Published Vol. 7 No. 5 Semi-Monthly

BROAE

Canada and Foreign \$4.00 the Year

Broadcast dvertising

combined with



Some of the thousand and one questions which this booklet answers . . .

ASTING

WASHINGTON, D. C.

SEPTEMBER 1. 1934

CRI

\$3.00 the Year

15c the Copy

What is the potential audience of WOR?

CEP - 4 1934

LIBRARY

What famous radio stars got their start on WOR?

What kind of results do WOR advertisers get?

Who listens to WOR? ... and where? ... and whv?

How many liquor dealers in Brooklyn?

How many chain grocery stores in Yonkers? What is WOR's bonus circulation?

What counties in the WOR area buy the most automobiles?

What kind of advertising can't be broadcast over WOR?

"The Most Informative Station Booklet ever

1934 EDITION

published" -- says a prominent agency executive of this new "Story of WOR," just off the press. • This comprehensive booklet gives all of the facts you want to know about America's Ladire Independent Station and the tremendous market which it serves-sans ballyhoo! • We would like everyone in the radio industry to have a copy. Because of the limited edition, however, we are obliged to restrict the mailing to interested sales and advertising executives. • Send for your copy now.

WOR.1440 BROADWAY, NEW YORK CITY

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BAMBERGER BROADCASTING SERVICE, INC. Chicago: Wm. G. Rambeau, 360 N. Michigan Ave.

NEWARK, NEW JERSEY Boston, James F. Fay, Statler Bldg.



HITS BOTH HALVES of this five billion dollar market WITH EQUAL POWER Wing your selling story through the greatest *double* market of its kind and size in radio. Our 10,000,000 city dwellers live within the measured listening area of WCCO – with Inneapolis and St. Paul at its hub. Nearly another 10,000,000 live on its prosperous frms – with farm income up 30% over 1933 (*post-drought figures!*). Here are two giant arkets at the cost of one. It takes programs to hold them – no other station in this area

sary 50,000 watts to do it. It takes power to reach them—no other station has the necessary 50,000 watts to do it. It takes programs to hold them—no other station in this area taps the full stream of CBS entertainment. It takes prestige to sell them—no other station rivals WCCO's pioneering lead as the first station of this rich Northwest. First in "listeningyears"—this month marks WCCO's tenth birthday. First in "listening-ears"—every impartial survey marks WCCO's outstanding popularity. For complete data call WCCO or Radio Sales, Inc.

RADIO SALES, INC.

485 Madison Avenue, New York City · 410 No. Michigan Avenue, Chicago, III.

SUPPLYING A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER MAJOR CBS STATIONS PRIMARY COVERAGE IN FIVE GREAT STATES

Free & Sleininger stations scoop industry with radio's first practical merchandising plan

Advertisers and agencies have never been able to guess how much merchandising assistance they could get from radio stations . . . or how good it would be after they got it. Even the word "merchandising" lost any definite meaning to the industry. Now, after months of study and research, Free & Sleininger stations have adopted a practical plan and installed merchandising departments to provide certain specific services for advertisers.

Never before has such a plan been available. It giv an entirely new value to station co-operation. W every dollar's worth of station time goes one unit free merchandising assistance. Each of the eight services listed is evaluated on a unit basis and if service required exceeds the free units allowed standard charge is made. Thus, by setting up a defi nite and exact kind and amount of service given, the rate card.

DISPLAYS . . . arranging for use of

vertiser's window displays.

THESE 8 SERVICES NOW AVAILABLE FROM FREE & SLEININGER STATIONS



LISTS . . . Wholesale and retail dealer route lists of specific classifications, such as grocers, drug stores, etc., in the primary area.

MAILING service on letters or printed matter, station furnishing letterheads, if desired, mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter.

SURVEYS . . . Cross section surveys of retail stores, such as checking sale, distribution, and the standing of advertiser's and competitor's products in local trading area personally or by phone.

INTRODUCTIONS to key buyers of department stores, chain stores, wholesalers, etc.

WTCN Minneapolis-St. Paul WOC-WHO Des Moines *WGR-WKBW WHB Kansas City *WHK KFAB Lincoln-Omaha Cleveland WIND & WJJD WAVE Louisville Gary and Chicago *WAIU KOIL Columbu Omaha-Council Bluffs WDAY WMBD Fargo Peoris WKZO CKLW Kalamazo

COUNTER CARDS . . . Distribution of advertiser's counter displays. CALLS . . . Personal calls on jobbers. chain and department store buyers, and leading retailers, to announce and explain

AUDITIONS of radio program for important local outlets.

future campaign.

These are all services which many advertisers have wanted in whole or in part, but which have never been available on a uniform basis. We believe advertisers will find this a constructive and practical step and we invite use of these worthwhile services. You can't afford not to know at once all about this new plan. Complete details are available in printed form. Write, wire or phone to the Free & Sleininger office nearest you for complete and specific information.

*Now prepared to supply these eight services at cost, but have not established Unit Plan.

| - FREE | & | SLEININGER INC | • Radio Station Representatives |
|--------|----------|----------------|---------------------------------|
| | U | | • Radio Station Representatives |

| NEW YORK Chrysler Bldg. Murray Hill 2-3030 | CHI&AGO 186 N. Michigan Ave. Franklin 6373 | DENVER Charles Building Keystone 6028 | SAN FRANCISCO Russ Building Sutter 5415 | LOS ANGELES Chamber of Commerce Bldg. Richmond 6184 | SEATTLE Stuart Building Elliott 6662 |
|--|--|---|---|---|--|
| | × | | | | Non-shakes and |

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Broadcast Advertising

WASHINGTON, D. C. SEPTEMBER 1, 1934

\$3.00 PER YEAR-15c A COPY

Regulation Keynote of NAB Convention

By PHILIP G. LOUCKS Managing Director, National Association of Broadcasters,

advertiser has what amounts to a merchandisine Freedom of Action of Broadcasters Main Issue on Program; zation of units of sale, station sur Record Attendance Seen, Many Prominent Speakers

MR. LOUCKS

federal

the year.

necessary

vention unfolds.

WHILE federal regulation is the keynote of the twelfth annual convention of the NAB, to be held at Cincinnati, Ohio, Sept. 16, 17, . 18 and 19, the program for the meeting has been developed with a view to demonstrating how such regulation may be harmonized with the freedom of action which broadcasters must enjoy under a privately owned and operated and competitive broadcasting system. Since the last annual meeting of the broadcasters there have been three important developments in the field of regulation. The Code of Fair Competition for the Radio Broadcasting Industry became ef-fective on December 11, 1933; the

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Federal Trade Commission extended its survey of advertising to broadcasting; and the administration of the radio law was transferred from the Federal Radio Commission to the newly created Federal Communications Commission. While there has been no substantial change in the basic licensing law, the adoption of the code brought hours of labor, wages and trade practices under federal supervision and the Trade Commission's activity brought radio advertising under a scrutiny identical with that exercised by that body over newspaper and maga-zine advertising. Regulated more than any other American industry, none of the regulatory measures were imposed upon broadcasters.

Limit to Regulation

said and written to the contrary. President Rodsevelt pointed out THE broadcasters themselves sought the 1927 radio law which rought order out of broadcasting haos and the broadcasters supported the proposal to coordinate regulation of all communications of radio can be maintained only through eternal vigilance. Liberunder a central body. The broadcasters themselves formulated the code of fair competition under the National Industrial Recovery Act and the compliance with this code by the industry has won commendation from recovery officials. The broadcasters themselves voluntarily cooperated with the Trade commission in an effort to stamp false and misleading advertising from radio. And in addition to all of this the broadcasters code of ethics, formulated in 1929, has

September 1, 1934 • BROADCASTING



Headquarters for the meeting will be established at the Netherland-Plaza, Cincinnati's finest hotel, and all general sessions will be held in the air-conditioned Pavillon Caprice. All general convention arrangements have been made by Edwin M. Spence, WPG, general chairman of the Convention Committee.

Following an address of wel-come by Mayor Russell E. Wilson of Cincinnati, on Monday morning, President Alfred J. McCosker, WOR, will give his address, re-viewing his second term as NAB achieved a new meaning during chieftain, and the meeting will be

under way. News by radio, a subject which has received his careful study over But there are limits beyond which government regulation cannot go without destroying the soa period of years, will be the subcalled American system of broadject of an address by Senator C. casting and it is the duty of the industry itself to determine these limits. Within these boundaries of C. Dill of Washington, chairman of the Senate Interstate Commerce Committee, and for many years regulation, radio leader in the Senate. broadcasters must oppose en-Chairman Hampson Gary of the croachment upon their freedom of

Broadcast Division of the FCC is also scheduled to speak at the operation. The line of demarcation between necessary federal opening session and his address regulation and essential freedom will be followed by an analytical will be definitely drawn as the discussion of radio and human libprogram for the three-day conerty by William Hard, internationally known magazine writer There is no essential difference and radio commentator. between the freedom of the press and the freedom of radio, not-

The report of the managing di-rector will open the Monday after-noon session, to be followed by the withstanding much that has been report of Chairman Henry A. Bellows of the NAB Legislative Comthis similarity in his message to mittee. A report of the NAB Enthe Radio Manufacturers Associagineering Committee by-Chairman tion last summer. But just as Joseph A. Chambers, WLW, will freedom of press must at all times complete the Monday afternoon be jealously safeguarded; freedom session.

Commercial Session Important

A more or less serious incident of an advertiser building his own radio program will be reproduced by H. J. Quilliam, KOMO-KJR, at the opening of the Tuesday morning session. This will be followed a report of the NAB Commerby cial Committee by Chairman Arthur B. Church, KMBC, which will include a number of important recommendations such as standardi-

zation of units of said, station of veys, trade practices and merchan-dising. The report of the NAB Committee on Uniform Cost Ac-counting will be presented by Chairman H. K. Carpenter, WHK, and the report of the NAB Tax and the report of the NAB Tax Committee will be given by E. M.

Elkin, KDKA. The Tuesday afternoon session will include a talk by John Shep-ard III, chairman of the Code Authority for the Radio Broadcasting Industry. The Trade Commis-Industry. The Trade Commis-sion's jurisdiction over radio advertising will be the subject of an address by Commissioner Ewin L. Davis, former chairman of the Merchant Marine, Radio House and Fisheries Committee. An address dealing with coordination among American amusement industries by Division Administra-tor Sol A. Rosenblatt of the NRA

will round out the afternoon session. The first speaker scheduled on the Wednesday morning session is Fred Willis of CBS, who will offer a conception of the opportunities, responsibilities and problems of education by radio. Following this address, Chairman Edgar L. Bill, WMBD, will present the report of

the Program Committee. Copyright Again on Agenda

MUSIC COPYRIGHT will be discussed during the Wednesday morning session and may possibly continue in the afternoon session. With the copyright problem now the subject of litigation, much of the discussion will revolve around that phase of the problem. Joseph Hostetler of the law firm of Baker, Hostetler, Sidlo and Patterson, NAB counsel in the copy

right case; Oswald F. Schuette and I. D. Levy, NAB treasurer, will speak on this subject. Election of officers will be held Tuesday afternoon and ballots will be cast for the offices of president, first vice president, second vice president, treasurer and six director's, five for the three-year term and one for a one-year term. This will be the first election under the by-laws new constitution and adopted at the White Sulphur Springs meeting last year. Newly elected officers will be installed at the Wednesday afternoon business

ssion. The first meeting of the participants in the NRA code for the broadcasting industry will be held at the Netherland-Plaza immemediately following the NAB Con-

Page 5

and foremost threat to the American system of broadcasting. Already the NAB has begun a systematic collection of data to be presented to the Commission when the hearings commence on Oct. 1,

ties as great as these are constantly in danger. Lurking behind the broadcasting study thrust upon the new FCC by Congress, stands the first

and a review of this work and an

vention on Thursday. Arrange-ments for the code meeting are being completed by James W. Balawin, executive officer, and it Baldwin, executive officer, and it is expected that all NAB members, participants in the code, will gemain for the code meeting which will discuss many important ques-tions affecting the operations of every station in the country.

Meeting to Be Restricted

DEFARTING from the rule adhered to during the last three meetings, this year's convention will be open only to members in good standing of the association. Members who are delinquent in their dues as of Sept. 1 will receive the formal notice required under the by-laws and unless pay ment of back dues is forthcoming within the prescribed 14-day pe-riod, they will be dropped from the rolls and denied admittance to the sessions.

Representation at meetings will be by delegate or alternate delegate and the headquarters office is now busy compiling official admis-sion and voting lists. Every member of the NAB has been asked to name both a delegate and alternate and the lists are being compiled from these appointments.

Contrary to the rule which obtained in earlier meetings, the chairman of each session will entertain formal motions only such motions are presented in writing and handed to the chair after introduction. This rule will be strictly enforced and misunderstandings which arose at earlier meetings through the presentation of oral motions, therefore, will be avoided

Reduced railroad fares to and from the convention have been granted and members and their families will be able to effect considerable savings in travel charges. Because of the availability of special rates, such as summer tourist rates and the Century of Progress rates, all members are urged to consult their local passenger agents about railroad rates before purchasing tickets.

Golf Tournament Scheduled

THE REGISTRATION fee for the convention will be \$10 per person and this will include the annual NAB banquet, to be held Tuesday at 6:45 p. m. Additional banquet tickets may be obtained at \$6 each. The registration desk will open at 10 a. m. Sunday and remain open until 1 p. nr., and will be open on Monday, Tuesday and Wednesday from 8:30 a. m. until 5 p. m. The desk will be located on the fourth floor of the hotel. Members are urged to register immediately upon arrival.

The Fourth Annual NAB Golf Tournament for the BROADCASTING Tournament for the BROADCASING Magazine Trophy will be held Sun-day at the Twin Oaks Country Club, Latonia, Ky. The first fore-some will tee off at 11 a. m. The defending champion is Dr. Leon Levy, WCAU, Philadelphia, Pa.,

who won the trophy last year. Elaborate plans are being made for the banquet to be held on Tuesday night. All local arrangements are in charge of a commit-tee of which Powel Crosley is chairman and nothing is being left undone to make this year's banquet a success. Arrangements for some of the nation's leading radio talent to appear at the dinner are

Page 6

Biggest Attendance Seen

EARLY reservations indicate that this year's convention will be the largest ever held by the NAB. The association's membership now numbers 370 stations, representative of 90 per cent of all radio business.

Another matter which will challenge attention of delegates is the necessity for revising the dues system at the forthcoming meet-Instead of the system put ing. effect last October, under which dues are based upon onetenth of 1 per cent of net sales. with a minimum of \$30 per year. will be proposed that the system be changed to a basis under which the published rate of the station shall determine the dues. will be proposed that the new dues for each NAB member per quarter shall be the highest quar-

ter hour rate published, whether local or national. The governing rate, except for stations joining at a later date, would be the rate published on or before Sept. 1. 1931

Camels Returning to Air Over 93 CBS Stations

WHEN the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes) returns to the air over CBS Oct. 2, the hookup will embrace 93 stations. Thus a new record for a regular commercial series s claimed.

Programs will be heard twice weekly, first at 10 p. m., EST., Tuesdays, and it is hoped to clear the same time for the Thursday shows. At first, however, the Thursday presentations will be heard at 8:30, with a west coast rebroadcast at 11:30.

Talent comprises Glen Gray and his Casa Loma Orchestra; Walter O'Keefe as master of ceremonies with a star cast, and Ted Husing dramatizing the commercials, the scenes for these being laid at sporting events. William Esty & Co., New York, is the agency.

Jack Benny is Released To Jello Until Spring

JACK BENNY and his troupe, successful salesman for ginger ale, automobiles and tires, will next undertake to sell Jello for General Foods, Inc., New York. Early in October, date to be announced later. he will start under his new sponsorship with Mary Livingstone and other stars in a series on a nationwide NBC-WEAF network, Sundays, 7-7:30 p. m. His contract with General Tire & Rubber Co., his present sponsor, expires in Oc-

toher. According to W. O'Neil, president of General Tire, he has been relinquished to General Foods for 26 weeks until Feb. 26 by mutual arrangement of the two companies. Next spring, he, Mary Livingstone, Frank Parker and Don Bestor's orchestra will return to the air for General Tires, and in the fall will again appear for Jello. Young & Rubicam is handling the account for Jello.

POLL THE OPERATORS If You Want Reliable Answers, —Suggests WISN Head— AN ANSWER to the eternal ques-

tion of popularity polls on pro-grams, held to be far more reliable than listener preference polls, is offered by Gaston W. Grignon, general manager of WISN, Mil-waukee. The control room operator, who day in and day out listens to all sorts of programs, is Mr. Grignon's choice.

"Operators," says the WISN ad, "listen to thousands of hours of broadcasting and the ordinary program becomes routine. It is only the interesting or unusual program, or the exceptionally talented artists that draw their undivided personal listening atten-The operators are notorition. ously discriminating, but unbiased in their radio tastes. Their opinions of the merit of a program. should be highly reliable because they unconsciously become hypercritical of programs, yet their judgment is also governed with actual gauging of merit by experienced comparison."

In line with Mr. Grignon's views many operators have been con-sulted by members of the WISN staff as to their personal program preferences. Without exception, it is reported, they have picked the most meritorious broadcasts. Furthermore, it was stated that operators often have mentioned admiration for some obscure artist or program which later has clicked Therefore, it is suggested that instead of the public contest or poll, a poll of radio operators could be made for a fraction of the cost

Creditors to Direct Scott Howe Bowen

and with expert results.

AVERTING the threat of a receivership for Scott Howe Bowen, the affairs of the company will henceforth be administered by a committee of creditors, according to a statement given to BROAD-CASTING by Mr. Bowen. Members of the committee, he said, will in-clude Albert A. Cormier, of WOR: Arthur Church, of KMBC, and George F. Storer, of WMCA, CKLW, WWVA and WSPD.

Others may be added. The financial position of the company had been jeopardized through extraordinary expenses incurred in building up Group Broadcasters, Inc., which now is dormant. The reorganization will begin with an independent audit of books. It is understood that the deficits due to the stations are not as great as had been anticipated, as credits arising out of running accounts and new business sold have been accumulating.

Zenith Plans Campaign

ZENITH RADIO Corp., Chicago (Zenith radios) will shortly undertake a new national radio campaign of thirteen 15-minute transcription programs, built from the WBS Program Service Library, on selected stations with local dealer tie-ups. Station time contracts will be placed through the World Broadcasting System.

Bellows Joins NAR Resigns CBS Vice President To Work on Oct. 1 Hearing

THE resignation of Henry A. B lows as CBS nresident charge of fice, and the pointment Harry C. Bute. er, general man ager of WJSU

Washington, a Mr. Bellows Mr. Bellows CBS Washingte manager in addition to his othe

duties, were announced Aug. 2 Mr. Bellows, who remains a president of WCCO, Minneapoli CBS outlet, will reside in Wash ington indefinitely to devote h time to activities of the NAR which he is a director and chain man of its legislative committee He will center his attention upp preparation of the case in behal of the broadcasting industry to presented before the FCC at hear ings scheduled to begin Oct. 1.

Outstanding Radio Figure

An outstanding figure in legislative activities of the broad casting industry since 1925, Mr. Bellows has been chairman of the NAB legislative committee sine he resigned as a member of the original Radio Commission in 1927. to return to broadcasting. Mr Bellows will collaborate with Philip G. Loucks, NAB managing director, in preparing the case for the Oct. 1 hearing scheduled h the FCC pursuant to the provision in the new communications act specifying that it study the pro

posal that fixed percentages of broadcasting facilities be allocated to non-profit programs or to so called non-profit organizations. In announcing that Mr. Bellow joined the NAB executive had staff. Mr. Loucks pointed out that growth of the trade association and the greatly increased variety and importance of its responsibili ties has imposed new and addi tional burdens upon the Washing ton headquarters. "The availability of Mr. Bellows' services to the Association in the present emer gency period is welcomed by the entire broadcasting industry," said. "Since his term of service as a member of the original Fed

eral Radio Commission, he has been active in the industry's public relations work, and has won wide recognition as one of the leader of the broadcasting industry."

May Remain on NAB

Whether Mr. Bellows will p main with the NAB in an execu tive post following the October hearing probably will be decided at the annual convention of the Association in Cincinnati, Sept 16-19. Ultimately, it is expected he will relinquish his post as presi dent of WCCO, which is operated by CBS.

With the resignation from CBS of Mr. Bellows, Mr. Butcher re turns to the post he held with the network from 1930 to 1932, before it acquired WJSV under lease. He was made general manager WJSV at that time, and Mr. Bel lows was transferred to Washington from Minneapolis

Butcher Promotel Vacation Comments on Spot Broadcasting

Boy H. H. KYNETT Aitkin-Kynett Co., Philadelphia

Agency Head Finds Real Improvement in Transcriptions And Local Shows; Sees Blatant Blurbs Disappearing Washington d

> in amazing contrasts. To one THESE WORDS of a leading national advertising agent. istener-in on vacation, the interest of a day's programs over stations written in a ruminative mood while listening-in during a tuned in casually is enhanced by Maine vacation, will be heartening to proponents of spot the occasional astonishment that comes from the reflection that a broadcasting-both transcriptions and live local shows spot program so good as to command thorough-going enjoyment can be followed by one so bad that them. Mr. Kynett sees an all-around improvement in it almost instantly impels a quick spot technique, with perfect quality from transcriptions Yet, the surprising fact is not that there are so many bad proand local live spots often freeing schedules of the "horgrams-rather that there are so many good ones. A sketchy comrors of repetition." Exaggerated claims are on the parison of the memories of only a wane, too, he observes. While spot programs dispel the year ago with almost any current jay on the air, can lead only to the belief that "star" programs are always necessary, Mr. conviction that the producers of spot programs have as a whole Kynett also asserts that crowding blurbs between station progressed splendidly in the develbreaks, though profitable, are not always fair to the opment of broadcasting technique.

local station. To this writer, this remains more than a hope, even though he has heard "Love in Bloom" at least 20 times on the day this is written. perfect technically that they seem

network program.

Not infrequently does one hear new ideas in orchestration, fresh thought in singing and cleverness in dramatics emanating from the spot programs. Some remember that "The Man on the Flying Trapeze' is not the only old-timer worth reviving. Not all label as "Songs of the Gay Nineties" tunes that were written mostly after the turn of the century. Some folks in the local studios (staff man, artist or advertising agent) really are digging into the old material. bringing out worthwhile ideas and creating them anew for a radio public, that I stubbornly refuse to regard as stupid as the purveyors of monotony and the imitative vogue would have you believe.

Exaggeration and wild claims do

appear to be on the wane. Not in-

frequently, atmosphere clothes the

spot commercial credit with an in-

worth. Whether or not, the much-

abused commercial credit will ever

BUT THE REAL improvement

has come in the live spot program. ALL GOOD announcers are not in To begin with, it is obvious that New York and Chicago. In fact, it might do New York and Chilocal stations are developing talent with microphone sense and broadcasting voices. That helps. cago some good to draft a few innouncers from the bush leagues, if Even more satisfying, is the evionly to rest the sonorous perfecdence that everywhere, creative talent is bringing forth entertaintion of some veterans who are conment that has the ring of origitent to rest on bygone success. Now and again, local stations pronality. Not all the good ideas are having their premieres on the netvide refreshing voices - natural, spontaneous and utterly unspoiled works. One is ant to find that a day with spot programs produces affectations. results fully as original in concept Moreover, commercial credits as that of the network studios. Of have done much for themselves course, the sequence of the prowith the public. It would seem grams will be more uneven in qualto this listener that much of the ity, but at least there is lacking the blatant bad taste (to put it mildly) frightful monotony of repetition that distinguished broadcast ad-

BROADCASTING is still a study

That this is so amounts to con-

siderably more than a tribute to

producers of transcriptions. True,

the knights of the recording stu-

dios are doing some outstandingly

fine work, as many transcribed

programs will attest. In fact,

some transcribed programs are so

inhuman in their mechanical flaw-

lessness. And, again, so many of

them are tainted with that curse

of the networks-ceaseless imita-

tion of star features. I am a con-

vinced, if unwilling, admirer of

Bing Crosby, et al, but I cannot say

as much for the third-rate imita-

tor of that gentleman who mistakes

his own hoarse and flatted yawp-

ing as carrying out the Crosby

with variations of his own. Yet I

mean no disparagement to the re-

corders-by and large, they have

made great technical strides, with

some rich individuality of their

Live Spots Much Better

personality in the grand manner-

twist of the dial.

that is born of imitation and the vertising not so long ago has disdesire to be in the Radio City appeared. vogue. Singers. orchestras, playlets, sketches, "acts," all seem to share this freshness of thought. It may be that broadcasting will free itterest that proves its advertising self of the horrors of repetition through the spot program of the

Lauds Bush-League Announcers

prove entirely acceptable to those gentlemen who have an axe to grind is another question. Yet certainly the results will make themselves apparent to the broadcast advertiser.

Blurbs Still Overdone

NOT THAT we have attained perfection with the commercial credit. all too often the 25 to 50-word commercial is inserted locally between network programs, adding time, boredom and confusion to closing and opening announcements sometimes giving credit for the

"ONE MAN'S FAMILY," the broadcast (in the listener's mind) to the spot announcement. It may NBC series from San Francisco, be profitable to the local station. but is it fair to the network program? Moreover, it is frequently

KYW

Attributed largely to the fact that the old theory about the "summer slump" has been blasted, it was nointed out that the it was pointed out that time sales during June, July and August have been unusually high. The average increase for the three-month pe-riod, May-June-July, 1934, was 41 per cent over the same period of last year in daytime sales and 48 per cent for evening sales. Hay Fever Schedule MR. KYNETT HISTEEN Corp., Chicago (Histean hay fever remedy), placed twice daily transcriptions for one week

during August on 19 stations in a concentrated "hay fever season" drive, using in addition WGN and WJJD in the Chicago area for two daily 100-word announcements. the latter for four weeks. Ruthrauff & Ryan, Chicago, handled the WGY, WCCO, KSTP, KOA, WOC-WHO. WJP WHO, WJR, KMBC, KMOX, WGR, WLW, WTAM, WJY, KVOO, KDKA, WFAA-WBAP, WTMJ, WMAQ, WENR and

hurried and overstuffed with claims

for the product. It is a sad com-

parison with those minute spot an-

nouncements, so carefully planned and executed, that rob no one of

There can be little question that

spot programs are making rapid

strides-let us hope to the satis-

faction of listener, broadcaster and

the future of radio entertainment

advertiser alike. It augurs well for

-it seems to dispel the belief that

cycles-perhaps the current prog-

ress of the spot program indicates definitely that the up-strides in broadcasting technique mark the beginning of an era where fresh-

ness and originality will outrank in

public favor even the prestige and mannerisms of the "name" stars

who have so completely dominated studio affairs in the past few years.

Perhaps that is too much to hope

-in any event, the "spot" pro-

1932 half-year record. June, 1934,

was the highest June in history.

time or effect.

has been awarded the October Award for Distinguished Service to Radio by Radio Stars magazine.

BROADCASTING • September 1, 1934 September 1, 1934 • BROADCASTING

own.

www.americantadiohistory.com





N.Y. State Sponsors Milk Drive.Chooses Radio for Children Network and Spot to Be Used In Big Winter Campaign

BELIEVED to be the first com-mercial radio campaign to be paid for cut of the treasury of any state, two series of children's programs will be sponsored by the New York State Bureau of Milk Publicity, starting Oct. 2.

With an appropriation of \$500 .-000 from the legislature to put the state's billion dollar dairy industry back on a dividend-paying basis, the bureau has decided to use newspapers to reach adults and radio to reach children. In its printed page advertisements adults will be appealed to, both to increase their own consumption of milk and, if they are parents, to give it's more prominent place in their children's menus. But the bureau and its advertising agency. N. W. Aver & Sons, have decided that the only way to reach the children direct is over the air.

Direct Appeal to Children

IT IS considered better psychology to try to break down the children's resistance to drinking what they are told is good for them by a direct appeal to the children, than to concentrate on an educational campaign directed to the parents. who in turn have to cajole the youngsters. In other words, radio makes possible a more direct approach to the ultimate consumer of a large part of the state's milk production

Charles H. Baldwin, State Commissioner of Agriculture and Markets, has charge of the drive, which will last until April, 1935.

Both network and spot will be used in the radio section of the campaign. For the former, a split network of CBS stations, all 10 cated in New York state, has been signed. These stations will carry, from 545 to 6 p. m., every Tues-day, Thursday, Friday and Saturday, for 13 weeks, an adventure story written by Peter Dixon, designed to appeal to children between 8 and 14 years, called 'Robinson Crusoe, Jr.'

Spot Schedules

EVERY Tuesday and Thursday, transcriptions of an "Uncle Wig-gily" program by Howard Garis, to appeal to those between the ages of 4 and 8, will be broadcast on the following schedule: WGY, Schenectady, and WBEN, Buffalo. 5:30 p. m.; WHAM, Rochester, and WSYR, Syracuse, 5:15 p. m. and WOR, 5:45 p. m. The transcriptions will be made by RCA Victor

Commercials for these younger children will be written in as nearly as possible the same style as the stories told by Garis, and will be frankly designed to convince children who don't like milk that they don't need to taste itby pointing out all the foods and drinks of which it is a constituent, some of which, it is taken for granted, will be on each child's preferred list.

For the elder group, there will be less emphasis on gustatory delights, and an attempt will be made

ALL announcers of WSB Atlanta, before acceptance for regular duty, are required to read the following dialogue correctly: She: Are you copper-plat ing those pipes? He: No. I'm aluminuming 'em. mum. Try it.

to tig in with the health and hygiene teaching given in schools. About half the announcements will direct selling appeals of this kind, while the remainder will consist of letters endorsing milk from Selebrities of the entertainment and sports worlds. Some personal appearances also will be made by hese luminaries. Their testimonials are not to be paid for, but will be in response to a request from Gov. Herbert H. Lehman. Children's clubs also will be or-

ganized in connection with this program.

Tom Collins Account

TOM COLLINS Corp., Cincinnati (Tom Collins Senior and other mixed drinks) has scheduled a series of tri-weekly programs over WXYZ and the Michigan Network, beginning Sept. 2. Three quarterhours will be the weekly schedule, except for December and the first half of January, when six broadcasts weekly are scheduled. A large orchestra, Harold True, master of ceremonies, and the Von Boys Harmony team comprise the talent, Lord & Thomas, Inc., Chicago, is the agency.

French Lick Campaign

FRENCH LICK SPRINGS Hotel Co., French Lick, Ind. (Pluto water), will sponsor half-hour studio programs once weekly a minimum of 13 weeks on WBBM hicago; WLW, Cincinnati WCAU, Philadelphia, and WOR. Newark. The schedule will begin in September. The advertiser is planning, also, to run announcement campaigns in at least 20 other markets. The account is handled by H. W. Kastor & Son. Chicago

Armand Resumes Sept.9 Business Bureau proprietary Committee Checks To Aid Ad Probe Intruthful Radio Advertising **On 17** Selected Stations SEVENTEEN stations will get the Armand program, sponsored by the Armand Co., Des Moines (cosmet-

Mr. Blair

New York.

FTC in Current Inquiry ics) when it resumes Sept. 9, after a short absence from the air. It was erroneously reported in the BETTER BUSINESS Bureaus of

that the delay was occasioned by the illness of Carl Weeks, presi-

dent of the company, who also dis-cusses cosmetics in the WBS

transcription series which features

Lennie Hayton's orchestra, Jane

to H. S. Hoover, news director of

The stations signed for the Ar-

KPRC, WSM, WCCO, WFAA,

KDKA, KPO, KFI, WDAF, WGN

WLW, WJR, KMOX, WTAM, WOC-WHO and WBT.

Baume Bengue Net

Hits Four Marts

COVERING four major markets, Thomas Leeming & Co., New York

(Baume Bengue) has tentatively

aligned a network of WOR, New-

ark; WLW, Cincinnati; WGN, Chicago, and WCAE, Pittsburgh,

for a half-hour series to begin Fri-

day, Oct. 19. The account is han-

dled by William Esty & Co., New

York, and the program will fea-

Toiletries Firm Tests

GOLDEN PEACOCK, Inc., Paris,

by Ruthrauff & Ryan, Chicago.

This special network is the re-

ture an orchestra and soloists.

lematical.

Mr.

Froman and Don Ross.

the country were urged to coope. ate in the Federal Trade Commission's efforts to rid the air of p Aug. 15 issue of BROADCASTING truthful advertising in an address by Louis Rothschild, director Washington Better Busines Bureau, at the meeting of the Na-tional Association of Better Bus ness Bureaus in Milwaukee, Au

Weeks has not been ill, according "The opportunity to Better Bus ness Bureaus in this present setm the company, who announced that the account has been transferred is a splendid one to give service to the public, to advertisers a to N. W. Aver & Son, New York. to radio stations," he said. "Cor plaints from bureaus involving m mand schedule are WOR, WOAI, dio advertising will be received an given prompt attention.

How Bureaus Can Help

ion, whose members are said "THE THOUGHT that the bureat to do 80 per cent of the packaged might file complaint will make it ing business of the country, the easier to obtain correction from divisory Committee was set up either the local advertiser or from the authorized "to go to the root the radio station in your own c_{0D} is whatever evil there may be in e advertising of proprietary remmunity. Much radio continuity national advertising, and the Na. sident of the association, and tional Better Business Bureau the president of the Centaur Co., alive to this situation and will un-Yew York (Fletcher's Castoria). doubtedly give increased attention

to radio advertising that is questionable or inaccurate." The FTC investigation was started for two reasons, Mr. Rothschild said. These are: first, be cause of "public resentment against flamboyant radio continuity" and, second, because the FTC 'wished to forestall encroachment upon its field of control over ad-

sult of coverage specifications of the sponsor and is said to be in no vertising by the Federal Communiway connected with the enterprise to join WOR, WLW, and WGN cations Commission." Stations and the NAB "are into a coperative "Quality Group" on a regular basis. Whether a regheartily in accord with these reahe added, "and have gensons." ular "Quality Group" hookup will be launched this fall is still proberally shown, not only splendid cooperation, but have encouraged the move."

> **REVIEWING** the limitation of the FCC in censoring radio programs. Mr. Rothschild said:

Tenn. (toiletries), has begun a test campaign on WLAC, Nashville, and WREC, Memphis, preparatory to an extended radio tion campaign. The account is handled will follow."

> a review of "the evils of radio advertising" in its Congressional report, he added, and unless the FTC is able to curb false advertising by that time, "it is possible that the Commission will ask for the specific right to correct and

There is a "close working and harmonious arrangement "between ment

Adlerika's New Campaign

prietary), has purchased a series of 39 transcription programs which will be placed in about 15 markets, including Pittsburgh, Dallas, Chicago, Minneapolis, San Antonio, Tulsa, Denver, Louisville, Cincinnati, Detroit, Los Angeles, San Francisco, Cleveland and Schenectady.

ackage Medicine Group to Watch Published Copy Also Pioneer Program of Advertising Self-Regulation RADIO continui-

mittee on Adver-

ising of the Proprietary Associa-

on, which has just established an

By unanimous vote of the asso-

ertising bureau at 80 Varick

advertising and marketing at the University of Wisconsin. He is the author of books used as stanties as well as newspaper and dard text and reference in many colleges and universities. He has magazine copy are included in had several years of practical exthe advertising perience as an executive of two material which major advertising agencies. Mr. will come under Gardner will be the active head of the scrutiny of the association's advertising buthe newly formed reau in New York. Advisory Com-

"This report contains an outline of the ethical principles and the procedure on which the com-mittee will act," said Mr. Preyer. 'It also is a request to the mempers of the association to send in their advertisements at once for examination."

The committee, according to Mr. Preyer, has taken the broadest possible ground in interpreting "truth in advertising." "Pictures," he said, "as well as words, must convey a truthful impression; the common understanding of words as well as their dictionary definitions must be considered. The total impression of an advertisement must be truthful as well as its individual words and sentences. Advertisers must reveal the ingredients on which their dlaims are based.

"The whole advertisement must be in good taste. Testimonials must be honestly secured, and must not be contrary to what can reasonably be expected of the product. There must be no unfair reflection on other products.

Allowance for Enthusiasm

Mr. Gardner

"ALLOWANCE must, of course, be made for the natural enthusiasm of the advertiser. The committee and its secretary do not intend to make hard and fast rulings, but rather to operate as a court of common sense, giving constructive suggestions.

"At the same time, we have rea son to believe that our advice will be taken very seriously both within and without the association. We hope to extend our activities beyond our own membership, to guard against any possible un-scrupulous action by others that might damage the public interest and react our entire industry."

In addition to giving counsel on advertisements voluntarily submitted, the committee will act on complaints received regarding advertisements.

The committee is empowered to employ both legal and technical counsel to guide its decisions. It expects to act in cooperation with governmental agencies and with onal Advertisers, and Wm. S. noom, vice president of the the Better Business Bureaus as well as with the various advertis-Co., Cincinnati ing media.

> THE SHRILL whistle of a locomotive each morning at 8 o'clock heralds the "Shoppers Special Padia There's Not the Shoppers Special Radio Train" on WDRC, Hartford, Conn., a highly successful pro-gram of local and national participating spots.

MIKE CALLING TEST Would-be Announcers Try Out In WMBD Stunt -

LISTENERS who thought they "ought to be in radio" were given? an opportunity for a tryout over WMBD, Peoria, Ill., recently in a contest for would-be announcers. Both preliminaries and finals were broadcast and attracted considerable interest.

Men and boys, 18 years of age and older, who had had no previous radio experience, were invited to participate. The first 30 applicants were accepted. A housewife, an advertising man, and an attorney were judges. Facility of speech was judged by ability to deliver, at a normal rate of speed, such phrases as:

"The green glaw grew, a glowing gleam, growing green. 'The seething sea ceaseth and it

"Is this the sixth sister's zither?"

"Geese cackle, cattle low, crows caw, cocks crow.

In the final test each contestant was handed a common object, such as a pencil, a sheet of paper or a bar of soap, and without any preparation asked to speak for two minutes on the object. This not only provided a severe test of the contestants' ability to observe, think and speak in an emergency, but also furnished a humorous element. Because of its popularity, a similar contest for girls and women is being arranged.

Merchandise Plans Of Petry Stations

A DEFINITE merchandising plan offered to advertisers by the stations represented nationally by Edward Petry & Co., has been devised and is available to clients at charges fixed by each station. According to an announcement by the Petry company, this general plan falls into ten general classifica-

tions, enumerated as follows: (1) Letters to wholesalers, brokers, chains; (2) letters to retailers; (3) distribution of displays; (4) contracting wholesalers, prokers, chains; (5) local news-paper publicity; (6) sectional news-paper publicity; (7) sectional radio magazine publicity; (8) radio publicity; (9) trade paper publicity, and (10) miscellaneous, covering station displays, station publications, etc.

The plan was said to have been devised following an exhaustive study and is declared to represent the best ideas of agencies and advertisers along with stations. It was agreed that some charge for practically all of the services should be made since the cost of so-called "free" merchandising help necessarily would be included in station rates, which is "unfair" to spot advertisers who ask for no merchandising help and to spot announcement advertisers.

RIVAL PACKING Co., Chicago (dog food) is expanding to six markets this season, using WWJ, WGN, WKBF, KSD and unnamed stations in two eastern cities. The account is handled by Charles Silver & Co., Chicago.

AFA Plans Guard **Against Ad Censors**

DECISION to maintain a close check of efforts of national advertising associations to censor advertising copy and to keep in intimate touch with any bills that may be submitted in Congress or the state legislatures affecting advertising was reached at the first meeting of the new board of directors of the Advertising Federation of America in New York Aug. 14. -The contacts with state legisla-

tures will be maintained particularly to watch proposals to place taxes on advertising in any form. The AFA's Washington contacts will again be maintained by Alfred T. Falk, director of its bureau of research and education, who spent much of his time in the national capital last year, while the Cope-land-Tugwell bill was being considered.

The meeting was marked by the installation of Edgar Kobak, NBC vice president and retiring AFA president, as chairman of the board; Chester H. Lang, manager of publicity for the General Electric Co., Schnectady, N. Y., as, vice president, and Frank A. Black, publicity manager of Wm. Filene's Sons Co., Boston, as treasurer. Mr. Kobak was also elected to honorary life membership in recognition of his two years of service as president and was presented with an embossed certificate.

Ben J. Sweetland, president of Sweetland Advertising, Inc., re-signed as a member of the board, and Eliot L. Wright, advertising manager of the U. S. Envelope Co., Springfield, Mass., was appointed to fill his unexpired term of one year. Miss Helen M. Rockey, AFA director and an executive of the advertising department of the Consolidated Gas Co., New York, was appointed chairman of a special committee to develop an educational program to bring the value of advertising to the con-sumer through the women's clubs of the country.

New Soap Account

WISDOM SUPPLY Co., Ltd., Los Angeles soap manufacturers and distributors, has launched a weekly program on KFWB, Hollywood, with account handled direct. Half hour will be used to advertise the firm's new line of granulated soap. 'Glo-Mor," brand name of soap, will be used in the program cap-tion, "Glo-Mor Varieties." Frank Orth handles the microphone with practically an entire change of cast each week. Lou Anger, film, magnate, who also has a commer cial interest in the soap works, will spot prominent film names from the United Artists studios.

Injured in Plane

DR. GEORGE W. YOUNG, president and manager of WDGY, Minneapolis, was seriously injured in an accident Aug. 18 at the airport in Minneapolis. While seated in his plane, waiting for a storm to blow over, the wind reached tornado proportions, and the plane was hurtled against a tree. Dr. Young suffered two fractured verterbrae, together with other injuries, and he may be in a cast for several months.



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gency

ompson-Koch

ardner was formerly professor of the St. Paul Advertising Co. BROADCASTING · September 1, 1934 September 1, 1934 · BROADCASTING

4 Mr. Preyer the association by

(hairman William Y. Preyer, first Co., Greensboro, N. C. Members were requested to send their adartising copy to the committee.

The committee recognizes that

Warns of Censorship much of the recent criticism of ad-

"If these steps for control and regulation of radio advertising are not effective, there is little questhat more drastic regulation

The FCC will doubtless include

censor radio advertising."

the FTC and the FCC, Mr. Rothschild said, and this should result in "effective truth in advertising work under the present arrange-

Bristol, vice president of Bris-l-Myers Co., New York, and mirman of the executive comttee of the Association of Na-

ADLERIKA Co., St. Paul (pro-The account is handled by

retising claims, both from the wurces, has been directed against adio advertising of medical produts, because the radio message is heard by the entire family and beause exaggerated claims can be conveyed bough the specific language used s truthful. For this reason the committee has a "plank" in its platform

mthful The committee, which has de-

toted more than two months to the reparation of a plan for advering control, includes in addition 10 Mr. Preyer and Mr. Blair, Lee

Courtesy of Collier's and Jack Markow "He likes to hear Ben Bernie!"



by suggestion, even

which declares that not only must

he words and sentences of an ad-

ertisement be truthful, but also

that its whole impression must be

Gardner Named Secretary

Jolliffe is Renamed With Three Aides. Pick Four Lawyers Ring, Jett and Finch Chosen Assistants: Others Promoted

APPOINTING Dr. C. B. Jolliffe as chief engineer at \$9,000 a year. the FCC on Aug. 20 completed the major appointments to its engineering staff but held over the selections of division directors, assistant general counsel and most of the examiner staff until its first full meeting after Labor Day. Dr. Jolliffe was chief engineer of the old Radio Commission. Several legal and engineering staff appointments were also announced. chiefly promotions and it was ordered that the entire clerical staff of the old Radio Commission should be retained on a permanent basis.

Appointed to the three assistant chief engineering posts at \$7,500 a year were Andrew D. Ring, who will head the Broadcast Division engineering staff; Lieut. E. K. Jett, Telegraph Division, and William G. H. Finch, Telephone Division. Mr. Ring and Lieut. Jett were carried over from the Radio Commission, Mr. Ring succeeding V. Ford Greaves, who was transferred at his own request to the San Francisco office of the field force at \$5,600, in a newly created He will report directly to post. Dr. Jolliffe. Mr. Finch was the chief engineer of the American Radio News Corp., Hearst radio subsidiary, and a former consulting engineer.

Three Engineers Selected

TO THE engineering staff the FCC added Paul Lion, of Charleston, S. C., a 1929 Naval Academy graduate and a former radio officer of the Navy, \$3,800; James P. Buchanan, Jr., son of Rep. Bu-chanan (D.), of Brenham, Tex., \$3,200, and B. J. Shimeall, formerly with the Bureau of Aero-nautics, \$2,600. These were civil service appointments.

More engineers, particularly for the wire divisions, remain to be nand under civil service. In the meantime the ECC retained all the Radio Commission engineers, promoting the following: Gerald C. Gross, as principal engineer, \$5,600; J. H. Barron and Raymond Asserson, senior engineers, \$4,600: W. N. Krebs, engineer, \$3,800, and George B. Adair and L. C. Quaintance, associate engineers, \$3,200. The Commission promoted Miss Fanney Neyman and David Deib-ler, of the Radio Commission's legal staff, to \$5,600 posts, and named Albert Stephan, of Washington, to the same grade. Mr. Stephan is an Interstate Commerce Commission examiner who was detailed to the Senate committee as clerk in the drafting of the new communications law. Also named to the legal staff was Col. Davis Arnold, transferred from the Veterans Bureau at \$6,000.

The only other appointment announced thus far was that of Roselle H. Hyde as an examiner at \$3,800. The chief examiner and additional examiners remain to be appointed, along with the three \$7,500 assistant chief counsels and the three \$7,500 division directors. Strongly endorsed for the legal posts are George B. Porter,

Page 10



Dr. Jollitte



A. D. Ring

former acting chief counsel of the Radio Commission, and Frank Roberson, now a town judge of Pelham, N. Y. Strongly backed for division directorships are A. G. Patterson, formerly president and chief examiner of the Alabama Public Service Commission and lately assistant to Senator Black in the air and ocean mail investigations; John Killeen, of New York, a former General Electric Co. engineer, and Robert Bartley,



member of the Interstate Commerce Commission, and a nephew of Chairman Rayburn of the House Interstate Commerce Committee.

Roger Yoemans, former Army classes of broadcast licenses. Signal Corps captain, and later well as broadcasting. with the A. T. & T., and Lieut. Comdr. E. M. Webster, radio chief it must submit the following of the U.S. Coast Guard, are also formation as of July 15, 1934 well endorsed for division directorlist of the stockholders of re ships together with the address and

for the gathering of material for his NAB speech. Replying to this

criticism, the Senator said he re-

garded the matter as one of pub-

he declared, he may desire to offer

an amendment to the communica-

lieve the American people want

flashes and spot news by radio.

"Recent developments of short

wave teletype machines would

make it possible to keep down

transmission costs and give exclu-

sive service to stations in the or-

an aid to newspapers, because the

newspaper will always have its

field as a journal and must always

be depended upon to give detailed

"Such a service would really be

by them.

ganization.

business. Among other things,

Dill to Await NAB Conclave Reaction **Before Deciding On Press-Radio Service** Denies Any Wrong in Sending Out Station Questionnaires; Will Address Broadcasters Convention Sept. 17

WHETHER Senator Clarence C. frank and at government expense Dill (D.), of Washington, who retires from Congress this fall, will enter the radio news-gathering business, will depend largely upon the reaction he receives to such a plan at the NAB annual convention in Cincinnati, Sept. 16 to 19. Scheduled to address the conven-tion Sept. 17, Senator Dill now is collating data received from stations in reply to a questionnaire sent them Aug. 6 eliciting information on the press-radio situa-

tion generally. From sources close to the Washington Senator it was learned that he has not definitely decided to invade the radio-press field, but still clings to his oft-expressed belief that there is room for a nationwide radio press organization, utilizing short waves for distribution of the news. He has delved into the matter of availability of frequencies for such a service, and also has been in contact with RCA Communications, Inc., to ascertain what sort of arrangement could be

Interested in News Service

tribution.

made to use their domestic high-

speed radio printers for news dis-

SENATOR DILL has also been in negotiation with the American Newscasting Association, of Washington, now headed by Arnold Kruckmann, which is supplying some stations with news dispatches. One report is that he has already invested some money in this organization, and plans to expand it into a nation-wide radio press association, fully competitive with the newspaper press associations, if. the reaction of the broadcasting stations is favorable.

Three months ago, BROADCAST-ING first reported that Senator Dill was considering retirement from Congress to return to private business. At that time he had in mind entering the radio-news field. among several other business propositions

During the past fortnight Senator Dill has been criticized for sending out the press-radio questionnaire under his Congressional

dresses and the amount of stor business of the licensee corportion If the licensee is a partnershi association, organization or co pany other than a corporation. must submit (a) a list of the be sons or corporations owning a

interest therein, the amount of terest held by each person or com pany, and their addresses; (b) list of the officers and directors and their addresses.

control of such stations, mus

filed with the Broadcast Div

amount of stock held by each;

In addition, the order require all licensees to inform the Commission of any changes subseque to July 15, 1934, in the ownershi of stock, the issuance of addition shares of stock, etc. The FCC in tends to keep on file complete data regarding the corporate setup a every station.

Since the press associations refuse MENTHO-KREOAMO Co., Chi to allow the use or sale of their reports, it would seem the radio ton, Ill. (cold remedy), has place stations might well form a great orders for daily announcements associated radio service, planned WLS, Chicago; WJR, Detroit WFBM, Indianapolis; KMOX, S Louis, and WTMJ, Milwaukee, fr and operated without profit, somewhat after the Associated Press or the United Press, such organiza-tion to be owned by the stations a schedule to begin Nov. 1. The account is handled by Wade and managed by directors chosen vertising Agency, Chicago.

New Roofing Account

SISALKRAFT Co., Chicago (roofing material), is buying daily a nouncements on stations in Middle West, including W00 WHO, Des Moines; WLS, Chicage, WJR, Detroit, and KMOX, & Louis. The account is handled Russel T. Gray, Inc., Chicago.

accounts and to keep permanent records of news events." how much the particular static The questionnaire propounded a could expend for exclusive news. series of inquiries relating to radio Senator Dill repeatedly has critinews broadcasts. It inquired cized the Press-Radio Bureau servwhether the station favored sponice, worked out by the press assosorship of news flashes; whether it ciations in cooperation with the subscribed to the Press-Radio Bunetworks, as inadequate and ureau service, and whether it was fair. In his NAB speech it is his satisfactory; whether the station plan to discuss the entire rade favored a cooperative radio press news situation at great length and association, and an estimate of to ask the industry for its reaction

Corporate Setu U. S. Files Suit to Dissolve ASCAP COMPLETE information regaining the stock holdings and com **Climax of Four-Year Campaign Comes on Eve of Rate Rise:**

of broadcasting stations, as we End of Society Seen in Government's Anti-Trust Action copies of arrangements or ag ments affecting the conduc

By SOL TAISHOFF

of the FCC on or before Sep under an order (Order No CLIMAXING a four-year campaign of the broadcasting industry against the allegedly extortionate royalty demands of the music combine, the the allegency extorcionate royalty demands of the music combine, the U.S. Department of Justice on Aug. 30 filed in the Federal District Court for the Southern District of New York a suit under the Sherman anti-rust law asking dissolution of the American Society of Composers, Authors & Publishers, Music Publishers Protective Association and the issued by the division Aug. 21 amended Aug. 28. The order promulgated in compliance the new communications act Insic Dealers Service, Inc., interlocking organizations which are charged covers general experimental. with monopolizing music performing rights. The suit also named approximately 125 officers and directors of the ual, relay stations and all of

organizations, including such figures as Gene Buck, ASCAP president; If the licensee is a corporation C. Mills, its general manager; Nathan Burkan, its general counsel, and John G. Paine, president of the MPFA.

In short, the government suit seeks to establish a system of fees based upon the actual use made of public performance rights and to substitute competition among copyright owners for the existing alleged monopoly. Millions of dollars in copyright fees are paid annually to

whether the stock is voted b ASCAP and its associates by public performers of all classes. More person other than the received holder, and if so, copy of than 1,000,000 copyrighted musical agreement or other instrument compositions and titles are involved thorizing same; (c) a list of the in the litigation.

officers and directors of said en In addition to the dissolution prayer, the government suit asks poration, together with their a that existing contracts of ASCAP neid by each; (d) any other with broadcasters and with its rangement or agreement with a other so-called "victims" be de-person or corporation which an dared invalid. Likewise it requests affect the conduct or contribution affect the conduct or control of the that contracts under which ASCAP and MPPA act as the agents for authors, composers and publishers

be declared invalid.

Eve of Third Year

THE PETITION bears the signatures of Harold M. Stevens, Assistant Attorney General in charge of the anti-trust division of the Department of Justice; Andrew W. Bennett, special assistant to the Attorney General, who also has deroted his entire time for several

months to the government investigation of ASCAP; George P. Ault, special assistant who specialized in the ASCAP study, and Martin Conboy, U. S. Attorney for New York. The suit was filed at the direction of Attorney General Homer S. Cummings.

Whether by coincidence or not, Mentho-Kreoamo Account the suit was filed less than 48 hours before the third and final year that the ASCAP performing rights contracts with the broadasters was to become effective. On Sept. 1 broadcasters, under the three-year contracts accepted in 1932, when threatened with having performing rights for ASCAP music withdrawn altogether, will begin paying 5 per cent of "net re-ceipts," plus "sustaining" fees. These contracts, accepted "under

duress" after nearly a year of acrimonious negotiation, provided for 3 per cent of the net receipts of stations (which actually means gross income) plus an arbitrary sustaining fee for the first year; 4 per cent and the sustaining fee for the second, and 5 per cent and

the sustaining fee for the third. Prior to that time broadcasters had paid royalties on a flat rate, based'upon station size and power, which netted ASCAP about \$1,000,-000 annually. During the first year of the new scale-a depression year-it is estimated ASCAP received some \$300,000 more, and for the year just ended the estimated royalties were approximately \$2,500,000.

The government suit appears

to follow closely the oft-expressed

adiohistory com



ities of such firm, association, cor-

Copyright Chronology in Brief

1931-Expressing dissatisfaction over royalties received from broadcasting industry, amounting to approximately \$1,000,000 annually on a flat-fee basis, ASCAP launches movement to find "yardstick" as a means of increasing its income from radio.

tion of the anti-trust laws, is now

awaiting trial. As a result of the

new suit, however, it is likely that

The suit is regarded as one of

the most important filed by the

Department of Justice in many

years. The petition asks specifically

dent Paine as "agent and trustee,

the WIP suit will be postponed.

- means of inferensing its income from radio. April, 1932—Following fruitless negotiations, ASCAP announces new "yardstick" under which stations would be forced to sign three-year contracts whereby they would pay to ASCAP 3 per cent of net receipts, plus arbitrary sustaining fees for the first year. 4 per cent for the second and 5 per cent for the third, beginning June 1, 1932. receipts. pulss arbitrary sustaining tees for the first year. 4 per cent for the secupid and 5 per cent, for the third, beginning June 1, 1932. Estimated this would increase tribute to ASCAP by 300 per cent. March, 1932—Numerous bälls are introduced in Congress to protect the broadcasting industry generally from ASCAP onshanghts. Hearings held in Senate and House committees, and Sirovich bill goes to House in June.
 Mar, 1932—NAB refuses to accept new yardstick, declaring it extortionate. Moratorium is declared until Sept. 1. NAB appoints special copyright committee to negotiate with ASCAP. Names Oswald F. Schnette famed "trust-buster" as copyright director.
 August, 1932—ASCAP breaks off negotiations with NAB, declaring it is not representative of industry and sets out to negotiate individually with stations. Movement started for legislation to stop ASCAP.
 September, 1932—Three-year scale, plus sustaining fees, forced upon, broadcasters by ASCAP under threat of withdrawing right to perform music at all if contracts not accepted. NAB announces it accepted contracts "under duress," Schuette given plenary powers for industry performances, 1932—Encedeasters wage war on ASCAP. Department of Justice begins investigation of, ASCAP to ascertain whether it is illegal monopoly, and gets files on old investigation from Federal Trade Commission.

- Commission
- Commission, 1933—Newton D.' Baker, former Secretary of War, retained as counsel for NAB, as ASCAP offers to "reoper negotiations," April, 1933—To justify royalty demands from radio, ASCAP hires Ivy
- Lee, professional propagaldist. First blast is publication tilled Words d Music, sent to members of Congress and others in public life. April, 1933—NAB opens 3-point campaign on ASCAP, joining with other "victims." Radio Program Foundation is established as industry subsidiary, designed to be wholly-owned music and program reser-voir for radip and release it from dependence upon ASCAP.
- July, 1933—NAB Radio Program Foundation acquires rights to G. Ricordi Catalog as first step in movement to build reservoir. March. 1933—Music Publishers Protective Association, ASCAP affiliate,
- demands new rate of 25 cents per number for electrical transcriptions, instead of 2 cents per record. September, 1933-WIP, Philadelphia, files suit against ASCAP for its
- dissolution in Federal District Court for Southern District of New
- dissolution in reaction busices convention, declares war anew and York, as test case. October. 1933-NAB, at annual convention, declares war anew and raises "war chest" for campaign against ASCAP. Isaac D. Levy, elected treasurer and given charge of war chest. Joseph C. Hostetler,
 - Baker law-partner, carries legal fight. August, 1934-U. S. Government files suit in Federal District court for Southern District of New York for dissolution of ASCAP under Sherman anti-trust act.

poration or society is open to every copyright owner on equal terms, and unless license fees to be collected pursuant to such blanket licenses are determined by individual copyright owners for each musical composition owned by them; and from instituting infringement suits against any licensee upon the giving of bond by such licensee to insure payment of a reasonable charge as the court may determine or as may be arrived at between licensee and individual copyright owner."

Others Affected by Suit

that all contracts between publisher and composer members of ASCAP with ASCAP, all con-DIRECTLY affected by the suit are the licensing arrangements of ASCAP and its allied groups not tracts between the members of the MPPA and the MPAA and Presionly with broadcasters but also with motion picture producers and all contracts between ASCAP and exhibitors, hotels, dance halls, night the broadcasters, and all contracts clubs, recording companies, elecbetween Paine and the electrical trical transcription companies and "de other users of public performing rights. The suit is the culmination not only of investigations by the Department of Justice, but also of the Federal Trade Commission. While the suit came on the eve of the date when broadcasters' percentage payments increase from 4 5 per cent, it was understood that it would not prevent the new rate from becoming effective. Until

a decision is reached in the suit existing contracts remain in full force and effect. When asked about the suit. Mr. Loucks asserted: "It is the most important development in the copy-

right situation since the advent of broadcasting. It amounts to a showdown in a controversy which has had its ramifications in the Congress, the courts and in various government departments over a period of many years.'

"The filing of the suit," said Oswald F. Schuette, NAB copyright advisor, "vindicates the con-tention of the broadcasters that they have been the victims of an illegal monopoly. It ought to be the end of these extortionate practices.'

Suit Broke Suddenly

FILED just as BROADCASTING went to press, the government peti-tion broke like a bombshell. While it has been known that both the Department and the Federal Trade Commission have been investigating ASCAP for many months, here was no definite indication that the suit would be filed so promptly. In its last few issues, BROADCASTING has made mention of the tense situation growing out of the Department's investiga-tion. During this time ASCAR also has been having its troubles in renewing contracts with its own publisher members. These contracts would expire next year and were to be renewable for 10 years. The bulk of the credit for whip-

ping the suit into final-shape goes to Mr. Bennett, brilliant young attorney appointed special assistant to the Attorney General a few months ago. With wide experience in anti-trust work, he plunged into the task begun by his predecessors in the Department and procured sufficient evidence to get approval of the Attorney General for filing of the suit. He had the benefit of the extensive preliminary investigations made by Joseph Klein, attorney investigator of the Trade Commission

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tions bill, if a special session of Congress is called. Moreover, he declared he might want to make a speech in the Senate on this matter at such a special session, all of which he termed public business. Letter Expresses Need IN HIS LETTER of Aug. 6, ac-companying the questionnaire, Senator Dill said he desired the information for his NAB speech. He said he was anxious to know just what the individual stations were doing as to broadcasting news. "Personally," he wrote, "I be-

Real Silk Hosierv Trade Gains 60% Through/Radio Ads Campaign Has Turned Buyers To Higher Priced Goods

REAL SILK Hosiery Mills, Indianapolis, credits its radio adver-tising with being chiefly responsible for marked sales increase that now represent a monthly average that is 60 per cent above that of last year, according to Leo Burnett, vice president of Erwin, Wasey & Co., agency handling the

The NBC campaign began Feb. 5, 1933, with a very limited appro-priation. The Real Silk hookup now includes 44 NBC-WJZ and supplementary stations from coast to coast

Supplementary Benefits

BESIDES the sales gains, Mr. Burnett attributes supplementary benefits to its radio advertising. The classified advertising cost incurred by the sales department has been cut down considerably, he said, as there are always applicants for jobs as salesmen, their interest being aroused by the radio program.

Another important supplementary advantage is that radio has cut down expenditures for what are known as "door openers"-that is novelties used by the salesmen to obtain a hearing—to approxi-mately half the amount normally spent prior to the radio campaign. Radio has proved itself to be an amazingly effective "door opener" for the Real Silk salesmen, who now report a great increase in "appointment business," that is calls on new prospects arranged on the recommendation of their satisfied customers.

Better Class Business

A YEAR ago 70 per cent of the Real Silk business was secured on the lower-priced lines, whereas now the situation is reversed. Several of the lower-priced items may be discontinued as a result.

Real Silk has continued its broadcast advertising throughout the summer, using Charles Pevin's, dance orchestra and guest artists.

WWJ Builds Staff

CLAIMING the distinction of being the oldest broadcasting station still on the air, WWJ, Detroit, on Aug. 20 observed its fourteenth anniversary. At the same time, the Detroit News, operator of the station, announced the appoint-ment of Valbert R. Coffey, member of the Detroit Symphony Orchestra and a noted director and arranger, as musical director, and Wynn Wright as dramatic director. Mr. Wright's appointment is effective Sept. 10. He comes from the NBC production staff in Chicago, where he produced the Frank Buck series, although he started his radio career at WWJ. Ole Foerch will remain as associate of Mr. Coffey.

EIRE on Aug. 20 did damage reported at \$25,000 to CFRB, Toronto. The fire started in the control room in the early morning after the staff had closed up.

LIVE TALENT AND LOCAL BUGABOOS Advertiser Sponsors 65-Voice Business Men's Choir. — Proving Worth of Big Local Program —

sible

By HARRY CLARKE Clarke's Clothiers, Tulsa, Okla.

THE PRODUCTION of live talent shows for the small, independent or local advertiser need not be a bugaboo if the merchant uses his initiative, prepares the proper advertising copy, and at the same time, selects the proper talent. After having been a consistent radio advertiser over a period of

nearly four years, I have proved this fact to my own satisfaction in my own business. As a result, I have been told that during recent months, I succeeded in presenting one of the finest live-talent programs, using probably the largest cast for production, of any radio advertiser operating a small business in a city of less than 200,000

population. It was almost four years ago that I first went on the air over KVOO, Tulsa, making my own spot announcements. For several years we built our business on a personality basis.

Radio offered a very unusual opportunity for a presentation of personality and for making new friends. Every morning at the breakfast hour, during these years, KVOO announcer has presented: "Mr. Harry Clarke, of Clarke's Clothiers."

I arranged programs and the coduction department of KVOO helped prepare my live talent pro-grams. There always seemed to be something lacking in these pro-grams, however. There was not not the individuality, the personality, and the distinction to the program, typical of the foundation on which we had built our business. For several years I attempted to find a program, but two obstacles always confronted me. They were, first,

talent was not suitable and second, if the talent was good, the cost was prohibitive. In November, 1933, KVOO dedicated its 25,000-watt transmitter. A one-hour program was presented on NBC network from the Tulsa studios and transmitter building. Outstanding on the program was the presentation of "The Tulsans," -voice male chorus, made up of Tulsa business men whose chief diversion was in taking part in the chorus and presenting three

concerts in the city annually. Putting a Dream on Air

cost.

uable points through these pro-DREAMS of a commercial programs: first, the production of really good, live talent shows is not impossible for the small adgram in which I could present "The Tulsans" turned over in my mind. vertiser; second, the use of more Always, there was the thought of than 200 words of commercial copy During a trip to Chicago and with each quarter hour program is New York, I called on manufacturnot essential; and third, the listeners, told them of my dream for a ing public is responsive to high-class, well-produced radio shows. local radio program. I showed them reports of our increase in

cost.

MR. CLARKE

gram at a nominal cost. "The Tul,

sans" needed advertising as a civic

movement. Our deal was made for

a series of weekly programs, which cost me far less than the average

radio advertiser would believe pos-

We adopted a definite standard

for the quarter-hour programs.

The announcer again introduced

"Mr. Harry Clarke, of Clarke's

Clothiers." I restricted my com-merical announcement to 100

words, and then introduced the

leader of the chorus. He in turn

announced his own program. The

musical portion of the program was uninterrupted by commercial

announcements, and my name was

not mentioned again until the close

of the program, when I again pre-sented a closing 100-word commer-

Results Gratifying

THE RESULTS were indeed grati-

found a program with a definite

listener appeal. Personal calls to our store showed that I was

building real friendship and good

will. Letters from wholesalers and

manufacturers who heard the pro-

gram on KVOO showed that they

too, were seeing the possibilities of local advertising, through their merchants, and at not too great a

I proved to myself several val-

cial announcement.

business and cited radio as the cause for this gain. Response to my request for help in staging **Ohio Primary Hookups** EMPLOYING special hookups of Ohio stations, William Pickrel, candidate for the Democratic nomsuch a mammoth local program was somewhat discouraging. I returned to Tulsa resolved that ination for governor, went on the by some means I would present a air four times during the first two weeks of August. The hookups, keyed from WHK, Cleveland, in-cluded WADC, Akron; WAIU, Columbus, and WKRC, Cincinnati, program which would not only make listeners in our trade area realize the distinctiveness and the individuality of Clarke's Clothiers but would make national manufacturers believers in my theory of and on the final evening before the primary vote WSMK, Dayton, was radio advertising. I succeeded in getting my prohabbe

Shown in Reports Census Bureau Announce

Preliminary Tabulations

PRELIMINARY figures from the 1934 census of American business being completed by the U. S. Cen. sus Bureau, are now available for most of the individual states on re tail and wholesale trade and ser. ice establishments, places of amuse ments and hotels. The data should prove valuable to broadcasters agencies and advertisers, and can be obtained from the Census Bn reau at Washington without cost. A national summary on the en. preliminay form, showing monthly employment data by kinds Foods and food heverage of business for 1933, as well as final summaries on the three phases of the trade survey. The final summaries will show

kinds of business in 1933. Tables will show the number of stores, net age number of full-time employes. total reported payroll, part-time

payroll and reported expenses in cluding payroll. The wholesale trade reports will show the following information for each kind of business by type establishment: number of establish ments, net sales, reported expenses average number of full-time employes, total reported payroll, parttime payroll and stocks on hand Summaries on service establish ments, places of amusement and hotels will show for each kind o

business the number of establish ments, number of proprietors, aver-age number of full-time employes. total reported payroll, part-time payroll and total receipts. enhe The information will quently be shown separately for all the United States, states, and cities of over 500,000 population,

with the retail trade data being presented by 53 kinds of business the wholesale trade by 25 kinds of fying. Telephone calls, letters and telegrams showed that I finally had business and the service establis ments by 50 kinds of business.

Clear Channel Study

ACTION on the petition of 16 clear channel stations for an in vestigation of clear channels and re-statement of regulations regarding them, has been deferred tem porarily by the FCC pending a study of the proposal by its Engi-neering Department. It is though possible that the Broadcast Div sion will call a general hearing of this subject this fall, in line with the views of both its engineering and legal departments. Until th so-called "25 per cent" hearings begin Oct. 1 are cleared away, is doubtful whether the Broadca Division will schedule hearings.

Checks All Scripts

JEANETTE MCRORY, formerly advertising manager of the Con-solidated Gas Co. of New Jersey, has been appointed assistant to the chief of the NBC continuity department, New York. She will check all commercial scripts. Effective with Miss McRory's ap-pointment, the checking will be centralized in one department for the sake of efficiency, and it is understood that no change in policies is involved.

Censorship Scheme State Trade Data Drugs, Toilet Goods Surpass Foods Refuted by Payne Spurt of 82.5% on Network Upsets Four-Year Standing: Responsible Expression on Air Safe, FCC Member Asserts

Tobacco and Autos Rise as Oils are Replaced

Radios, Phonographs & Mus. Instruments Clothing and Dry Goods.

Paints & Hardware Miscellaneous Building Materials and

Garden and Field Machinery, Farm Equip-ment & Supplies Jewelry & Silverware Shoes, Furpishings, Trunks & Bags

Sporting Goods School, Camps & Cor-

respondence Courses ...

"Miscellaneous," is still more im-

portant to the magazines than to

the networks, being placed ninth

and sixteenth, respectively, though

the table recalls that in 1928 it

held second place in broadcasting.

Oils Alone Show Drop

THE SECOND table reproduced

here, comparing network radio ex-penditures of the six leaders dur-

ing the first half of 1934 with the

first half of 1933, shows that, al-

though foods and food beverages

dropped to second place in rank,

these accounts spent more on the

air this year than last by 33 per

cent. In other words, it is not

because their business has de-

creased, but that the drug and

toilet goods group has increased

its expenditures more than the food group, the table showing the

The only classification which

shows a lower expenditure for

radio this year than last is the oil

and petroleum division, and it is

noteworthy that, though there is

a drop this year of 24 per cent,

amount as 82.5 per cent.

Equipment Travel and Hotels

Garden and Field

Ctothing and Dty Goods. 12 Stationery & Publishers. 13 Office Equipment

.

22

 $\frac{16}{17}$

18

17 12

 $\frac{20}{21}$ $\frac{24}{20}$

Wines, Beers & Liquors. 10 11

Furnishings

By GILBERT CANT ON THE BASIS of figures compiled by NBC for the first six

months of the current year, drug and toilet goods advertisers have for the first time since commercial broadcasting began, taken first place over all other classifications of network advertisers. The classifrations used are those of National tire census has also been released Advertising Records and cover both Foods and food beverage ac-

counts, which for the last four mars have occupied first place, are now shown to be second. It is ine mai summaries will shore not be second. It is not second to be sec again in 1933 are still at the top this year, but in different order sales, number of proprietors, aver. Not one of the five retains the same comparative position.

Tobacco accounts have moved up from fourth place last year to third: automotives have risen from fifth to fourth, and the oil group has dropped from third to fifth.

Liquors Rank Tenth

THE ONLY new classification added this year is that for wines, beer and liquors. Already it is in tenth place, despite the difficulty of planning a radio campaign for products the advertising of which s supposed to stop and start at state lines, and is hedged around by such a multiplicity of laws and regulations. By a coincidence, the next ranking classification, now in eleventh place, is that for radios, phonographs and musical instruments, which in 1928 and 1929 headed the list of all advertisers. Among the remaining groups there

are no striking changes. There are interesting comparisons to be made with the ranking for the same industries in magazine advertising, which also are shown in the table herewith. The

two leaders are the same as in radio, but tobacco husiness occupies only sixth place in magazine income; the oil group drops to thirteenth, and confectionery and

soft drinks, which are seventh in radio, are down to fifteenth in the periodicals. On the other hand, the printed page is widely sold to advertise se furniture and furnishings, which business ranks fourth, while in radio it drops to ninth. Travel and hotel business, of course, is more favorable to the magazines, ranking seventh, as compared with eighteenth on the air. The scrap - heap classification,

www.americamadiohistory.com

Network Radio Expenditures by Six Leading Industrial Classes (First Six Months of 1934 vs. First Six Months of 1933) MAGAZINES NOTWODE DADIO EVDENDITUDES

| | LIWURK | RADIO EALE | NDII UKI | 20 | minum | |
|--|-------------|--|-----------------|---------|--------|--------|
| | First six | First six | • | | | ~ T |
| Industrial Classification | mos. 1933 | mos. 1934 | % Gain | % Loss | % Gain | % L088 |
| 1. Drugs and Toilet Goods | \$3,738,067 | \$6,823,031 | 82.5 | • • • • | 4.4 | |
| 2. Foods and Food Beverages | 4,418,080 | 5,885,183 | 33.2 | | | 2.1 |
| 3. Cigars, Cigarettes & Tobacco | | 2,068,181 | 18.4 | | 24.0 | ••• |
| 4. Automotive | | 1,958,611 | 112.0 | ••• | 56.0 | •• |
| 5. Lubricants, Petroleum Products & Fuel. | | 1,456,530 | | 23.7 | | 9.3 |
| 6. Soaps & Housekeepers' Supplies | | 1,058,404 | 122.3 | | ••• | 3.2 |
| Manda and a second second for a second s | | and the second sec | | | | |

BROADCASTING • September 1, 1934 September 1, 1934 • BROADCASTING

| Ranking of Advertisers | this particular industry had a dis- proportionately heavy expenditure in 1933, as compared with other industries. While the entire net- |
|--|--|
| Net- Maga- works zines | work business dropped 19 per cent |
| 1934 1934 | from 1932 to 1933, the oil group |
| First 6 mo. | increased its expenditures by 56 |
| Drugs and Toilet Goods. 1 1 Foods and Food Bever- | per cent. Thus if the exceptional year 1933 is eliminated, the oil |
| ages 2 2 | group has a consistent upward |
| Cigars. Cigarettes and | trend. |
| Tobacco 3 6 Automotive 4 3 | Of the six leaders listed, five |
| Lubricants. Petroleum | show increased expenditures for |
| Products & Fuel 5 13 | network broadcasting this year, |
| Soaps & Housekeepers' Supplies 6 5 | the percentages ranging from 18 to 122. The same industries' ex- |
| Confectionery & Soft | penditures for magazine space |
| Drinks 7 15 | show three increases and three de- |
| Financial & Insurance 8 10 House Furniture and | creases. While radio is receiving |
| House Furniture wind | 112 new cent more husiness from |

azine space nd three deis receiving While radio 112 per cent more business from the automotive class of client, the magazines' increase is just half as great-56 per cent. Their tobacco business has increased 24 per cent, while for radio the rise is only 18 per cent, but their drug business has added only 4 per cent, against 82 for radio. Most striking of all is the dis-

parity in the soaps and housekeepers' supplies group. Where radio records an advance of 122 per cent, the magazines show a loss of 3 per cent. They lost 9 per cent in the oil group, against radio's 24: and lost 2 per cent in the food and food beverage group where network broadcasting registered a 33 per cent gain.

New Agency Formed

FORMATION of a new national advertising agency, to be known as Morris, Windmuller & Enz'nger, Inc., with headquarters in Chicago, has been announced. To handle the Premier-Pabst Sales Co. account (Blue Ribbon beer, malt and ale), among others, the agency is expected to have a radio depart-ment. The heads are Philip Morris, former vice president and secre-tary of Matteson-Fogerty-Jordan Co., Chicago; George Enzinger, who resigned as president of the United States Advertising Corp., Chicago, effective Sept. 1, and Robert L. Windmuller, former sales executive of the O'Cedar Corp. Headquarters have been established in the Carbide & Carbon Bldg., 230 N. Michigan Ave., Chicago.

HAVING secured a power boost to 2,500 watts daytime from the FCC recently, WDAF, Kansas City, has nevertheless reduced its day rates to one-third the basic night rate.

of either radio or the press is "im-possible" in the United States because the American people would not tolerate it. was expressed by

THE conviction ...

Commis-

that censorship

sioner George Henry Payne in an interview Aug. 21 broadcast over a nation-wide NBC-WEAF

Mr. Payne

FCC

network. Interrogated by Martin Codel, publisher of BROADCASTING Magazine, in the second of a series of interviews with FCC members, Mr. Payne said "personally I cannot conceive that such a thing is pos-sible in our country." There is nothing in the law to permit censorship, he said, and there is nothing on the record to show that such a thought was in anyone's mind at the time the law was being framed and discussed in Congress.

Holds Censorship Impossible

"It is impossible to conceive that the American people would tolerate censorship either of the press or of radio-in the latter case, at least, in so far as freedom of responsible expression is involved," the commissioner declared. "And while, as I say, we must respect the opinions of those whose fears are prompted by a conscientious vigilance, we need not be disturbed by those who are uneasy over what never will and never can happen.

A former newspaperman himself, and author of a standard textbook on the history of American journalism, Mr. Payne reviewed the history of freedom of expression. He asserted that the First Amendment to the Constitution guarantees freedom of the press. and that he believed that since this amendment became in force in 1791 "not a single law or measure that would impair its effectiveness has been proposed or advocated by any responsible person."

The broadcast was opened with messages to Commissioner Payne which illustrated the various forms of communication which come under the jurisdiction of the FCC. The messages, read over the air, were by telegraph from Senator Hiram Johnson, California; by ship radio from Ambassador Jesse I. Strauss to France, from the high seas; by cable from Robert W. Bingham, Ambassador to England, and by ship and international radiotelegraphy from Senatore Marconi, from aboard his yacht in the Adriatic Sea.

KNX-WGN Concordat

KNX, Hollywood, and WGN, Chicago, have entered into a reciprocal arrangement whereby each carries spot announcements calling attention of potential advertisers to the other station. WGN will suggest that Chicago firms use KNX for coast coverage, while KNX will ask coast advertisers to consider WGN for covering the midwest.



Canadian Broadcasting Allocations, Effective Sept. 1, 1934

Commission.

BECAUSE of the numerous changes made in Canadian station assignments by the Canadian Radio Broadcasting Commission, and new log of Canadian stations as corrected to date by the Canadian because of the important relationship of such assignments to

| CAL LETTE | | -LOCATION | | LICENSEE | POWER (watts) |
|------------------------------|------------|------------------------------|------|---|---------------------|
| | | | | 40 Kilocycles | (|
| CJRM | Mo | ose Jaw, Sasl | | Jas. Richardson & Sons, Ltd. | 1.000 |
| | | | | 50 Kilocycles | 1.000 |
| | F | dericton, N. | | Jas. S. Neill & Sons, Ltd. | 500 |
| (1,1) | | | | (U. SCanadian Shared) | 300 |
| CKUA | Ed | monton, Alta. | cies | | 500 |
| CKCL CHRC | To | conto, Ont. | | University of Alberta Dominion Battery Co., Ltd. | 100 |
| CHAC | Qu | - | loc | CHRC, Ltd | 100 |
| CJOR | V. | ncouver, B. C | | | 500 |
| CFC0 CFCF | Chi Mo | itham, Ont. ntreal, Que. | | G. C. Chandler John Beardall Canadian Marconi Co. | 100 |
| | | | les | (U. SCanadian Shared) | |
| CKOV | Ke | lowna, B. C. | | | 100 |
| CJGX CFCY | Wi | nnipeg, Man. | E.I. | Okanagan Broadcasters, Ltd. Dawson Richardson Pub., Ltd. Island Radio Broade't'g Co., L | l. 500 td. 500 |
| | | | | es (Canadian Exclusive) | |
| CĴCJ CFRB | Cal Toi | gary, Alta. conto, Ont. | | The Albertan Publishing Co., I Rogers Majestic Corp., Ltd. | Ltd. 100 10,000 |
| | | | ycle | es (Canadian Exclusive) | |
| CJCA | | nonton, Alta. | | The Edmonton Journal | 500 |
| $CFPL \\ CKAC$ | | idon, Ont. ntreal. Que. | | London Free Press & Ptg. Co., LaPresse Publishing Co., Ltd. | Ltd. 100 5,000 |
| | | 780 Kilocyc | les | (U. SCanadian Shared) | |
| CHWK | Chi | lliwack, B. C. | | Chilliwack Broadcasting Co., I | Ltd. 100 |
| , | | | yck | es (Canadian Exclusive) | |
| CFQC CRCT | | katoon, Sask. onto. | | The Electric Shop. Ltd. Canadian Radio B'est'g. Com'n | 1,000 . 5,000 |
| | | 880 Kilocyc | les | (U. SCanadian Shared) | · · |
| CRCO CFJC | | awa, Ont. mloops, B. C. | | Canadian Radio Broadc't'g Cor Review Publishing Co. | nn. 1,000 100 |
| | | | | (U. SCanadian Shared) | |
| CHC | Sau | ilt Ste. Marie. | Ont | . J. G. Hyland and J. C. Whith | oy 100D |
| | | 910 Kiloc | ycle | es (Canadian Exclusive) | |
| CJAT CRCM | | il, B. C. atreal, Que. | | Kootenay Broadcasting Co., Lt Canadian Radio B'est'g. Com'r | td. 250 1. 5.000 |
| | | 930 Kiloc | ycle | es (Canadian Exclusive) | |
| CFAC | Cal | gary, Alta. | | The Calgary Herald | 100 |
| CFAC CFCH CKPC CKPC | Noi Bro | th Bay, Ont. atford, Ont. | | Northern Supplies, Ltd. | 100 Ltd. 100 |
| SFLC | Pre | scott, Ont. | | Telephone City Broadcasting, I Radio Assn. of Prescott | 100 |
| CKPR CHNS | For Hal | t William, Or ifax, N. & | t. | Dougall Motor Co., Ltd. Maritime Broadcasting Co., Lt | 50 d. 500 |
| 4 | | | . s | . Regional and Canadian Local | D |
| CRCS | | coutimi, Que. | | Canadian Radio B'est'g. Com'n | |
| • | | | ycle | s (Canadian Exclusive) | |
| CKY | Wi | nnipeg, Man. | | Manitoba Telephone System | 15,000 |
| | | | cles | (U. SCanadian Shared) | |
| CKCD | Var | couver, B. C. | | Vancouver Daily Province | 100 |
| CHWC | Reg | ina. Sask. | | Western Broadcasting Co., Ltd R. H. Williams & Sons, Ltd. | i. 100 500 |
| CKCK | Reg | ina, Sask. ina, Sask. | | Leader-Post Limited | 500 |
| CHML | Har | nilton, Ont. | ÷ | Leader-Post Limited Maple Leaf Radio Co., Ltd. | 50 |
| ČKIC. | 40 | iwa, Ont. Ifville, N. S. | | Dr. G. M. Geldert Acadia University | $100 \\ 50$ |
| | | | | | 50 |

| | | OWER watts) |
|---|---|----------------------|
| | 1030 Kilocycles (Canadian Exclusive) | - |
| 1 | CFCN Calgary, Alta. W. W. Grant & H. G. Love CKLW Windsor, Ont. West'n Ont, Broadcasting Co., Ltd | 10.000 . 5.000 |
| 1 | 1050 Kilocycles (U. S. Clear, Now Partly Shared) | |
| | CRCK Quebec, Que. Canadian Radio B'est'g. Com'n. | 1.000 |
| | 1100 Kilocycles (U. S. Clear, Now Partly Shared) | |
| | CRCV Vancouver, B. C. Canadian Radio Broade't'g Com'n. | 1.000 |
| | 1120 Kilocycles (U. SCanadian Shared) | |
| | CKOC Hamilton, Ont. Wentworth Radio Broadcasting | - |
| | Cu., Ltd. 1,000D CHLP Montreal, Que, LaPatrie Publishing Co., Ltd. CHSJ St. John, N. B. New Brunswik Bielstig Co., Ltd. | , 500N 100 100 |
| | 1200 Kilocycles (U. SCanadian Shared) | |
| | CHAB Moose Jaw, Sask. Moose Jaw Radio Association CKTB St. Catherines, Ont. E. T. Sandell | $100 \\ 100$ |
| | 1210 Kilocycles (U. SCanadian Shared) | |
| | CKBI Prince Albert, Sask. Prince Albert Radio Club CKMC Cobalt, Ont. R. L. MacAdam | 100 50 |
| | CKMC Cobalt, Ont. R. L. MacAdam CKCH Hull, Que. Radio B'est'g. Co. of Hull, Ltd. CHNC New Carlisle, Que. Gaspesian Radio B'est'g. Co., Ltd | 100 . 100 |
| | 1230 Kilocycles (U. SCanadian Shared) | |
| | CJOC Lethbridge, Alta. H. R. Carson, Ltd. | 100 |
| | 1240 Kilocycles (U. S. Regional) | 1.000 |
| | CJCB Sydney, N. S. N. Nathanson | 1,000 |
| | 1260 Kilocycles, U. S. Regional CFTP Edmonton, Alta. Taylor & Pearson, Ltd. | 100 |
| | 1310 Kilocycles (U. S. and Canadian Local) | |
| | CJKL Kirkland Lake, Ont. O. J. Thorpe | 100 |
| | CJKL Kirkland Lake, Ont. O. J. Thorpe CKCV Bourgeois, Que. Vandry, Inc. CJLS Yarmouth, N. S. Laurie L. Smith CHCK Charlottetown, P.E.I. W. E. Burke & J. A. Gesner | 50 100 |
| | CHCK Charlottetown, P.E.I. W. E. Burke & J. A. Gesner | 50 |
| | 1370 Kilocycles (U. S. and Canadian Local) | |
| | CKCW Moneton, N. B. Moneton Broadcasting Co., Ltd. | 100 |
| | 1390 Kilocycles (U. S. Regional and Canadian Local) CJRC Winnipeg, Man. Jas. Richardson & Sons, Ltd. | 100 |
| | 1410 Kilocycles (U. S. Regional and Canadian Local) ^k | 100 |
| | | 50 |
| | CKFC Vancouver, B. C. CKMO Vancouver, B. C. Sprott-Shaw Radio Co. | 100 |
| | 1420 Kilocycles (U. S. and Canadian Local) | |
| | CKGB Timmins, Ont. CKNC Toronto, Ont. R. H. Thomson Canadian Nat'l Carbon Co., Ltd. | 100 100 |
| | 1450 Kilocycles (U. S. and Canadian Regional) | |
| | CFOT Victoria, B. C. CKX Brandon, Man. Manitoba Telephone System | 50 500 |
| | 1500 Kilocycles (U. S. and Canadian Local) | |
| | CHGS Summerside, P. E. I. R. T. Holman, Ltd. | 50 |
| | 1510 Kilocycles | 100 |
| | CKCR Waterloo, Ont. CFRC Kingston, Ont. Wm. C. Mitchell & G. Liddle Queen's University | $100 \\ 100$ |
| | | |
| | | |

FOLLOWING closely the Federal Radio Commission's mileage separations, adopted also by the new FCC, the Canadian Radio Broadcasting Commission has ordered a reallocation of 16 Canadian stations which will materially affect listenership throughout the Dominion. United States stations on the same or adjacent wave lengths may also be affected, although serious interference is not regarded as likely in view of the close adherence by Canadian engineers to the technical standards laid down in Washington. Canada adds at least four more

channels to the ones she has hitherto been using under the old U. S.-Canadian wave length agreement, bringing its total to 33. All but the six Canadian exclusive channels, the two Canadian-shared U. S. clear channels, and the 540 kc. channel which Canada opened sor, Ont., which under the Septem-

up and the United States has not 'ber 1 allocations is shifted once yet attempted to use, are regionals 'more from 840 to 1030 kc. or locals shared between the United States and Canada. Sevbetween the The two former U.S. clear channels allocated to Canada under the eral of the regionals are new ones U. S.-Canadian wave agreement that were not listed in the previous get one station each, both of 1,000 U. S.-Canadian shared category. watts. On 1050 kc., otherwise the clear channel of KNX. Hollywood.

Only One Exclusive

ON ONLY ONE of the Canadian exclusive waves is a single station assigned — namely, the 960 kc. channel, to which the Canadian Commission has assigned CKY, Winnipeg, with 15,000 watts, the highest power station in Canada. All of the other Canadian exclusives have two or more stations on them, except that the 540 kc. channel gets only CRJM, Moose Jaw, Sask., with 1,000 watts. The 540 kc. wave was originally opened up for what is now CKLW. Wind-

outlets.

new shifts. CRCT, Toronto, ges to 840 kc.; CRCO, Ottawa, stays on 840 kc.; CRCS, Chicoutini, Que., shifts to 950 kc.; CRCM, Montreal, stays on 910 kc.; CRCK, Quebec City, stays on 1050 kc.; and CRCV, Vancouver, stays on 1100 kc.

The Canadian Commission also the Canadians have placed CRCK, Quebec City. On 1100 kc., other-wise the clear channel of WPG, indicated that it intends, as the former Radio Commission alread Atlantic City, the Canadians have placed CRCV, Vancouver. Since practically the width of the conhas done, to open the 1500-1600 kc. bands for experimental broadcasting services. Already assigned to 1510 kc. are CKCR, Waterloo, tinent separates these stations from the U.S. occupants of the Ont., with 100 watts, and CFRC, same waves, no interference whatof Queen's University, Kingston, ever is anticipated. In fact the U. S. stations, KNX with 50,000 Ont., with 100 watts.

watts and WPG with 5,000 watts, SIR JOHN REITH, director-genwill for all practical purposes coneral of the British Broadcasting tinue to be virtually clear channel Corp., has accepted an invitation to go to South Africa the latter The Canadian Commission's part of this year to help that counown six outlets fared well in the try reorganize its broadcasting.

BROADCASTING • September 1, 1934

NAB Asks Stations to Submit Data for "25 Per Cent" Hearings

Statement Cites Thirteen Points to be Covered; Avlesworth and Paley May Testify October 1

ment license.

charitable organizations, churches and

etc.? Make your answer to this ques-

tion as complete ing in each case whether or not the

8. During the period above speci

this point fully. 11. What has been your experience with regard to listener interest in programs of the type specified in Question 7? Does your audience de-

at what hours? Have you found that

such groups as those indicated in Question 7 are able, unaided by you,

high degree of listener interest? What has been the effect on your audience

of broadcasting such programs at fre-quent intervals? Please discuss in

detail. 12. In addition to programs of the type covered in Question 7, that is to say programs broadcast in direct be-half of specific organizations, what features did you broadcast between Jan. 1 and June 30, 1934, that had a

thus devoted to broadcasts, of this type came between 6 and 11 p. m.?

MRS. FRANKLIN D. ROOSE-

VELT'S broadcasts for the Sim-

charities.

put on programs which maintain a

charge to cover actual cost.

vestment.

WORKING diligently on the prep- 1. THE CALL letters, location, power, frequency, time assignment, ownership and licensee of your staaration of the case for the broadasting industry to be presented to the FCC at the "25 per cent" hearings which begin Oct. 1, the NAB has sent to all member stations a statement outlining generally the type of testimony which individual stations should prepare for presen-tation to the FCC. The hearings were called pursuant to the provision in the new law instructing the FCC to study the proposal that Congress allocate fixed percentages of facilities to particular types of programs or to so-called non-profit

organizations, like educational and religious institutions. The statement, signed jointly by Philip G. Loucks, NAB managing 1934director, and Henry A. Bellows, chairman of the legislative com-mittee, emphasized the urgency of 7. During the six months from Jan. 1 to June 30, 1934, what arrange

I to othe so, Lori, which arrange ments, if any, where actually in force covering broadcasts, whether of local or outside origin on behalf of educa-tional institutions or groups, civic or the hearings. It was asserted that every station in the country will be "on trial." While the NAB will present the other religious bollies, political organi-zations, public health services, labor organizations, fhrm organizations, basic case for the industry, it is expected that both NBC and CBS will offer testimony individually for the major networks. The probability is that both M. H. Avlesworth, NBC president, and William S. Paley, CBS chief execu-

tive, will testify personally. Procedure Unchanged

THE PROCEDURE specified by the Commission in its original order, adopted July 31, so far as is known at present, will be adhered to, despite requests that it be altered to permit cross-examination of witnesses. The hearing, under this order, will be open to any person or station licensee, or his attorney, who desires to submit information. It is scheduled to begin at 10 a. m., and may last for several days or a week. Mr. Bellows volunteered his services in connection with the preparation of the broadcasting industry case. His vast experience in radio legislation, virtually since the enactment of the original law in 1927, qualifies him admirably for this post The NAB statement, citing 13 different matters which should be covered by stations in preparing

their evidence, is prefaced with the suggestion that every station should be represented actively at the hearings, either in person or by sworn written statement.

No Formal Questionnaires

THE FIRST thing for you to do, whether, or not you can be personally present to testify at the hearings, is to prepare a full and clear statement of the actual facts regarding your station," the joint statement says. "This should be done so that the statement can be forwarded to the association in Washington not later than Sept. 15.

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We are not sending out a formal questionnaire, because it is better to have these statements in the NBC-WJZ network, Tuesdays, 9:30-10 p. m., EST., completing the your own form, with such advice as you may feel like getting from your attorneys. But here is, in substance, what the Commission will want to know:"

September 1. 1934 • BROADCASTING



Richfield Reporter and Chief

WHEN 150 Richfield dealers and 2. Length of time it has been in representatives met in the Olymcontinuous operation under governpic Hotel in Seattle Aug. 20 to discuss merchandising Richfield 3. Approximate total capital in-Oil Company's big new radio cam-4. Approximate total gross operatpaigns, Sam Hayes, noted on the ing cost for the six months from Jan. 1 to June 30, 1934. Pacific Coast as "The Richfield Re-Jan. 1 to June 30, 1934. 5. Average number of full-time em-ployes during the six months from Jan. 1 to June 30, 1934. 6. Total number of part-time em-ployes (such as nusicians, actors, and any other persons employed on a part-time basist actually paid by the sta-tion, or by others on account of broadcasts over the station, during the six months from Jan. 1 to June 30, 1934. porter," a news feature, flew from San Francisco to Seattle to attend. During the session he interviewed Chief Shelton of the Snohomish Tribe of Indians of Washington. Here he is shown at the KOMO microphone during the broadcast in the presence of the gathering.

Richfield Reporter Now Uses Commentator Style

"RICHFIELD Reporter," nightly on the NBC Pacific.coast network, originating at KFI, Los Angeles, the middle of August was renewed for another year. H. C. Bernsten, Los Angeles agency, handles the account. Sam Hayes has been the Richfield Reporter for the past three years. Under the renewal the Richfield

service was rendered by the station free of charge, and, if not, whether the charge made was the regular commercial rate or mercly an operating Oil Company's nightly news period will change from straight news reporting to a commentator style of 6d, what was the approximate total number of hours devoted by you to broadcasts of the type indicated in Question 7? How many of the hours delivery. Upon the dropping of the straight news program on the Richfield period, the only coast stations not in the Press-Radio arthus devoted to broadcasts of this type came between 6 and 11 p. m.? 9. What is your general policy with rangement are KNX, Hollywood, and stations which subscribe to its What is your general poincy with respect to broadcasts of the type de-scribed in Question 7? Explain fully.
 10. Do you exercise any control or censorship over programs of the type indicated in Question 7? Please cover this woin fully. news service.

Richfield Adds Series

IN ADDITION to continuing its sponsorship of the "Richfield Re-porter" on the NBC-KGO network, Richfield Oil Co. of California, Los Angeles, on Sept. 9 will start the "Air Adventures of Jimmie Allen," a WBS transcription being sponsored highly successfully in the middle west by Skelly Oil Co., on nine Pacific Coast stations. The 15-minute series will run five times weekly for 26 weeks until Nov. 26, placed through the H. C. Bernsten Advertising Agency, Los Angeles. Stations signed for the account are KNX, KFWB, KFOX, KFXM, KFSD, KOIN, KPO, KJR and KGA.

School's "Success Stories" **Sponsors Sponsored Stars**

executive.

Jan. 1 and June 30, 1934, that had a definite educational or informative value, as distinct from entertainment or advertising? Explain in detail. 13. During the period above speci-fied, what was the approximate total number of hours devoted by you to broadcasts of the type indicated in Question 12? How many of the hours A SPONSORED program featuring big-name artists sponsored on other programs will be inaugurated on a nation-wide NBC-WJZ network Sept. 15 when RCA Radiotron work Sept. 15 when RCA Radiotron Co., Camden, N. J. (radio tubes), starts its "Radio City Studio Party," Saturdays, 9-9:30 p. m., EDST. Stars like Rudy Vallee, mons Co., New York (beds and Paul Whiteman, etc., will be guests mattresses) will resume Sept. 4 on in the series, which is designed to call attention to the wealth of entertainment on the air and thus remaining four of the series of five stimulate tube sales for improved talks for which she was contracted. reception. Lord & Thomas, New Her fees are devoted entirely to York, handles the account.

Band Maestros Organize Group to Pass on Songs For 'Radio Betterment'

CALLING themselves "The Committee of Five for the Betterment of Radio," a group of five leading orchestra maestros, headed by Richard Himber, is reported to be holding weekly meetings to pass judgment on all songs published in order to eliminate indecent suggestions from their lyrics. Their intention, it is stated, is to ask the song publishers to revise suggestive lyrics. Otherwise, these will be banned from their broadcast repertoires.

The committee also includes Rudy Vallee, Paul Whiteman, Guy Lombardo and Abe Lyman. Similar committees were said to have been formed in Chicago and San Francisco and to be in the formative stage in other cities. The New York committee's announced intention is to send out weekly lists of banned songs to orchestra leaders throughout the country.

Although an "urgent need" for such an "improvement in radio broadcasts" was seen by some of these orchestra leaders in their statements to the press, network and station officials in New York pointed out that severe censorship of questionable song lyrics already prevails as a matter of policy in most studios. On the other hand, they said they welcomed coopera-tion from these leaders in altering suggestive lyrics and titles.

KPO Made Key Station **Of NBC Pacific Network**

WITH CONCLUSION of the daylight saving period in eastern cit-ies Sept. 30, KPO, San Francisco, becomes the key station of the Pa-cific coast NBC network. Chain programs, including 75 commercials, will be shifted from its lesser station KGO, which is a 7,500 watter, to KPO, which uses 50,000 watts. A large number of sus-tainings will likewise go along with the change.

Virtually all outstanding broad casts now heard on the NBC-KGO network, such as Maxwell House Showboat, Amos 'n' Andy, One Man's Family and Fleischman's Hour will be heard over what will be the NBC-KPO network after Sept. 30. Don E. Gilman, vice president, NBC western division, stated the change was made to im-prove service of the network, and was the result of surveys and study which has been in progress for more than a year. KGO will continue to be operated by NBC for General Electric Co. as a local San Francisco station.

LA SALLE Extension University, Los Angeles district office, will use radio stations in Fresno, Sacra-mento, San Diego and Long Beach for a series of 5-minute transcrip-tions depicting "success stories." Script will be similar to a series of live broadcasts which they have used on various Los Angeles stations during the last six months. Los Angeles office of the extension school operates in California, Nevada and the Hawaiian Islands. Roy Alden & Associates, Los Angeles agency, handles the account, with J. J. Dickely as account

Mid-west Network Planned by Gygi Nockels Offers WCFL as Kev:

31 Stations Held Committed

PLANS for a "mid-western net-work" are being made jointly by Edward N. Noekels, secretary of the Chicago Federation of Labor and general man-ager of WCFL. labor station in

Mr. Gygi that city, and Ora-Gygi, former general manager of the ill-fated Ed Wynn Amalgamated Broadcasting System.

Settling rumors about such a project, Mr. Nockels informed BROADCASTING'S Chicago correspondent Aug. 22 of his plans for regional network of which WCFL will be the key. The station has been an outlet of NBC for more than two years, though carrying relatively few commercial or sustaining chain programs. Mr. Nockels said that no organization could use WCFL as a key station count use were as a set station unless it be the key of its own network. "We are not inter-ested in making money." he said. "We are interested in serving the people. In that respect we stand

"We plan first of all to build up our key station. WCFL; then a chain of stations will be in order."

Gygi Would Head Chain

Mr. Gygi will head the network. He is now reorganizing the station and auditioning talent for use when the network becomes a reality.

A teup already has been made with WWAE, Hammond, Ind., because of its importance in the Calumet district, and WCFL expects to begin servicing programs to the station shortly. Dr. George F. Courrier, owner of WWAE, will take charge of the farm branch of WCFL.

Present plans are to begin operations in Illino's, Indiana and Wisconsin and later develop Iowa and possibly Ohio. According to Mr. Gygi. commitments have been received from 31 stations in the three states, which will give the network representation in almost every city of importance. The regional midwestern network will be a combination of state networks, which will represent the commercial and industrial heart of the nation, he said.

According to the plans, WCFL will supply every member station 16 hours of programs a day, both commercial and sustaining. The sustaining programs may be sold as local commercials by the affiliated stations.

Claims Big Response

chains are here to stay," said Mr. Gygi. "Their business is strictly confined to a national basis, yet it covers only a small need of the advertiser in this country. More and more, the sponsor of today is becoming what we might call 'region-minded'; that is, he would like to advertise through the medium of the radio in certain parts of the country, in certain sections,

Page 16

"THE NATIONAL broadcasting

THROUGH an effective combination of radio advertising and outide merchandising, The Tivoli Brewing Co., of Cleveland, claims a 100 per cent increase in sales volume. The company is sponsoring six 15-minute programs weekly WGAR, Cleveland, featuring "Pie Plant Pete" (Claude Moye), hillbilly singer.

Upon signing the contract, the problem of the sponsor was to get effective distribution with suitable publicity on the program but without newspaper advertising. In the Cleveland territory some 5,000 cafes, beer gardens, restaurants or hotels selling beer had to be contacted to get the Tivoli product stocked. It was finally decided that on the radio programs announcements would be made telling where "Pie Plant Pete" would avpear for that evening. The personal appearances along with the radio program produced a greatly enhanced demand for Tivoli beer, with the sales chart of the company since the program started showing a 100 per cent increase. The radio artist visits an average of four beer establishments each night, and is introduced by his radio announcer with the usual theme song plugging Tivoli beer.

Advertising is Released In the Drought Territory

APFARENTLY convinced that the residents in the drought areas will have as much, if not more, money to spend this fall as they did last year, several advertisers released copy in those districts last week, after holding it up for several weeks, reported the New York Times, Aug. 26. One company reinstated its advertising in St. Paul and Minneapolis, after having canceled it at the beginning of the month.

At the same time, advertising agencies reported that companies were now taking space in various types of media until the end of the year and were looking forward to a good fall business. In some cases the amount of space bought is as much as 33 per cent ahead of 1933. Very few plans have been laid as yet for next year's advertising budgets, but after the election large advertisers are expected to get started on their 1935 programs.

from which he will derive the most benefit and eliminate those sections which are of no importance to him. According to statistics, 160 of these regional advertisers are to be found for each national advertisers.

"It is then logically surmised that any plan whereby a network is formed along regional lines, which in turn, when combined would give a national picture, is very desirable and sound one.' Mr. Gygi continued.

"We have proceeded along these lines and the response from stations all over the country has been an overwhelming one. We are now in the last stage of completing negotiations and signing contracts for these state networks."



Boy Announcer Sells Ice Cream

public forum.

questions."

ONE OF RADIO'S youngest commercial announcers is George Wood, Jr., 11-year-old commercial announcer of WIL, St. Louis, who takes his turn at the microphone each morning at 8 oclock on a special program for children sponsored by the Walgreen's drug stores in the interests of ice cream sales. Handling all of the commercial copy, young Wood's program averages more than 2,000 letters monthly from children sending in their requests for birthday announcements during the pro-gram. The youthful announcer wishes the children happy birthdays with the ringing of chimes. In addition to his radio announcing, Master Wood is a stage and

radio singer and a tap-dancer. He was a member of the cast of the St. Louis municipal opera "Rip Van Winkle." He is just completing his 15 weeks of announcing before returning to school this fall.

NBC Tightens Up **Its Sales Policies**

TIGHTENING UP further on sales policies with respect to certain types of programs, NBC has notified its owned and operated stations that hereafter they are to regard as unacceptable accounts

such products as body deodorants, soaps advertised as such, as \mathbf{or} well as accounts covering undertakers, cemeteries and morticians. Previously the stations had been notified to reject laxative accounts and to consider on their own merits accounts involving investment houses.

Acceptability of accounts, under the newly instituted policies, will be based essentially upon good taste. Any advertising copy that is likely to contain "unpleasant" statements, under this broad ruling, would be regarded as unfit. It is likely that NBC shortly will make public a detailed statement of policies regarding acceptability of programs in every category. On Aug. 7 NBC notified its stations that use of ordinary phonograph records would be prohibited hereafter, although adequate time would be allowed to permit fulfillment of existing contracts using records. The order applies only be wasted. to commercial phonograph records, and not to electrical transcriptions made exclusively for broadcast purposes.

TEN newspaper owned and operated broadcasting stations are operating in Canada, comparing with about 100 in that class in the United States.



CALLING radio "the greatest r to mankind in its cultural post By EDGAR L. BILL bilities," the Standing Commit President, WMBD, Peoria, Ill. on American Citizenship of A LISTENING

audience is the

first and most

important neces-

sity of any com-

mercial radio sta

tion, and audi-

ences are attrac-

ted only by pro-

grams which

American Bar Association, head by Rep. James M. Beck (R), Pennsylvania, asks the associate in its report to the annual average vention in Milwaukee, Aug. 28 31, to foster a movement it greater use of broadcasting as Criticizing the use of radio for "trivial entertainments and mon or less commercial advertising"

they want to Mr. Bill the Beck report suggests also the hear. That statethe new FCC could "profital ment constitutes ask one or more of the large the first and simplest fundamental broadcasting companies to go one hour, on two evenings of the of the broadcasting business. At the same time, as every radio man week, for the discussion of public knows, it also offers one of the

most difficult problems of the busi-"Your committee," said the Been The networks have the resources report, "believes that this associate for building brilliant and elaborate tion can render an effective service radio shows with which it is imin impressing upon the nation possible for most smaller stations broadcasting companies that the should not only be a free and ope to compete. The opportunity of forum for public discussion, h attracting listeners with local programs lies largely in the ability of . also that they ought not to was the station to emphasize that the infinitely potential benefits # the radio in giving too much time which belongs only to the station to trivial entertainments and mon itself; that is, features of genuine or less commercial advertisements local interest. "University of the People"

Community Promotion

"THE RADIO is possibly the SINCE June, 1931, WMBD, a unit greatest gift to mankind in its cu of CBS, has been committed to a tural possibilities. It is potential policy of operating as a communa university of the people, and its results could be of immeasurable ity enterprise, stressing many features of purely local interest, such advantage, not merely in the eduas broadcasts of civic events and cation of the people, but in the a daily chat about news "From the maintenance of democratic insti-Heart of Illinois," which uses matutions. However, this potentially terial from correspondents in sixty beneficient asset is largely used a surrounding towns.

a means of private profit until One local feature which has public opinion requires the owners developed to considerable proporof the broadcasting companies t tions is the local news commentagive more attention to educating tor, started as an experiment the people and less to amusing about two years ago. The comthem or advertising merchandise mentator began as a political an-"The newly created Federal alyst in the city primary elections Communications Commission, with early in 1933. At that time he conits supervisory power over t ducted a straw ballot which netted channels of the air, and the right-5,000 votes out of a population of ful use of them by it licensees, 105,000. He ventured, from this should consider this matter. It ballot, to predict on the eve of eleccould profitably ask one or more tion, the results of the next day's of the larger broadcasting comvoting. His prediction was correct. panies to give one hour, on two Not only was the position of each evenings of the week, for the disof seven candidates in the final cussion of public questions. As vote correctly named, but the total our nation largely function number of votes each secured was through two great politic parties, it might be well to give forecast within 5 per cent. The mly error which occurred was atone hour each week to the proponents of governmental policies and one hour to opponents. This tributed to the unprecedented challenging of 1,500 voters at the would insure a balanced discussion

and the forum of the air migh Local Start on News

well become as significant as wa IN THE HECTIC months of the the forum in the times of the spring of 1933, the commentator Roman Republic. Cicero addressed drew upon the history-making nathousands, but the radio has tional events such as the bank nightly audience of millions. Such holiday, the return of legal beer, an opportunity to educate our elecand the dropping of the gold torate of many millions should not standard, stressing in each case only the local results and effects. "Such weekly discussion of cur-During the bank holiday listeners rent problems, especially in their were invited to ask for informaconstitutional aspects, by opposing tion concerning their money troubles, business men were inter-

schools of political thought, would do much to educate the American viewed, and every effort was made people, and soon would take the to get all possible information which would be interesting or form of a continuous debate which might well interest the American helpful to the station's audience. people far more than the debates in Congress."

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LOCAL broadcasters who find it hard to compete with the superior programs of networks would do well to take a cue from WMBD, which has adopted an editorial policy. The WMBD news commentator has broadened his field to include crusading inquiries of sweat shops, the cause of mounting traffic deaths and the like. The result has been to build the station audience, which is what every station manager desires. And, while the commentator is maintained as a sustaining feature, time just ahead or just following the program is in demand by commercial sponsors.

tenant in charge of traffic.

Heads to Police Drive

THREE TIMES a week the com-

mentator broadcast various phases

of the problem, including the names of traffic law violators who

had been arrested and fined. He

also broadcast and called special

attention to the names of those

who had been arrested and ex-

cused. On one occasion he was

given the services of a police officer

with whom he cruised about the

city, noting the license numbers of

cars which were observed in traf-

fig violations. The names of the

owners of these cars were broad-

Going through police records for

During the last two months of

peak.

cast.

this investigation he secured the tator began a quiet investigation of rumors that certain factories in the city were employing sweatshop methods. Months of secret investigation resulted in a sufficient number of sworn statements from women employes to warrant the broadcasting of the information. Wages as low as seven and a half cents an hour in one factory were discovered. These facts, together with the names of the firms which paid these wages, were

broadcast. Until this time the commentator had attracted a fairly large audience. The broadcast of the local wage conditions, however, brought a response from audience which was sensational. The investigation was the talk of the city. WMBD became a clearing house of information on wage conditions in local factories. Listeners wrote letters, telephoned and came to the station to volunteer information on the subject.

Promotes NRA Parade

A STATION with an editorial policy was something new to the public. They liked it and responded generously with mail and telephone calls. It was clearly indicated by that time that a feature of this type was highly successful in competing with entertainment features.

three consecutive months, the commentator listed every traffic Early in the fall of 1933. WMBD's commentator began pubcase which had come before the licly asking questions about the police magistrate, calculated perapparent lack of enthusiasm for centages of different types of viothe NRA movement in the city. lations and of violators who were Considerable interest was aroused not prosecuted or were excused. by his proposal to stage a gigan-From this data he attempted to tic NRA celebration in the city. Powerful opposition developed and analyze the reasons for widespread violation of traffic laws. it was another battle for the commentator. Certain groups in the 1933, six more traffic deaths were city which, previous to this time, added to the 17 for the first ten had not been unified, got together months. One month after the comand backed the plan and the demmentator began to broadcast his onstration and parade which folfindings, the police department lowed proved again that the city inaugurated a successful drive was interested in the editorial against speeders and drunken feature of the station."

drivers, a drive which was still On Nov. 7, 1933 the commentabringing about many arrests and tor announced to his audience that convictions six weeks later. The interest of WMBD's audience conhe was beginning an investigation of traffic violations in the city to tinued at a high pitch throughout determine the causes of 17 traffic deaths in the first ten months of investigation. 1933. The total of such deaths in bepful to the station's audience. 1922 had been only eight for the During these days the commen-entire year. At the beginning of

audience has shown itself keenly interested in this new venture, an editorial policy on the air. This interest has produced for the commentator's talks what comparatively few local entertainments can guarantee; namely, a large, permanent audience, always interested and always tuned in for the talks. For that reason, if for no other, we consider that the commentator experiment has been successful and it is definitely estab-lished as a WMBD feature. The commentator could have been sponsored months ago if the

station had been willing to sell it. lt was decided, however, that a feature of this kind, from the very nature of it must remain sustain ing. Advertisers, quick to realize the audience built up by the commentator three nights a week, ask for time immediately preceding and following the talks and are assured of a large, attentive audience for their advertising.

give that impression. Many of the talks are devoted to discussions of

local events into which no contro-

versy enters. The significant fact at WMBD is that a large radio

endorsement of the mayor, the chief of police, and the police lieu-Northwest Regional Net

The listener's response again in-Set for Early Opening dicated the interest and hearty approval, not only of city listen-PLANS for a new regional neters, but of many within a radius of 50 miles of Peoria. The traffic work to be known as the Pacific Northwest Network were aninvestigation gathered momentum nounced Aug. 17 in a statement slowly and the commentator learnfrom J. Elroy McCaw and Robert ed by the last of November that S. McCaw, of Seattle. Its tem-porary address is given as the Sav-ings & Loan Bldg., Aberdeen, Wash., and the starting date of the the program, originally planned for one month, would require much longer time. Interest grew throughout December and by the hookup was given as between Sept. middle of January, had reached its 15 and Oct. 1.

The plans call for a basic group comprising KPCB, Seattle; KMO, Tacoma; KRO, Aberdeen; KVOS, Bellingham, and KXL, Portland, Ore. All are 100 watters except KMO, which has 250 watts. Stations, the statement said, will also be added in Olympia, Yakima, Walla Walla, Everett, Wenatchee and Spokane, in Washington, and Salem and Eugene, in Oregon. Seven hours a day of sustaining programs via A. T. & T. wires will be provided, it was announced.

Rocket Oil Starts Serial Over Don Lee-CBS Net

ROCKET Oil Co., Los Angeles, producers and distributors of Rocket brand gasoline to Pacific coast states, on Sept. 3 will drop its military band broadcast from KHJ in favor of a mystery serial drama. Account is handled from the Los Angeles office of Beaumont & Hohman.

Serial will be broadcast five nights a week, in 15-minute epi-sodes, from KHJ^{*} to 12 stations of the Don Lee-CBS network.

The serial has been written by Charles Hetrick, and is titled "God of the Moon." It depicts the experiences of four persons marooned on the moon. Broadcasts will not title the individual programs or series. Fans will be asked to enter a contest to suggest and decide a name for the program series. A lengthy list of prizes are offered.

the two and a half months of this FRANCE, which only recently in-WMBD's commentator is not a stituted a radio licensing system, counted 1,554,295 set owners at the reformer or a crusader, although investigations of this kind tend to end of last May.

BROADCASTING • September 1, 1934 September 1, 1934 • BROADCASTING

Hearst Negotiating For Chicago Outlet

NEGOTIATIONS to acquire one of the existing Chicago stations to replace KYW, when that station is removed to Philadelphia, are under way by the Hearst radio interests, which operate the station, and plans definitely have been made for the future, according to Homer Hogan, KYW manager.

While Mr. Hogan would not divulge what station would be acuired to replace KYW, which Hearst has operated under lease Westinghouse for several from years, he said that present plans are that KYW will sign off one night and that the same staff will open the studios the next morning, operating with new call letters and on a new frequency. Negotiations to acquire WCFL, the Chicago Federation of Labor station, it was admitted, ended in failure. It is known that conversations also were had with respect to WENR, half-time station operated by NBC, and WLS, Prairie Farmer'station, which utilizes the remaining halftime on the same clear channel.

It was learned that original plans to have KYW operating in Philadelphia by this fall, pursuant to the order of the former Radio Commission, have been deferred until the first of next year. Mr. Hogan said that late in August the complete redecoration of the KYW Chicago studios was begun, and that the entire organization is being operated on a permanent, rather than a temporary basis.

Declaring that last year was the best year in the history of the station, Mr. Hogan said the station has not lost any account "because of the removal propaganda." At present, he said, all of the staff artists are signed for commercial programs—"something that has not happened even in boom times." Negotiations for the new Hearst

station in Chicago are being handled by E. J. Gough, executive of the American Radio News Corp., operating company of the Hearst radio organization.

Rochester Store Brings Greetings Across the Sea

B. FORMAN Co., Rochester's largest women's wear store, was sponsor of an international broadcast Aug. 11 when the Mayor of Rochester, in Kent, England, speaking via the BBC and an international short wave relay, greeted the Mayor of Rochester on the occasion of Rochester's "Cenon Parade" Exposition. WHEC carried the program and relayed it to crowds at Edgerton Park on the public address system. There were no commercial credits in this broadcast, which was followed by Helen Oviatt Griffin as 'Rochester's Social Secretary," explaining the city's social happenings in connection with the big exposition celebrating the city's original charter of 1834. Mrs. Griffin is regularly on WHEC for Forman's for 15 minutes daily.

KGFJ, Los Angeles, which formerly broadcast several daily news periods through co-operation of the news collected by KNX and KFI, has discontinued news broadcasts entirely for the present time. TIN.

radio

-Outsells Competition That Backs Air Frolic-By JERRY CADY DRAMATIC "shots" of Washing-

ton before Congress-of Lincoln at Gettysburg — of Teddy Roosevelt swinging the big stick— Inspiring panoramas of the

American armies on the march-in battle-always triumphant-These are some of the things "Makers of History" has tried to portray during its protracted run as a 30-minute weekly broadcast over KFI, Los Angeles. "Makers of History" was in-

augurated as a good will sustain-ing feature by KFI a year and a half ago. Its bow to the air audience occasioned no more than a ripple of recognition. You see it was not a "flash" program. No big names, no elaborate fan fares of publicity, no pretentious claims. It was intended then, and is planned today, to be a simple, straightforward and ungarnished recital of events in American history, depending not upon triumphant gestures of showmanship, but upon the stark reality of its scenes, for

Reluctant to Sell

its success.

"MAKERS OF HISTORY" was on the air for eight months as a sustaining feature before it was sold. It had been doing such a whale of a job for the station, in building good will and in increasing the mail average, that it actually never was offered for sale.

The first sponsor to whom it was submitted bought it. That was the California Consolidated Water Co., distributors of Puritas distilled water. It was bucking a competitive water distributor who was on the air with a pretentious one hour frolic program. The frolic program was bringing results and the California Consolidated Water Co. at first wanted a similar program. A packing box full of letters dito "Makers of History," sold the sustaining feature, how-

The letters came from ever. parents, from teachers, from business men, from housewives, from whole schools in the form of round robins, from truck drivers, from patriotic organizations, from bankers, from street car conductors and truck gardeners. And within six weeks after buy-

ing the program, Puritas passed its competitor in sales and has never lost the lead.

Professor Provides Data

THE RESEARCH for the program is provided by Prof. Osgood Hardy, head of the history department of Occidental College. He chooses his own subjects and furnishes the historical data which I transpose into dramatic sequences and dialogue, being careful not to elaborate on the facts. There is ro-mance and love interest aplenty, as well as adventure, in these historical recitals. Recognizing the authenticity of

the dramas, the United States Army in Hawaii recently requested permission to use our manuscripts to further the Americanization campaign in the islands. We provided them with 17 scripts. They used them and enthusiastically wrote for more.

Puritas has had no difficulty in merchandising the program. The unsolicited mail response takes care of that. Letters are given to delivery men, who use them as "door openers." Once a conversation is started with a prospective customer about the merits of the radio show, the task of selling a 50-cent bottle of water is simple. And each new customer, Puritas reports, shows a \$10 profit in the annual audit.

After its original 18 weeks contract, Puritas renewed first for 36 weeks and then for 52.

Charles Martin to Build Programs for Blackman

CHARLES MARwell-known radio program builder, has joined the radio department of the Blackman Co., New York Agency, as assistant to Carlo De Angelo, director. MinMartin

Mr. Martin cre-ated two of the most widely discussed radio pro-grams in New York-"Five-Star Final" and "Criminal Court," the former running for two years and the latter for more than two and a half years on WMCA, New York. Mr. Martin resigned as dramatic director of that station to accept the post with the Blackman Co.

Mr. Martin was active both in Trans-Continental Broadcast-Corp. and with the Royal ing Broadcasting System before taking up duties as dramatic director at WMCA. He appeared in Eva Le Gallienne's Civic Repertory company and directed a dramatic stock company one summer at Skowhegan, Maine. He has just completed a modern comedy which is being made ready for fall production and is writing a book on "Radio Dramatics."

CBS Technical Service Available to Stations

TO MAKE a technical service available to all owned and operated stations, a General Engineer-ing Department of CBS has been created, to begin operations Sept. Under the direction of Edwin

Cohan, the General Engineering Department will plan and co-ordinate all network development and expansion, and will build an engineering service designed to assist member stations in maintaining high technical efficiency. It will be responsible for the general engineering requirements of the general network's stations. Mr. Cohan will be assisted by H. A. Chinn and W. B. Lodge.

A. B. Chamberlain, chief engineer of the Atlantic Broadcasting Corp., which operates WABC, will be responsible for the technical supervision of that station. He, as well as the chief engineers of other owned and operated stations, will report to Cohan on general and network matters.

Philco Arranges Novel Test of High Fidelity **Receiver in CBS** Period INTRODUCTION of a new high

fidelity receiver by the Philadelphi Storage Battery Co., Philadelph (Philco radios) will be signalize Sept. 12 by a special program the CBS series which feature Boake Carter, news commentator Replacing Carter for that night will be Lucrecia Bori, selected for the range of her voice, which with orchestra will make possible demonstration of the receiver's sensitivity to a wide acoustic range Instead of singing into a micro phone wired directly into the net work circuit, Miss Bori will sine in a soundproof booth. The out put of the microphone will h

piped to a high-fidelity lou speaker in the studio, and a micro phone placed near this will pick up her songs. Thus the broadcast instead of having its interest limited to those listening on the new sets, will demonstrate the fidelity of the new set to the entire audience, for the program wil not be heard anywhere until after passing through one of the new speakers at least once.

In each station city carrying the program, parties of guests are being invited either to the largest studio or to an auditorium, where a receiver of the type being introduced will be installed. It will operate from a special noiseless an tenna, and will pick up the program from the air so that the demonstration will be indicative of the quality that any listener could obtain from such a set-instead of the "artificial" good quality which "artificial" good quality which would be obtained if the program were picked off the network wire and merely piped to high-fidelity loud speakers.

Following are the stations par ticipating: WABC, WNAC, WCAC WKBW, WBBM, WCAU, WJAS WJSV, WHK, CKLW, WBT KMBC, WCCO, KMOX and WHAS Dealers are invited to participate in the tie-up as far as possible F. Wallis Armstrong Co., Philade

In addition, Philco dealers wil shortly spot a new WBS transcrip tion series, "The Armchair Trav eler," who roams the ether on h short wave set. The series will consist of five 15-minute program weekly, placed through N. Ayer & Son, New York.

NBC Denies Coast Rumor

ASSIGNMENT of Harold Bock formerly in the NBC publicity de partment in San Francisco and until Aug. 15 publicity manager of KFRC, to take charge of NBC pub licity in Los Angeles, effective Aug 20, has given rise to rumors that the NBC plans to move its San Francisco headquarters to Los Angeles. These rumors are emphatically denied by Don Gilman, NBC western division vice president Mr. Bock's newly created position it was explained, has to do entirely with newspaper liaison, and r plans are under way to change the Pacific Coast network setup other wise. Mr. Bock's new office i Room 821, Richfield Bldg.



Pacific Coast Coverage at the cost of a "local" program

"Keyed copy" results prove KNX low cost leadership

To approach anywhere near the coverage given by KNX, it is necessary to use a Pacific Coast network or a score of "local" stations-at several times the cost of KNX alone.

Furthermore, from the standpoint of signal strength and audibility, the chains or "locals" would have no material extra value.

As a matter of fact (according to the testimony of Andrew D. Ring, engineer of the Federal Radio Commission), there are over 4 million potential radio listeners in the KNX market that are dependent upon cleared channel stations, that you could not reach even if you buy 39 "local" stations.

Now 50,000 Watts

At 25,000 watts, KNX had proven by "keyed copy" for every type of advertiser to be the lowest cost producer in this western market. At 50,000 watts, it is more than ever the first choice for advertisers who want to make "dimes" do what others spend "dollars" for.

Proof on Request

Details of actual results accomplished-positive proof of KNX results-will be gladly supplied upon request. Phone, write or wire.



BROADCASTING • September 1, 1934

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Fisher Body's Show

TO FEATURE on the radio its presentations of 24 university scholarships to youths participat-ing in its Fisher Body Craftsmen's Guild, Fisher Body Corp. Detroit. on Aug. 22 used a special hookup of 58 CBS stations from Chicago between 7:80-8 pm. CST, for a one-time show. Talks by officials of the someany and music from the of the company and music from the banquet hall were featured as the builders of 16 model Napoleanic coaches received scholarships ranging from \$500 to \$5,000. The ac-count was handled by Erwin, Wasey & Co., New York.



EDWARD PETRY & CO.

paring radio scripts upon their return next year. A DISTINGUISHED BROADCASTING STATION

For 20 Consecutive Months the Advertising over KSD has exceeded the corresponding month of the preceding year.

IN ST. LOUIS

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch POST-DISPATCH BUILDING, ST. LOUIS, MO. Edward Petry & Co., National Advertising Representatives New York Chicago Detroit San Francisco

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U. OF M. RADIO SCHOOL Three Classes, Including Ad

-Credits Begin in Fall-THREE CLASSES in "radiocasting" will be instituted at the University of Michigan beginning with the fall term, with the studies to include music, speech and preparation of advertising credits in suit-able form for radio programs, according to an announcement by Prof. Waldo Abbot, director of broadcasting service of the uni-versity. Practical phases of the courses will be given in coopera-tion with WJR, Detroit.

Prof. Gail Densmore, associate professor of speech at the Uni-versity, will be in charge of classes for pronunciation, enunciation and delivery, while Prof. Louis Eich, also an associate professor of speech, will handle dramatic readings and presentations of playlets. Prof. Abbot will teach studio technique, studio management and continuity writing. Students, more than 100 of whom already have en-rolled, will be invited to view the preparation and presentation of programs at WJR. John Eccles, program director, and Charles Penman, dramatic director of WJR,

CHARGES by Senator Thomas D. Schall (R.), of Minnesota, in an address over CBS from Washing-ton Aug. 23, that the Administra-tion "Brain Trust" is preparing a recommendation to the FCC calling for a national press service to take the place of existing private press associations, were answered over the same network the follow-

ing evening by Hampson Gary, acting chairman of the FCC and chairman of its Broadcast Division, as being "without the slight-est foundation in fact."

Declaring that Senator Schall's allegations had "startled" the press associations, Commissioner Gary said that the government does not have the power to set up such an agency. Moreover, he asserted that President Roosevelt 'has no such thought in his mind,' and he quoted two recent statements by the President to substantiate that view.

Commissioner Gary brought out that CBS was not aware of the nature of Senator Schall's radio address, time for which was given at the Senator's request. After Washington CBS officials saw the advance manuscript, it was said, they expressed considerable surprise, but allowed the address to

go on the air without change. President Roosevelt, at his press conference Aug. 24, stated he had called upon Senator Schall for proof of his charges. After receipt of a two-page telegram from the Senator the following day, the President said it offered no proof and said "the incident is closed."



sociation's annual meeting in Mil-waukee, Wis. Broadcasting legal problems were not discussed at the committee's meeting which was held during the association's convention on Aug. 27, and the major consideration by the group revolved around the effect of the Communications Act upon the telephone, telegraph and radio communications industries.



U. S. Press Agency Plan Broadcast Allocations Seen by Senator Schall On Lisbon Meet Agenda: Denied by Commissioner NAB to Send McNary

Mr. McNary

casting only remotely, it now develops that the official agenda calls for consideration of vastly important matters affecting the al. locations of frequencies to particu. lar types of service, including

affecting broad.

broadcasting. First information was that sub. jects relating to wave propagation having bearing upon broadcast transmission would be taken up. but no mention was made of allocations, which involve such questions as enlargement of the present broadcasting band to include addi. tional long and medium wave chan. nels. So important has the NAB construed this matter that it has designated J. C. McNary, technical director, to attend the conference, which convenes Sept. 22 and is scheduled to run through Oct. 10.

Actions Recommendatory

POPULARLY known as the CCIR. the conference is officially called the International Consulting Committee on Radio Communications. It meets every two years to consider progress of the radio art and draft technical recommendations for the International Telecommunications Conference, meeting every five years. The next international conference having treaty - making powers meets in Cairo in 1937. Actions of the CCIR are purely recommendatory, but the option given participating governments to adopt its recommendations. The delegation to the conference

was officially named by President Roosevelt Aug. 25. It comprises Dr. J. H. Dellinger, chief, radio section of the Bureau of Standards, will be its chairman. Other delegates appointed are Capt. S. C. Hooper (Navy); Major Roger B. Colton (Army); Gerald C. Gross (FCC), and William V. Whittington (State Department).

Other matters on the agenda relating to broadcasting technique include single side band transmission as a means of conserving the ether, synchronous operation and use of directional antennas as a means of reducing international interference or of increasing the capacities of channels, standards of field intensity measurements, harmonics interference suppression, and radio receiver construction and design with relation to

In addition to Mr. McNary, other representatives of private organizations who plan to attend the conference include Loyd Briggs. RCA European manager who headquarters in London; R. A. Heising, Bell Telephone Laboratories; Lloyd Espenschied, A. T. & T.; Paul Goldsborough, president Aeronau-ical Radio, Inc., and K. B. Warner and James J. Lamb, American Radio Relay League.

www.americaniadiohistory.com

Senator Wheeler Two Stations in Toronto Going to Higher Powers Seen Dill Successor THE FIRST of the Canadian

Radio Commission's proposed high

powered broadcasters may be in

operation by the end of the year,

with the report in August that

CRCT, Toronto, is to boost its power from 5,000 watts to 20,000

watts. CFRB, Toronto's present

most powerful station, with 10,000

watts, is also understood to have

filed application to boost its power to 25,000 watts. One reason put

forward by those in the broadcast-

ing business in Toronto for CRCT's

increase in power is that the Com-

mission, which operates the station.

will solicit commercial sponsors. CKCL, Toronto, now using 100

watts, has applied for a boost to

500 watts. This station also plans

to have a five-meter transmitter

ready by Sept. 1, for remote con-trol broadcasts to save on tele-

"Commodore" Hubbard

phone line charges.

wITH his retirement from Con-DESPITE ad. gress next January, Senator Dill's vance informa chairmanship of the important tion to the effer Senate Interstate Commerce Comthat the techni mittee, charged with the handling cal radio confer. of radio and communications legis-lation, is slated to go to Senator Burton K. Wheeler (D.), of Monence (CCIR) t be held in Lisbon Portugal, next month, would deal with matters

the major committee.

Although outranked on the com-mittee by Senator Ellison D. Smith (D.), of South Carolina, it is expected that Senator Wheeler can have first call to the assignment since the South Carolina Senator is chairman of the Agriculture Committee, which post he would have to relinquish to acquire the post to be vacated by Senator Dill. Senator Wheeler now is chairman of the Indian Affairs Committee, considered a relatively minor assignment and it is logical to suppose that he will accept the call to

Senator Wheeler is an influential Progressive who has leanings STANLEY E. HUBBARD, mantoward government ownership of certain utilities. Although a memager of KSTP, St. Paul, was ber of the Interstate Commerce named Commodore of the fleet of Committee for several years, he 25 yachts assembled on the Missis-sippi at Wabasha, Minn., to greet has never displayed any close in-President Roosevelt during his reterest in broadcasting, but has figcent return journey from the west coast. Mr. Hubbard's yacht was ured in communications aspects of the committee's work. Miss Fanney Veyman, FCC attorney, formerly was attached to Senator Wheeler's the flagship of the naval parade Mr. Hubbard also was an invited guest on the President's special train from St. Paul to Rochester, Minn. Besides enjoying the title of Commodore, Mr. Hubbard is office, and is generally regarded as his radio advisor. Should Senator Wheeler decline

the chairmanship, the next ma-jority member in line is Senator Robert F. Wagner, of New York. also an honorary Colonel on the staff of the Governor of Kentucky



comparison with the tremendous CIROULATION, that no ADVERTISER can afford to miss this BUY.

Sincerely yours,

R.R. Houqueon. R.L. Ferguson Station Director

RLF/DK

VOICE OF THE NEW YORK AMERICAN AND THE NEW YORK EVENING JOURNAL

To 80,000 PLACES

IN THE UNITED STATES AND CANADA



95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the sole purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness ... with dependability . . . with accuracy.

> Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph. cable and radio communications under a single management.



September 1, 1934 • BROADCASTING

BROADCASTING • September 1, 1934





INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick L. L. "Jake" Jaquier Vice-Pres. and Gen. Mgr. **Commercial Manager** or

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GREIG, BLAIR & SPIGHT, Inc. National Representatives New York Chicago ' Detroit Los Angeles San Francisco

Kilocycle Announcement Isn't Required by FCC

Cal., has renewed its contract with KIEV. Glendale, Cal., and will con-IN SIGNING on and off for the tinue its "approval" sheets for broadcast day, it is no longer ner. stamp collectors. Sponsor sends essary for stations to make the traditional announcement: "This an approval sheet of stamps from which stamp collectors who write to the station can make a selecstation is broadcasting on _ kilocycles, under the authority of the Federal Communications Com-mission." In response to inquiries tion, pay for what they select and return the rest. The sponsor also sends to fans a small packet of free stamps and a small booklet the FCC replied that the old Radio Commission rule requiring such an which youngsters may use to paste in their initial collections when announcement was omitted from the revised rules and regulations of Feb. 1, 1932. The FCC stated they start out to be collectors. Over a period of three months apit does not regard the announce. proximately 1,500 were given away. Account is handled direct. ment as necessary, but it was left to the discretion of the stations whether they want to continue it Program is a 15-minute spot at 6 p. ni. daily of orchestra recordings. It is expected most stations will continue the announcement as a matter of form and for the benefit of early and late DX listeners.

WJIM on Michigan Net #JIM, Lansing, Mich., was for-

Stamp Series Renewed HOBBIES BY MAIL, La Canada,

Radio Network, of which it has be-

come the eighth unit. Featured

master General Farley, Gov. Com-

stock, of Mich., and other notables.

Bank Series Renews BANK OF AMERICA, California

state wide banking organization

with headquarters in San Fran-

cisco, on Aug. 15 renewed its weekly program on the Don Lee network for a half hour weekly until Dec. 26. The San Francisco

office of the Charles R. Stuart

agency handles the account, but

production and script point is at KHJ, Los Angeles. , Renewal of



PITTSBURGH 50,000 WATTS

IN THE PITTSBURGH MARKET

KDKA, America's pioneer radio station, is still leading the way to results in the rich tri-state market of which Pittsburgh is the trading center. The finest in transmitting equipment insures excellent reception. The quality of its programs means preference by listeners in tens of thousands of homes. Advertisers, more and more, are turning to KDKA to carry their sales messages to this market. Detailed information on coverage, rates and results can be obtained from this station or any of the offices listed below.

WMAQ & WENR

OF AMERICA SUBSIDIARY

G

NATIONAL BROADC NEW YORK * WASHINGTON WEAF & WJZ WRC & WMAL SALES REPRESENTATIVES AT BOSTON . WEZ SPRINGFIELD, MASS. . WBZA CLEVELAND . WTAM DENVER . KOA

A RADIO CORPORATION

September 1, 1934 • BROADCASTING

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COMPANY, INC.

KPO, KGO & KYA

CHICAGO * SAN FRANCISCO

SCHENECTADY . WGY PITTSBURGH . KDKA

PORTLAND, ORE. . KEX SPOKANE . KGA SEATTLE . KJR

| J OF CINC | CINNATI'S B | GURRIMEN | IT STORES < | SAN - |
|--|--|--|--|--|
| THE MEALPIN CO FOURTH STREET, WEST CINCINNATI. O. | August 10, 1934 | THE MAR WREW CO. | THE JOHN SHILL CINCINNATI.OF August 7, 16 Mr. L. E. Wilson, President Covington, Ky. | |
| Mr. L.B.Wilson, WCKY Broadcasting Stu- WCKY Broadcasting Covington, Ky. Dear Mr. Wilson: Dear Mr. Wilson: | cudios, | Mr. George H. Moore Radio Station WCC: Covington, Ky. Dear Mr. Moore: You makes what we thought of radio as an adverting for the retail store. I thin is nost satisfactory way to answer your questing all your attention to the fact that Malegue has used radio adver- tising periodically afting years. We believe that it fits into the hing program in a unique | My dear Mr. Wilson: Various times to As you know we have the John Shillito Coupany. of this advertising reveals that WCKY i spot checking the audience that they get hour of the day or night that this staty | ffectiveness s certainly a find that on excellent |
| I have an sent time which sent time series use in a series some early date representative representative | of broadcasts won't you have your e. Won't gou have gour in and discuss | way - and does a job ther medium can do. Our manufaction, has for the biggest part been get IC X Y. It has covered the Cincinnati territor complete satisfaction. struly yours, Taute Kurry tising Manager | Valuable asset to any local advertising. Very truly yours, Orace Kemper - Publicity | tis a very |
| NG-AG ₂ | | | THE ADVERTIS | |

BROADCASTING

Broadcast Advertising

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

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A Real Object Lesson

THERE IS a real object lesson for radio, and, sadly, for other advertising media, in the results of the survey of the Association of National Advertisers which revealed radio the best dollar-for-dollar advertising buy. Since the publication in our last issue of the results of that study, there have been plenty of fireworks. Radio naturally is using the study to advantage, for it is a better argument for broadcast advertising as an economical buy than anything ever before produced. Newspapers and magazines, which took a terrific lacing for bloating their circulations and increasing rates without considering commodity price levels, have been groping about dizzily for ways of breaking down the analysis.

That the business of broadcasting will profit by the study is obvious. It should also take steps to keep that advantage, for it now has the formula. By keeping its rates in line with the general price level, and by using ethical means of maintaining "circulation," the industry can retain its position as the most economical as well as the most effective advertising buy available. Moreover, radio can justly boast by virtue of the ANA survey, it has used no artifices to "force" circulation and thereby raise rates.

"Purging" the Air Waves!

WE THINK we detect an element of publicityseeking in the determination of Richard Himber, the orchestra leader, and his four noted colleagues to "purge" radio of suggestive songs and song titles. With their determination to ban suggestive songs from the air, no one can quarrel. 'Their motive, they say, is to forestall the possibility that the church crusade against indecent movies may be extended to broadcasting.

On the other hand, we would like to ask Messrs. Himber, Vallee, Whiteman, Lombardo and Lyman just how many times they have had to accompany singers who crooned suggestive lyrics? All of them are top-notchers in their craft and are heard chiefly on the networks and better stations. Haven't the networks and stations themselves done a pretty good job of self-censorship in the matter of editing and revising Tin Pan Alley's lyrical output? We think they have, for never in the history of radio has it been necessary for the authorities even to cite a broadcaster under the "indecency, profanity and obscenity" section of the radio or communication laws so far as songs are concerned.

There will always be the reformer element -we have them among that small school of

radio-baiting educators already--who will pounce upon radio for any misstep. But even they, granted that some of their criticisms are justified, have not yet found just cause to carp concerning indecent and suggestive singing or story telling on the air. Nevertheless, any movement for self-regulation is a worthy one, and it may be that our dance leaders can really help the broadcasters to continue keeping radio on the high level of entertaining cleanliness it has held for itself so far.

Published Semi-Monthly by

PUBLICATIONS, Inc.

BROADCASTING

National Press Building

Tel. Metropolitan 1022

Washington, D. C.

Splendid Selections

ALL CREDIT to the new FCC for its splendid engineering appointments. Merit and technical qualifications alone dictated the appointments of Dr. Jolliffe and his three assistant chief engineers as well as the retention of all the former Radio Commission engineers and the promotions of many of them. The new subordinate appointments and the rest to come were made and will be made under civil service qualifications.

It is apparent that the FCC intends to profit by the example of the Radio Commission and keep its engineering department above reproach: No one could ask for more. Dr. Jolliffe, an eminent scientist whose past record warrants the respect of the whole communications industry, and his aides of the old Commission kept themselves singularly free from the politics that was played in the old days. They may be trusted to handle their jobs in the future also as administrators having their objectives fixed solely on scientific facts and scientific development.

Constitutional Bunk

COMES NOW Rep. James M. Beck (R.), of Pennsylvania, as chairman of the Standing Committee on American Citizenship of the American Bar Association, with the suggestion that radio pay less attention to "trivial entertainments and more or less commercial advertising" and more to use of radio as a public forum.

Mr. Beck would like to have the FCC order networks and stations devote specified hours for the discussion of public questions. He suggests one hour two evenings a week. In the first place, Mr. Beck, great constitutional lawyer that he is, should know far more time than one or two hours per week are given over to the very discussion of public questions he suggests. If one party has used more time than the other, it has been only because the other has neglected to request those facilities. Secondly, Mr. Beck should know that the FCC, under the law, has not the authority to

The RADIO **BOOK SHELF**

THE CONCLUSION that the American Pla of broadcasting under private enterprise best for America and that the British Plan government operation suits England better expressed by Joseph Hergesheimer, noted thor in an article in the Aug. 25 issue of the Saturday Evening Post, titled "Daffodils, the Air." The British system, the author holds, would never work in this country he cause it is too dull and disorganized and " little beyond the taste of the public." Osimple choice, he said, in comparing the two systems, was that of "sitting up with Ameri can music or falling asleep with the Em lish.'

"Aside from every other consideration," M Hergesheimer concluded, "a government control of broadcasting in the United States mus lead only to a heavier burden of politica fraud and patronage; there would be free national scandals, religious controversy and commercial warfare; the collection of a tar on radios would lead principally to dissimulation and the art of concealing aerials."

APPROXIMATELY half (49.27 per cent) c the \$30,512,271,000 volume of business reported by wholesale establishments is at-Bureau, the summaries of which are availcent of the total volume. New York alone accounts for \$7,863,017,000, or 25.8 per cent of the total in 1933. The other ranking states in the order of importance are: Illinois, California, Pennsylvania, Ohio, Massachusetts, Missouri and Texas.

HOW RADIO's most noted gag men and their ghost writers must delve into the oldest jokebooks and weave fresh and up-to-date humor out of old lines, is described in an article titled Furiously Proceeds Radio's Gag Hunt in the Aug. 26 issue of the New York Times Magazine. The author is Orrin R. Dunlap, Jr., radio editor of the Times.

ask that specific hours be devoted to specific programs. He was a member of the Congress which enacted the Communications Act of 1934, and he always has upheld the principle of free speech. If the FCC were given powers to specify which programs shall go on the air and which shall not, it would have the right of censorship, which the law properly prohibits.

We would suggest to the learned Mr. Beck a deeper study of the Constitution as it may apply to radio. The Democratic policies to which he alludes talk of government for the people. The people want entertainment over the radio. They also want some educational programs of the nature of which Mr. Beck speaks. They are getting them.



HARRY CECIL BUTCHER

journalistic analogy fits

It was logical that Mr. Butcher

Butcher embarked on the epochal

adventure of his career. He be-

came "chambermaid" to a ship-

load of cattle bound for Europe.

and inspected famous breeds of

livestock all over continental

ing stories and articles about them

marry his "best girl" and college

classmate, the charming Ruth Bar-

(Continued on page 46)

TO GIVE the public a clearer The conception of the function of a Harry Cecil Butcher to perfection. radio network, chain executives in-He came to radio after he had atvariably say the network is the tained real success as a reporter. radio counterpart of the press association. The network diseditor and author specializing in agricultural subjects. He had his first "flirtation" with radio in tributes programs to client stations, just as the Associated Press 1924, when as publicity director distributes news to its newspaper for the Illinois Agricultural Association, he arranged farm broad-casts over WLS, WGN and KYW, dients. In journalism, the Washington bureau is the news hub and the Washington bureau chief is Chicago, and KMOX, St. Louis. usually a newspaper executive who His introduction to "big league" has won his spurs. So, too, with radio came through Sam Pickard, radio-and that brings us to our now a CBS vice president, who a decade ago was radio director for Harry Cecil Butcher, young, alert, affable and capable, is the the Department of Agriculture. Mr. Pickard was named secretary

new Washington "bureau chief" of the Federal Radio Commission for the Columbia Broadcasting when it was created in 1927, and His elevation to that a year later became a commis-System. post this month by CBS is a tribsioner. In 1929, he joined CBS as a vice president, and the following ute to the enterprise and resourcefulness of this tall, blond young year Mr. Butcher became the CBS fellow, who numbers among his Washington manager. intimate and personal friends more men high in Washington should first have selected agriculofficialdom than perhaps any other tural journalism as his career beman in radio. As director of the cause he began life as a farm boy. He was born on a farm near Springville, Ia., Nov. 15, 1901, the Washington office of CBS, Mr. Butcher also retains the general managership of WJSV, the CBS son of Harry C. and Myrtle Abbie

Washington outlet. Butcher. After attending country grade schools, he enrolled in the "Butch" (even his two year-old Cedar Rapids, Ia. high school, and daughter calls him that) succeeds then matriculated at the Iowa Henry A. Bellows as Washington chief of CBS. After nearly a two-year tenure as CBS vice president stationed in the nation's he was awarded the John Clay capital, Mr. Bellows has relinscholarship, which paid him a monthly stipend for the handling uished that post. When CBS acquired WJSV

of the school's publicity. In 1923—a year before he re-ceived his college degree—young under lease in 1932, Mr. Butcher, who had been the network's Washington representative for the pre-ceding two years, became head of the station, and Mr. Bellows was transferred from Minneapolis to serve as Washington executive. Under the realignment, Mr. But-On that voyage he learned the delicate art of manicuring steers cher returns to his former post, and acquired that "practical stockbut with the added responsibility yard air." Spending two months abroad, he visited foundation farms of directing WJSV. CBS having enjoyed almost phenomenal expansion during the last two years, the task of Washington director is a far more comprehensive one than it was when the office was established four years ago. Then the network was but two years old, and an infant in contrast to the present organization. "Butch' has grown with CBS, so to speak.

PERSONAL NOTES

CHARLES E. PHELPS, night man-CHARLES E. PHELPS, night man-ager of the Chicago NBC studios for the last two years, will be transferred. to the New York NBC sales depart-ment, effective Sept. 15. His place will be taken by Ed Cunningham, who started his radio career with NBC as a page boy in 1930 and later became night traffic representative.

CLAIR R. McCULLOUGH, Jr., general manager of the Mason-Dixon Radio Group, underwent an emer-gency operation for appendicitis at the Lancaster (Pa.) General Hospital Aug. 26.

FRANK WRIGHT, Oakland radio advertising executive, has been appointed general sales manager of KTAB, San Francisco, by W. I. Dumm, manager and president of the corporation operating that station.

MURRAY B. GRABHORN, prominent Pacific coast advertising executive, has been appointed sales mana-ger of Don Lee's KFRC. San Fran-cisco, succeeding Arthur Kemp, who was transferred to a similar capacity at KHJ. Los Angeles.

GERALD I. NORTON, of the sales staff of KHJ. Los Angeles, late in August was assigned as inside contact man for the commercial division. After accounts are sold, he will serve them from the office during the duration of contracts.

DONALD D. DAVIS, president of WHB, Kansas City, returned to his office in August after an enforced ab-sence of three months due to injuries suffered in an automobile accident on May 27. He suffered a broken jaw, broken arm and severe cuts.

TED WALLENSTEIN, head of the record and transcription department of RCA-Victor Co., Camden, N. J., and E. M. Hartley, head of the service department of the same organiza-tion, visited Los Angeles late in August.

HARBEN DANIEL, sales and mer-chandising manager of WSM, Nash-ville, will be married early in Sep-tember, to Miss Cartherine Murrey, of Nashville.

JACK KELLY, formerly publicity director of WTAM, Cleveland, and later sales manager of WSEN, Columbus, O., has joined the sales staff WBNS, Columbus.

FRANK SMITH, formerly with Lehman Brothers, New York banking house, and John Galbraith, who comes to radio from outdoor advertising work, have joined the sales staff of work, have joined WNEW, Newark.

JAMES PATE, of the sales departappointed manager of WACO, Waco, Tex., succeeding Bud Cherrington, who has been transferred to KLRA, State College of Agriculture at Ames, working at odd jobs to pay his tuition. During his final year, Little Rock, Ark.

A. J. MOSBY, manager of KGVO. ssoula, Mont., spent the early part of August contacting agencies representatives in Seattle and San Francisco.

BARNEY IRWIN, formerly with WEBC, Duluth; Ed Balsam, formerly with WSGN, Birmingham, and Looy Duddleston, formerly with KXYZ, Houston, have been added to the sales force of WIND, Gary, Ind.

ARTHUR KEMP, commercial manager of KFRC, San Francisco, has been transferred in similar position to KHJ, Los Angeles, Murray Grab-horn, KHJ's commercial head has shifted to KFRC.

DON GILMAN, vice president and Pacific coast manager for NBC, acted Europe. He earned enough writas m. c. for the transcontinental of Aug. 29 from Hollywood, the first of for farm publications to pay his a series of four broadcasts from the film capital. The purpose of the series final year's tuition at college, to is to acquaint the public with the cleanup campaign within the movie industry.

JUDGE E. O. SYKES, FCC chair-man, left Washington Aug. 23 for a vacation in his home town of Jackson, Miss., until after Labor Day, son, Miss., until after Labor Day. Also vacationing in the same town is Paul D. P. Spearman, FCC general counsel. Herbert L. Pettey, secre-tary, is on a vacation in New Eng-

B. A. MANRING has been promoted to assistant manager of WAIU, Columbus, O., under Harry H. Hoesa-WAIU. ley, former commercial manager, who was named to succeed Eric Howlett as manager.

JOHN B. BALLANTINE, for two years with KVOR, Colorado Springs, has joined the commercial staff of KFEL, Denver.

N. A. THOMAS, president of WDOD, Chattanooga. Tenn., and Mrs. Thomas are parents of a daughter, Mary Ann, born in August.

RALPH M. COHEN, at one time with WKBF, Indianapolis, and later valley Paper Shippers Association has joined the Keller-Crescent Co. Evansville, Ind., as account executive.

NADINE AMOS, the past several years secretary of the NBC press de-partment in San Francisco, has been transferred to the newly created pub-licity office in the Richfield Bldg., Los Angeles. She will assist in preparing Angeles. She will assist in preparing the news commentator copy Richfield Reporter programs daily.

JOHN NESS, former manager o MULL NESS, tormer manager of KMTR, Hollywood, and connected with Hearst radio activities in San Francisco this summer, on Sept. 1 joined KNX, Hollywood, in connection with outside exploitation work.

CHARLES R. RAMSEY, Hollywood business man, on Sept. 1 first became commercial manager of Radio Re-lease, Ltd., Hollywood transcription firm.

BEHIND THE MICROPHONE

WILLIAM B. HANLEY, Jr., dra william B. HANLEY, Jr., dra-matic director of NBC, was married to Madge Kennedy, the actress, at Kingman, Ariz, on Aug. 13, it was disclosed Aug. 20, when they re-turned to New York. Mr. Hanley has been with NBC since 1930 and directs the current Fred Allen shows.

JOHN F. MCNAMARA, announcer, JOHN F. MCNAMARA, announcer, has been named program manager of WBZ-WBZA, Boston-Springfield, to fill the vacancy created by the resig-nation of John L, Clark. Announce-ment of McNamara's promotion was made by John A. Holman, NBC gen-éral manager in New England, who also named John H. Wright, widely-known production expert, to the pro-gram denartment staff. gram department staff.

WALBERG BROWN, former WTAM, Cleveland, has joined WGAR, Cleveland, as musical director, suc-ceeding Earl A. Rohlf, who will de-vote full time to training soloists and vocal groups for the station.

WILLIAM A. FARREN, chief an-nouncer of WNEW, Newark, who formerly was with KDKA, Pitts-burgh, has been named production chief of WNEW.

GLENHALL TAYLOR, former an-nouncer with KTAM, Los Angeles, and KTAB, Oakland, has joined the production staff of KHJ, Los Angelss. Pat Weaver, KHJ producer, has been transferred to KFRC, San Franeisco

JAMES UBLEHART has been JAMES UBLEHART has been ap-pointed chief announcer of WAIU, Columbus, O., in its new reorganization, with James Weigel, Blair Stewart and Charles Lake retained Weigel, as announcers.

A. W. STONE has joined the staff of KFOX, Long Beach, Cal., as press representative

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counted for by four states, New York, Illinois, California and Pennsylvania, it is shown by preliminary returns from the Census of Amer. ican Business, issued by the U. S. Census able from that bureau's offices in Washington. The addition of another four states adds a third more of total business, so that the eight states with more than a billion dollars worth of wholesale business annually make up 67 per

SYLVESTER (Pat) WEAVER, Jr. has been a production manager writer at KHJ, Los Anceles, has gene to KFRC, San Fran lo serve as supervising pro-manager in charge of com-programs. Arnold Maguire, stream to make listeners through his role "Albesive Pontoon" on the Don Lee network is now production manager in charge of sustaining pro-

THOMAS ASHWELL, former direc-tor of the Morgan Productions, Inc., radio school, author and radio contimity writer, has been appointed program manager of Hearst's KYA. San Francisco, by Elward Met allom, KYA couperal manager. He succeeds Lynn Church, who has taken over other duties at KYA.

MEREDITH WHLSON, NBC western division general musical di-rootor, with Mrs. Willson, leaves San Francisco Sept. 20 for a three weeks equation in New York City,

GENE LAVALLE, formerly of WOR and WMCA. New York, has joined WGAR. Cleveland, and is presenting each week day morning a program titled "Voice of Hope and Cheer." He guswers listeners' questions relatto business, domestic troubles and problems of the heart.

PAUL PIERCE, staff announcer of KFWB, Hollywood, and Mrs. Pierce are parents of a daughter; born in, August.

GEORGE MCGARRETT, western program director for CBS in Los Angeles, and Mrs. McGarrett are parents of a daughter, Patricia, born Aug. 20.

JOE DUMOND, production manager, of WMT, Waterloo, Ia., has been in-formed by his song publishers. Forster Music Publishers, Inc., Chicngo, that his "Your Song for Today" will be sung by Arthur Tracy in recordings heing produced for the BBC. Mr. DuMond is also preparing two books, "Josh Higgins by the Bend o' the River," and "Josh Higgins Hynns" for sublication this fall. for publication this fall.

GEORGE MCGARRETT, west const program director for CBS with head-quarters in Los Angeles, left for New York the last of August with Antites in the last of Angust. with J. P. McEvoy, writer, for confer-ences with Campbell soup executives on their program which starts from the broad and Hollywood Oct. 5.

JACK CARRINGTON, one time announcer at KGFJ, Los Angeles, but lately free lancing, has joined the announcing staff of KMTR, Hollywood.

CHARLES BENSON, formerly a Hollywood radio announcer, has been added to the staff of KFAC, Los Angeles, to announce a sponsored program twice daily.

PARKER WHEATLEY, program manager of KYW, Chicago, is nurs-ing a badly infected right hand.

RUTH SEANOR; Chicago NBC hostess, resigned effective Aug. 15. nostess, resigned effective Aug. 10. She will be married Sept: 20 to John W. Hubbell of New York, advertis-ing manager of the Simmons Bed Co. Miss Seanor was replaced by Mary Franke Lemon, a Northwestern Uni-carsity and versity co-ed.

HARRY MCTIGUE, formerly WIND, Gary, Ind., has been added to the announcing staff of WJJD, to the announcing star of Warder, Chicago. Before coming to the Gary station, he was connected with the old WFIW, Hopkinsville, Ky.

HOUSE JAMESON, formerly an actor with the Theater Guild and also formerly on the stage in Australia, has been named chief announcer and dramatic director of WEVD, New York.

JIMMY FIDLER, who does the film gossip for the NBC Shell Show on the west coast, returned late in August from New York with a con-tract to do an inside picture broad-cast weekly over NBC from Holly-wood for Tangee. lipstick manufac-turers, starting in December.



"Hollywood Hotel" Lead Chosen WINNER of the role opposite Dick Powell, film star, in the "Holly-wood Hotel" series to start on a nation-wide CBS network Oct. 5 under sponsorship of Campbell Soup Co., Fridays, 9:30-10:30 p. m., EST, was Miss Rowene Williams, Vinneapolis soprano, a former opera singer who for five years appeared alternately on WCCO, Minneapolis, and KSTP, St. Paul. She is here shown at the right, with Fay Bainter, the actress, left, and Gene Buck, president of ASCAP, center. Miss Bainter and Mr. Buck were among the judges at the final eliminations of the 12 regional audition winners in the New York Studios of CBS Aug. 16. It is estimated that 20,000 girls competed in the local contests held at all CBS stations. The Campbell account is handled by F. Wallis Armstrong Co., Philadelphia.

DON BERNARD, formerly with NBC in Chicago and New York in production work, late in August was named program director of KHJ, Los Angeles, and the Don Lee-California chain. The station has been operatchain. The station has been operat-ing several months without a pro-gram director, but with a program committee functioning. The commit-tee will continue to supervise KILJ programs, with Mr. Bernard function-ing mostly for programs originating or EUL for the wavesch at KHJ for the network.

ROLAND KIBBE, continuity head of KGFJ, Los Angeles, resigned in August to free lance. His place was taken by Harry Vincent, onetime head Radioscript Productions, now out existence.

JACK CARTER, on the announcing-antists staff of KNX, Hollywood, is recuperating at the Hollywood 'Hos-pital from a broken knee-cap received when he slipped and fell while playing ping-pong.

DON THOMPSON, producer-anhouncer for NBC in San Francisco, left Los Angeles via plane Aug. 15 to yacation with his wife who is studying at the university in Mexico City.

CONNIE FROGLEY has become secretary to Al Pearce, of the NBC coast network. A brother of the radio editor of the Los Angeles Illustrated Daily News, at one time she was with the office staff of KRKD, Los Angeles, and WHOC Bearing Illustrated and KMPC, Beverly Hills.

NICK KENNY, radio editor of the New York Mirror, arrived in Holly-wood late in August to-do script work on a picture for one of the studios.

FORREST BARNES, the past sev-FORMEST BARNES, the past sev-eral years producer at KMPC. Beverly Hills, Cal., has been added to the continuity staff of KFL, Los Angeles, 'to write and produce "Makers of His-tory" and other weekly features.

WALTER MCCREERY, former com-mercial manager of KMPC, Beverly Hills, Cal., but more recently a radio broker in Los Angeles, has retired from the general radio account field and will hereafter specialize only in

the promotion of sports events over the air. ROCKY WOLFE, sports announcer, has returned to WIND, Gary, Ind., to handle boxing and wrestling broad-

casts.

CLOYD GILL, director of radio A. CLOYID STILL, director of rando for the XRA in New York on Grover Whalen's committee, who has con-ducted his "30 Club" on WMAL. Washington, and WMCA, New York, has been signed by the ABS-WMCA network as its nightly news commen-

tator. ROBERT DE HAVEN, formerly with WTMJ, Milwaukee, has joined the announcing staff of WTCN, Minneapolis.

DAVID GLICKMAN has been pointed publicity director of KFRC. San Francisco, succeeding Harold Bock, who has gone to Los Angeles to take charge of NBC publicity

there. CLAIR SHADWELL, announcer of WBT. Charlotte, N. C., has taken over the "Morning Musical Clock," replacing Lee Everett, transferred in August to WJSV, Washington, as Products, Inc. production manager.

EARL WITHROW has been added to the WJJD horse-racing program with Buell Patterson, as master of ceremonies. The program is spon sored by the National Distilling Co. Co., Milwaukee, and is handled by Klau-Van Pieterson-Dunlap Associates, Milwaukee.

ARTHUR GUTOW, noted organist WIAQ, has joined the musical staff of WIAQ, has joined the musical staff of WICA, New York, and the American Broadcasting System.

EDWARD H. SMITH, who formerly was with NBC and WTAM, Cleve-land, has been added to the WMCA-ABS staff in New York as a continuity writer.

ALBERT ROTH, orchestra conduc-tor and violinist, on Oct. 1 will join KMOX, St. Louis, as musical direc-tor, bringing with him an orchestra of 14 pieces. KMOX also announces the signing of "Dr. Pratt and Sher-war" function of the start o famous comedy team from KYW and WMAQ, Chicago.



Skelly Air Races IN THE CONTROL ROON Linked With Discs, Draw Big Crowds EDWIN K. COHAN, technical

Jimmie Allen Contest Proves rector of CBS, had his car b damaged but escaped injury him Natural Promotion Stunt

when it caught fire near West h bury, Mass., Aug. 18. He was a tour of New England, check Columbia reception. With the aid A MERCHANDISING promotion the local fire department, the part of the car was saved, and Co drove the surviving half of the ve

GEORGE SHIELDS, formerly WHN, New York, has joined the e neering staff of WNEW, New Shields, a radio amateur of m okla years' standing, has also been ; cited with the Electrical Rese A. C. McCLELLAND has been

pointed chief engineer of WAIT lumbus, O., succeeding Ralph

DOUGLAS D. KAHLE and M. Floegel have joined the operating s of KFEL. Denver, under Chief gineer J. Peyton Veatch.

back to New York.

GILBERT A. MONRO, transmin engineer of WBT, Charlotte, X. (will be married Sept. 1 to Mrs. E Akers Lowe, of Charlotte. Omaha.

CARL BISCHOFF, control and e struction engineer of WBNS, Coll bus, O., was married recently to I Holt, of Marion, O. GEORGE FURTNEY, former

the plant staff of KTAT, Fort We Tex., has been transferred to t studios as control operator. A. Tinsley and Burton Boatwright has been made full-time plant operator WSM, Nashville, and Mrs. Reynol

A ALERCHARTER production scheme that aroused the active in-terest of 125,000 persons in 11 cities was staged this summer in connection with the popular transcription series, "The Air Adventures of Jimmie Allen," sponsored by the Skelly Oil Company, Tulsa,

Model airplanes, which were sold by Skelly service stations, participated in the air races, attracting adults as well as children. The planes were designed after the pat-

tern of the "Jimmie Allen Thunderbolt" of the WBS radio disc series. Publicity Is Easy

THE RACES started July 1 in Kansas City and occupied the next fortnight in the following cities: Tulsa, Des Moines, Denver, Wichita, Cedar Rapids, Dubuque,

St. Louis, Peoria, Minneapolis and Omaha, W. G., Skelly, president of the Skelly Oil Co., personally directed the race at Tulsa.

Newspaper publicity came easy because of the widespread interest in the contest. Pictures and stories of planes and contestants were carried before and after the event. Civic organizations jointly sponsored the races, and prizes were donated by local business men. The success of the Jimmie Allen

Air Races can best be understood by referring to the merchandising history of the program. During Christmas week of 1933 Skelly Oil Co. offered over the air a free picture of Jimmie Allen at any Skelly service station. In little more than five days, 350,000 of these photographs were given away. In subsequent weeks, additional pictures of Speed Robertson, Jimmie Allen's pal in his recorded adventures, The Monson 800, with which Jimmie Allen won the Vanderpool Cup race, and Jimmie Allen with Barbara Croft, the romantic of the program, were offered. The demand for these exceeded the mark set by the picture of Jimmie Allen alone

ing mail requests for the whole set of pictures. 400,000 Join Club

ON APRIL 13, the creation of the National Jimmie Allen Flying Club was announced. During the eleven weeks preceding the Jimmie Allen Air Races nearly 400,000 boys and girls in Skelly marketing states enrolled in Jimmie Allen's Clubmore than four times as many as enrolled in a similar club in the 1933 spring and summer. During the broadcasts of the "Jimmie Allen Air Adventure," local squadrons of the Jimmie Allen Flying Club were announced. More than 2,500 of these squadrons had been organized when the program went off the air on June 29. It will be

resumed in the fall. To assist in carrying on the ac-tivities of its Jimmie Allen Flying Club, Skelly offered the "Jimmie Allen Club News" through its service stations during the weeks fol-lowing April 13. This was a single sheet of newspaper size, folded twice. The inside carried a sep-

ALL-WAVE radio receivers used by the public are cramping the style of Uncle Sam's forest rangers. Strict orders against "cuss words" in radio conversations among the forest fire-fighters have been issued by the Forest Service in Washington and will apply to the more than 600 short wave radio stations which have been installed for emergency communication in the national forests this summer. Since short - wave receivers have become so popular, it was said, radio gives far less privacy than even the old-fashioned party telephone lines. Thousands of listeners, according to the Forest Service, occasionally tune in on the Forest Service stations to get a real insight into the many difficulties foresters have to meet in quelling fires in the woods.

Cuss-Words Taboo

FCC Members Are Feted At Capital Radio Dinner

MEMBERS of the FCC, with the exception of Commissioner Paul A. Walker, who was out of town, were the guests of the American Section of the International Committee on Radio at a dinner-meeting Aug. 21 at the University Club in Washington. A portion of the session was broadcast over an NBC-WJZ network, including a short address Chairman Sykes.

In addition to Judge Sykes, who discussed the functions and objec-tives of the new Commission, speakers included John W. Guider, Washington attorney and vice president of the American Section, who presided in the absence of Senator Wallace White, Jr., of Maine, president; Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards; William R. Vallance, State Department, and Fred J. Guthrie, Washington manager, RCA Communications, Inc. Approximately 100 of Washington's radio fraternity attended the dinner and session.

Radio Mourns Rainey

THE DEATH of Speaker Rainey of the House of Representatives Aug. 19 lost to radio one of its staunchest Washington friends. The late Speaker of the House made radio history on March 9, 1933, when he authorized the broadcasters to install microphones on the rostrum and floor of the House for the first time in history during the special session called by President Roosevelt to deal with the banking crisis. He was always cooperative with the radio men whereas previous regimes had refused to permit the broadcasting of congressional debates.

arate serial air adventure of Jimmie Allen, while the outside was devoted to news of the club and squadrons, with comic strips to add interest. Throughout the entire eleven weeks of the Flying Club broadcast, nearly half a million persons each week called at Skelly stations to secure the current issue of the "Jimmie Allen Club News."



MUSIC and speech come out of the ether into the homes of the nation's radio listeners. But back of the broadcast lie thousands of miles of special telephone wire that go to make up the networks . . . expensive equipment such as repeaters, power plants, testing apparatus, and control rooms . . . highly trained personnel whose function it is to see that the programs are dispatched to the farthest corners of the country on the scheduled moment, and are transmitted clearly and without interruption.

From the earliest days of radio, the Bell System has recognized its responsibility in helping to develop this important medium, so that it might be placed within the reach of millions. Today it has a plant investment of more than twenty million dollars for program transmission. In the final analysis, the success of a network program depends largely upon the fidelity of its transmission.



It is the aim of the Bell System to provide facilities of the highest quality at all times.

September 1, 1934 • BROADCASTING BROADCASTING • September 1, 1934

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Even as late as Aug. 1 the Skelly offices in Kansas City were receiv-

Recent survey by Ross Federal Service proves WGST to carry largest consistent local radio

The Business of Broadcasting

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

STATION ACCOUNTS

WFAA, Dållas: Histeen Corp., Chicago (hay fever remedy), 13 oneminute transcriptions, thru Ruthrauff & Ryan. Chicago: Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's Liniment), 52 announcements, Wade Advertising Agency, Chicago; Lose Charm Co., St. Louis (Love Charm face powder), 26 weekly studio programs, Hilmer V. Swenson Co., St. Louis: Storing Casualty Insurance Co., Chicago, 13 weekly studio pro-grams, First United Broadcasters, Chicago: Pathinder Publishing Co., grams. First United Broadcasters, Chicago: Pathänder Publishing Co., Washington (magazine), 26 weekly studio programs, Rhodes & Leisinring Co., Chicago: Morton Salt Co., Chi-cago, 13 weekly studio programs, Wade Advertising Agency, Chicato: Gep-Pert Studios, Des Moines (snapshot enlargements), 13 weekly studio pro-grams, Lessing Advertising Co., Des Moines; Reliance Mig. Co. Chicago (Big Yank work shirts), 26 weekly studio programs, Carroll Dean Mur-phy. Chicago: Stockman Farmer Sup-ply Co., Denver, 20 twice weekly studio programs. Carroll Dean Mur-phy. Chicago: Stockman Farmer Sup-ply Co., Denver, 20 twice weekly studio programs. McCann-Erickson, Inc., Chiengo: Scott & Bowne, Bos-ton (Scott's Emulsion), 39 twice weekly 1-minute transcriptions, Mar-schalk & Pratt, N. Y.; Bristol-Myers Co., New York (Ingram's Milkweed Cream), 13 weekly transcriptions, Thompson-Koch Co., Chicinnati; Theo Hamm Brewing Co., Waukesha, Wis. (beer), 7 weekly transcriptions, Mc Cord Co., Minneapolis; Xisley Co., Columbus, O. (Nisley shoes), 36 thrice weekly 1-minute transcriptions, Munn-Bymer-Robbins & Pearson, Columbus; weekly 1-minute transcriptions, Munn-Romer-Robbins & Pearson, Columbus; Weekly 1-minute transcriptions, Munn-Romer-Robbins & Pearson, Columbus; Wm, R. Warner Co., New York (Sloan's Liniment), 26 weekly haif hour transcriptions, Cecil, Warwick & Cecil, N. Y.; Chieftain Mfg. Co., Baltimore (Colorshine), 15 thrice weekly 1-minute transcriptions, Van Sant, Dugdale & Co., Baltimore; Quaker Oats Co., Chicago (puffed wheat and rice) one 5-minute tran-scription, Fletcher & Ellis, N. Y.; Paris Medicine Co., St. Louis (Grove's Tasteless Chill Tonic), 75 daily an-nouncements, Stack-Goble Advertis-ing Agency, Chicago; Norwich Phar-macal Co., Norwich, Conn. (Unguen-tine), 26 daily announcements, L. C. Gumbinner Agency, N. Y.; Sears, Rge-buck & Co., Chicago (raw fur mär-keting service). 13 weekly 5-minute programs, Neisser-Myerhoff, Chicago (raw fur marketing service), 13 weekly 5-minute programs, Neisser-Myerhoff, Chicago; Central Shee Co., St. Louis, 26 twice weekly transcrip-tions, Jimm Daugherty, Ine St St. Louis, 26 twice weekly transcrip-tions. Jimm Daugherty. Inc., St. Louis

Louis, WNAC, Boston: Great A. & P. Tea Co. Cambridge, Mass., 4 announce-ments daily, 26 weeks, thru Radio Broadcasting Co., Boston: Johnson Educator Co., Holyoke, Mass. (crackers), daily weather reports, 52 weeks, John Queen Adgertising, N. Y.: Eaton Paper Co., Brockton, Mass. (writing paper), 75 announce-ments, Wiley B. Jones Advertising, Boston: Brockton Fair, Brockton, Mass. (exposition), 75 announce-ments, 2 weeks, Ingalls Advertising, Boston.

WGN, Chicago: Dr. Miles Labora-tories, Elkhart, Ind. (Alka Seltzer), renewed three 15-minute transcrip-tions weekly, 13 weeks, thru Wade Advertising Agency, Chicago: Evans Fur Co., Chicago. three 15-minute programs weekly, 22 weeks, direct; Illinois Central Railroad, Chicago. announcements, Caples Company, Chicago.

WHAM. Rochester, N. Y.: Kendall Refining Co., Bradford, Pa. (gas and oil), Kendall Sportcast, 6 days weekly, 3 years, thru Landsheft & Bonning, Buffalo, N. Y.: Socony-Vacuum Oil Co., New York (Mobil-gas and Mobiloil), studio program 3 days weekly, 3 months, J. Sterling Getchell, N. Y.: Ironized Yeast Co., Atlanta, 3 transcriptions weekly, 2 months, Rauthrauff & Ryan, N. Y.; R. L. Watkins Co., New York (Dr. Lyon's tooth powder), Merry-Go-Round transcription, once weekly, 3 months, WBS; Oakite Products, Inc., New York (household cleariser), 26 studio programs, Richard & Co., N. Y.: Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), music and talks 3 mornings weekly, 5 months, Mar-schalk & Pratt, N. Y.: Norwich Pharmacal Co., Norwich, N.Y., 20 studio programs, Lawrence C. Gum-binner, N. Y.

WLS, Chicago: Kalamazoo Štove Co., Kalamazoo, Mich (stoves), 12 guarter-hour programs, thru Cramer-Krasselr, Milwaukee: Chr. Hansen Laboratories, Little Falls, N. Y. (Junket ice cream mix). 89 an-nouncements, Mitckell-Fause Adver-tising Co. Chicago: Illinois Central notheriterity of the interactive acceleration of the control of the interaction of the interactive of the Chicago.

WJJD, Chicago: Knox Company, WJJD, Chicago: Knox Company, Kansas City (Cystex), 26 quarter-hour programs, thru Dillon & Kirk, Kansas City, starting Sept. 16; Dol-lar Crystal Co., Omaha (Texas Crys-tals), 2 quarter hours daily, 26 weeks, direct; Lipton Tea Co., New York, 13 announcements daily, 8 weeks, Frank Presbry Co., N. Y.; Histeen Corp., Chicago (hay fever remedy) one announcement daily, 4 weeks, Rauthrauff & Ryan, Chicago.



Corp., Detroit (autos), 5 transcrip-tions, Ruthrauff & Ryan, N. Y.; Scott tions, Ruthrauff & Ryan, N. 1.; Scott Paper Co., Chester, Pa. (Sani-Tis-sue), 42 announcements, J. Walter Thompson Co., N. Y.; Rival Packing Co., Chicago (Rival dog food), 26 transcriptions. Charles Silver, Chi-

cago. WBT. Charlotte, N. C.: Armand Co. Des Moines (cosmetics), 4 transcrip-tions, thru N. Y. Ayer & Son, N. Y.; American Oil Co., Baltimore (Amoço American Oil Co., Baltimore (Amočo oil and gas), 6 announcements wcek-ly, 8 weeks, Joseph Katz Co., Balti-more: Bulova Watch Co., 7 time sig-nals weekly, 17 weeks, Biow Co., N. Y.; Monroe Hardware Co., Monroe, N. C. (Grunow radios), 6 studio programs weekly, 4 weeks; Dr. Pepper Co., Dallas (soft drink), 6 announcements daily, 9 weeks, Tracy-Locke-Dawson Co., Dallas; Pure Oil Co., local branch, weekly minstrel show, 26 weeks, Freitag Advertising Agency. Atlanta; Seminole Paper Co., Chicago (tissue); weekly transcription, 4 weeks, Paris & Peart, N. Y.



on this unique radio account's transcription series; left to right: Jesse Butcher, radio agent; Leon Kelly, Fishler, Zealand & Co., agency; Al J. Stinton, WBS sound effects expert; Glenn W. Bittell, Commissioner of the Associated Manufacturers of Steel Beer Barrels; Charles Premmas, soloist; Jean Stewart, Sutton News Service; George Houston, program director; Roger Bower, announcer, and George W. Sutton, Jr., sports commentator.

booklet, "Beer in Steel."

days, 6:30-6:45 p. m., on WOR, Newark, and KDKA, Pittsburgh, GOING on the air to persuade the public as well as makers and disand Fridays, 6:45-7 p. m., on pensers of beverages that steel WMAQ, Chicago. barrels are preferable, the Asso-The program consists of tenor solos by Charles Premmac and

ciated Manufacturers of Steel Beer Barrels, New York, has coordinated its spot radio campaign with newspaper advertising and motion picture promotion placed through Fishler, Zealand & Co., New York agency. Fifteen WBS transcriptions, titled "Kings and Queens of Sport," have been spotted Thurs-

KYW, Chicago: Histeen Corp., C. cago (hay fever remedy), annours ments thru Rauthrauff & Ryan G cago; Moore Stove Corp., Joliet studio program weekly. Sept. 10 Nov. 26, Roland G. E. Ullman Age cy, Philadelphia; Kremola Co., C cago (face cleanser), quarter-he once weekly, 52 weeks, beging Sept. 10, Guenther-Bradford Agen Chicago; Orange Crush Co., Chicag full hour Sundays, J. Walter Thom son, Chicago; Father Coughlin, Reg

Oak, Mich., 26 hour programs, str ing Oct. 28; World Wide Gos Courier (Paul Rader evangels 45 minutes three nights weekly, weeks, direct; Piso Co., Warren, (proprietary remedies), daily nouncements, 13 weeks, begin Nov. 3, Watson Advertising Co., (cago.

WSPD, Toledo, O.: Chevrolet Ma Co., 12 announcements, thru Cam bell-Ewald, Detroit; Continent Baking Co., New York (Wong Bread), 100 announcements, Batt Barton, Durstine & Osborn, N. Lakeshore Electric Railway, Cler land, 12 announcements, Camb Sanford Advertising Agency, Cler-land; Reliance Mig. Co., Chiege (Big Yank shirts), 6 announcements) WBS: Dodge Motor Co., 12 zz nouncements, Rauthrauff & Ryan, Y.: White Star Refining Co., Clev land (gas and oil), 6 programs, Sterling Getchell, Detroit.

KGB, San Diego, Cal.: Nu-Enam Paint Co., Chicago, 30: daily a nouncements, direct; Citrus Soap (San Diego, 3 transcriptions daily, weeks, thru Norman W. Tolle, Diego; Arrowhead Water Co., Diego; Arrowhend Water Co., La Angeles: (mineral water), 2 transmi-tions daily, 90 days, McCarty (b. Los Angeles: Coffee Refining (b. San Diego (Quick Coffee), daily e-nouncements, 6 months, Western 42 vertising Co., San Diego; Knox (b. Kansas City (Cystex), 1 5-minut transcription weekly, 1 month, Dille & Kiek Kansas City & Kirk, Kansas City.

WCAU, Philadelphia: American 0 WCAO, Philadeiphii: American (E. Co., Baltimore, 90 announcements thrice nightly, thru Joseph Katz (E. Baltimore; Bristol-Myers Co., Ner York (Ingram's Milk Weed Cream), 13 weekly transcriptions, Thompso-Koele Co., Cincinnati: Doige Brothers Corp., Detroit, 5 one-minute tran-scriptions. Ruthrauff & Ryan, N. Y.; Crowell Publishing Co., New York (Woman's Home Companion).

monthly talks by Jean Abbey to Au. 6, 1935, Geyer-Cornell Co., N. Y. WNAC, Boston: Deerfoot Farms, Southboro, Mass. (dairy products), twice weekly, 13 weeks, thru N. W. Ayer & Son, Boston; De Soto Motor Corp, New York, temperature reports. daily 12 times, E. Sterling Getchell, N. Y.; Thomas Leeming Co., Baltimore (Baume Bengue) 13 transcriptions. Wm. Esty Co., N. Y.; American Ol Van. Esty Co., N. I.; American of Co., Boston (Amoco gas), 105 ap-nouncements, Joseph Katz Agency, Boston; I. J. Fox, New York (furs), daily announcements, 4 weeks. Rooney Advertising Agency, Boston.

KTAT. Forth Worth, Tex.: Ameri-can Perfume Co., Seattle (Lair Blondell perfume), announcements thru Northwest Radio Advertisit Co., Seattle: Cuhan & Lubow, Ner York (Dundee Smart Clothes), 30 Desenvergente they local dealer York (Dundee Smart Clothes), 30 announcements, thru local deale: Frito Co., San Antonio, Tex., 100 ar-nouncements, Parker-Valentine, Sa Antonio; Malt-O-Meal Co., Mineap-olis, 100 announcements; Hyral Dis-vis, 100 announcements; Hyral Distributing Co., Fort Worth (Hyral), daily announcements.

WJZ, New York : Fels & Co., Phila; delphia (soap) on Aug. 20 started "The Wife Saver," with Allen Prestalks on sports champions by ot, Irving Miller and Ray Heather ton, Mondays and Wednesdays, Il-11:14 a. m., EDST, thru Young & Rubicam, N. Y. George W. Sutton, Jr., president of Sutton News Service, New York, with elaborate sound effects and a talk on steel barrels by Roger

WFBL, Syracuse, N. Y.: Len-Zol Products, Inc., Syracuse (Len-Zol) daily announcement and nightly 5 Bower, announcer. Programs end with an offer of the association's minute talk.

NETWORK ACCOUNTS (All times EDST unless otherwise specified)

FORD MOTOR Co., Detroit (deal-ers), on August 15 started "Mickey Cochrane on the Pennant Race" on basic CBS network, program origibasic OBS network, program orgi-nating at various points the teams are playing. Wednesdays, 9-9:15 p. m. Agency: N. W. Ayer & Son,

KOLYNOS Co., New Haven, Conn. (Kolynos toothpaste), on Sept. 24 sarts "Just Plain Bill" on 7 CBS sta-tions from WBBM, plus CBS-Don Lee network, Mondays to Fridays, in-desire, 2-2:15 p. m., with reneat for Lee network, Montary to Linear the elusive, 2-2:15 p. m., with repeat for 12 eastern stations, 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, Agency : Inc., N. Y.

WHEATENA Corp., Rahway, N. J. (cereal), on Aug. 27 started "Wheat-enville Sketches" on CBS-Don Lee network from KFRC, Mondays to Fridays, inclusive, 5:15-5:30 p. m., EST. Agency: McKee & Albright, meladelphia. Philadelphia. RALSTON PURINA Co., St. Louis

(Ry-Krisp) on Oct. 3 starts unde-termined program on 28 NBC-WJZ and supplementary stations, Wednes-days, 10:15-10:30 p. m., EST. dars, 10:15-10:30 p. m. EST. Agency: Gardner Advertising Co., N.Y.

SWIFT & Co., Chicago (foods), on Oct. 6 starts program featuring Sig-mund Romberg, William Lyon Phelps and Richard Bonelli on 35 NBC-WEAF and supplementary stations, Saturdays, S-9 p. m., EST. Agency; J. Walter Thompson Co., Chicago. EDUCATOR BISCUIT Co., Chi-

EDUCATOR BISCUIT Co., Chi-cago (biscuits) on Oct. 1 starts "Dick Steele, the Boy Reporter," on special XBC network, comprising WMAQ, WSAI, WTAM, KSD, WOW, WDAF and WOC-WHO, Mondays to Fridays inclusive, 6-6:15 p. m. Agency: Blackett-Sample-Hummert, Chington Chicago.

HECKER-H-O Co., Buffalo, N. Y. (cereals), on Sept. 17 renews "Bobby Benson and Sunny Jim" on 9 eastern CBS stations, Mondays to Fridays in-dusive, 6:15-6-30 p. m. Agency, Er-win, Wasey & Co., N. Y.

BUREAU OF MILK PUBLICITY, BIREAU OF MILK PUBLICITY, Albany, N. Y. (milk health drive), on Oct. 2 starts "Robinson Crusoe. Jr.," dramatic serial, on 7 CBS sta-rions in New York state, Tuesdays, Thursdays, Fridays and Saturdays, 5:456 p. m. EST. Agency: N. W. Ayer & Son., N. Y.

BOOTH FISHERIES Co., Chicago (fish products) on Sept. 19 starts "The Fish Tale," dramatic sketches, the rish late, dramatic sectors, with Cadets Quartet, on 13 CBS sta-tions, keyed from WBBM, Wednes-days, 11:15-11:30 a. m. Agency: Carroll Dean Murphy, Chicago. JOHN IRVING SHOE Co., Hartford

(retail shoe store chain) on Aug. 24 tarted Joe Rines and orchestra on 5 Yankee Network stations, Wednesdays and Fridays, 7-7:15 p. m., to Sept. 28. Agency: Bresnick & Solo-

CROFT BREWING Co., Boston (Croft ale), on July 2 started par-ticipations in Yankee Network news program on 9 Yankee Network staions, Mondays, Wednesdays and Fridays, 6 p. m. Agency : McCann-Etickson, Inc., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on Oct. 15 renews "Bill & Ginger" on 10 (BS stations, keyed from WCAU, Wondays, Wednesdays and Fridays, 10:15-10:30 a. m., EST. Agency: E. W. Hellwig Co., N. Y.

NATIONAL MODES, Inc., New York Carolyn Fashions) on Sept. 18 only will sponsor the "Carolyn Fashion Show of the Air" on 30 CBS stations, Tuesday, 2:30-4 p. m. Agency: Grey Advertising Service, N. Y.

Aug. 14 was added WMAQ ; Red Star Yeast Products Co. "Galaxy of Stars" on Oct 3 adds KSTP: Benjamin

Moore & Co. "Betty Moore, Interior Decorator" on Aug. 29 added WRC and WFER, NBC-WEAF; Conti-

nental Oil Co. "Conoco Travel Adven-tures" on Oct. 3 adds KSTP.

Stations Get Souvenirs

THE 14 stations which cooperated

with NBC engineers in maintain-

ing ground short wave contacts

with the National Geographic So-

ciety - Army Air Corps strato-

sphere flight late in August re-

ceived from George McElrath,

NBC operations engineer in

charge of the highly success-

ful stunt, souvenirs of the

flight together with letters of

commendation for their cooper-ation. Each of the stations had

equipment in use identical with

that used in the gondola and

smashed when it was forced down.

The stations are KFYR, WDAY, WOC-WHO, KSO, WREN, WDAF, KWCR, WLW, KOA, KSTP, WKY, WOW WSM and KWK.



We know we've had a drought here in the Corn Belt. It hasn't done our crops any good, but the farmer and merchant are still in the money. Thanks to the Government's activities, such as crop loans, livestock buying, construction projects, etc., WOW's coverage territory has been allotted more than a quarter-billion dollars in Government money. We're still doing plenty of buying out here . . . and we have the money to pay for it! Let WOW carry your message into the homes of this wealthy territory . . . it will do a radio job that's really complete.

590 Kilo. Cleared Regional Channel 1000 Watts WOW is owned and operated by Woodmen of the World Life Insurance Assn.

OMAHA

National Representatives GRIEG, BLAIR & SPIGHT, INC. New York, Chicago, San Francisco

(Name)

(Address)

Radio Station WOW,

Omaha, Nebr.

Please send me a rate card and additional information concerning WOW and its commanding position in your wealthy agricultural territory.

Page 30

mont, Boston

www.americanindiohistory.com



25,000

TULSA, OKLA.

The Most Powerful

Station between

Dallas and Denver

35,000

St. Louis.

radios): 13 fifteen-minute programs from World Program Service library, schedule being drawn. Kopper's Coke Co., Brooklyn, N. Y .: Jopper's Coke Col. Brooklyn, N. T., Jo-minute program, featuring "Les Quirk" in commercial dialogue, 5 times weekly on WOR, thru N. W. Ayer & Son, N. Y.

1 1100 400

Studebaker Sales Corp., South Bend, Ind.: Deweek extension of Richard Himber and Studebaker Champions on KTSM, El Paso, thru Roche. Williams & Cunnyngham, Chicago. Philco Distributors and dealers; "Armehair Traveler," 15 - minute feature five times weekly, thru N. W. Avers & Son, N. Y.

Ford Dealers of America has extended WBS transcriptions of CBS pro-gram featuring Fred Waring's Pennythanians to total of 18 starions. Armand Co., Des Moines (cosmetics) :

results (c), res Moines (cosmetics); results Armand program Sept. 9 on 17 stations, thru N. W. Ayer & Son, N. Y.

DADIO STATION **K**EPRESENTATIVES WALTER BIDDICK CO. 563 Chamber of Commerce Bidg., Los Angeles 601 Puss Bidg., San Francisco 3326 Stuart Bidg., Seattle 613 Charles Bidg., Denver

placed on various stations are re-ported as follows by National Adver-TRANSCRIPTIONS *tising Records*, these being supple-mental to the lists carried in previous issues of BROADCASTING : Boston American, Boston (newspaper). Continental Baking Co., New York

ADDITIONAL transcription accounts

Richfield Oil Co, of California, Los Angeles: "Jimmie Allen" series on 9 Pacific coast stations, 5 times weekly, starting Sept. 3, thru H. C. Bernstein Advertising Agency, Los (bread & cake). General Baking Co., New York (Bond bread) P. Lorillard Co., New York (Old Gold P. Lorinard Co. New Fork (On Gou cigarettes). Union Pacific Railway, Omaha (rail and bus transportation). The Western Co., Chicago (Dr. "West's toothpaste). Zenith Radio Corp., Chicago (Zenith

Pioneer transcriptions include 1 titles recorded separately and are s outright to stations. No annour ments are used on the discs, so being provided for station announ to insert commercial plugs. Techni SAMPLE recordings of NBC's third series of Recorded Program Service releases have been sent to stations, it work is done at Recordings, Inc. reneases have been sent to sufficient was announced Aug. 15 by Lloyd C. Egner, NBC manager of electrical transcriptions "Radio Revels" fea-tures Max Dolin and his music, hvv-LOS ANGELES radio talent hash signed for phonograph recordings Decca, British firm for which Jose Perry, former Brunswick sales exing Kaufman, Peggy La Centra, Cameron Andrews and others. It is rive, is coast representative. ince, is coast representative. Ra-name talent includes Bing Cross-Orville Knapp's Orchestra, now hay on KHL1: "Sons of the Pioneers." KFWB quartet: and Stuart Hang and his "Covered Wagon Jubile KMTR hillbilly act. Recording Department to the reduction of the second Cameron Andrews and others. It is a variety show, specially written and produced by Frank Chase, author and director of NBC's program staff who is devoting a large amount of his time to producing Recorded Program Servto producing Recorded Program Serv-ice releases. The average length is 13 minutes, which allows for adver-tising credits at the beginning and at the conclusion of the program. If de-Inc., will do the technical work. WORLD Broadcasting System sired, two of these transcriptions may be combined to make a half hour pro-

nounces the addition of WGB Scranton, Pa., and KGMB, Honor to the list of stations contracting the World Program Service. TECHNICAL Service Laborator NATIONAL Starcasts, Inc., formed recently in Hollywood as a transcrip-tion firm, has taken over studios and offices at 1265 North Vermont Ave, in s109 Melrose Ave., Hollywood, op-ated by A. Paul, Jr., has opened division for transcription and a

check activities. the quarters formerly occupied by Imperial Sound Products Co., now out of business. Directors are Robert P. Crane and Walter C. Monroe, who TITLED "March of Time," like radio series which resumes on are in charge of sales and advertising Gus Weber will head the music activi-CBS stations Oct. 5, a series motion picture shorts built around ties: Gordon Tevis, public relations: Gus Inglis, production, and Edward Lynn continuities. news pictures will shortly be pr duced by Time Magazine.

* Ask for WTAR Certified Coverage and

Market Data Studies

by Jansky & Bailey

STANDARD Radio Advertising

Hollywood transcription produce

has issued an 8-page brochure

its new program series. "Sons of

Pioneers," hillbilly vocal and instmental tunes. Series has alread

been sold direct to KSTP, St. Par

KGU, Honolulu; WRC. Washingto

2GB, Sydney, Australia, and Federal Outfitting Co., Los Ang (direct), with the sponsor doing own spotting on stations in

Diego, San Francisco and Bakersfie Pioneer transcriptions include

will shortly

make what it sincerely believes will be a significant contribution to radio $\overset{\scriptscriptstyle \wedge}{\sim}$ and radio merchandising.

The attentive ear of all executives now concerned with the cultivation and spread of present markets is therefore seriously solicited.

WATCH YOUR MAIL!



THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC. NASHVILLE, TENNESSEE

EDWARD PETRY & COMPANY NEW YORK CHICAGO SAN FRANCISCO DETROIT

****VIRGINIA'S PIONEER STATION

Affiliated with the NATIONAL BROADCASTING CO. National Representative EDWARD PETRY & COMPANY

EXTRA **PAY CHECKS** are you passing up a BET?

> The Fleet is here! Uncle Sam's fleet of 35,000 men. They came off the ships like bees-with their pay checks. And they're buying out the town. Boosting trade to the sky-boosting spending!

> And these pay checks are in addition to the payrolls of WTAR's regular guaranteed population of 377,781 (daytime) and 314,458 (nighttime).

> This great Tidewater Virginia Market (including Virginia's largest Metropoltian area) depends solely on WTAR.

Are you passing up a bet? Come in and get your share!



BROADCASTING • September 1, 1934 September 1, 1934 • BROADCASTING

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While 'twas **HOT**

we **DUG!**

And here are the FACTS and FIGURES we mined for you!

BRIEFLY

Of the Radio Sets in Minnesota

* 58.3% are in the area

DOMINATED BY KSTP

→ Of EVERY Retail Sales Dollar in Minnesota

74.3c are spent in the area

DOMINATED BY KSTP

Of the Five Leading Media, during the past 7 years,

RADIO GAINED 1250% of the total advertising expenditures, while the 4 other media lost from 22.5 % to 73.5 %

4

ERGO: THE WISE MONEY IS GOING RADIO!

All this Sales-Boosting information is contained in our new CHARTS which are FREE to advertisers and Advertising Agencies PROMPTLY ON REQUEST

National Representatives

NEW YORK-Paul H. Raymer Co. CHICAGO-Greig, Blair & Spight, Inc.



WINE TRADING Cd., Los Aneles. wise TRADING Co. Los Aneles, operators of retail wine outlets known as "The Wine Barrel," having com-pleted the organization of stores in California, will now organize in Illi-nois and later follow with franchises and stores in other states. Present radio account, and new broadcasts for new stores, will be placed through Fred Wesley & Associates, Los An-geles agency in the Commercial Ex-change Bldg.

OHIO VALLEY DAIRY COUNCIL cooperative organization of milk dis tributors around Cincinnati, will us radio in a campaign to be handled by Procter & Collier Co., Cincinnati. JENNY WREN, Lawrence, Kan. (flour), is making up lists for 40 markets, using daily announcements. The account is handled by R. J. Potts, Kansas City.

STOCKMAN FARMER SUPPLY STOUTMAN FARMER SUTTA Co., Denver [(harness goods), plans to sponsor a series of twice-weekly programs on KOA, Denver, and WFAA. Dallas, for a period of 10 weeks, beginning early in September. The account is handled by McCann-Ecidence Inc. Denver Erickson, Inc., Denver. FAULTLESS-STARCH Co., Kansas City, Mo., is planning a limited radio campaign in the Kansas City, Nash-yille, San Antonio and Dallas markets, using three quarter-hour pro-grams weekly for 13 weeks. The account is handled by the Russel C.

Comer Advertising Agency, Kansas City. A. H. LEWIS MEDICINE Co., St. Louis (Natures Remedy and Tums), makes up lists during October. Radio with other media will be used. Ruthrauff & Ryan, Inc., Chicago, handles the account. W. P. Littell is the account executive.

SUN-MAID RAISIN GROWERS ASSN., Fresno, Cal., makes up lists during October. The account is placed Portland other bakery houses an sponsoring the show. through Lord & Thomas, San Francisco.

FOREST LAWN MEMORIAL PARK. Los Angeles, will use radio this fall in a new campaign to be handled by the Los Angeles office of THE APATHY of the public which neither supported nor op-Hanff-Metzger, Inc. posed the idea, has impelled the British Broadcasting Corporation to abandon its "24-hour clock," the COLEMAN LAMP & STOVE Co., Wichita, Kan., will use a series of system begun last April whereby one-minute dramatized announcements in a nation-wide radio schedule to be handled by the Chicago office of Ruthhours were numbered and radio programs listed by designations from one to 24 o'clock. The sys

rauff & Ryan. VOGELER BROTHERS, Newark (mayonnaise), will use radio in an advertising campaign starting in Sep-tember, to be handled by the Charles Dallas Reach Advertising Agency, Newark.

STANDARD

COMMISSIONER Norman S. Case, FEATURES of the FCC, is serving temporarily as a member of the Broadcast Di-On Transcriptions Available to Stations and Agencies vision, in addition to his assign-Samples on Request ment on the Telephone Division during the absence from Washing RADIO ADVERTISING CO. ton until Sept. 4 of Commission Thad H. Brown. HOLLYWOOD. CALIF.

NATIONAL FRATERNAL COX GRESS of America, of which to chairman is John C. Snyder, Crar fordsville, Ind., president of the Bu-Hur Life Association, is planning; SI,000,000 national advertising (the main in subding radio in such as the second radio of the second second

paign, including radio, in which its members will cooperate. AUTOMATIC HEAT INSTITUT Boston, will use radio in a campa to be handled by Keystone Associa

Net Program Sponsored By Eight Local Bakeries

A NEW ANGLE of sponsorshi

was inaugurated on the Pacifi coast with the opening broadcas recently of the Sunday night "E Jinks" from Los Angeles over the

CBS-California chain, 8-9 p. n

PST. Emanating from the Figure eroa Playhouse, the variety show is sponsored on the Don Lee net.

work by eight different bakeries

as many towns and goes to the re-mainder of the CBS chain as a sustaining program, with network

sales officials hopeful of getting sponsors in other key cities.

In Los Angeles the France-American Baking Co. is the spon-

sor; in San Francisco, it's the Peo-

ple's Baking Co., a home delivery firm; in Sacramento, it's the Pin-neer Baking Co. In San Diego

Fresno, Santa Barbara, Seattle and

Ouit 24-Hour Clock

tem was introduced in April, bu it was abandoned on Aug. 19. Now

the conventional a. m. and p. m. designations are used up to 12

noon and again up to 12 midnight

Inc., Boston.



www.americ





Take the roval road to CINCINNATI and the N.A.B. CONVENTION September 16-17-18-19

THE GEORGE WASHINGTON THE SPORTSMAN - THE F.F.V.

the finest fleet of air-conditioned trains in the world



Chesapeake and Ohio is the only eastern railroad progressive enough to use radio as an advertising medium for its service, and as an entertainment medium on passenger trains.

The annual N. A. B. Convention at Cincinnati gives you an opportunity to sample Chesapeake and Ohio's famous air-conditioned trains. We know that once you have experienced their luxurious comfort you will want to ride on THE GEORGE WASHINGTON-THE SPORTSMAN-or THE F. F. V.-whenever you can. LEEP LIKE A

AIA. CONDITIONED CONFOR

HESAPEAKE and OHIO

Any ticket agent can route you on the Chesapeake & Ohio. INSIST' UPON IT!

1,500,000 Auto Radios 1933 Set Manufactu LATEST estimates by radio man-Shows 3,500.000 Un ufacturers of the total number of MORE THAN 3,500,000 bros automobile sets sold during the

first six months of 1934 range bereceiving sets were manufact in 1933 by the 145 factories gaged wholly or principally in manufacture of radio appara tween 400,000 and 600,000, the average compiled from figures furnished by 18 producers being 486,-000. It is reliably reported that the actual number manufactured phonographs and their access according to the preliminary These figures, support of the U. S. Census Bur plied to the Market Research De-partment of CBS, indicate that census of manufactures is Aug. 20. Valued at \$112,279,5 there are now approximately the factory, this output repres 1.500,000 sets installed in automo-40.2 per cent decline from last census taken in 1931. The 1933 production included



was 600,000.

will be passed.

evening sessions.

worth of phonographs whose fornia, Los Angeles, will add a ber is not stated. Only 108 b course in radio script writing, the technique of radio plays and the preparation of continuities by cast, aircraft and ship tran ters are listed, valued at 900, Microphones valued at \$19 George Turner, formerly with are also included, though the Earnshaw-Young, Inc., where he ber is not stated. did the script for several radio successes. Jose Rodriguez, head of news and press for KFI, will continue his course given a year ago

THERE were 707.625as an advanced course in radio proradio sets in use in Canada whe duction, and will repeat the prethe fiscal year 1933-34 ended March 31, although it is believ liminary course in management and technique of radio broadcasting. that nearly as many more open All courses will be given during sets without paying the requi \$2 annual license.

GREIG, BLAIR & SPIGHT, Inc.

National Representative

NEW YORK . CHICAGO

SAN FRANCISCO

LOS ANGELES



CHICAGO

WASHINGTON

WRC & WMAL

A RADIO CORPORATION

• KOA

WBZA

NEW YORK

WEAF & WJZ

CLEVELAND . WTAM

BOSTON . WBZ

www.americanradiohistory.com

SALES REPRESENTATIVES AT

September 1, 1934 • BROADCASTING

SPRINGFIELD, MASS.

DENVER

BUY-WORDS

Buy-words in Chicago. WMAO and WENR offer advertisers flexible service in Chicago and surrounding markets. For the advertiser desiring coverage principally in Chicago's metropolitan market there's WMAQ with 5,000 watts. To secure coverage over a larger area, the advertiser can pick WENR with 50,000 watts. Both of these stations, because of their specialized coverage and program popularity, make advertiser's commercial credits buy-words in America's second market.



OF AMERICA SUBSIDIARY

SCHENECTADY · WOY PITTSBURGH · KDKA PORTLAND, ORE. . KEX SPOKANE . KGA SEATTLE . KJR

BROADCASTING • September 1, 1934

VERNON H. SMITH

Manager

Office and Studio:

WREN BUILDING

LAWRENCE, KANSAS



The Druggist Knows Best and he votes for Don Lee Stations

· The Secretary of the Southern Califorma Retail Drug Association asked Too members these questions:

Which method of advertising do you consider the more effective for a MANUFACTURER to use in merchandising a drug or cosmetic product-newspaper or radio?

Their Ballots read: Newspapers 40% No Choice 4% "What radio station would you prefer to have used?" The Los Angeles Metropolitan District answered: Don Lee Station . . 47 °c 2nd Station 25% 3rd Station 13% Southern California answered: Don Lee 41% 2nd Station 349 3rd Station 12 (Local stations in smaller cities naturally received votes of loyal citizens.)

• Send for the complete detailed report of this important survey; it is unbiased, impartial, secret, and will tell you how the druggists of Southern California are thinking about manufacturers' advertising programs and the media they should use for effective selling.

It is yours for the asking.

If you want to sell the Coast, or any part of it, 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, KFRC Stockton, KWG San Diego, KGB Sacramento, KFBK Bakersfield, KERN Santa Barbara, KDB (Northwest Unit) Portland, KOIN Tacoma, KVI

Seattle, KOL Spokane, KFPY

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Les Angeles Office.....7th at Bixel St. San Francisco Office..1000 Van Ness Ave.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. FRANK JOHNS, well known in Chicago and midwest advertising cir-cles, has joined the Chicago staff of Free & Sleininger. Inc., radio station representatives. During the last 17 years he has been associated with the Chicago Tribune, Chicago Daily News and other Chicago newspapers.

VIRGIL REITER, Jr., former western manager of Scott Howe Bowen, Inc., has opened his own office in the Wrigley Bldg., Chicago, as radio sta-tion representative. Myron A, Reck has joined the organization, which will limit its activities to selling the fa-cilities of WLW-WSAI, Cincinnati, and WCAU. Philadelphia.

JOHN FIELD, for the last two years with Scott Howe Bowen, Inc., and formerly with the New York Times and New York World, has joined the staff of Edward Petry & Co., New York, Don Miller, for the last year with the New York office of Cleveland Chase, program producers, has also joined the Petry organization.

HENRY H. PATTEE, secretarytreasurer of Associated Broadcasting Corp., radio station representatives with headquarters in Kansas City, has resigned and plans to continue in the representation field.

ALLEN B. WRISLEY DISTRIB-UTING Co., Chicago (Olivilo soap), has placed its advertising account with Behel & Waldie, Chicago. The account executive is S. T. Chaflin. GEORGIE PORGIE Co., Council Blogs In (cereals), has named Bluffs, Ia. (cereals), has named Haynes Advertising Co., Omaha, to

handle its advertising.

The

Only

Network

Station

Western

Montana

1000 Watts

In

NATIONAL Radio Advertising Agency has been organized with head quarters in the Hollywood Center Ridg. Hollywood, by D. D. Cranford Sam Shapin and H. R. Jacobs, Bod formerly were on the sales staff of KDYL, Salt Lake City. They we engage in transcription activities and also in certain phages of agenci MCCANN-ERICKSON, Inc., Los Angeles, has started a campaign for Los Angeles Gas & Electric Corp., South-Counties Gas Co., and Santa Maria Gas Co., While the original plans Countres Gas Co., and Santa Maria (tas Co. While the original plans contemplated radio media, the cam-paign about to be launched will not use broadcasting. Future campaigns, however, will probably incorporate also in certain phases of agen-placement. Transcription activity will be confined entirely to series of certain radio angles, according to agency staff members. will be commed entirely to series a twenty-six 15-minute discs for varia-retail businesses. Initial effort, ready produced and ready for dism bution, has been designed for b NATHANIEL H. SPERBER, for-MATHANIEL II. SPERBER, lor-mer advertising manager of the Franco-American Corp., and at one time conductor of the Enna Jettick orchestra, has joined the commercial department of Kasper-Gordon Studios, retail furniture trade.

Boston station representatives for New England.

Scott Howe Bowen, Inc., station rep

'HARLES H. MAYNE has opened an

agency in the Petroleum Securities Bldg., Los Angeles, under the name of

Charles H. Mayne Co. He had pre-viously handled radio accounts for the

local staff of Emil Brisacher & Asso-ciates. His new accounts include the

Hancock Oil Co., which has been a radio advertiser for many years. The

new Mayne organization will do a

general agency business, including

C. F. BLANKE TEA & COFFEE Co., St. Louis, has named Budke & Connell, St. Louis, to handle its ad-

INTERNATIONAL SALT Co.

Scranton, Pa., has placed its adver-tising account with Paris & Peart,

В

Gramercy Place.

radie

vertising

New York

ADD BUTTE TO YOUR WESTERN NETWORK PROGRAM!

N B C WILL NOW ALLOW YOU TO PURCHASE KGIR

SEE N B C RATE CARD 16

Over 50% of Montana's Population Lives in

Our Coverage Area

BUTTE KGIR MONTANA

NBC Western Montana Outlet

WITHOUT TAKING ANY OTHER STATION

GARRY & Co., Inc., New You (Stylset), has placed its advertising account with Williams & Saylor, Inc. New York.

FRANK WHITING has been ap-pointed director of the San Francisco office of Paul H. Raymer Co., station representatives, in the Russ Bldg. JULIUS GROSSMAN, Inc., Ner York (pointed (Pedemode shoes), has and Cramer-Tobias Co., Ye York, to handle its advertising. WILBUR EICKELBERG, for sev-

CURTICE BROTHERS Co., Rocks eral years San Francisco manager of ter, N. Y. (canned foods, preserve has named N. W. Ayer & Son, Ye resentatives, early in September moved to Los Angeles to set up his York, to handle its advertising own offices as station representative. His temporary address is 525 South NEW YORK LIFE INSURANCE Co., New York, has appointed Ri ardson, Alley & Richards, New Yo

to handle its advertising. NORTHAM WARREN SALES Co New York (Cutex and Odorono), h named J. Walter Thompson Co., In New York, to handle its advertisin WADHAMS OIL Co., Milwauks has placed its advertising accom-with Scott-Telander, Inc., Milwarks

SPOOL COTTON Co., New York (threads), has appointed Young 4 Rubicam, New York, to handle is advertising.

Film Company's Spots

WARNER BROTHERS, film pro-ducers and owners of KFWB, Hollywood, have recognized the individual stations, like news papers, have a certain clientele o their own. Besides using their own station to plug forthcoming War ner-First National Pictures at the Warner theaters in Mollywood an downtown Los Angeles, they have also started to use eight Ls Angeles stations to call attention to forthcoming feature attractions To insure uniformity, the various spot announcements will be tran scribed at the Burbank studios of the film producers. Placement was made by the theater department

of Warner Brothers. FLATTENED remains of the little 8-watt radio transmitter used s successfully in the recent strate sphere flight have been placed a exhibit by NBC in its Radio City

studios.

WFBG ALTOONA, PA

1310 kilocycles 100 watts

The Ideal Outlet

Central Penna. Coverage

Write Roy Thompson "Voice of the Alleghenies"



The facts are there, Mr. Broadcaster. It is up to you to pound them home as they relate to your particular market. What better way to complete the job than to use space in BROADCASTING MAGAZINE, to completely cover advertising agencies and national advertisers placing radio accounts?

superiority of radio over other media as an advertising buy.



BROADCASTING • September 1, 1984 September 1, 1934 • BROADCASTING

WAVE an NBC Station) BLANKETS THE NATION FALLS CITIES!

which is taking energency through the the expedition. All of this was ac-complished within the short space of 24 hours. The loading of the Win-chester, will serve as a new picture America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't.... If you want the 900-000 people who live in or near Louisville, you can reach them with campaign for Oakite. SIMULTANEOUSLY increasing its full rate by approximately 45 per cent, and making this rate applicable 000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price ... And the other 121,798,000 Americans who are not within real cent, and making this rate applicable for all time sold, without distinction between morning, afternoon and eve-ning periods. WINS has-issued a new rate card, effective Sept. 1. The new card shows a basic rate for one hour of \$120, half an hour being \$75 and 15 minutes \$50. listening range won't cost you a cent!

National Representatives: FREE & SLEININGER, INC.



was the most successful month in its history in point of volume of com-mercial business.



CLUB WOMEN of Detroit and

If you will read between the lines of this advertisement you will find the reason why CKLW should be your preferred station in the Detroit market. It's an important one

VERTISE consistently broadcasts more Net-

work and local commercial programs than any other network station covering the vast Detroit area. CKLW gets greater results.

PRFFF Local preference is an infallible method of checking a radio station. This fact should be a good recommendation to you. Your inquiry will be appreciated. Write or wire.

• MEMBER COLUMBIA BASIC NETWORK • 5000 WATTS-1030 KC.-291.1 METERS

• Detroit Offices-Union Guardian Bldg. • Windser Offices Guaranty Trust Bldg. Phone 4-1155 Phone-Cadillac 7200

honor of broadcasting the first com-STUDIO NOTES plete encampment of a state national guard division. The activities of the 33d division. Illinois National Guard-OAKITE PRODUCTS Co., New peace-time strength 9,500 enlisted men York (cleanser), sponsors of the officers-were broadcast daily Martha Deane hour at WOR, got two and from Aug. 4 to 13, direct from Camp Grant, just south of Rockford. Start-ing with troop trains arriving, WROK was on the ground, describing the acbig breaks in August. First, a broadcast on the hour in which the Byrd Expedition was mentioned was picked tivities, interviewing officers and men, and giving a colorful account of the opening of camp. Then, every day Expedition was intended was period up and replied to by Stevenson Corey, supply officer of the Byrd Expedition, a distance record for WOR. Second, in checking this South Pole broadcast throughout the encampment, WROK broadcast a 5-minute news summary in checking this South Fole broadcast the Standard Publicity Service, who handle the exploitation on the hour, secured an order for 1,200 drums of Ockite from the Byrd Expedition which filled every bit of available space on the City of Winchester, which is taking emergency rations to Whet his way are

WROK, Rockford, Ill., claims the

at 5:30 p. m. XEBC, Agua Caliente, resort near Tijuana, Mexico, operating on 760 kc., has announced that it will im-mediately erect a new 5,000-watt transmitter. Baron Long, official of the resort organization, announced that the station will hereafter be operated entirely by the hotel company. Programs will be largely from native Mexican talent on the entertainment staff of the hostelry, including remotes to the patio, supper room and other

places at the spa. Preliminary plans contemplate use of the station primarily to advertise Caliente, but also with a few other sponsors.

RADIO CHAUTAUQUA, sustainer over KFAC, Los Angeles, has moved its locale to the Wilshire Boulevard Christian Church because of demand from fan audience to attend the affair. The hour program is woven in similar fashion to oldtime Chautauqua programs with various talent and

SUMMER alterations at KFWB, Hollywood, have reorganized the physical setup of office quarters in Warners Theatre building. New ar-rangements provide new quarters for Gerald King, general manager, with space for regular staff, meetings. Entire program staff, rehearsals and broadcasts now use sound stage quarters at the picture lot on Sunset Boulevard.

Douberard. ETIQUETTE is discussed in a re-cent staff memo bulletin issued to employes at KHJ, Los Angeles. Among the "musts" is a statement that the radio and office employes must use the titles "Mr." and "Mrs." while on duty. The production de-partment drew up the rules and regu-lations.

"RUN OF SCHEDULE Announcements" sold to several local accounts on a cash-with-order basis in quantion a cash-with-order oasis in quanti-ties of 500 have provided an addi-tional source of revenue for KFEL, Denver, and have kept a considerable number of commercial accounts on the air during the summer season, reports Frank Bishop, commercial manager.

"SNEAK and Snoop," a combination of detective fiction, burlesque humor, mystery and weirdness, is proving a successful children's program on KGW, Portland, Ore. It is broad-

cast late every afternoon. WJJD, Chicago, has completed a new studio in conjunction with offices at 201 North Wells St. This gives the station four studios, in addition to the organ studio in the Wurlitzer Bldg. "THE OLD HOME TOWN" is a new program from the studies of WCKY, Cincinnati, every Friday from 7:30 to 8 p. m., EST. The scene is laid in a village school, where the weekly community entertainment is held. Sid Ten Eyck has the role of the small town boy who made good in the big city and returned home for a visit. He has a microphone installed

and puts the entertainment on the air. KSD, St. Louis, has taken over the NSD, St. Louis, has taken over the only available space in the eight-story Post-Dispatch building and will build three modern studios, to be completed by Nov. 1. This space was formerly occupied by the Cunard Steamship Lines.

TRUSCON STEEL Co., Youngstown, O., is installing a new tubular steel vertical radiator for WDOD, Chattanooga, Tenn. It will stand 350 feet

A MODERN antenna system, wit Remington-Rand Places A MODERN antenna system, sin vertical radiator rising 429 feet, is being installed by the 50,000 wat WBT, Charlotte, at a cost of \$25000 reports William Schudt, Jr., mar-ager. In addition WBT engineen will install revolving beacons on the two of the transmitter house. It Radio School of Typing

"RADIO TYPING Club," over KFAC, Los Angeles, for five late top of the transmitter house. It is expected the job will be completed by afternoon periods a week, will again be sponsored by the Los An-

geles office of Remington-Rand. SO MANY visitors have sought inspect the new 500,000-wait trans-nitter of WLW at Mason, O, is cluding many from foreign lands, that Joseph A. Chambers, technical sufficient be a count being handled is the same organization last win-the scout being handled ter, the account being handled direct. When the sponsor withdrew visor, has been forced to limit visiting Saturdays and Sundays its support for six weeks during During the last six months more than 30,000 visitors have inspected this the summer season, the station kept the feature on the air as a most powerful station in the world ustainer because of its popularity. KIEV, Glendale, Cal., recently con-With Miss Helen Richards at the

ducted a "popularity survey" over the air for the "best liked" orchestra leaders. Ray Noble placed first, with microphone, the various exercises are set to march music. Listeners Ted Fiorito six votes behind and write in for a typing and practice Lombardo running a not-very-close third. Two thousand fans registered their likes and dislikes. charts. As the exercises are given over the air, beginner-listeners practice on the home chart, while THE COLUMBUS DISPATCH is more advanced pupils use a typesriter.

sponsoring a musical memory con-test over WBNS, Columbus, O., on Sundays, giving away \$100 weekly in prizes. Letters average 16,000 after each broadcast. **KNX Keeps Quarters**

Sept. 20.

ours to

COUNTRY CHURCH of Hollywood XX, Hollywood, has signed a during the last year on KFAC, Los Angeles, on Aug. 6 moved to the Don rear's lease on its present quarters the Olsen Building. The sta-Lee-CBS chain as a sustaining pro-gram at S a. m., PST, week days and 9:30 a. m., Sundays, both for 30, minute periods. Idea was originated by W. B. Hogg, ex-army chaplain. Radio fans have contributed to build inter the requires contributed to build tion moved there shortly after the first of the year from its former quarters on the Paramount lot. The decision of the station to remain in its present quarters at least another year will mean the ing the replica of a Tennessee circuit church in the heart of Hollywood. gradual enlargement of the space GEORGE BURNS and Gracie Allen which it now occupies on the third vacationing in Europe, were guest stars in the "Variety Hour" of the British Broadcasting Corp., Aug. 11. foor. Plans call for the removal f the Olesen Sound Studios downstairs, with the additional space

Their part of the program was also carried on the CBS network. The "Variety Hour" is considered one of the outstanding programs of the BBC. Burns and Allen will return to the United States early in September for their new program, "The Adventures of Gracie," which starts Sept, 18, sponsored by General Cigar Co.

A NOVEL half hour show has been built by WBT, Charlotte, N. C., by using baseball scores, Press-Radio weather reports, temperatures at the seashore and mountains, all interspersed with local talent and spot announcements.

THE PANHANDLER, a familiar character of the American street scene, went on the air for the first time in "Flotsam" on the ABS-WMCA network Aug. 4. The pro-gram is broadcast Saturdays 9:15 to 9:30 p.m., EDST.

Production Man Sues

SUIT has been filed in Los Angeles by Tom Breneman against Warner Brothers Broadcasting Corp., own-ers of -KFWB, with damages of \$162,500 asked for in the action. Nearly a year ago the plaintiff, employed by KFWB as a producer was injured when he reached for the telephone and brought down a heavy curtain rod on his head. It had become entangled with the 'phone cord. He asks \$50,000 actual damages, \$50,000 as exem-plary damages, \$50,000 as loss of future earnings, \$10,000 for loss of time, and \$2,500 for medical services, plus court costs. He also claims that he suffered the loss of his vocal chords.

FROM Natal, South Africa, NBC received and granted a request of broadcasting authorities there to use Ernest LaPrade's "Alice in Orchestralia" series on the NBC-WEAF network because of its great educational value.

"Show Must Go On"

THAT THE "show must go on" tradition of the stage has carried on to radio, was evidenced Aug. 19 by Harry Kramer announcer of WNEW, Newark, who now lies home in bed receiving well-deserved plaudits. He was struck by a hit-and-run driver while crossing one of New York's busy streets at 3 a. m., and while bleeding profusely, made his way to the Kings Terrace Restaurant with but a minute and a half to go on the air for the remote band broadcast. He staggered to the mike. opened the program and then collapsed.

New Publicity Service

A NATIONAL publicity service for radio advertisers and artists was inaugurated recently by Tom Fizdale, who on Aug. 1 resigned as night and photo editor of NBC in Chicago after three years with that network. He will handle publicity for the new Johnson floor wax series for Needham, Louis & Brorby, Chicago agency; the Real Silk program handled by Erwin. Wasey & Co., Chicago; Fhil Baker, star of the Armour program, and the Commodores Quartet on the Carnation program. Connected with him will be John F. Ryan, until recently in the publicity department of Portland Cement Assothus available being taken up by ciation. Fitzdale Service is located at 32. W. Randolph St., Chicago. XXX for studio and office quarters.

1



WSPD is the only broadcasting station in Toledo and Northwestern Ohio, and its exclusive position in this great market places it in a class by itself.

The covered area consists of concentrated industrial districts, surrounded by rich agricultural communities; a market of 1,000,000 people who are ready to listen to your message and buy your product.

Be sure to include WSPD when planning your Fall Advertising Campaign



Cleasure-Planned" FURNESS Vacations



BERMUDA

BRILLIANT crowds, brilliant ships, brilliant Bermuda! For short cruises or long vacations, people who know are choosing this superb island resort . . . and traveling "Furness" as a matter of course. For only on the magnificent "Queen of Bermuda" or "Monarch of Bermuda" are they sure of having a private bath even at minimum-as well as the whole catalog of entertainment features concentrated in the Furness "pleasure-plan." \$250,000 dance decks, great sports decks, tiled swimming pools, night clubs, cocktail bars, ship-to-shore phones-not to mention the delicious meals and the sea-going shipboard atmosphere for which Furness is noted. Frequent sailings direct to Hamilton.

THE IDEAL (CONVENTION CHOICE

Nothing finer than a "Furness" Convention . at sea on one of these great vessels-ashore at a leading Bermuda hotel! Every facility for conducting business afloat-including meeting rooms, etc. In Bermuda-golf, tennis, swimming, fishing-gay hotel and resort life at its best!

For information and reservations apply authorized travel agents or Fur-ness Bermuda Line, 34 Whitehall St. (where Broadway begins), New York

diohistory com

www.americar

Page 40

1,941 CONSECUTIVE *DAILY **BROADCASTS!**

"That," says the President of a chain of Iowa clothing stores. "is what we think of WMT advertising."

250 CONSECUTIVE *WEEKLY BROADCASTS!

For a half-hour each week is what Iowa's largest independent bakery thinks of WMT advertising.

These are but two of the outstanding programs, in the point of time on the air and actual sales results. that are being carried by WMT. Both of these firms have checked carefully the value of their programs, and are just as enthusiastic about WMT as WMT is about their broadcasts.

These advertisers have found, throughout the years, that it pays to use WMT. Now, with an increase to 2500 Watts day-time and 1000 Watts night-time. WMT offers even greater dividends to its advertisers.

*September 1, 1934. *September 21, 1934.



AIR PROGRAM FOR JAPANESE Los Angeles Society Aims to Persuade Orientals -To Patronize 'Little Tokio' Stores-

crew.

ABOUT RADIO IN SOUTHERN CALIFORNIA

KEW

COMFORTABLY ACCOMMODATING AN

AUDIENCE OF MORE THAN 650 PEOPLE

ON WARNER BROS. MOTION PICTURE LOT IN HOLLY-

WOOD, OFFERS EXCEPTIONAL OPPORTUNITIES

LOS ANGELES

OWNED & OPERATED BY

PICTURE STUDIOS

WARNER BROS MOTION

FOR MERCHANDISING TIE-UPS

AND

JAPANESE Cultural Broadcasting Society, Inc., Los Angeles, has observed its third anniversary of weekly programs over KRKD, Los men, valets and house servants.

Angeles. A non-profit group, it admits only to the Japanese agencies which make up its member-ship. Fees are just high enough to pay for station time, talent and overhead administrative expenses. The Japanese Chamber of Commerce, three Los Angeles Japanese newspapers, the Japanese Y. M. C. A. and other similar groups are

the cooperating agencies which compose the membership in the so-Yaemitsu Sugimachi, foreiety. editor of a Japanese daily, heads the executive board as chairman. The hour program is entirely in

Japanese with native talent and some recorded music. Opening and closing announcements, in English, invite English-speaking listeners to visit the "Little Tokio" section of Los Angeles. Twice during the period on the air commercials are given in Japanese with straight commercial announcements for two or three of the cooperating members of the society which present the program of the evening. Asia Company, Dry Goods Stores Asso-riation, Tomio Department Store and other similar retail establish-

ments are among the commercial agencies of the society. When the program was launched, the Japanese radio stores of "Little Tokio" reported sales of 500 radio

KFWB HAS

THE SECOND

LARGEST RADIO

STUDIO IN THE

COUNTRY !

1000 WATTS

enough power to do the job

950 KILOCYCLES

.in the middle of the dial



Seth Parker's Sustaining

Favors Long Waves

casting purposes is recommended

in a report of the Australian Radio

Research Board to the Common-

wealth Postal Department, which

supervises Australian radio. It

was pointed out that long waves

formerly were used effectively in

Australia, and that over a period

of years both the medium and long

waves will be tunable on sets of

modern manufacture.

THIS STUDIO, LOCATED RIGHT

NOTE

/ Facts, figures

information

request

02

Its a Fact &

perimental authority to open evening hours on 1120 kc. WH SHORT WAVE rebroadcasts from the schooner Seth Parker, now an-chored off Perlas Island in Panama regularly licensed as a dayli station Filed by Paul M. Segal George S. Smith, counsel WREN, the bill of comple Bay, were started on an NBC-WEAF network Aug. 20 on a sustaining basis, carried Monday nights. The outfit is now engaged brought out that the Commis

in making a motion picture, after which it will weigh anchor for a had denied WREN the right to tervene in the WHB hearing voyage to the Galapagos Islands, set for Aug. 27. A prelimi Samoa, Tahiti and Christmas injunction is sought to forbid Island in the Pacific. The un-Commission to hold a hearing usually clear reception on the RCA Victor set used aboard the ship ing the pending of the petition permanent injunction. with directional antenna is expected Following filing of the suit, FCC deferred the hearing on to attract a sponsor to the later adventures of Phillips Lord and his

WHB application until Sept. Mr. Segal announced he would press his petition for a prelimina injunction until Sept. 5, during which time the FCC might act of THE USE of long as well as inhis petition to allow WREN to h termediate wave lengths for broad-

By WREN With FCCS

tervene. The bill contends that WREX has the right to intervene in the FCC hearing because of econor grounds, bringing out that if WH is permitted to increase its openating hours it will adversely affer the investment, audience and revnue of WREN. Secondly, it contended that while the WHE applicants is labelled "special en-perimental," it "is in truth and fact an application for regular thority to permanently and regilarly operate evening hours inst far as the defendants are by law authorized to permit the same" Also denied the right to intervest were WDAF and WLBF.

Nazis Damage Station

ABOUT \$5,000 in damage wa done to the headquarters studies of Ravag, Austria's broadcastin system, during the July puts when Nazis raided the place and at pistol point, forced an an nouncer to broadcast a false port of the government's downfall Several officials of the radio organ ization were killed in the seizur of the plant, which led to the kil ing of some of the raiders and cap ture of the others, several of whom have been hanged. The Austrian government also is reported i European dispatches as busy fer reting out unlawful broadcasting stations being conducted by the Nazi rebels.



days about 15,000 quarts." (Name on request) FEDERAL BROADCASTING CORPORATION

Voted Radio's Best Political Speakers A SUIT raising two novel PRESIDENT ROOSEVELT is the tions affecting rights of h inst choice among the nation's five casting stations was filed in best political speakers, in the opin-Supreme Court of the District Columbia, Aug. 17, by WR ion of Washington's broadcasting Lawrence, Kan., seeking an executives. The selection was made junction to restrain the FCC f in a secret ballot inspired by the holding a hearing on the appl tion of WHB, Kansas City, for New York Times.

Novel Questions Raise F.D.R., John'son, Borah, Wallace, Perkins

The other choices, in order, are General Johnson, Senator Borah. Secretary of Agriculture Wallace, and Secretary of Labor Perkins. The selections, it was said, were made on the basis of "audience appeal" and technical perfection. The New York Times, in a special article from Washington on August 1, said the broadcasters hose the President because he "has personality, sincerity, an ex-cellent voice" and is "easily under-

standable." Commenting further on the poll, the Times said:

Telephone calls and telegrams pour no the studios when General Johnson takes the air. Senator Borah "has a little trouble

Senator boran has a fittle thome with radio technique, but is almost as feed on the air as in person." Secretary Wallace "has a very nat-ral manner and a pleasing Midwest accent," while Miss Perkins, who "ad-list," is logical and to the point, ap-

pealing to men as well as women, the broadcasters decided. Among others discussed by the

broadcasters were Senator Harrison, who has on the radio "a delicious old-time southern platform voice"; Secretary Ickes, one of the most popular speakers, is inclined to become ercited, and his voice sounds "just a

a-week.

bit rough." Dr. Rexford W. Tugwell, Under Secretary of Agriculture, speaks in a monotone, according to the broad-casters: Postmaster General Farley reads too much, the late Speaker Rainey "sounded pompous," and Secre-

Rainey "sounded pompons," and Sorre-tary Hull "precise." Senator Long has "microphone ap-peal" and "the ability to hit the sub-ject on the pose," while Mrs. Roose-velt holds her audiences, although her radio technique is felt by the broad-ensters to leave something to be desired desired.

desired. Among the Republicans, Represent-ative Britten of Illinois, was voted the best radio speaker, with Repre-sentative Snell, the House leader, also "But when it comes to radio cam-

paigning, the Democrats have it all over the Republicans," the broad-casters decided.

Canadian Press Objects

THE CANADIAN Weekly News-papers Association in convention in Montreal on Aug. 17, drew up a resolution to be forwarded to the government urging that government subsidized broadcasters be debarred from broadcasting commercial advertising. They took the attitude that such "bonused competition" was unfair. The resolution read in part, "Asking governmental authorities for recognition of the principle that radio stations in receipt of government grants or beneficiaries of the Ca-nadian Radio Commission's operations in the form of subsidies or services, be debarred from broadcasting commercial advertising."

Moonlight mchantment

HE musical roar of the oceanwail of a 'Bama saxaphone-ship's lanterns swaying in the salt sea breeze-the stars above for a roof -and a moon.

This enchanting setting is not a dream. Each evening finds the Cavalier Beach Club and its entertainers lifting the cares of business from its guests. Dinner and supper dancing right on the Beach. It's all part of the **real** vacation

The Cavalier Hote. operates the Beach Club exclusively for its guests and mem-bers. New low tariffs -beginning at \$8.00 American plan (with meals) include Beach Club privileges. Write for

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS is now on WJAS with a One Hour broadcast once-

SUN DRUG CO.

exclusively!

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

SUN uses WJAS exclusively.

AGAIN, WJAS



PITTSBURGH

Columbia Basic Network CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.



BROADCASTING • September 1, 1934 September 1, 1934 • BROADCASTING

www.americantadiohistory.com

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division) AUGUST 13 TO AUGUST 28 INCLUSIVE

Decisions . . .

AUGUST 14

KIEM, Eureka, Cal.-Granted consent to volugitary as-signment of livense to Redwood Broadcasting Co., Inc. WNAX, Yankton, S. D.-Granted renewal of license-and renewal for auxiliary transmitter.

WAAF, Chicago-Granted renewal of license KMLB, Monroe, La .- Granted modification of ,CP ex-

ending completion date to Sept. 1.

Genuing completion date to Sept. 1. WDRC, Hartford, Conn.-Granted modification of CP extending completion date from Aug. 27 to Sept. 27. WTCN, Minneapolis-Granted modification of CP ex-

witcs, minneapois-created modification of CP ex-tending completion date from Sept. 1 to Dec. 1. KGEK, Yuma, Col.-Granted CP to move transmitter and studio from Yuma to Sterling, Col., and make minor changes in equinment KOIN, Portland, Ore .- Granted modification of CP to

make, changes in equipment and extend commencement date from Sept. 15 to Dec. 15, WCAC, Storrs, Conn.-Granted extension of special

temporary authority to remain silent from Sept. 1 to

KGBZ, York, Neb .-- Granted special temporary authority to operate with additional 500 w. power at night for a period ending at commencement of program tests as authorized by CP, but not later than Oct. 1.

WDAE, Tampa, Fla .-- Granted special temporary and WMBH, Joplin, Mo.-Granted special temporary authority to operate without antenna meter for 30 days. ity to operate without final stage high voltage meter pending repair of this instrument, for not more that 15 day

WJAR, Providence, R. I. Granted extension of special temporary experimente. I. Granteu extension of special temporary experimental authority to operate with addi-tional 250 w. power during mightlime, from Sept. 1 until March 1, 1935, subject to withdrawal of termination by the Commission in event objectionable interference is

WREC. Memphis. Tenn.-Granted extension of special experimental authority to operate with additional power of 500 w. night and 11 kw. D., from Sept. 1 until WMC, Memphis. Tenn.-Granted extension of special

experiments, refin. Granted extension of special experimental authority to install new equipment and operate with additional power of 500 w. night, 11/2 kw. D., from Sept. 1 until March 1, 1985. WEAN, Providence, R. I.-Granted extension of special

experimental authority to operate with additional 250 w. power during nighttime from Sept. 1 to March 1, 1985.

w. power during nighttime from Sept. 1 to March 1, 1985. WMT, Waterloo, Ia.—Granted extension of special tem-porary authority to install new equipment and operate with additional power of 500 w. night and 1¹¹, kw. day. from Sept. 1 to March. 1, 1985. Set for hearing: WEHC. Charlottsville. Va.—CP to

make changes in equipment, change frequency, power and hours from 1330 kc., 500 w., D., to 1420 kc. 100 w. night, 250 w. LS, unlimited time: NEW, Harold Rieth, Goshen, Ind.—CP on 1614, 3492.5, 4797.5, 6425, kc., 30 w. (Fop visual broadcasting). NEW, The Evening News Assn., Detroit—Granted CP

(temporary broadcast pickup) 2150 kc, 50 w. WIXBS, Waterbury, Conn.-Granted modification of CP extending completion date from Sept. 11 to Nov. 11. KSD, St. Louis, Mo.-Granted modification of CP extending commencement date to Aug. 30 and completion date to Nov. 29: also dismissed without prejudice special experimental authority to increase night power from

WCSH, Portland, Maine-Granted petition to intervene

in application of Portland Broadcasting System, for new station at Portland. Broadcasting System, for new station at Portland. NEW, H. E. Studebaker, Walla Walla, Wash.—Applica-tion for CP to operate on 1420 kc., 100 w., reinstated on

hearing docket. KMPC, Bever Beverly Hills, Cal.-Granted renewal of license WBEZ, Ponca City, Okla.—Granted renewal of license, wBEZ, Ponca City, Okla.—Granted special temporary authorization to Howard Johnson as representative of estate of C. L. Carrell, deceased, to operate WBBZ until 1935.

KMBC, Kansas City. Mo .- Denied petition to intervene KMBC, Kansas City, Mo.-Denied petition to intervene in proceedings with reference to the application of WHB Broadcasting Co. for special experimental authority to operate on 1120 kc., 500 w. from LS to midnight (except when WTAW is operating). WNBO, Silver Haven, Pa. - Hearing on application for

renewal of license and for assignment of license to the Voice of Southwestern Pennsylvania, Inc., to be held at vashington. Pa. KFPL, Dublin, Tex.-Granted regular renewal of

license as application of Sam Morris for new station has been amended to omit request for facilities of KFPL. KECA, Los Angeles—Application for modification of license, which was amended with respect to power and apparatus, redesignated for hearing to be heard upon issues shown in the bill of particulars dated Aug., 3. WINS, New York-Granted special temporary author-ity to use portable 50-w, transmitter on 1180 kc, be-tween 1 and 6 a. m., EST, for period not to exceed 30 desc from Aug. 5.

days from Aug. S. WFBC. Greenville, S. C.-Special temporary authority to remain silent pending rebuilding of station as author-ized by CP, but not longer than Oct. 5.

Page 44

AUGUST 21

WJEJ, Hagerstown, Md.-Granted CP to move transmitter locally, KGIX, Las Vegas, Nev,-Granted modification of CP to

date to Oct. 2 and completion date to Dec. 2, 1934. KQW, San Jose, Cal.—Granted modification of CP to hange equipment and extend commencement date to Nov

1934, and completion date to Jan. 1, 1935. KJBS. San Francisco.—Granted modification of CP to hange equipment and extend commencement date to Nov.

1. 1934, and completion date to Jan, J. 1935, KWCR, Cedar Rapids, Ja., Granted modification of CP o change equipment and extend commencement date to Nov. I. 1934, and completion date to Dec. 1, 1934, WMAQ, Chicago.—Granted modification of CP extend-

ing commencement date to Oct. 4, 1934, and completio

date to Dec. 4, 1934. date to Dec. 4, 1934. WTOC, Savannah, Ga.--Granted license covering in-stallation of temporary transmitter while constructing new permanent transmitter, 1260 kc., 100 w., U. KEX, Portland, Ore.--Granted license covering local

KEX, Portland, Ore.—Granted license covering local move of transmitter and changes in equipment; 1180
 kc., 5 kw., simultaneously D, S-KOB night.
 WDAS, Philadelphia,—Granted license covering move of transmitter and studio locally and installation of new equipment (formerly equipment of WPEN).
 KSO, Des Moines.—Granted license covering new equip-ment and changing frequency and power; 1320 kc., 250
 w., 500 w. LS. U.
 WQBC, Vicksburg, Miss.—Granted modification of

WUDC, VICSOUTZ, MISS.—Cratical modification of license to change hours of operation from specified to daytime, 1360 kc., 500 w. night 1 kw., LS. W1XG, General Television Corp., Boston.—Granted license (experimental visual broadcasting) 42000-56000. 60000-86000 kc., 500 w. W8XO, Crosley Radio Corp., Mason, O.-Granted re

tewal of license (experimental special experiment) 700 kc.; 500.000 wats; 1 to 6 a. m., EST. WMMN. Fairmont, W. Va.–Granted renewal of li-cense on temporary basis subject to such action as the Commission may take on pending application for re

KTAR. Pheenix, Ariz.-Granted extension of special

KTAR. Phcenix, Ariz.—Granted extension of special temporary experiment authority to operate with 300 watts night in addition to rezular license, pending final decision on application for modification of license but not later than March 1, 1935. KTM and KELW, Lös Angeles.—Special temporary authority to operate on 780 kc, 500 w, night. 1 kw, LS.; share with KELW; KTM ²/₂ time, KELW ¹/₂ time, was extended pending decision by the Court of Appeals of the District of Columbia, but not later than March 1, 1935.

35. WKRC. Cincinnati.—Granted extension of special temorary autority to operate with temporary emergency conventional antenna with 1 kw. power daytime, 500 w. night. Sept. 1 to Nov. 1, 1934. WBAA, W. Lafayette, Ind.—Granted special temporary

authority to operate on 890 kc. 500 w. night, 1 kw. day, specified hours. Set for hearing: WBIG, Greensboro, N. C.-Modifica-

tion of license to increase night power from 500 w. to 1 kw.; WIBG, Glenside, Pa.-Modificatoin of license to change hours from daytime to daytime until LS, Chicago, giving one night hour

W9XBY, First National Television, Inc., Kansas City, Granted CP extending completion date from Sert. 11 to Dec. 11. 1934. (1530 kc., 1 kw.-U.)

KSD, St. Louis-Cranted permission to withdraw pro-test to the granting of application for a new station at Staunton. Va. Granted 1 kw. power experimentally sub-ject to erection of directional antenna. Also withdrew rotest on KTSA.

NEW, Tri-State Radio, Inc., Washington, Pa .-- Applicaion for new station, heretofore set for hearing, dismissed without prejudice.

KGVO, Missoula. Mont .--- Special experimental authority

KGVO, Missoula, Mont.—Special experimental authority, \$50 kc. 500 w., U.: application heretofore set for hearing, dismissed at request of applicant. KSTP, St. Paul.—Hearing on application for modifica-tion of license continued at request of applicant for period of 30 days from Sept. 7, 1934; date to be fixed by Docket Section.

Docket Section. NEW, Samuel Nathaniel Morris, Stamford, Tex.—Ap-plication for new station, 1200 kc., 100 w., U., again designated for hearing upon issues shown in the bill of

NEW, Tallahassee Broadcasting Co., Tallahassee, Fla. Application for new station to operate on 1310 kd. 100 w., U., heretofore designated for hearing, postponed for 30 days from Aug. 30. WLBF, Kansas City-Denied petition to intervene in

hearing upon application of WHB for special experi-

WDAF, Kansus City—Denied petition to reconsider ac-tion of Aug. 7, 1934, refusing WDAF permission to in-tervene in proceedings to be held re application of WHB for special authorization.

KTSA, San Antonio, Tex.—Authorization to operate on 550 kc., 1 kw. night, 2¹/₂ kw. day, extended to Oct. 1. Hearing on application canceled and removed from hear-ing docket. AUGUST 28

KLZ, Denver-Granted modification of CP appro transmitter location and extending commencement completion dates to Oct. 1, 1934 and Jan. 30, responsively

WCRW, Chicago-Granted CP to install new KIEV, Glendale, Cal .- Granted modification of cp

change equipment and change commencement date Sept. 1, and completion date to Nov. 30. WNEL, San Juan, P. R .- Granted modification of C

where proposed transmitter site locally; extend or mencement date to five days from date and complete date to 60 days thereafter, WWRL, Woodside, N. Y .-- Granted license, 1500

100 w. 250 w. LS, specified hours. WFEA, Manchester, N. H.-Granted license cove

CP 1340 kc 500 w unlimited WKBV, Richmond, Ind.-Granted voluntary assignme

of license to Knox Radio Corp.

KSO, Des Moines-Granted authority to determine operating power by direct antenna measurement. KXL, Portland. Ore .- Granted license covering (420 kc., 100 w. LS. shares KBPS.

WALA, Mobile, Ala .- Granted license covering C 1380 kc., 500 w. unlimited. KOIL, Council Bluffs, Ia.—Granted modification of f5

approving transmitter site and extending commencem to Nov. 1 and completion date to Jan. 30, 1935. NEW, S. H. Patterson, Portable-Granted CP

temporary broadcast pickup service; 2000, 2190, 2830 W1XAV, Quincy, Mass.-Granted renewal of spe

experimental license, 61500 kc., 100 w. KGBU, Ketchikan, Alaska-Granted license cover move of station locally; 900 kc., 500 w., specified he

WMBH, Joplin, Mo.—Granted special temporary r thority to operate specified hours in September. WSPD, Toledo, O. Granted special temporary auto-ity to conduct field intensity survey with a 250-w, per-able transmitter, between 1 and 6 a. m., EST, for 30 day, KGGF, Coffeyville, Kans.—Granted extension of special temporary authority to operate specified hours for

o Oct. 1. WSMK, Dayton, O.—Granted extension of special m KQV from 6:45 p. m. to 12 midnight, EST, from Set.

KQV, Pittsburgh-Same as above only simultaneously with WSMK.

WICC, Bridgeport, Conn.—Granted extension of special temporary authority to operate specified hours. Sert. to Oct

KWKH, Shreveport, La.-Granted special temporar

KWKH, Shreveport, La.—Granted special tempons authority to reduce power to 5 kw. and modify press equipment accordingly, until commencement of operatie of KWKH on 1100 kc, but not later than Dec. 8. WORC, Worcester, Mass.—Granted extension of spe-cial experimental authority to operate on 1280 kc, with 500 w., unlimited_time, using directional antenna free Aug. 30 to Nov. 27. WDBO, Orlando, Fla.—Granted extension of special WDBO, Orlando, Fla.—Granted with additional power of emporary authority to operate with additional power 50 w. at night from Sept. 1 to Oct. 1; also granted a

tension of special temporary experimental authority is operate with 1 kw. power D, from Sept. 1 to March 1 1935 WOBI, Scranton, Pa .--- Granted extension of special

w.051, Scranton, Pa.-Granted extension of special temporary experimental authority to operate with adi-tional 250-w. power from Sept. 1, 1934, to March 1, 1845. KGKO, Wichita Falls, Tex.-Granted extension of spe-cial temporary experimental authority to operate with an additional 250-w. night, from Sept. 1, 1934, to March 1 1935. 1, 1935.

KGB, San Diego, Cal.—Granted special temporary athority to use 100-w. portable transmitter to conduct field intensity survey tests in San Diego area, between 12 mil-

night and 6 a. m., PST, from Sept. 3 to Oct. 2. WIP, Philadelphia-Granted extension of special m

thorization to increase power to 1 kw., experimentally during D. hours, from Sept. 1 to Dec. 1. WFI, Philadelphia-Granted extension of special te-porary experimental authority to operate with 500 r. additional power during D. hours only, from Sept. 1, 1984. March 1, 1935

Mow to 500 w. night, 1 kw. D. and hours ^d operation from specified to unlimited. KGDM, Stockton, Calif.—CP to move ransmitter and studio, install new equip-WLIT, Philadelphia-Granted extension of special temporary experimental authority to operate with 500 K. additional power during D. hours only, from Sept. 1, 1934, to March 1, 1935. ment, increase power from 250 w. to 1 kw. and hours of operation from D. to unlim-ited time amended to change proposed

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WIP, Philadelphia-Present license extended on a terporary basis for a period of three months from Sept 1 the time amended to change trasmitter site. Applications returned: WGAL Lancas-ter, Pa.-License to cover CP to change quipment and increase D, power; WJW, Akron, O.-CP to make changes in equip-tion 100 y. to abject to such action as may be taken on pending application for renewal.

WIBG, Glenside, Pa, Present license extended on temporary basis for a period of three months from Sept. 1, subject to such action as may be taken on pendng application for renewal. KFQD, Anchorage, Alaska-Granted temporary exten-

nrup, Anchorage, Alaska-Granted temporary exter-sion of license for period Sept. 1 to Oct. 1, pending receipt and action on application for renewal. WFLA-WSUN, Clearwater, Fla.-Special temporary authority to operate with 1 kw. power at night with directional antenna and 2½ kw. D., from Sept. 1, 1834, to March 1, 1935.

BROADCASTING • September 1, 1934

set for hearing : WJJD, Chicago-Modi Set for hearing: WJJD, Chicago-Modi-faction of license to change power and bours of operation from 20 kw. limited ime, up concerns the set of the set of the w. after sunset at Salt Lake, and 5 3 3:30 µm. sunset at Salt Lake, and 5 (at a sunset at Salt Lake, to 8:30 p. m. (ST, specified hours; KPPC, Pasadena, (ST, specified hours; KPPC, State (Sta-Modification of license to change treatency power and hours of operation from 1370 kc., 100 w. 250 w. LS, share (STG Waterbury, Conn.--Modification of WATR, to change frequency and hours of operation from 1190 kc. D., to 1200 kc. minimied. w. to 1 kw. and hours of operation from D. to sunset at Erie. Pa. NEW, Eastland Company, Portland, Me. --CP to operate on 640 kc. 7400 w., D. to sunset at Cleveland but is application for WJAY for 640 kc. deried D. to sunset at Los Angeles. (Facilities WRDO). WGAL, Lancaster. Pa.-License to cover CP authorizing changes in equipment wFBC. Greenville, S. C.-License to cover CP authorizing installation of new equipment, chapse in frequency from 1200

WJW, Akron, O.--CP to install new-equipment and increase power from 100 w. to 100 w. night, 250 w. daytime. WGCM, Gulfport, Miss.-Special experi-mental authorization to operate with an additional 250 w. night and change speci-

fied hours. WIOD, Miami, Fla.-CP to install new

WIOD. Miami. Fla.—CP to install new equipment, move studio, change frequency from 1300 kc. to 940 kc., increase power from 1 kw. to 1 kw night, 2½ kw. day. WHEF, Kosciusko, Misa.—License to cover CP for new station to be operated on 1500 kc., 100 w. night 250 w. day, U. WFLA-WSUN, Clearwater, Fla.—Spe-cial experimental authorization to install new equipment with directional antenna, operate on 640 kc. with 5 kw. power. KGBU, Ketchikan, Alaska-License to cover CP authorizing move of transmitter and studio.

and studio. KGGM, Albuquerque, N. M.-CP to move

transmitter and studio locally and make changes in equipment.

licenses have been returned: WHN, New

York; WCAE, Pittsburgh; WBRC, Bir-mingham, Ala.

AUGUST 28

WLLH. Lexington, Mass.-Modification of CP authorizing removal of station from Lexington to Lowell, Mass., requesting local

change in location. W8XAI, Rochester, N. Y.-Modification

WSXAI, Rochester, N. Y.--Modification of CP requesting extension of required date of completion. NEW, Lake Region Broadcasting Co., Lakeland, Fla.--CP to erect a new broad-cast station to be operated on 1310 kc., 100 w... unlimited time. NEW, Robert J. Woolsey, Chicago--CP

to erect a new general experimental broad-cast station to be operated on 31300 kc.,

NEW. The Journal Company, Milwaukee

NEW, The Journal Company, Milwaukee - License for a general experimental broad-cast station for 1614, 2398, 3492.5, 4797.5, 6425, 8655, kc. and 1 kw. WHBY, Green Bay, Wis.—CP to install new equipment and increase power from 100 w. to 100 w. night and 250 w. D. WCLS, Joliet, III.—Modification of license

to change hours of operation for speci-fied to unlimited KSO, Des Moines-Special experimental

authorization requesting additional power

(Continued on page 46)

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Page 45

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Denver

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We are organized to accommodate, through

our Sales Merchandising Department, the

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license to change hours of operation from specified to sharing with WGES; WSBT 4/7 and WGES 3/7. (Time sharing agree-

ment not in accordance with division of

NEW, Dan Steinhoff, Jr., Vancouver.

Wash.-CP for new station to be operated on 860 kc., 500 w., U. (Rules 6, 116, im-properly executed and questionable trans-

AUGUST 21

WORC, Worcester, Mass.-Extension of special experimental authorization to oper-ate on 1280 kc., 500 w., U. for period of

90 days; also modification of license to change frequency from 1200 kc. to 640 kc. and increase power from 100 w. to 500 w.

WGBI Scranton Pa .- Extension of spe-

cial experimental authorization to operate with additional power of 250 w. for period

9-1-34 to 3-1-35. NEW, Ohio Valley Broadcasting Corp.,

Parkersburg, W. Va.-CP to erect a new station to operate on 1420 kc., 100 w., U. WRAK, Williamsport, Pa.-Modification

of CP authorizing removal of transmitter, requesting installation of new equipment, increase in power from 100 w. to 100 w.

night, 250 w. day and extension of com-

mencement and completion dates. WDBO, Orlando, Fla.—Extension of spe-cial experimental authorization to operate

with additional power of 750 w. D. for period 9-1-34 to 3-1-35.

period 9-1-34 to 3-1-35. W9XDT, Purdue University. Portable— License to cover CP for special experi-mental broadcast station for 890 kc., 50 w. WKBF, Indianapolis-License to cover CP for installation of new equipment and impresse in daytime power. W6XAI, Pioneer Mercantile Co., Bakers-field, Cal-Modification of CP for experi-field, Cal-Modification of CP for experi-mental broadcast station for 1550 kc., 1000

U., requesting extension of completion

KOL. Seattle-Modification of CP au-

thorizing move, equipment change and in-crease in daytime power requesting exten-

AUGUST 24

support and increase power from 500 w. to 500 w. night, 1 kw. daytime.

trade.

P. O. BOX 2950

WLBZ, Bangor, Me .- CP to install new

ion of completion date.

mitter site and equipment).

WGES, Chicago, Ill .- Same as WSBT

AUGUST 15

WNBX, Springfield, Vt .- CP to install

ew equipment, increase power from 500 c, to 1 kw, and hours of operation from

to 1300 kc. and increase in power. NEW, Mueller Amusement Co., Seguin, Tex.—CP to operate on 1500 kc., 100 w.,

WQAM, Miami, Fla .-- CP to move trans-

KSO Des Moines-Special experimental

WIBW, Topeka, Kans.--CP to install new equipment and increase power from 1 kw, to 1 kw night, 2¹/₂ kw. D. KRKO, Everett, Wash.--CP to move transmitter and studio locally, install new

equipment and increase power from 50 w.

AUGUST 16

WAAB, Boston-CP to move transmitter.

special experimental authorization author izing operation on 1100 kc., unlimited time requesting approval of transmitter site

near Shreveport. NEW, Norman F. Storm, Centralia,

Wash .--- CP to operate on 1500 kc., 100 w.,

unlimited time. KMED, Medford, Ore.-License to cover

erect a new broadcasting pickup station, to be operated on 2090, 2190 and 2830 kc..

Application returned: WSUI, Iowa City

-Modification of license to increase wer from 500 w. to 500 w. night, 1 kw. and hours of operation from specified

AUGUST 20

WGLC, Albary, N. Y.-CP to move sta-tion from Hudson Falls to Albany, amended to request a different sité in Albany. KGKO, Wichta Falls, Tex.-Extension of special experimental authorization to operate with an additional 250 watts power night for the period 9-1-34 to 3-1-35. KGKL, San Angelo, Tex.-License to cover CP to change equipment and in-crease daviane hower.

cover CP to change equipment and in-crease daytime hower. NEW, Helenal Broadcasting Co., Helena, Mont.--CP to erect a new station to be operated on 1420 kc., 100 w., U. NEW, Munn Q. Cannon. Logan, Utah-CP to erect a new broadcast station to be operated on 1210 kc., 100 w. U. KGHL, Billings, Mont.--Extension of

special experimental authorization to oper-ate on 780 kc. for the period 10-1-34 to

1-1-35. The following applications have been returned to the applicants: WORC, Wor-cester, Mass.--CP to change frequency to

600 kc. (Wrong form, Rules 49 and 116). WDBO, Orlando, Fla.—Extension of spe-cial experimental authorization to operate

with 1 kw. daytime. (Not signed). WNAD, Norman, Okla.—Modification of

license to increase power from 500 w. to 1 kw. (Incomplete and not signed).

I kw. (incomplete and not signed). WKBF, Indiahapolis-License to cover CP for change of equipment, increase power and unlimited time. (Unlimited time has been sigspended.) WSBT, South Bend, Ind.-Modification of

to unlimited.

1-1-35.

NED, medora, Ole-License to cover pP for changes in equipment and increase n D. power NEW, S. H. Patterson, Portable--CP to

acified hours

w to 250 w

WLLH, Lowell, Mass.-Granted modifiation of CP to move transmitter locally ation of Of to move transmitter jocarly in Lowell, Mass. WBNX, New York-Granted permission

WBNA, New fork-oranted permission to withdraw application in Docket No. 2467 without prejudice, and granted con-inuance of 30 days of hearing scheduled specified hours.
 NEW. Calcasteu Broadcasting Co., Lake Charles, La.—CP to operate on 1500 kc., 100 w., unlimited time.
 WOPI, Bristol, Tenn.—CP to install new for Sept. 5. KGHI, Little Rock, Ark .--- Hearing schedequipment, change frequency from 1500 kc. to 620 kc. and increase power from 100

167 Sept. 2: KGHL Little Rock. Ark.—Hearing sched-KGHL Little Rock. Ark.—Hearing sched-kTUL, Tulsa, Okla.—Granted 30-day entimuance of hearing set for Aug. 30. Unity School of Christianity, Kansas-Giy, Mo.—Denied petition requesting re-vanidering and grant of application for ew experimental broadcast station; also denied right to protest grant of application of First National Television, Inc. Applications designated for hearing, dis-mised at request of applicatis; NEWS. mitter and make changes in the antenna KSO, Des Mones-Special experimental authorization to operate with an additional power of 250 w. at night. WIBW, Topeka, Kans.-CP to install

of First Mations designated for hearing, dis-mised at request of applicants: NEW, Hand E. Smith, Rensselaer, N. Y.--CP for new station on 1370 kc, 100 w., un-imiled time, facility WGLC: WBZA, Bos-nes-Special experimental authority, 990 K. 1 kw., unlimited time when syn-chonized with WBZ with option of trans-miting dissimilar programs over WBZA D, up to 1 hour before sunset; WKEU, La Grange, Ga.-CP to move station to Chat-nanga, Tenn., change frequency to 1370 wKBF, Indianapolis-Granted special www.mithority to operate from 7 to equipment and increase power from 50 w. to 100 w. Applications returned: WRAK. Wil-liamsport, Pa.—Modification of CP au-thorizing changes in equipment and trans-mitter move requesting increase in power from 100 w. to 250 w. and extension of commencement and completion dates: NEW. James Clyde Skinner, Houston. Tex.—CP to erret a new broadcast station to be operated on 1210 kc., 100 w. D.; NEW, Lakelant Broadcasting Co., Lake-land. Fla.—CP to operate on 1310 kc., 100 w. specified hours.

temporary authority to operate from 7 to 9.p. m., CST, on Mondays and Fridays during August, provided WBAA remains ient. WTBO, Cumberland, Md.—Granted spe-

cial temporary authority to continue oper-stion on 1420 kc. for eight days from Aug. 20. NEW, Associated Radiocasting Corp.

install new equipment, change frequency from .1410 kc to 640 kc., and increase New, Associated Radiocasting Corp., Portable-Granted CP for 31100, 34600, 75600, 40600 kc., 15 w. WHEF, Kosciusko, Miss.-Granted spefrom .1410 kc | to 640 kc., and increase power from 500 w. to 5 kw. KFYO, Lubblock, Tex.—CP to install new equipment, change frequency from 1310 kc. to 940 kc. and increase power from 100 w. night, 250 w. D. to 500 w. KWKH, Shrefeport, La.—Modification of

cal temporary authority to use auxiliary stadio at transmitter site as main studio pending completion of main studio at Kos-cisko Bank Bidg., for 30 days.

custo Bank Bidg., for 30 days. KFNF, Shenandoah, Ia.—Granted exten-son of special temporary authority to use ime assigned to but not used by WILL ad KUSD, from Aug. 21 to Sept. 19.

Applications . . . AUGUST 13

WIXG, Boston—License to cover CP for sperimental visual broadcast station for peration on 42000-56000, 60000-86000 kc.,

WHDL, Tupper Lake, N. Y.—CP to move sation to Olean, N. Y., and make changes

a equipment. WPEN and WRAX. Philadelphia—Li-

ense to cover CP authorizing erection of 1 new transmitter at Philadelphia for operation on 920 kc., 250 w. night 500 w.,

B, sharing time. WBBZ, Ponca City, Okla.—CP to move

NEW, Carolina Radio, Inc., Anderson, S. L-CP to operate on 1200 kc., 100 w., un-limited time, amended to request 250 w. D. KADA, Ada, Okia.—Modification of CP

uthorizing erection of new station, re-mesting approval of transmitter site, move of studio, equipment change and extension

W9XK, Iowa City, Ia.—Modification of icense of visual broadcast station for ad-bitional 5 to 10 meter band, 100 w., 2000-

WSUI, Iowa City, Ia.-Modification of madcast license to increase power from

Aton, O.-CP to make changes it equip-ment and increase D. power from 100 w. to 50 w.; WLBZ, Portland, Me.-CP to ake changes in equipment and increase D. power from 500 w. to 1 kw.; NEW, Ohio Valley Broadcasting Corp., Parkers-larg, W. Va.-CP to operate on 1120 kc., 100 w., unlimited time.

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September 1, 1934 • BROADCASTING

commencement and completion dates.

100 kc.

Radio Helps Store Increase Business During Depression Employes Prosper as Program

Draws Many New Buyers AN OUTSTANDING example of

radio success among retail advertisers is Proctor's. This woman's ready-to-wear firm, which recently moved into a new establishment in the center of Seattle's retail shopping district, owes its phenomenal success to radio, according to Harry Proctor, its president.

Business at Proctor's steadily increased during the depression Not a single employe was released, nor was a single person's salary cut during that time. This could have been done without the help of radio advertising, says Mr. Proctor. This, in itself, is a re-markable showing, as Proctor's has 132 persons on its pay roll and not one of the 125 girls is paid less than \$25 a week. "We determined," said Mr.

Proctor, "at the outset of the de-

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pany order: Forms close 28th and 13th of month preceding issue.

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Experienced commercial manager with consolidated stations. State qualifications, giving full particulars. Box 212. BROAP-CASTING.

Situations Wanted

As Manazeri 35, energetic American. Thoroughly experienced broadcasting busi-nees from control room through executive duties. Now employed important midwest station. Desiret change locality. Go any-where. Desiret change locality. Go any-where. Desiret change locality. Go any-where and the station. Address Box 208. Boarcasting.

Announcer continuity writer - pianist. Excellent musical background. Collexe training, pleasing personaity. Dramatic experience. Will go anywhere. Salary secondary. Results guaranteed. Box 213. BROADCASTING.

Announcer, operator, program director-six years radio-NBC, Columbia, inde-pendent stations, P. O. Box 1252, Seattle.

For Sale For Sale: One Western Electric volume indicator panel complete with tubes. Cost over 300.00. Price 350.00 FOB Montgom-ery. Guaranteed perfect condition and looks like new. Calibrated in decibels. Radio Station WSFA. Montgomery, Alabama.



pression to be helpful to every human being with whom we came in contact. We held a meeting with our salesgirls. I told them there would be no panic in the store. We would attempt to reverse the process. I promised them we would dismiss no one and would cut no salaries. I determined that this store would live according to principle and tell the people of the Northwest about it. The question was, how could we impress the people with our sincere desire to be helpful in satisfying human needs in a human

wav "Radio has proved to be the prime factor for our success. I know the facts concerning our store are hard to believe considering the depression we have been through. The only way I can explain it is the fact that we have believed wholeheartedly in radio and we have had a radio personality in 'Mary of Her Friendly Garden,' which has clicked day in and day out. Our radio program has informed the people that we are alert to meet their needs when they come in and we prove it to them as soon as they step inside

Can't Keep People Away

the door.

"HOW CAN I prove that our radio program is a success? Why we can't keep the people from the store. When Mary began broad-casting again over KOMO after an engagement with NBC at San Francisco, results came in immediately. We have had a steady stream of people coming in. They tell us they are members of Mary's family. Just yesterday an 89-year-old lady came in. She said she lived on the outskirts of Tacoma and that she had fed her chickens, watered her cow and had left at 4:30 in the morning to come to Proctor's to buy a coat.

She says that she listens to Mary every day and that it is a daily comfort to hear her." Mary conducts her "Friendly Garden" program over KOMO rom 9 to 9:30 a. m., daily except Sunday; "Tea Time Tales" from

1:15 to 1:30 p. m., daily except Saturday, and "For All the Family," Sundays from 12:15 to 1:15 p. m. TWO 700-foot masts are being built for the new 100,000-watt

British Broadcasting Corp, radio station at Droitwich, near Birmingham, about 100 miles from London, designed to serve the north of England and Scotland.



of 100 w. KGB, San Diego, Calif.--Modification

Examiners' Reports . . .

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ton, of Des Moines, and to get a start in the business swirl.

Among his articles, published in such journals as the Prairie Farmer, Wallace's Farmer and the Iowa Homestead, were: "A Voyage to Scotland in a Cattle Boat" "My Impressions of Farming in Scotland"; "The Isle of Golden Milk": "Where the Jersey Home changes in equipment, change frequence from 1370 kc, to 1300 kc, and increa power from 100 w. to 250 w. night, % Fires Burn"; "At Home with the Jerseys"; and "Le Perche, the Cradle of the Percherons."

After his marriage and graduation in 1924, "Butch" settled in Chicago, becoming director of publicity for the Illinois Agricultural Association. His rise was rapid. He became a delegate and secretary to the Governor's Commission appointed to represent Illinois at the All-Agriculture Area Conference at Des Moines in 1926. The same year he moved to Washington, and was appointed to the staff of the National Fertilizer Association and managing editor of The Fertilizer Review, official organ of the trade association. In 1927 and 1928 he was secretary of the National Fertilizer Conferences.

It was from this position that he WIS. Columbia, S. C .- Examiner Walke moved into radio as a career. On Report No. 1-3 : Docket 2506) reco that Commission affirm its grant of Jan 15 for CP to move station locally, chan frequency from 1010 kc. to 550 kc. as Jan. 16, 1930, he became the first CBS Washington director. In June, 1932, CBS negotiated the lease for increase power from 500 w. night, 1 LS, to 1 kw. night, 212 kw. LS. Pro WJSV as its full-time Washington of WFI and WLIT withdrawn. outlet, and Mr. Butcher took a fling at practical broadcasting Bubbling over with enthusiasm, he soon demonstrated his ability to launch new program ideas and develop dollar-puller commercials His success as a station manager DIRECTORY has been little short of phenomenal for the station went to the right side of the ledger almost from the start of his supervision. He developed such attractions as Elder ANSKY & BAILEY Michaux, which was graduated to the network. Always stressing Qualified Radio Engineers

civic interest programs, he has staged broadcasts from orphanages to find home for fondlings-has even broadcast from the dog pound to secure homes for stray pups. Once he put on a campaign for a heating plant for the Children's Hospital and got it.

Since he entered radio, "Butch" has been most active in the industry's trade association work, serving on many committees of the NAB. Possessed of an analytical mind and having a keen insight into legislative and regulatory problems, he has been very helpful in working out industry problems which constantly arise in Wash-

He is a member of Sigma Delta Chi, national journalistic frater-nity; Sigma Phi Epsilon, national fraternity; Burning Tree Country Club, and the National Press Club. While golf is his diversion, his hobby is his auburn-haired wife and his two-year-old adopted daughter, Beverly. He also in-dulges in an occasional fishing expedition, and is a charter member of the RPCA (Radio Poker Club of America) which holds periodic sessions and is made up largely of members of the Washington radio fraternity.

later this year.

FREQUENCY MONITORING SERVICE Reference frequencies derived from the National Standard of Frequency of the National Bireau of Standards by con-tinuous leased wire service. Phone GREENWOOD 2134 Washington built of the law JOHN M. HENRY, manager of KOIL, Council Bluffs-Omaha, is gathering material for a book titled The 1934 Wit of the Amer-Washington Institute of Technology ican Press which will be published Washington, D. C.

(Continued from page 45) of 250 w. night amended to request as an additional power of 1 kw. 2 Ko change hours of operation from attage with KFUO to unlimited, facilities KFUO, and conit request for fac-tices of KFUO. KGGM, Albuquerque, N. Mex.-CP make changes in antenna system and we control of the contr CHEERING TO THE BUSINESS MAN make changes in antenna system and make VERY station locally. NEW, San Diego, Calif.—CP to one. NEW, San Diego, Calif.—CP to operation 1420 kc., 100 w., unlimited time, WGL, Fort Wayne, Ind.—CP to mig.

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engage topnotch talent will appre-KTAR, Phoenix, Ariz.-Examiner E engage topplotent tarent of the re-(Report No. 1-2; Docket 1679): conclude that while some interference would rest this. Moreover, this new way to from the granting of an increase in the power from 500 watts to 1,000 watts, fre a practical listener's standpoint the ince ference would not be destructive. not only nominal but definite. The dvertiser knows exactly where he ands, and can budget his broadcast

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WTAD Quincy, Ill .-- WHBF Rock Island, Ill .-- WTAX Springfield, Ill. WGBF Evansville, Ind.-WLBC Muncie, Ind.-WBOW Terre Haute, Ind.-KWCR Cedar Rapids, Ia.-WOC-WHO Des Moines, Ia.-WMT Waterloo, Ia. -- KGGF Coffeyville, Kan. -- WLAP Lexington, Ky. --WDSU New Orleans, La. - KWKH-KWEA Shreveport, La.-WCSH Portland, Me. - WEEI Boston, Mass. -- WTAG Worcester, Mass. --CKLW Detroit, Mich .- WEBC Duluth, Minn .- KSTP St. Paul, Minn . WAML Laurel, Miss.-WQBCVicksburg, Miss.-KMBC Kansas City, Mo. -- KWK St. Louis, Mo. -- KGBX Springfield, Mo.-- KFBB Great

Falls, Mont.-KGVO Missoula, Mont.-KFAB Lincoln, Neb .-- KOIL Omaha, Neb. -- KGGM Albuquerque, N. M.-WOKO Albany, N. Y. WGR-WKBW Buffalo, N.Y.-WOR New York, N.Y.-WHAM Rochester, N.Y.-WFBL Syracuse, N. Y.-WSOC Charlotte, N. C.-WBIG Greensboro, N. C.–WSJS Winston-Salem, N. C. –WDAY Fargo, N.D.–WCKY Cincinnari O. -WDAY Fargo, N.D.- WCKY Cincinnati, O.-WHK Cleveland, O.-WAIU Columbus, O.-WSPD Toledo, O.-KOMA Oklahoma City, Okla, -KVOO Tulsa, Okla.-KFJI Klamath Falls, Ore, KOIN-KALE Portland, Ore.—WCBA Allentown, Pa. - WCAU-WIP Philadelphia, Pa. - WCAE Pittsburgh, Pa.-WEEU Reading, Pa.-WGBI Scranton, Pa.-WJAR Providence, R. I.-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.-KTSM El Paso, Tex .-- KTAT Ft. Worth, Tex. KTSA San Antonio, Tex.-WACO Waco, Tex. -KGKOWichita Falls, Tex.-WEHC Charlottesville, Va.-WRVA Richmond, Va.-WDBJ Roanoke, Va. --- KXRO Aberdeen, Wash. KOMO-KJR Seattle, Wash.-KIT Yakima, Wash. -WCHS Charleston, W. Va.-WHBY Green Bay, Wisc.-WISN Milwaukee, Wisc.-KGMB Honolulu, Hawaii-2GB Sydney, Australia.

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