting and highly commend-An interesting and nighty commend-able feature has been the weekly re-citals given by some of our greatest pianists, organists, violinists and singers. The fact that many of these concerts of music of the higher class have been sponsored by commercial or-

4. Supplied a religious service h people not associated with any specific faith.

5. Supplied religious services thousands of homes in localities where owing to reduced appropriations, the neighborhood churches have beer unavoidably closed.

6. Supplied, a service to invalida shut-ins, lighthouse keepers and others in remote places, who would other, wise have been denied any oppor-tunity of participating in religious American public has awakened to the higher pleasures of art and are demanding real music over the radio. I worship. 7. Created an ever-increasing audi welcome this change with joyous ac-

nce for religious programs. In short, religious radio, with it

invisible reach, is a quiet but con-structive force for spiritual well-being WOMEN'S ACTIVITIES

Mrs. John D. Sherman

Past President, General Federation of Women's Clubs

Radio has been of incalculable value to organizations of women en gaged in public activities of natio wide interest. Until it became avail-able, the extent of the active participation in these organizations was somewhat limited, as the dissemination of information concerning their objectives was confined largely to the membership and such publicity as might have been accorded by the press Radio has offered the many women's Radio has offered the many womens organizations an unequalled oppor-tunity for reaching beyond the ranks of their own members.

Chicks. No home games will be

broadcast but they will be care-

fully summarized in the regular

There is general agreement that the WNBR, Memphis, will again broadcast Southern Association roadcasting of religious programs baseball. For the fifth consecutive year, Coca-Cola will sponsor all out-of-town games of the Memphis

evening sports resume.

Population

Primary Coverage Reaches

PROSPECTS WAZER-CRESSMAN Cigar Co., Deroit, will use radio with window dis-

New York.

cluding radio.

handle the campaign.

plays to introduce its new Tennyson

brand cigar in Michigan, Ohio, Penn-

sylvania, Oklahoma and New Jersey.

Radio will also be used to promote its

Radio will also Man, Dime Bank, Tom Humo, Florida Man, Dime Bank, Tom Humo, Counselor and Hauptman

ROYAL LIQUOR PRODUCTS, Inc.

THE JEL-SERT Co., Chicago (pow

dered dessert), will use radio and newspapers in a campaign to be handled by Rogers & Smith, Chicago.

H. R. HEYMANN Co., New York

H. R. HELMANN CO., New 101W (Brill's E-Zee-Freez ice cream pow-der), has appointed Donahue & Coe, New York, to handle a campaign in-

PUBLIC FOOD STORES, San Fran

cisco, will use spot radio in central California, and has appointed the Brewer-Weeks Co., San Francisco, to

Babe Ruth Disk Series Offered as "Give-Away"

THAT the code for the broadcasting industry has not stopped en-tirely the "give-away" offers by agencies to stations is revealed in a letter written by Helen Wood, of Fletcher & Ellis, Inc., New York, to KWKC, Kansas City, Mo.; WROL, Knoxville, Tenn., and other stations.

Keene. Counsector and Hauptman brands. Quentin Just, sales promo-tion manager, will direct the cam-paign, which will be handled by Har-old Aarons, Inc., Detroit agency. Declaring that several stations had requested the privilege of broadcasting transcriptions of the Babe Ruth series, which went on an NBC network April 16 for Quaker Oats, the agency states that it supplied at least one sta-ROTAL LAQUOR PRODUCTS, Inc., San Francisco, will use radio with other media in a campaign to be started in the San Francisco Bay area and then extended nationally, Sidney Garfinkel Advertising, San Francisco, handles the account. tion with 13 such transcriptions to be released weekly on a no-costno-pay basis. A similar offer was made to KWKC and WROL. Ap-SOCONY-VACUUM Corp., New York parently most non-network tions are being circularized. sta (Mobiloil and Mobilgas), will use radio spots in a big new spring cam-uign directed by J. Stirling Getchell.

Symphony Extended

ORIGINALLY signed for eight weeks, to end April 24, the CBS series of the Minneapolis Symphony Orchestra, conducted by Eugene Ormandy and sponsored by the General Household Utilities Co., Chicago (Grunow refrigerators), has been extended for five additional broadcasts, from May 1 to 29, inclusive. This means holding the orchestra together beyond its usual season for local Minneapolis concerts.

L'ITALIA, San Francisco daily CALL letters of WRAM, Durham, Italian newspaper, is sponsoring N. C., have been changed to WDNC three half-hours weekly, music and by authority of the Radio Comdrama, done in Italian and English. mission.





James Whitcomb Riley's "Circus Day Parade," when "the bugles played and played" and "the glossy horses tossed their flossy manes and neighed"... how it thrilled the youngsters of yesterday, TODAY ...

All Hoosierdom Thrills to the "RADIO PARADE" ... across the Radio Stage with the Stars of WKBF A full hour of variety entertainment More of the Many Features Building and Holding the Audience for KBF IN INDIANAPOLIS L. L. "Jake" Jaquier D. E. "Plug" Kendrick **Commercial Manager General Manager** INDIANA'S ONLY NBC OUTLET National Representatives GREIG, BLAIR & SPIGHT, Inc. San Francisco Los Angeles Chicago New York

New Transmitter

February 1, 1934

HAPPY "SPOT" FOR ANY PROGRAM!

One of the good things about spotting a program on Station WAVE is that eral office assistant. LOS ANGELES office of Butsford,

s program on Stanton WAY E is that you get real coverage of a BIG market, you get read coverage of a montaneous at SMALL station rates . For WAVE is the only N. B. C. Station that Constantine and Gardner has taken over account of Gilmore Oil Co., Ltd., has primary coverage in the Louisville Los Angeles. John H. Weiser has been transferred from San Francisco office to take charge of Los Angeles market, yet nearly a million people live in that area - 450,000 of them once to take charge of Los Angeles quarters. A campaign will be launched for Red Lion gasoline. Account was formerly handled by Chet Crank Agency, Los Angeles, with Gilmore Circus on NBC, which was discon-tioned in Manuel virtually within sight of our tower. tatives in New York and Chicago: Free & Sleininger, Inc.





as the only Radio Station to advertise its recent 85th anniversary celebration. (Year's foremost merchandising event)

WJAS - - - Columbia Basic Network 1.000 WATTS NIGHT 2.500 WATTS DAY

SHERMAN ROGERS, formerly with the Paris office of Erwin Wasey & Co. and more recently radio and publicity director for the Lawrence Fertig Co., and Robert C. Hattersley, lately Ind., has named Ruthrauff & Ryan

Co., and Robert C. Hattersley, latery with Liberty magzine and the Mc-Cormick publications, have organized The Rogers-Hattersley Co., with head-quarters in the Chanin Building, 122 East 42nd Street, New York. The firm will engage in the advertising business, specializing in radio produc-tions and encound unblicity, serving ad-THREE ADDITIONS to the radio department of the Blackman Company are announced by Carlo DeAngelo, radio director. Randolph Hall, fortion and general publicity, serving ad-vertisers direct and cooperating with advertising agencies which do not have organized radio and publicity merly in the radio department of the McCann Erickson Company and later in charge of production of programs on the west coast for Batten, Barton, Durstine and Osborn, is assistant to facilities.

RADIO ADVERTISERS

AGENCIES AND

REPRESENTATIVES

Mr. DeAngelo in production. Edward Peyton Harris joins the agency as a FREE & SLEININGER, Inc., direct station representatives of New York and Chicago, has moved into larger quarters at 180 No. Michigan Ave., writer in the radio department. For four years he was an assistant to Ida Bailey Allen, the radio cooking ex-pert. Mary Louise Auglin, who for-Chicago. The company has installed teletype equipment to maintain inuerly assisted Mr. DeAngelo at N. W. stant communication between its of Ayer & Son, has been appointed gen tices and the stations it represents.

ANDRESON-RYAN COFFEE Co., Duluth, Minn. (Arco Coffee), has ap-pointed the Chicago office of Batten, Barton, Durstine & Osborn to handle its advertising.

LEONARD COX, who formerly wrote and handled the "Main Street Sketches" on WOR, has been named radio director of the Chicago office of Hanff-Metzger, Inc. CLIMAX CLEANER MFG. Co.

Cleveland (wall paper cleaner), has appointed Krichbaum-Liggett Advertising Agency, Cleveland, to handle its advertising HUBBEL PRODUCTS Corp., Bos

ton (Dr. Hubbel's Formula), has ap-pointed P. F. O'Keefe Advertising Agency, Boston, to handle its adver tising.

CHARLES F. MATTLAGE & Sons. THE PAUL H. RAYMER Co., New New York (orange juice, salad dress-ing), has appointed Badger & Brown-ing & Hershey, New York, to handle its advertising

> OUTBOARD MOTORS Corp., Milwaukee (Evinrude and Elto motors), has appointed Scott-Telander, Inc., Milwaukee, to handle its advertising. THOMAS BRUNI & Son, West New York, N. J. (Casa Bruni Vermouth, Cordials, Grenadine, and other liquor products), has appointed the Gotham Advertising Co., New York, to handle its advertising.

> > This hotel, located near the Federal Radio Com-

mission and business district, offers the best in

accommodations. Write or wire NATHAN

SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE

Opposite the White House

GARCIA SUGARS Corp., New York (Bolero Cuban Rum), has appointed the Gotham Advertising Co., New York, to handle its advertising.



Inc., Chicago, to handle the advertis

ing of Charles Denby and Little Fen

drick cigars.

Brewery Plugs Dealers. Avoids Praise of Beer WEST COAST BREWERIES new Los Angeles organization producing and marketing Fleisch. mann brand beer, on April 15 started a program on KTM from midnight to 4 a. m. daily. The broadcast does not advertise the beer or extol its benefits and uses the Fleischmann name only incidentally. Instead, commercial plugs are used to name and da scribe the retail places where the beer is available.

First two weeks of the program was in recorded form. Starting some time in May the sponsors expect to use the radio time to present talent from the beer parlors. each place giving an entire pro-gram. KTM time will be used as a test campaign for the new brewery. Manager of the West Coast Breweries is Joseph Ricketts, who was formerly manager for San Val Oil and Water Co., Los Angeles. distributors of Tarzana mineral water.

Remington-Rand, Chain Named in Big Libel Suit

A \$250,000 libel suit was filed April 14 in Kansas City, Mo., against CBS, KMBC and Remington-Rand, Inc., Buffalo, sponsors of "The March of Time," because of alleged slander and libel made against Robert J. Coffey, chief of police at Kansas City, during a recent dramatization of the Kansas City elec-

specific utterance to which The Mr. Coffey took exception was a description of the police chief as an "ex-convict" who had "served time in the penitentiary." Mr. Coffey declares this is false.

Smart surroundings in

WASHINGTON

The pleasure of your visit

to Washington will be en-

hanced by smart surround-

ings in Hay-Adams House.

BROADCASTING • May 1, 1934

STUDIO NOTES

KIII, Los Angeles, observed its twelfth birthday on April 13 with a disminute evening program. Origi-sally owned by the *Los Angeles Times*, bon Lee acquired the station in No-rember, 1927. Increased power and larger quarters, with consequent headedst of better programs, have marked the station under its present amership. It is key of the Don Lee-

wnership. (BS network. SEVENTY-THREE stations SEVENT) THREE stations re-sponded to a request of W. W. Behr-man, director of WBOW; Terre Haute, Ind., recently to help locate the son of a Terre Haute business man who had left a military school the set. The how was located in man who had left a minitary school in the cast. The boy was located in

KFAC, Los Angeles, on April E-started to broadcast. 24 hours a day, instead of closing down at midnight. This so-called "graveyard shift" will consist entirely of phonograph recordionsist entirely of phonograph record-ings and transcriptions and will be titled "The Serchade." WCBA-WSAN, Allentown, Pa., is re nodeling its three studios and install-

modeling its three studios and install-ing an audition room and reception hall, spending \$5,000 for new equip-ment, chiefly composite. ment, chieny composite. WDOD, Chattanooga, Tenn., cele-brated its ninth anniversary on the air April 14 by holding an informal reception. Radio listeners were inreception. Radio listeners were in-vited to visit the studios between the, hours of 7 and 10. Approximately 1,000 responded. A large birthday cake made by Glenna Strickland, who conducts the "Cooking School of the ite" unnch and cubas

Air," punch and cakes were served. BECAUSE of prolonged use of the radio, the Sanders Clothing Co., Milradio, the Sanders Clothing Co., Mil-wankee, does not mention its name or address in its daily program on WTMJ but merely reminds the lis-tener of the "Dollar Plan.". The continuity reads: "The name and ad-dress? Why, it isn't necessary to mention it. One company alone leads the field."

"AN INQUIRING microphone" has "AN INQUIRING microphone" has been set up in front of the Atlas Radio Company's store in Cleveland by WHK and passers-by are asked questions on sports, politics and news PERMANENT file of everything

aid over WBT, Charlotte, N. C., is being kept by order of William A. Schudt, Jr., manager. OXE of the most extraordinary bits of machinery purchased by a radio station is a Diesel track-type tractor, bought by WTIC, Hartford, to main-

tain the road between its transmitter at Avon and Hartford.

** AVOIT AND HARTLORD. LOS ANGELES broadcast forces have started out with a baseball league in their own ranks with initial affray scheduled between KNX and KHJ.

24,827 Cards and letters in 4 weeks for Pizitz Department Store late ffernoon program 'on

BIRMINGHAM, ALABAMA

FULL TIME STEVE CISLER 1310 KC. Manager

May 1, 1934 • BROADCASTING

COMMERCIALLY sponsored American radio program was heard in England and continental Europe April 14 when a special broadcast from the Byrd Expedition (Grape Nuts) was transmitted from KFZ, the CBS statransmitted from KFZ, the CBS sta-tion at Little America, by short wave to the BBC via Buenos Aires and thence to the radio systems of Aus-tria, Holland, Norway, Denmark, and

MISS RADIO of 1934 has been se lected in a beauty contest conducted in Ohio, Indiana, and Kentucky by WCKY, Cincinnati, and has been awarded a trip to Miami and \$100 in cash.

WDOD, Chattanooga. Tenn., will again broadcast all of the out-of-town games played by the Chattanooga Lookouts this year. The schedule calls for 77 road games, and the hereadcusting of them has been sold to calls for at road games, and the broadcasting of them has been sold to local sponsors. This is the fifth year that these broadcasts have been presented.

WITH eleven of the finest dance or-chestris in New York, WMCA is extending its nightly round the town parade to [3 a. m., the curfew hour, thus presenting four and a half con-tinuous before of dance works tinuous hours of dance music.

Standard Oil Discs

STANDARD Oil Co. of Indiana has placed a series of 26 one-minute transcribed announcements, at the rate of three a day on an averthe rate of three a day on an aver-age, through 58 stations—18 Cen-tral, 17 Southern, and 23 Northern. Those in the South and Central areas finished April 27; in the North they will begin May 3, and finish May 11. They are heard morning and afternoon. McCann-Erickson, Inc., Chicago, is the agency, and the transcriptions are World Broadcasting System.

Dill Asks A. T. & T. Study A RESOLUTION (S. Res. 225) for investigation of the American Telephone & Telegraph Co. by the epnone & leiegraph Co. by the Senate Interstate Commerce Com-mittee was introduced April 26 by Chairman Dill, of that committee. The probe would be conducted this summer and fall and would cover the entire scope of the company. He said the investigation should be made irrespective of action on the pending communications bill which would create a commission to regulate all communications.



This photograph peeking into the windows of the Nation's fourth largest market was taken from the top of Mt. Wilson which shoulders its way up along the city limits of this Promised Land! Reading from left to right. . . . Long Beach, San Pedro, Los Angeles, Hollywood, Venice at extreme right, Pasadena in foreground, and Catalina Island, swimming out there in the ocean. But what's all



this to do with radio advertising? TWO PROGRAMS FOR PRICE OF ONE This picture is intended to impress the fact that you don't need the most powerful long-range

radio station to get the good word to these $2I/_2$ million Southern California people. KFWB, lo cated in the heart of this market, will ring the radio bell in every home at rates that mean two programs instead of one. Full information at your request.

LOS ANGELES. CALIFORNIA Owned and Operated by WARNER BROS. MOTION PICTURE STUDIOS

METROPOLITAN LOS ANGELES: 50% of California's People . . . 1% of its Area.



WBT, Charlotte, N. C., celebrated its thirteenth birthday April 7 with a show lasting an hour and a quarter.

\$60 buys 4 weeks of daytime spots.

Probably a good hogcaller could give the

local radio folks a run for their money out here where most every

home is only a vocal chord away. G The metropolitan trading area of Los Angeles

area.

THIS SUMMER more than ever ---

KEEP I DVERTISING GOING

There is no time or place this year for real or imaginary summer let-downs in any branch of business. Things are going ahead. Keep them moving ... Keep business coming ... Manufacture ... Advertise ... Sell!

A Big Summer For Business If our business is any indication (and we think it is) there will be no summer slack in sales effort and activity. Here we are in early May with about 80% of our present clients already signed to continue broadcast advertising during the summer. That means our bookings for the summer months are greater than for any previous summer in NBC history. And it also means that our clients are manufacturing, and people are buying. Advertising is a barometer of business, and advertising appropriations are on the increase. Which emphasizes our point "This summer, more than ever, keep" A advertising going to keep business coming".

ATIONAL BROADCASTING COMPANY, INC. NEW YORK CHICAGO SAN FRANCISCO Broadcasting Headquarters



..Coordinated Communications that COVER THE WORLD

• Across the town or across the state... across the country or across the seven seas... it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities. Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other

members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraphs. Telegram, Cablegram or Radiogram "POSTAL TELEGRAPH" or dial your local Postal Telegraph office. Charges will appear on your telephone bill. THE INTERNATIONAL SYSTEM Postal Telegraph Commercial Cattles

Two Sponsors Promote Pancakes - Syrup Series SPERRY FLOUR Co., Los Angeles, and Pioneer Maple Products Co., St. Paul, Minn., in April started to use KTM, Los Angeles, for a combination campaign. The McCord Agency, Tower Bldg., Minneapolis, handles account for the Pioneer firm, with the Los Angeles office of Sperry handling its part direct. The cooperative program is a half hour weekly with the "101

Ranch Hands," newly recruited group of radio entertainers directed by George Bradbury, of San Ga-briel, Calif. Commercial announcements stress the appetizing pancakes cooked with Sperry flour and served with "Bucket Syrup" (Pio-neer Maple Products Co.). Broadcasts also call attention to

personal appearances of the ranch hands at open air markets on weekends. Boys appear with chuck wagon and burros.

SHIP

Big Result Getter

Write Roy Thompson

Historical Radio Scrint Go to Museum, College FROM RADIO script to the State FROM RADIO script to the State Historical Museum and source ma-terial for a class in history-such is the record of 33 scripts used in producing "Pioneers," a program sponsored by the People's Bank & Trust Company, Seattle, Wash, and broadcast over KJR. The series has been discontinued until Setember WFBG

has been discontinued until Sen-For two years the bank has spon sored this program. The second year the series, written by David Halpern of the KOMO-KJR continuity staff, consisted of authenti-cated stories of the Pacific North-ALTOONA, PA. 1310 kilocycles west-Washington, Oregon, British Columbia, and Alaska. W. L. Davis 100 watts AVAILABLE FOR SPONSOR-"Birthday Greeters" Program

professor of history at the College of Puget Sound, Tacoma, Wash, and also a trustee of the Washing. ton State Historical Museum. cated in Tacoma, requested and ceived permission from the People Bank & Trust Company to receiv two copies of every one of the 33 scripts, one copy to go into the Washington State Historical Mu-"Voice of the Alleghenies" seum and the other to be used in teaching northwest history in the college

Lansing Case Appealed AN APPEAL from the Radu Commission decision granting the application of Harold F. Gross and

associates, for a new station Lansing, Mich., was filed with t Court of Appeals of the District of Columbia April 19, by Herman

Radner, an unsuccessful compet-tive applicant. Both the Radi Commission and Arthur W. Schar

field, Washington counsel for the

successful applicant, filed motion to dismiss the appeal as well the Radner petition for a sta





IT'S SUN ON A COASTER DIP but. TERRIBLE ON A SALES CHART

THE well-dressed sales chart is wear-ing an up-hill line these days.

Progressive broadcasters have found BROADCASTING MAGAZINE the smart way of keeping that line headed Nor' by Nor'east, because it is the medium read by advertising executives.

Your best prospects, Mr. Station Manager, are our regular readers.

Your advertisement in our columns tells the men you want to reach about radio where they are looking for it.

We call that stream-lined selling-it cuts down sales resistance.



www.americaeradiohistory.com

THE

OF

COURSE

SUMMER

ADVERTISING

IS CHARTED

NOR'EAST

RADIO

NOR'

BY

ACTIONS OF THE FEDERAL RADIO COMMISSION

Applications ...

APRIL 17

WLEY, Lowell, Mass .- CP to move transmitter and wLD1, Lowell, Mass.—CF to move transmitter and studio from Lexington, Mass., to Lowell, Mass. WEBR, Buffalo, N. Y.—CP to change frequency from 1310 kc to 530 kc, increase power from 100 w., 250 w., LS to 500 w.; make changes in equipment; and move transmitter from Terninal Bildg... Buffalo, to Larkawanna, N. Y

Anna, N. Y. NEW, Virgil V. Evans, Spartanburg, S. C.—CP to perate on 920 kc., power of 1 kw.; amended to request uthority to erect new station instead of making changes

in WSFA. WEED, Greenville, N. C.—CP to move transmitter to 528 S. Vyne St., Rocky Mount, N. C.; amended to move transmitter to 2.3 miles from business center of Rocky

Mount, N. C. WROL, Knoxville, Tenn.—Special experimental au-thorization to change frequency from 1310 ke. to 1050 kc. (clear). or 1010 kc. (regional), and to increase power from 100 w. to 250 w., using directional antenna. (Con-tingent upon the decision on WIS.) WBAA, W. Lafayette, Ind.—Modification of license to make changes in specified hours of operation (facilities of WKBF); amended to make additional changes in bours of operation.

hours of operation. KVL, Seattle .-- License to cover 5-P-B-3139 to move

KVL, Seattle.—License to cover 5-16-3139 to move studio and transmitter locally. Applications returned: NEW, Ben Parker, Brecken-ridge, Tex.—CP to operate on 956 kc., power of 10 w., S. H.; WCNW, Brooklyn, N. Y.—License to cover CP yranhed 2-13-34 to move transmitter and install new equipment

APRIL 19

WAAT, Jersey City, N. J .- License to cover 1-P-B-2450, as modified, to increase power, make changes in

equipment and move transmitter locally. WHBD, Mount Orab, Ohio.—Consent to voluntary as-signment of license to Veebee Corporation. WKZO, Kalamazoo, Mich.—CP to move transmitter.

w A20, Kalamazoo, Mich.--CP to move transmitter, exact site to be determined; change equipment; change hours of operation from D to unlimited and power from 1 kw., LS to 500 w., 1 kw., LS; amended to request power of 250 w., 1 kw., LS. WKBO, Harrisburg, Pa.-CP to install new equipment

and move transmitter and studio locally. NEW, Ark.La.Tex. Radio Corp., Laurel, Miss.--CP to operate on 1310 kc., power of 100 w., specified hour (facilities of WAML). NEW, Samuel Nathanuel Morris, Stamford, Tex.--CP

to operate on 1420 kc., power of 100 w., specified hour (facilities of KFPL); amended re hours of operation and facilities

Moraclintes. WJJD, Chicago.—CP to install new equipment. WMBH, Joplin, Mo.—Consent to voluntary assignment license to Joplin Broadcasting Company. WCAL, Northfield, Minn.—CP to increase power from 1 kw. to 1 kw., 21/2 kw., LS; also make changes in

WHB, Kansas City, Mo .- Special experimental author

WID, KABASS UIY, MO.—Special experimental authorization to operate on 1120 kc. with power of 500 w., LS to midnight, except time when WTAW is operating. NEW, W. L. Gleeson, Sacramento, Calif.—CP to operate on 1490 kc., power of 5 kw., unlimited time; amended to request transmitter and studio locations to be in Sacramento instead of Salinas, Calif. Applications returned; WTBO, Cumberland, Md.—CH

Applications returned; w1BU, Cumberland, Md.—Clip to install new equipment; KARK, Little Rock, Ark.-Modification of license to increase power from 250 w. to 250 w., 500 w., LS; KGY, Olympia, Wash.—Special ex-perimental authorization to operate additional specified bours; KFLZ, Fond du Lac, Wis.—Modification of license to change frequency from 1420 to 1310 kc, WKZO, Kala-mazoo, Mich.-Modification of license to change hours of operation from D. to unlimited and change power from 1 kw., LS, to 500 w., 1 kw., LS.

APRIL 21

WSAR, Fall River, Mass .- License to cover CP 12-15-33

WSAR, Fall River, Mass.—License to cover CP 12-15-3;
 to move transmitter and studio.
 WHP, Harrisburg, Pa.—Modification of license to operate additional specified hours.
 WIBG, Glenside, Pa.—CP to change equipment, increase power from 100 w. to 50 w., change time of operation from D. to unlimited, move transmitter to Whitpain Township, Washington Square Heights, Pa., and studio to Broad and Walnut Sts., Philadelphia.
 WDNC, Durham, N. C.—License to cover CP granted 22-234 to move transmitter and studio, make changes in equipment, change frequency from 1370 ke to 1500 ke.

equipment, change frequency from 1370 kc, to 1500 kc and change corporate name. KVOS, Bellingham, Wash.—CP to move transmitter

and studio locally. Applications returned: KPRC, Houston.-Modification

of license to increase power to 5 kw.; KFKA, Greeley, Colo.--CP to move transmitter and studio to Cheyenne, Wyo., change operating frequency 780 kc., increase power to 1 kw., and change time to unlimited.

APRIL 25

Page 44

WCNW, Brooklyn, N. Y .- Modification of 1-P-B-2790. as modified, and to make equipment changes and increase power from 100 w. to 100 w., 250 w., LS.

NEW, Arde Bulova and Norman K. Winston, Brook-lyn, N. Y.--CP to operate on 1400 kc., 1 kw., unlimited time; amended to request 500 w. power (facilities of WARD, WBBC, WLTH, WVFW). WNRA; Muscle Shoals City, Ala.-Modification of li-cense to change power and time from 100 D., to 100 w., unlimited (facilities of WAMC).

- APRIL 16 TO APRIL 28 INCLUSIVE

NEW, unnuited (Iacilities of WAMC). NEW, Oregon Radio, Inc., Salem, Oreg...-CP to oper-ate on 1370 kc., power of 100 w., D. (one-half facilities assigned to KQOS). Applications' returned: WIBG, Glenside, Pa.- Modifi-centration of the second s

Applications' returned: WIBG, Glenside, Pn.- Modifi-cation of license to increase power to 500 w, and time to unlimited; NEW, W. L. Gleeson, Sacramento, Calif.-CP to operate on 1400 kc., power of 5 kw., unlimited time; NEW, F. L. Whitesell, Forty Fort, Pn. CP to operate on 930 kc., 1 kw., D.; WROL, Knosville, Tenn. Special experimental authorization to change frequency from 1310 kc. to 1650 or 1010 kc., increase power from 100 w. to 250 w., using directional authority to op-erate on 680 kc., power of 1 kw., unlimited time, to be used with directional antenna for period ending 4-1543; also change transmitter site and install new equipment; also change transmitter site and install new equipment

APRIL 27

KBTM, Jonesboro, Ark.—Modification of CP granted 11-21-33 and extended completion to 7-15-34.
 W1ND, Gary, Ind.—CP to install new equipment and increase power from 1 kw. to 1 kw. 2 kw., LS.
 KSD, St. Louis.—Modification of license to increase power from 500 w. to 6600 w., 1 kw., LS.
 KGHL, Hillings, Mont.—Special experimental authority to operate on 780 kd, and make equipment changes.
 KMED, Medford, Ore.—CP to increase power from 100 w. to 100 w., 253 also install new equipment.
 KGY, Olympia, Wash.—Special experimental authority to operate additional specified hours.
 KZJ, Walla Wash.—Extension of special experimental authority to operate additional specified hours.

perimental authority to operate unlimited time until 1-1-35,

APRIL 28

WATR, Waterbury, Conn.-Modification of CP to change location of transmitter and studio locally. NEW. Martin C. McIntyre, Bradford, Pa.-CP to operate on 1420 kc. 100 w., unlimited. KARK, Little Rock, Ark.-Modification of license to in-crease power from 250 to 250 w., 560 w., LS. NEW, Isaac N. Adickes, Jr. and Landon Neal, Hunts-ville, Tex.-CP to operate on 1810 kc. 100 w., unlimited. NEW, The Heraid Publishing Co., Denison, Tex.-CP to operate on 880 kc, 100 w., D. WROL, KNOXVIIIe, Tenn.-Special experimental author-ity to change frequency from 1310 to 1050 kc., increase ower from 100 to 250 w., using directional antenna. KOL, Seattle.-CP to move transmitter locally; also equipment changes.

KHJ, Los Angeles. -CP to increase power from 1 kw. to 1 kw. night, 2½ kw., LS.; also install new equip-

KFRC, San Francisco.—CP to increase power from 1 w. to 1 kw. night, 21/2 ks., LS.; also install new

Decisions . . .

APRIL 17

WLW, Cincinnati.-Granted special experimental au-hority to operate with 500 kw. power, using transmitter f W8XO for period ending Aug. 1. KFPY, Spokane, Wash.-Granted special temporary

of WAAU for period ending Aug. 1. KFPY, Spokane. Wash.—Granted special temporary authority to operate without an approved frequency monitor for not more than two weeks from April 20. WAWZ, Zarephath, N. J.—Granted renewal of license on temporary basis subject to such action as the Com-mission may take on renewal application now pending before it, designated for hearing. WBNX, New York.—Granted renewal of license on temporary basis subject to such action as the Commis-sion may take on renewal application now pending be-fore it, designated for hearing. MsN, New York.—Granted renewal of license on the second temporary basis subject to such action as the Commis-sion may take on renewal application now pending be-fore it, designated for hearing. Mss.—CP on 1120 kc, 500 w., D.; NEW, D. J. Burton and L. C. Davis, Temple, Tex.—CP on 990 kc, 250 w., D.; WDGY, Minneapolis.—CP to make changes in equip-ment, increase D. power from 1 kw, to 2½ kw. (1 kw. night) and change hours of operation from limited to unlimited, to be heard before the Commission en banc on June 6.

on June 6. WGBI. Scranton, Pa.—CP 880 kc., 1 kw., to share with WQAN, heretofore set for hearing, was dismissed at request of applicant. NEW, Victor Beverly Pitts, Raton, N. Mex.—CP 1500 kc., 100 w., D., heretofore set for hearing, was dismissed at request of applicant.

request of applicant. KQV, Pittsburgh.—Granted extension of special.ter

Act, rutsourgn.-Granted extension of special.tem-porary authority to operate simultaneously with WSMK from 7:15 p.m. to 12 midnight, from April 15 to May 1. WSMK, Dayton.-Granted extension of special tem-porary authority to operate simultaneously with KQV from 7:15 p.m. to 12 midnight, from April 15 until May 1.

APRIL 20

Decisions . . .

wDFB, Hattiesburg, Miss.—CP to move wDFB, Hattiesburg, Miss.—CP to move transmitter and studio, change frequency and time, heretofore designated for hear-ing, dismissed at request of applicant. KVOS, Bellingham, Wash.—Granted CP to move station locally. wDRC, Hartford, Conn.—Granted CP ...change equipment and increase day

WDRG, nartora, conn.—Granted Of to change equipment and increase day power to 2½ kw. WJJD, Chicago—Granted CP to install

new equipment. KGAR, Tucson, Ariz.--Granted CP to

KGAR, Tucson, Ariz.--Granted Cr to make changes in equipment. KPCB, Seattle, Wash.--Granted CP to make changes in equipment and increase power from 100 to 250 w. Power from 100 to 250 w.

to voluntary assignment. Increase of pro-bee Corp. WRGA, Rome, Ga. Granted CP to move transmitter and studio locally. WHP, Harrisburg, Pa.-Granted modi-faction of license for additional time; (hours heretofore used by WBAK, which station will be discontinued effective May 1 [1234]. Lizacla Neb and WBBM, Chi-

1934).
 KFAB, Lincoln, Neb. and WBBM, Chi-espo-Granted modification of special ex-perimental authority to operate syn-chronously 8:30 to 9:30 p. m. until April 9, and 7:30 to 8:30 p. m., from April 29

23, and 37:30 to 8:30 p. m., from April 29 29, and 31, 1934. WFEA, Manchester, N. H.—Granted special experimental authority to operate on 1430 instead of 1340 kc, unlimited and simultantously with WOKO, WHP, WBNS and WHEC, until July 1, 1934. Also granted modification to extend completion date from May 2 to July 1, 1934. WNAD, Norman, Okh.—Granted Spe-cial authorization to remain silent from 12 m. CST, May 7 to 3 a. m., EST, Oct. 1, 1934.

12 m., CST, May 7 to 3 a. m., EST, Oct. 1, 1934. KGGF, Coffeyville, Kans.-Granted spe-

of CP extending completion date fication of CP extending completion date to July 1-34. WHBD, Mt. Orab, O.—Granted consent to voluntary assignment. License to Yee-

WTOC. Savannah. Ga.—Granted CP to install new equipment and increase D. power to 1 kw., and set in hearing application to increase night power to 1 kw. WHEF, Kosciusko, Miss.—Granted consent to volas-tary assignment of CP from J. Niles Boyd Wholeast Grocery Co. to Attala Broadcasting Corp. KGHF, Pueblo, Colo.—Granted CP to make change in equipment and increase power from 250 w., night 500 w., day, to 500 w. (Judge Sykes voted to set appli-cation for hearing.)

cation for hearing.)

KSO, Des Moines.--Application to change freque KSO, Des monnes.—Application to enange irequeng from 1370 to 1320 kc, and increase power from 100 w, night, 250 w., LS, to 250 w.; withdrawn from hearla docket and granted. Set for hearing; WEAN, Providence, R. 1.—Modifia.

Set for hearing; WFAN, Prividence, R. I. Modifia, tion of license to increase power from 250 w., night 500 w., day, and additional 250 w., night, on exper-mental basis, to 500 w.; WBNX, New York-Speci experimental authority to increase power from 250 w. to 500 w. for 60 days. NEW, John V. L. Hogan, Long Island City, N. Y. Granted CP to operate on 1550 kc. 1 kw weiter

NEW, Joint V. L. Hogen, Long Isand City, N. Y. Granted CP to operate on 1550 kc., 1 kw., variab such part of the full 24-hour day as is necessary fa conduct of the planned research. NEW, American Republican, Inc., Waterbury, Conn-Granted CP to operate on 1530 kc., 1 kw., unlimited time of the planned of the second seco

NEW, Pioneer Mercantile Co., Bakersfield, Calif. Granted CP to operate on 1550 kc., 1 kw., unlimited time, NEW, First National Television, Inc., Kansas Gir, Mo.—Granted CP to operate on 1530 kc., 1 kw., unlim

ited time. NEW, Unity School of Christianity, Kansas City, Mo.-Denied CP to operate on 1530 kc., 1 kw., unlim.

Mo.—Denied CP to operate on 1530 Kc., I kw., unlim-lited time. NEW, Fred W. Christian and Raleigh W. Whiston, Norco, Calif.—Denied CP to operate on 1570 kc., 1 kw., maximum, unlimited time. KNX, Los Angeles.—Granted modification of license to increase power from 25 kw. to 50 kw., effective April 27. WAAT Jersey City, N. L—Application for super-

April 27. WAAT, Jersey City, N. J.-Application for renewal of license designated for hearing. NEW, S. George Webb. Newport, R. I.-Application for new station at Newport, redesignated for hearing because application has been amended to request unlim-ited time on 1200 kc. WBAA Beston Amplication for modification of time. WBAA, Boston-Application for modification of licens

WBAA, Boston—Application for modification of license edesignated for hearing on bill of particulars date bec. 7, 1933, since amended application involves porties of facilities of WKBF. KQV, Pittsburgh—Renewal application designated for learning to see if broadcasts are in the public interact. WSBT, South Bend, Ind.—Granted extension of special

requency monitor, beginning April 16 and ending April 26.

APRIL 24

WNBX, Springfield, Vt.-Granted CP to make change in equipment and increase power from 250 to 500 w. KGBU, Ketchikan, Alaska-Granted CP to move tran-mitter and studio locally in Ketchikan. WDBO, Orlando, Fla.-Granted special experimentia authority to increase D, power to 1 kw., and set for hearing the application to increase night power to 500 w. KSTP, St. Paul-Granted extension of special experi-mental authority to 11/1/34, to operate with 25 kw. D. only; granted license covering changes in equipment. WHBL, Sheboygan, Wis.-Granted license covering changes in equipment.

changes in equipment and move of transmitter and

studio locally. KTFI, Twin Falls, Idaho-Granted license covering local move of transmitter and studio. WBRC, Birmingham, Ala.-Granted authority to dete-mine operating power by direct antenna measurement. WDAF, Kansas City, Mo.-Granted authority to detetine operating power by direct antenna measurement. KUSD, Vermillion, S. Dak.—Granted special authority premain silent from June 11 until Sept. 1, durin

summer vacation. KGA, Spokane, Wash.—Designated renewal application

or hearing and granted temporary license subject such action as the Commission may take on its renew nhiert t

Set for hearing: NEW, Federal Broadcasting Corp. Set for hearing: NEW, Federal Broadcasting Corp. New York-CP 810 kc., 500 w., limited time (facilities of WNYC); NEW, A. L. Boykin, Tallahassee, Fla-CP 1310 kc., 100 w., unlimited time; NEW, Abrabas Shapiro, Astoria, Oreg.-CP 1370 kc., 100 w., unlimited time; KSTP, St. Paul-Modification of license to increase power from 10 kw. to 25 kw.; WMAZ, Macon, Ga-Modification of license to change hours of operation from limited to unlimited (to be heard by the Commission en banc May 23); KOL, Seattle-CP to move transmitter locally in Seattle make obspress in souriment change locally in Seattle, make changes in equipment, change frequency from 1270 to 660 kc., increase power from 1 kw., night, 2½ kw., day (facilities of KGA); allo requests special experimental authority to change fre quency from 1270 to 660 kc. for six months experimentally (to be heard by the Commission en banc

June 6). NEW, National Broadcasting Co., Seth Parker (Es Georgette)-Granted special experimental license, 55 w. location: Schooner Seth Parker.

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BROADCASTING • May 1, 1934

Press-Radio Plan Approved by ANPA WGES, Chicago-Granted special tem-WGES. Uncago-Granted special tem-porary authority to operate specified hours, instead of sharing with WJKS. NEW, Virgil Evans, Spartanburg, S. C. -Application for station at Greenwood, S. G., remanded to examiner for additional

the promiscuous broadcasting of un-reliable and inaccurate news.

Third—It prevents the broadcast-ing of news which belongs to the

newspapers from being used in con-nection with an advertising program.

Fourth-It provides a means for the broadcasters to obtain news bulle-

tins, thus enabling them to withdraw

from the news-gathering field. Fifth—It provides the radio audi-ence with dependable radio news bul-letins which are prepared to increase the interest of the listeners in the reading of their daily newspapers. Sixth—It establishes a basis and a contact between the various groups for currving on future discussions

for carrying on future discussions that may be needed to develop or

revise the present plans to meet prob-lems brought about by the use of the

ether in broadcasting either sound or

ceived a letter from Herbert Moore,

president of the Transradio Press

Service, New York, declaring that

announcement in the April 1 issue

of the formation of the Radio News

Association with Mr. Moore as president "was premature."

The Radio News Association, he

said, was to have been formed

through a merger of the Trans-

radio Press Service, which was to

furnish the news-gathering facili-

ties. Negotiations were conducted

with Stanley Hubbard, of KSTP,

but no agreement was reached,

Mr. Moore said. Transradio con-

sequently discontinued its service

to KSTP, he added, "but I under-

stand Mr. Hubbard is going ahead

with his plans to form a radio

news service, seeking an alliance with somebody else."

has started to serve the Michigan

Network and "took over the whole

More than one million

people live within a

thirty-mile radius of

The

Advertising Test Station

in the

Advertising Test City

WDRC

Connecticut's Pioneer

Broadcaster

BROADCASTING

FULL TIME—SIXTEEN

HOURS DAILY

Basic Station of the

System.

Columbia Broadcasting

Associate Station of

the Yankee Network.

HARTFORD—CONNECTICUT

job for the Yankee Network.'

The Transradio Press Service

BROADCASTING, on April 26 re-

from the news-gathering field

light waves.

WBS Disc Ruling

Is Refused by FRC

Evidence Lacking, It Says

DECLARING it lacked sufficient

evidence, the Radio Commission April 27 informed Walter J. Damm,

manager of WTMJ. Milwaukee.

that it was not in position to

comply with his request that it in-

terpret its electrical transcription

regulations with respect to the continuous transcription program service released by World Broad-

Mr. Damm contended that the

WBS service is not a continuous

program recorded on several me-

chanical reproductions within the

meaning of the regulations and that it seemed that this "is unfair

competition as these individual re-

glorified phonograph records.'

cordings are nothing other than

In his reply, Herbert L. Pettey,

Commission secretary, said that having no evidence, the Commis-

sion could not determine whether

the WBS transcriptions fall within

the rule allowing announcements

each 15-minutes, whereas phono-

graph records must be announced

with each number. He pointed out that the particular regulation re-

lates only to transcriptions made

exclusively for broadcast purposes

and does not cover ordinary phono-

graph records which are played consecutively. Moreover, he said,

the transcriptions referred to are

those which form a continuous program, and not a collection or

disjointed or unconnected numbers.

mission follows in full text: We are desirous of verifying our

interpretation of that portion of rule 176 pertaining to electrical transcrip-tions. This rule reads:

"In all cases where electrical

transcriptions made exclusively

for broadcasting purposes are so

constructed as to record a single

continuous program upon more

than one mechanical reproduction rather than * * * The announce-

ment required hereby shall be made at the commencement of

each such program and in no event less than every fifteen min-

Under this ruling we feel that a program made up of individual num-bers from a library such as is being released by the World Broadcasting

recorded on several broatcasting system is not a continuous program recorded on several mechanical re-productions. In our estimation this is no different than using several phono-graph records to make up a fifteen-minute program.

minute program.

graph records.

tation.

minute program. We have heard stations use these individual recordings for fifteen min-utes without more than an announce-ment at the beginning. It would seem to us that this is unfair competition as these individual recordings are nothing other than glorified phono-graph records.

It is generally known that these re-

cordings are used over and over again

in different sequences for periods

ranging from fifteen minutes to a half an hour and, therefore, certainly it is impossible to conceive that stations

could justifiably say that they are so

constructed as to record a single con-tinuous program upon more than one mechanical reproduction. In the event

the commission decides not to defi-nitely rule on this subject, we should

like to know what recourse a station

continue operating as above outlined.

An early reply will be appreciated indicating the Commission's interpre-

Page 45

has against competitive stations

Mr. Damm's letter to the 'Com-

casting System.

On Complaint of Damm

CONTINUATION and further development of the Press-Radio Bureau, under which the networks broadcast news bulletins furnished by the press associations twice daily, was recommended in a report to the American Newspaper Publishers Association in New York April 25 by E. H. Harris, publisher of the Richmond (Ind.) Palladium-Item and chairman of the radio committee. The organization, on April 26, voted its en-dorsement of the procedure.

While the committee recognized that the setup is not ideal, Mr. Harris said, it believes the pro-gram offers "a definite basis for a better understanding between the newspaper publishers and the broadcasters." The cooperative spirit shown by both sides, he added, has convinced the committee that a news bulletin broadcast service can be furnished without advertising sponsorship "that will beneficial to the newspapers, be the broadcasters, and the general public.

Asks No Monopoly

HE DECLARED that the publishers realize "there can be no monopoly in the gathering of news,' but they "are concerned about the protection of their property rights in the news which they gather and in the prevention of its illegal use by others."

The present program, he explained, does not contemplate any attempt to interfere with the broadcasting of public events. "It does, however," he said, "es-

KGGF, Coffeyville, Kans.—Granteu spe-cial authorization to operate Tuesdays and Thursdays from 7:15 to 9:15 p. m.; Wednesday from 8:15 to 9:15 p. m. CCST, for period beginning 12 m., CST, May 7 to June 7, 1934, inclusive, provided WNAD wSMK, Dayton, O., and KQV, Pittstablish several important principles which we believe are of great value to the newspaper publishing industry.

First-It secures orderly procedure as to the amount and time of news broadcasts with the cooperation of representatives of the newspaper pubshers.

Second-It lessens the danger of

thorized to operate on 105 kt with the wey unlimited time. NEW, Julia M. Conesa, Ponce, Puerto Rico-Examiner Walker recommended that applicant be denied CP on 1420 kc. 100 w. 250 w. LS, specified hours. WGES! Chicago, and WCBD, Zion, Ill. -Examiner Hill recommended (Report 551; Dockets 2009; 2277 and 2325) that application of WGES for modification of the dismissed with prejudice and that WCBD be granted a renewal of license.

license. KRGV Harlingen, Tex., and KWWG, Port Author, Tex.-Examiner Hill recom-mended (Report 552; Dockets 2144, 2149 and 2253), that application of KRGV, for modification of license for unlimited time on 1260 kc. with 500 w. be granted, and that application of KWWG for renewal of license and voluntary assignment of license be denied.

WSMK Dayton, O., and KQV, Pitts-burgh, Pa.-Granted extension of special experimental authority to operate simul-taneously from 7:45-12 midnight, EST, from 3 a. m., EST, May 1, but not later than May 31, 1934. WABI, Bangor, Me.-Granted special authority to operate daily, except Sunday on EDST, instead of EST, during the period daylight savings time applies, but no later than June 1, 1934. KFAC, Los Angeles-Granted extension of special temporary authority to operate The Commission en banc, will hear oral arguments May 23, beginning at 10 a. m. in re Examiner's Report No. 541, involv-ing KRØW, Oakland; KQW, San Jose.

no later than June 1, 1934. KFAC, Los Angeles-Granted extension of special temporary authority to operate unlimited pending decision on application for modification of license. WBIG, Greensboro, N. C.-Granted temporary renewal of license subject to such action as the Commission may take on their pending application for renewal. Set for hearing: NEW, Charles Henry Gunthorpe, Jr., Nacogdoches, Tex.-GP for new station, 1420 kc., 100 w., D.; WAMC, Anniston, Ala.-Modification of CP to move from Anniston to Selma, Aia... ad to extend commencement date: NEW, Clarion Brodcasting Co., Inc., Clarion. Pa.-CP for new station on 800 kc., 250 wealaco. Tex., and change equipment. KFBK, Sacramento, Cal.-CP to move transmitter locally, make changes in cupment, change frequency from 1310 to 1400 kc. and increase power from 100 vith Rule 49. WESGC Elmirs N. Y.-Effective date ing KROW, Oakland: KQW, San Jose. Cal. and KJBS, San Francisco, Cal. WBAA, Lafayette, Ind.—Application for modification of license redesignated for hearing on bill dated Dec. 7, 1933, since amended application involves portion of facilities of WKBF. WLAF, Lexington, Ky.—Granted exten-sion of program test period of 30 days. Examiner's 'Reports . . . WALA Moble, Ala.—Examiner Hill recommended (Report 548, Docket 2106) that application for transfer from 1410 to 1880 kc. with unlimited hours on 500 k.

May 1, 1934 • BROADCASTING

1380 kc. | with unlimited hours on 500 k. be granted. WMBD, Peoria, III., and WTAD, Quincy. III...Exapiner Walker recommended (Report 549; Dockets 1951 and 2013) that WMBD be authorized to increase hours of operation from sharing with WTAD to unlimited, and that WTAD be denied a re-newal of license, but that WTAD be au-thorized to operate on 1310 kc. with 100 w. unlimited time. Course Poper Puerto with Rule 49.
WESG, eliminar, N. Y.-Effective date order changing station to new fre-uency extended to May 8, 1984.
Action on Examiner's Report: Rep. No. The WGAL Lancaster, Pa. Granted modification of license to change frequency and hours of operation from 1810 kc. to 1800 kc. (Frequency to be abave to the top the top the state state of the top the state of the top the state of the state o with Rule 49. WESG, Elmira, N. Y .--- Effective date

PROFESSIONAL DIRECTORY

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We use radio daily to broadcast mild air in constant circulationthe unusual comfort of our genis only one of its many advanuinely air-conditioned trains. We tages. Beautifully designed inprovide radios in our lounge cars for passengers' entertainment. And we think that you will have teriors . . . low prices for the finest foods . . . comforts that remind you of an exclusive club sound reason to believe in Ches--are some of the other features apeake and Ohio.' Genuine airthat distinguish the finest fleet of conditioning-with fresh, clean.



CHESAPEAKE AND OHIO

Chairman Charlesworth of Canada's Commission Will Address Educators

HECTOR CHARLESWORTH. chairman of the Canadian Radie Broadcasting Commission, will be one of the principal speakers at the Conference on the Use of Radio as a Cultural Agency, to be held in Washington, May 7 and 8, under the auspices of the National Committee on Radio in Education. Among other speakers will be Dr. Edward E. Morgan, chairman of the Tennessee Valley Authority. and Dr. John Dickinson, Assistant

Secretary of Commerce. Sessions will be held in the Interior Department Bldg., with the exception of the Monday evening group meetings in the headquarters of the National Education Association. The four general sessions will be presided over by Dr. George F. Zook, U. S. Commissioner of Education; Dr. William John Cooper, his predecessor, now professor of education at George Washington University; Dr. Edmund J. Walsh, regent of the Georgetown Foreign Service School, and Dr. John Henry Mc-

Cracken, associate director of the American Council on Education. The staff of the National Committee on Education by Radio comprises Dr. Tracy F. Tyler, secretary and research director, in charge of arranging the confer-ence; Armstrong Perry, director of the Service Bureau, and Eugene J. Coltrane, field service representative. Dr. Joy Elmer Morgan is chairman.



RADIO PRODUCES-As a result of Ipana's radio announcements. photographs are literally swamping the Dental Charm Committee of the Chicago World's Fair which is searching for America's most irresistible smile Frances Ingram beauty authority (right), one of judges, is here seen checking some of photos with Nancy Frazer, commiltee chairman.

THAT the public is always receptive to a novel and new type of radio contest is evidenced by the avalanche of more than 10,000 photographs that reached the Bristol-Myers Co., New York (Ipana tooth paste), after one broadcast announcing the search for the girl most nearly deserving of the title, "The Dental Charm Girl" of the Century of Progress. An announcement on the Fred Allen "Hour of Smiles," NBC-WEAF program of three roundtrip, all-expense tours this summer to the exposition in Chicago for the girls adjudged perfect from the standpoint of dental charm. brought more than 5000 photographs from every state in the A second announcement union.

and the appearance of Miss Margery Wilson, charm expert, who is one of the judges, brought the number up to nearly 10,000. The Bristol-Myers Co. is co-op-

erating with the Century of Progress Exposition in staging this competition and the three girls chosen from a hundred prize-winning finalists will be guests of honor at the Fair. One of them will be chosen as "Miss Dental Charm of 1934," to succeed Miss Lylian Dillard of Birmingham, Ala., who was chosen for that

honor last year. Miss Dillard remained at the Fair during the summer as hostess at the Ipana exhibit



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 A RADIO CORPORATION OF AMERICA SUBSIDIARY 66 BROAD STREET

BROADCASTING • May 1, 1934



WKBF Independent

To the Editor of BROADCASTING: We notice in the April 15th is sue of BROADCASTING that our station is listed in the Splawn report as "a subsidiary of the Curtis Radiocasting Corporation. The stock of the Indianapoli

Broadcasting, Incorporated, was purchased from this company Oc tober 1, 1932. We would appre-ciate very much your correcting this error, as we are in no way connected with the Curtis Radia casting Corporation. D. E. "PLUG" KENDRICK,

WKBF, Indianapolis April 23, 1934.

Social Registerite Series

PRESENTING "Cholly Knicker bocker," noted Hearst society col-umnist, whose real name is Maury H. P. Paul, Elizabeth Arden, New York (cosmetics) on April 24 started a new series with Don Bes tor's orchestra on 48 CBS stations Program is heard Tuesdays, 9-9:15 p. m., EDST, with repeat for 12 CBS-Don Lee stations at 12:30. 12:45 a. m. Paul, son of the former Eleanor Biddle of Philadel phia and a social registerite himself, stresses general etiquette and the approach to position in society's "Four Hundred." Blaker Ad. vertising Agency, New York, handles the account.

CLASSIFIED

ADVERTISEMENTS

Classified advertisements in

BROADCASTING cost 7c per word for each insertion. Cash must accom-pany order. Forms close 28th and 13th of month preceding issue.

Situations Wanted

Well-known announcer seeks position with progressive radio station. Five years

experience. One year on NBC networks. Age 26. Married. References. Box 182, BROADCASTING.

Wanted To Buy

Wanted To Buy-Complete equipment (new or used), for 100-watt station to operate on 1370 kc. Box 183, BROADCASTING.



Daily Program Service in the April issue of Striding Forward. Here is their opinion exactly as they published it over the following heading: "NOW AVAILABLE FOR SPONSORSHIP-WORLD BROADCASTING WIDE RANGE TRANSCRIPTIONS. NEW-**REVOLUTIONARY**-ONLY SERVICE OF ITS KIND IN SEATTLE." What more can we say!

And Seattle is only one of the EIGHTY-SIX cities where the World Daily Program Service is available to BOTH LOCAL AND SECTIONAL advertisers:

WAPI Birmingham, Ala. KUOA Fayetteville, Ark. KFPW Fort Smith, Ark, KLRA Little Rock, Ark. KIEM Eureka, Cal. KNX Los Angeles, Cal. KLX Oakland, Cal KVOR Colorado Springs, Colo. KGHF Pueblo, Colo, WTIC Hartford, Conn. WRUF Gainesville, Fla. 🦿 WOAM Miami, Fla. WCOA Pensacola, Fla. WTFI Athens, Ga.

WMAZ Macon, Ga. KIDO Boise, Idaho WGN Chicago, Ill. WJBL Decatur, Ill. WTAD Quincy, Ill. WHBF Rock Island, Ill.

Local and sectional adver-

At its best-and at low cost. Rates on request. Auditions will be gladly arranged at any of our World offices or at the member station

TALENT PROBLEM SOLVED

HERE'S THE SOLUTION to the local advertisers' talent problem—an opportunity for sponsorship of superior broadcasts, with talent running to upwards of thousands of dollars available at a minimum cost and commensurate in quality with any talent of network broadcasting.

Rates are such as have never before been heard of in radio broadcasting.

These new programs are recorded by the Western Electric vertical widerange method which has just been perfected by the Bell Laboratories.

Greatest Radio talent.

Popular, up-to-date hits from Broadway and Hollywood. Every type of music.

KOMO and KJR are now fully prepared with the latest mechanical facilities and a large repertoire of musical selections, to offer local advertisers program arrangements which cannot be duplicated in the Seattle area.

Technically, the new type of recordings are capable of giving a frequency range of from 30 to 9,000 cycles, which is nearly double the span which has heretofore been available in recordings. Audio and in-put speech channels used in the studios through which these will be reproduced are of the latest, wide-range type capable of developing 30 to 10,000 cycles. Nothing has been left undone, mechanically and artistically, to be able to put on the air programs reproducing with exactness the original talent.

Here's what a few dollars will buy:

Salon Ensembles, Dance Orchestras, Dance Orchestras with Vocals, Tango Orchestras, Concert Ensembles with Vocals, Choir Music, Light Opera, and Specialty Groups, such as Hawaiian Orchestras, Two Piano Bits, Marimba, and Organ Selections.

Presentations are from the world's most prominent and popular artists.

Locally produced programs need no longer suffer by comparison with network programs.

ADVERTISERS, THE DUCK SEASON IS OPEN - and REMEMBER, THE PROCRAM IS THE THING !!

WTAX Springfield, Ill. KFAB Lincoln, Neb. WGBF Evansville, Ind. KOIL Omaha, Neb. WLBC Muncie, Ind. KGGM Albuquerque, N. M. WBOW Terre Haute, Ind. WGR Buffalo, N.Y. KWCR Cedar Rapids, Ia. WOR New York, N.Y. WOC-WHO Des Moines, Ia. WHAM Rochester, N.Y. WMT Waterloo, Ia. WFBL Syracuse, N.Y. KGGF Coffeyville, Kan. WSOC Charlotte, N.C. WBIG Greensboro, N. C. WLAP Lexington, Ky. KWKH-KWEA Shreveport, La. WEEI Boston, Mass. WTAG Worcester, Mass. CKLW Detroit, Mich. WEBC Duluth, Minn. KSTP St. Paul, Minn. WAML Laurel, Miss. WOBC Vicksburg, Miss. KMBC Kansas City, Mo. KWK St. Louis, Mo. KGBX Springfield, Mo. KFBB Great Falls, Mont. WJAR Providence, R. I. KGVO Missoula, Mont.

WCSC Charleston, S. C. WIS Columbia, S. C. WFBC Greenville, S. C. WOPI Bristol, Tenn. WNOX Knoxville, Tenn. WREC Memphis, Tenn. WLAC Nashville, Tenn. WDAG Amarillo, Tex. KNOW Austin, Tex. KRLD Dallas, Tex. KTAT Ft. Worth, Tex. KTSA San Antonio, Tex. WACO Waco, Tex. KGKO Wichita Falls, Tex. WEHC Charlottesville, Va. WRVA Richmond, Va. WDBJ Roanoke, Va. KXRO Aberdeen, Wash, KOMO-KJR Seattle, Wash. KIT Yakima, Wash.

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

WSIS Winston-Salem, N. C. WDAY Fargo, N. D. WCKY Cincinnati, O. WHK Cleveland, O. WAIU Columbus, O. WSPD Toledo, O. KOMA Oklahoma City, Okla. KFJI Klamath Falls, Ore. WCBA Allentown, Pa. . WCAU-WIP Philadelphia, Pa. WCAE Pittsburgh, Pa. WEEU Reading, Pa.



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View of the RCA View installation at the new WLW

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cover a nation-or a 100watt station for local coverage. in design, construction and performance, the highest efficiency radio broadcasting of today.

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