



Sponsored broadcasting from 'America's Little House

THE HOUSE THAT COULDN'T BE BUILT

They planned it for years—and were called dreamers. They held to a vision, this group of thoughtful women, and were called visionaries while their numbers and their vision grew.

Snuggle a little white house against the base of New York's giant skyscrapers? A bit fantastic. Build a little white house with a rolling green lawn and a white picket fence in the thundering heart of Manhattan? It would take a forty story building just to meet the taxes on the ground! Set a little white chick of a home in the very shadow of the Chanin tower—almost at the door of the Grand Central Terminal—just to let the public *come and look?* Dear ladies!...

* * *

"The house that couldn't be built" now hums to the beat of hammer and saw—walls and doors up, roof already timbered, windows cut—sturdy oak and yellow pine flashing in the sun at 30th Street and Park Avenue—as work speeds to swift conclusion. The dream that couldn't come true—a modern model house for all America—has already been dedicated by Mrs. Roosevelt, wife of the President of the United States, as its hearthstone was laid and as millions of women listened to a nationwide broadcast of the ceremony.

The group of valiant and unselfish women who lead the New York Committee of the Better Homes in America movement have quietly imposed a gentle will, a personal ideal, upon the impersonal pageant of the largest city in the world.

In America's Little House, scheduled for completion early in October, women from every corner of America will see reflected their own homes... present or future...in whole or in part...with improvements they will want...with equipment they will buy...with economy they will duplicate in their own cities and towns from coast to coast.

The Columbia Broadcasting System is proud to have extended its facilities to the Better Homes Committee in this significant and splendid project. It is proud to give America's Little House one voice which is ten million voices—in a regular series of broadcasts from this national *center* of home interest—this national *symbol* of home building and home modernizing.

It is our privilege to offer the opportunity of sponsored broadcasting, on an exclusive basis, from this "premium" origination point — through a studio specially built into The Little House. Columbia Broadcasting System offices in New York or Chicago will gladly provide further information.

- is available through

THE COLUMBIA BROADCASTING SYSTEM



To take the risk out of buying eggs pure food laws require that a farmer shall "candle" his eggs before sending them to market.

To take the risk out of buying time the best stations require "audience-measurement" through an unbiased organization.

PRICE-LUNDEEN

METHOD OF "AUDIENCE MEASUREMENT" IS AGENCY APPROVED

Cover All 3 Thirds

WITH YOUR LOS ANGELES RADIO INVESTMENT

As a bonus, KNX also gives coverage of the entire western market ...

- In the Los Angeles market there are 3 areas of approximately equal size. (300.000 families each).
 - 1st-the 10-mile radius which is reachable with only 1000 watts.
 - 2nd-a radius of the next 30 miles, which requires over 1000 watts at night time as well as day.
 - 3rd-is the area included in the next 100-mile radius. which requires 50,000 watts to reach. Your Los Angeles program must cover all three to give you the results you are entitled to.



KNX Gives Coverage of all 3-in equal proportion

Analysis of total KNX mail from these three areas of primary coverage shows that one-third of it comes from each area: proving KNX coverage in direct proportion to population. Complete coverage of all three areas that is obtainable only with 50,000 watts.

Comparison of mail received by one advertiser using same program over KNX and another L. A. station (that is reported as having best city coverage of any) showed KNX pulled the most response. Another advertiser, using same program at same time over two other L. A. stations received 54% of response from KNX, 38% from station "B" and 8% from station "C." Definite, indisputable evidence of KNX coverage in Los Angeles eity and its entire trading area.

Lindsay Spight,

Additional Coverage Throughout the West

A breakdown of 20,479 letters pulled by KNX shows how it blankets this entire area in direct proportion to population:

States	Percent Radio Receiving Sets in Western States	Percent of clients mail from each State	
Arizona Galifornia [®] Idaho Montana Newada New Mexico Oregon Utah Washington Wyoming Canada Other States	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	2 *34 10 11 2 1 13 3 16 1 4	*KNX makes no claim of complete coverage of the San Francisco met- ropolitan area which has about one-third lot broadcast receivers in California.



"THE VOICE OF HOLLYWOOD"—Speaking with 50,000 Watts on National Cleared Channel

Hollywood, California

SAN FRANCISCO OFFICE CHICAGO OFFICE John Blair 485 California St.

GREIG, BLAIR & SPIGHT, Representatives 520 North Michigan Ave.

NEW YORK OFFICE Humboldt J. Greig Chrysler Bldg.

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"Free & Sleininger do more than 'represent'... they become their Stations"

Paul ggumlinnen

Paul G. Gumbinne In charge of radio Lawrence C. Gumbinner Advertising Agency

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES NBC Basic Red Network	4,389,108
WGR-WKBW BUFFALO CBS Basic Network	1,544,828
WHK CLEVELAND ACBS Basic Network	2,069,345
WIND GARY-WJJD CHICAGO (WIND) CBS Supplementary Group	5,837,199
WAIU COLUMBUS Predominant in Central Obio	1,433,606
WDAY FARGO NBC Northwestern Group	928,867
WKZO KALAMAZOO The Voice of Southwestern Michigan	346,406
KMBC KANSAS CITY CBS Basic Network	1,320,130
KFAB LINCOLN-OMAHA CBS Northwestern Group	2,522,075
WAVE LOUISVILLE NBC Southcentral Group	925,717
WTCN MINNEAPOLIS-ST. PAUL The Twin Cities Newspaper Station	2,137,792
KOIL OMAHA-COUNCIL BLUFFS NBC Busic Blue Network	1,363,985
WMBD PEORIA CBS Başic Supplementary Group	464,352:
*CKLW WINDSOR (Detroit Trading Are CBS Basic Network	4,372,000
Papagantal in China I Maria	

* Represented in Chicago and Middle West Territory only.

FREE & SLEININGER, INC. Radio Station Representatives

NEW YORK CHICAGO Chrysler Bldg 180 N. Michigan Ave. Franklin 6373 Murray Hill 2-3030



SAN FRANCISCO Russ Building Sutter 5415



Gumbinner clients look upon the Gumbinner organization as an integral part of their businesses, not merely an outside "agency." They respect-and find invariably helpful-the Gumbinner intensity, as attested by the long years this agency has served the majority of its accounts.

The same thoroughness that goes into planning, merchandising and ideas, has gone into its radio work. Quietly, without ballyhoo, dollars spent for radio by this agency's client are made to do the job for which they are appropriated.

As Paul G. Gumbinner further said about Free & Sleininger, "We like the way you tackle the jobs for which we call on you... vou work as we do."

Thus has the attitude of genuine service pervading the Free & Sleininger organization appealed to many an advertising agency and advertiser. From coast to coast the eighteen Free & Sleininger representatives are ready at the drop of a hat to take over your problems. Ask them about the unique new Unit Merchandising Service. Let them show you why you always can choose a Free & Sleininger station with confidence.

LOS ANGELES

Chamber of Commerce Bldg.

Richmond 6184

SEATTLE

Elliott 6662

Stuart Buildin

passed along to Congress. All in all, the record of the proceedings of the convention itself appeared

ists today. The unbounded confidence in the future also was augmented by the showing that business prospects for the fall indicate a 40 per cent increase in revenue. This was disclosed in the referendum conducted by BROADCASTING during the convention through use of an auto-matic voting machine.

Dill's Speech Stirs

notably in its dealings with advertisers and agencies, took the form of formal resolutions adopted at the closing session. Steps were taken to bring about a condition whereby stations can broadcast "spot" news, whether through the



Broadcast Advertising

WASHINGTON, D. C., OCTOBER 1, 1934

\$3.00 PER YEAR-15c A COPY

and sane treatment of the musical copyright situation, contingent upon the outcome of the pending

anti-trust suit against ASCAP launched by the government. In the sphere of the business of

adopted resolutions pledging co-

operation with the Federal Trade

Commission in its efforts to elim-

inate fraudulent, untruthful or wil-

broadcasting,

the

convention

Roosevelt Gives Broadcasters Confidence

By SOL TAISHOFF

Commercial System Seen Safe, Business Prospects Fine: J.T. Ward Named NAB President: Dill Stirs Delegates

Officers

New Directors (3-year terms)

HEARTENED by clear-cut expressions of confidence in the American system of broadcasting from President Roosevelt and from key men in his administration who addressed them, some 400 of the nation's broadcasters, who met in Cincinnati Sept. 16-18 at the 12th annual convention of the NAB, re-turned to their respective stations confident that their industry is firmly entrenched and aware of the fact that they had attended the most successful and important annual meeting in NAB history.

Vol 7 No. 7

Confidence for Hearing

FEAR of undue government interference with the industry and the present system of operation, ex-aggerated and intensified by the constant sniping of opposition forces espousing government own-ership, was genuinely dispelled as a half dozen federal officials, representing every branch of radio regulation, spoke before the convention and asserted themselves in

blunt terms Their words instilled in the delegates also a new confidence with respect to the forthcoming hear-ings before the Broadcast Division of the FCC, at which proposals for allocation of specific blocks of channels to religious, educational and other so-called "non-profit"

groups will be considered and to be an unimpeachable case for the broadcasting industry as it ex-

MANY significant actions designed to stabilize further the industry,

NAB Officers and Directors, 1934-35

New Directors (1-year terms) Ward, WLAG Nash-Stanley E. Hubbard, KSTP, St. ville, president. Lambdin Kay, WSB, Atlanta, first Harold Wheelahan, WSMB, Birmvice president. Charles W. Myers, KOIN, Port-land, Ore, second vice president. Isanc D. Levy, WCAU, Philadel-

ingham. Powel Crosley, Jr., WLW, Cin-Directors Continuing Palate D. Beyr, W. Kerelected). Philip G. Loucks. Washington, managing director, (Reap-pointed.) William S. Hedges, WEAF, New York. I. K. Carpenter, WHK. Cleve-

Arthur B. Church. KMBC, Kan-Frank M. Russell, WRC, Washington. I. R. Lounsberry, WGR-WKBW. Buffalo. J. Thomas Lyons, WCAO, Balti-

John J. Gillin, Jr., WOW, Omaha-S. G. Persons, WSFA, Montgomter. Pa

association or through outright purchase of news from existing press associations and under sponsorship, after Senator Dill (D.), of

ery, Ala.

Alfred J. McCosker, WOR, New-Leo J. Fitzpatrick, WJR. Detroit. Harry C. Butcher, WJSV, Wash-I. Z. Buckwalter, WGAL, Lancas-

creation of an exclusive radio press Washington, had brought the broadcasters to their feet with a pointed and courageous denunciation of the existing situation Preparations were made for safe

fully misleading advertising from the air; directed the appointment of a committee to discuss with the American Association of Advertising Agencies and the Association of National Advertisers the feasibility of setting up a "circulation" bureau for the industry and for determining the character of coverage information they desire; setting up standardization of units of sale and rate card practices for station rates; prompt establishment of an agency recognition bureau within the NAB; reaffirming the resolution it adopted last year asking elimination of restrictions on announcements of electrical transcriptions; and recommending that the merchandising cooperation of stations with advertisers be limited to activities that do not entail direct expense and that where there is direct expense the advertiser bear the cost.

Elected president of the NAB for the ensuing year was J. Tru-



NAB BOARD FOR 1934-35-Seated left to right: Lambdin Kay, WSB, first vice president; Philip G. oucks, managing director; J. Truman Ward, WLAC, president; Isaac D. Levy, WCAU, treasurer; Charles Myers, KOIN-KALE, second vice president, Standing, left to right: H. K. Carpenter, WHK; Frank M. Russell, NBC; S. G. Persons, WSFA; Stanley E. Hubbard, KSTP; William S. Hedges, NBC; Alfred J. Mc-Cosker, WOR (retiring president); J. Thomas Lyons, WCAO; I. R. Lounsberry, WGR-WKBW; Arthur B. Church, KMBC; John J. Gillin, WOW; Harry C. Butcher, CBS; Harold Wheelahan, WSMB. Board members absent when photo was taken were Powel Crosley, Jr., WLW; Leo J. Fitzpatrick, WJR; I. Z. Buckwalter, WGAL.

October 1, 1934 • BROADCASTING BROADCASTING • October 1, 1934

man Ward, directing head of WLAC, Nashville, a member of the NAB board of directors for the last two years. He succeeds Alfred J. McCosker, WOR, Newark, who declined to run after serving two successive terms, despite the entreaties of members and friends who believed it would be unwise to "change horses" at this time. Mr. McCosker, however, held that his duties at WOR, together with the fact that he had served two terms, made it desirable for him

to retire. Mr. Ward was placed in nomination by the nominating committee, but was opposed in the ballot-ing by H. K. Carpenter, WHK, for the floor was nominated from the floor. Also nominated from the floor was Leo J. Fitz-patrick, WJR, Detroit, retiring first vice president. Mr. Fitzpatrick, however, declined the nomination on the ground that he would be unable to devote the requisite time to the task during the ensuing months that loom large from the regulatory standpoint.

Elected along with Mr. Ward were Lambdin Kay, WSB, Atlanta, first vice president; Charles W. Myers, KOIN-KALE, Portland, second vice president, and Isaac D. Levy, WCAU, Philadelphia, re-elected treasurer. Mr. McCosker and Mr. Fitzpatrick were elected members of the board.

Loucks Reappointed

AT THE FIRST meeting of the new board of directors held immediately following the convention, Philip G. Loucks, able young managing director; was reappointed for his fifth consecutive term, after being highly commended for his work in increasing the membership of the association from a scant 62 in erally." 1930 to 370 at present, and building it from a makeshift and virtually unknown organization to its present stature. He was reappointed at his present salary.

Simultaneously, the new board decided against retaining Oswald F. Schuette for the ensuing year. Engaged two years ago at \$18,000 per year to handle copyright nego-tiations with ASCAP, Mr. Schuette last year was placed on a part-time basis at \$6,000. Because of the filing of the government suit against ASCAP last month, it was decided his services are no longer needed.

The board accepted the voluntary offer of Henry A. Bellows, chairman of its legislative committee, to assist in the preparation and presentation of the industry's case at the FCC "25 per cent" hearing. Mr. Bellows resigned as vice president of CBS last month and is being considered for a permanent post with the NAB as its legislative officer and to handle other trade association functions. This decision, it is expected, will be made at the next meeting of the board in Washington late in October.

Keynote of Convention

WHAT PROVED to be the keynote of the convention was sounded by President Roosevelt himself in a letter to President McCosker, read at the opening session. Unquestionably sinking much of the hope of commercial radio's opponents, the President expressed his "great

President Roosevelt's Message THE WHITE HOUSE WASHINGTON

Hyde Park, New York, September 14, 1934.

My dear Mr. McCosker:

It gives me pleasure again to extend to you and the members of the National Association of Broadcasters assembled in convention at Cincinnati, Ohio, my heartiest greetings. A year ago, in a brief message to you. I made the statement that I was looking forward to your continued cooperation in assisting the Government to present to the people of the United States honest discussions of all phases of national problems we would face and their solutions.

The cooperation given by your members in these discussions, over the past 12 months, has given me great faith in the American system of broadcasting. I know, as you must, that the American system of broadcasting is a regulatory system and by its every fundamental principle relegates the thought of censorship to the background of the minds of everyone who really knows and appreciates your policies and daily problems. The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American press. I am not unmindful of another benefit which radio gives all the

people and to all classes of business. That is a stimulation of buying power and its assistance to commerce generally.

I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes and those of the entire country.

Very sincerely yours,

TROPHY WINNER-With a score

of 69, after a handicap of 30, Lewis

full details on page 20.

freedom of action."

program."

FRANKLIN D. ROOSEVELT. Mr. Alfred J. McCosker, President, National Association of Broadcasters,

faith in the American system of broadcasting." And that system, he said, assures an equality of freedom "similar to that freedom which has been and is the keystone of the American press." And to top that off, the Chief Executive said he was not unmindful of the benefit radio gives all the people and to all classes of business-"a stimulation of buying power and its assistance to commerce gen-

Washington, D. C.

Thereafter five government officials echoed these identical views in different language. In turn, they were Chairman Hampson Gary of the FCC Broadcast Division; Senator Dill; Sol A. Rosenblatt, division administrator of NRA, in charge of amusement codes; Col. Thad H. Brown, vice chairman of the FCC Broadcast Division, and Federal Trade Commissioner Ewin L. Davis, former member of Congress and co-author of the Radio Act of 1927. Abstracts of these addresses are published elsewhere in this issue.

Cites FCC Hearing

IN FORMALLY opening the convention, President McCosker brought out that the broadcasting industry, as such, actually is but a dozen years old-dating from the organization of the NAB. In that span, he pointed out, the radio audience has grown from about 60,000 to more than 50,000,000 persons. who listen in on some 18,500,000 sets. He pointed to the significant work of the NAB during that time and said that it was his opinion that there would not be a private broadcasting industry today had it not been for the work of the trade

association "Broadcasting," said Mr. Mc-

Cosker, "is the most regulated of American industries. We have no quarrel about that. But we must be on the alert to prevent overregulation. It is only a short step from proper regulation to that patrons, the listeners, while main taining our freedom of action, and enjoying the constitutional priv. lege of reasonable profit on on investments and for our labors," It was Senator Dill's address on news by radio that took the convention by storm. | Senator Dilly speech is published in full in this issue.] The speech brought shar retorts from the Publishers Na tional Radio Committee, conduct. ing the Press-Radio Bureau criti cized by the Senator and from other pro-press groups, whose replies are also published in the issue.

The ultimatum laid down by Senator Dill was that either the press associations must change the terms of the press-radio agreement which he said supplied only "stale" news, or stations must create the own means of securing news en tirely independent of them, H suggested that the NAB either anpoint a committee with power to organize a non-profit, cooperative station-owned news organization or empower its board to take action. With a minimum of 16 stations, he declared, such a cooperative news organization could furnish full service, open to spon. sorship at a cost of \$25 per week for small stations and \$50 to \$15 per week for large ones.

Called Broadcasters' Duty

MOREOVER, Senator Dill said that news by radio as it should be provided would do more than any other single thing to perpetuate the American plan of radio. He called it the duty of stations to present news in the "public interest, convenience and necessity He pointed to the value of such a program service in answering the demand of educators for 25 per cent of the existing facilities, which is the salient issue at the Oct. 1 hearings before the FCC. Concluding his sensational address, Senator Dill stated that continuation of the American plan of broadcasting depends on popular support. "News by radio will a more to maintain and strengthe that plan than any other feature broadcasters can use," he said " urge you: seize it, use it, glorify

Allen Weiss, WJR, won the silver trophy awarded annually by At its meeting following the con-BROADCASTING Magazine at the vention, the NAB board studied the NAB golf tournament. Story with Dill suggestion for creation of a news-gathering organization. k found that there was pending be character of federal control which fore it a resolution adopted in might impair, if not wreck, our May providing for the appointment of a committee to investi-Alluding to the "25 per cent" gate the radio-press situation gen erally and that no new authority hearings, Mr. McCosker said acwas necessary to comply with the suggestion. It was announced that tivities must be directed on the Washington front, where the opponents of the industry have con-centrated their efforts. Coupled such a committee shortly would be appointed by President Ward with this, he declared, must be Reassuring word was received "judicious control of our program by the industry from Commis-sioner Gary in his address at the and commercial methods through our own efforts, but we have done opening session. He reiterated his an effective work during the past previously expressed view that two years in spiking the guns of talk of censorship of the air was the opposition on these scores by pure imagination on the part of our self-imposed housecleaning some individuals. He promised nothing revolutionary in the fun-"During our three-day session, tioning of the FCC. It was his Mr. McCosker concluded, "we will first introduction to the broadcasters since he assumed office last take inventory of the last year and

devise plans for the future. We July and he made a most favorable have many problems, some of impression. Concluding the opening session which have been with us from the Monday, Sept. 17, was William Hard, noted journalist and rado beginning. All of them converge at the same point: means of providing maximum service to our commentator, who addressed the

www.americar

BROADCASTING • October 1, 1934

METROPOLITAN GROUP-Left to right: Frank Chase and n department: Ednyfed Le

> NETWORK QUARTET eft to right: Harry Butcher, CBS; rank Russell, NBC: M. R. Runvon, CBS; Niles Trans-NBC

MINCES

NO WORDS

Senator Dill commande

intense interest as

he abjures radio to organize it

own news ser

SOUATTERS -Left to right: J. Leslie Fox. WGAR; John Patt, WGAR; Jack Stewart, WCAE; Henry Chris-



DRUADUASTERS ET AL-Seated, left to right: Ed Voynow, Edward Petry & Co.; Dean Fitzer, WDAF; Mrs. A. T. Hild, WLIT; Isaac D. MICHIGAN WELCOME-Leo Fitzpatrick, WJR, De-Levy, WCAU. Standing, left to right: Roy Thompson, WFBG; K. C. troit, cordially felicitates Harold Gross, operator of the Sink, WFBG; Father J. A. Wagner, WHBY; Ednyfed Lewis, WFI; new WJIM, Lansing. H. J. Brennen, WJAS-KQV; Benedict Gimbel, WIP; A. P. Cox, Cox & Tanz





WITH ALL THE LADS—L. B. Wilson, WCKY, surrounded by happy caddies with whom he is highly popular at the P. McGregor, McGregor & Sollie. FOUR VP'S AND ONE TO CARRY-Left to right: Frank Russell, Kobak, Niles Trammell, Frank Mason, Donald Withye

IRST FORESOME eft to right: E. D. encks. WTCN; W. J.

mm, WTMJ; Earl

Gammons WCCO:

Arthur Kemp, KHJ.

FROM OUT OF THE WEST-

Seated, left to right: Hugh Halff, WOAI; Naylor Rogers, KNX; H. J. Quilliam, KOMO-

KNX; H. J. Quilliam, KOMO, KJR; Mrs. J. Jacobsen, KFBB; P. J. Meyer, KFYR: Phillip Lasky, KDYL. Standing, left to right: William Way, KVOO; Sidney Fox; KDYL; Ed Craney, KGIR; Guy Earl, KNX; C. W. Myers, KOINKALE; T. W. Symons, KFPY.

KEPY.

MORE WESTENERS-C. W. McDowell, KFOX; Richard Lewis, KTAR; C.

Twin Oaks Club.

October 1, 1934 • BROADCASTING



convention on "Radio and Human convention of Addio and Fundan Liberty. Feering into the future of radio in international affairs and as a tool of diplomacy, he said the extension of liberty in radio in the world is "hinged upon the preservation of liberty in radio in the vertex of liberty in radio in the United States"-the only nation which does not have a nationalized radio system, Fresident McCosker then ap-

yointed committees for the conven-tion. These included:

Fonted committees for the conven-tion. These included:
Resolutions—Henry A. Bellows, NAE, chairman: Donald D. Davis, WHB, Kansas Ciry, and W. P. Wil-liamson, Jr., WKBN, Youngstown, Nominting—H. J. Brennen,
WJAS, Plutsburgh, chairman; Charles Burke, WDAY, Fargo, N. D.; L. A. Benson, WIL, St. Louis; Dr. Leor Levy, WCAU, Philadelphin; H. W. Slavick, WUC, Monphis; H. J. Quilliam, KOMO-KJR, Seattle, and Glenn Snyder, WLS, Chicago, Credentials—I. R. Lounsberry,
WGR-WKBW, Buffalo, chairman; Hugh A. L. Half, WOAI, San An-rouin, and John E. Fetzer, WKZO, Kalamazo, Mich, Elections—The Rev. James A.
Woner, WHBY, Green Bay, Wk.; William H. West, KSD, St. Louis, and P. J. Meyer, KFYR, Bismarck, From Managing Director Loucks the convention heard a word-pic-

the convention heard a word-picture of industry activities during the preceding year. Speaking at the afternoon session Sept. 17, Mr. Loucks explained that 1934 has been the busiest year in the history of the NAB. He gave account of his stewardship in his fourth annual report. Due to enlarged activities, and in spite of the increased membership, Mr. Loucks brought out that the income from dues failed to meet operating expenses during the first nine months of the year. As of Sept. 1, income amounted to \$35,139.81, while expenses totaled \$39,598.13. He recommended a change in the method of paying dues, based on published card rates of stations which would produce approximately, \$60,000 annually. This amendment subsequently was adopted by the convention.

State Groups Urged

CREATION of state NAB committees to operate as branches of the NAB but also to keep abreast of purely intrastate radio problems was advocated by the managing director. Two such committees already have been created-in New York and Alabama. He urged that immediate plans be made for formation of such committees in every state.

Invading commercial problems, Mr. Loucks cited agency recognition, and the creation of a cooperative bureau for coordinating station surveys and listening data as the most important. The convention subsequently took action on both, as reported in this issue.

In a detailed report on legislation, Mr. Bellows said the last year entailed more hard work on the part of the Legislative Committee than any other since broadcasting began. A triumvirate, consisting of himself, Mr. Loucks, and Frank M. Russell, NBC Washington vice president, he explained, was in almost constant session during most of the year to devise means of meeting the constantly recurring legislative problems and those which directly or indirectly tied into legislation.

The history of the Communications bill enacted last June, which created the FCC, was enumerated created during the last year.



AMONG AGENCY FOLK PRESENT-The 1934 NAE convention attracted more agency executives than a previous convention in NAB history. Here are a few of them snapped by our official photographer. Left right: John Benson, president, A. A. A., Robert Howard, Campbell-Ewald Co., Detroit; Charles Ganna, Erwin, Wasey & Co., New York, radio chairman, A. A. A. A., Elizabeth Black, Ruthrauff & Ryan, Net York: C. E. Midgley, Batten, Barton, Durstine & Osborn, New York; Hubbell Robinson, Jr., Young & Rub cam, New York.

by Mr. Bellows, along with a dozen other pieces of legislation affecting the regulatory or business side of broadcasting. He dwelled at length upon the so-called Wagner-Hatfield amendment to the FCC bill, which

of all facilities to nonprofit organizations but which was effectively blocked after the most sanguinary fight in radio annals. In this fight, Mr. Bellows gave full credit to

Business Boom Seen In Fall Answers to Questions Propounded by BROADCASTING Indicate \$100.000.000 Radio Year

RADIO BUSINESS this fall, based on time reservations and prospects. will eclipse any other corresponding period in radio history and will show an average increase of 40 per cent over the same period of last year, according to a survey made by BROADCASTING through use of an automatic voting machine during the NAB convention in Cincinnati Sept. 16 to 19.

If the same ratio of increase is maintained for the remainder of the 1934-35 radio year, the aggregate radio advertising revenue for the fiscal year will reach approximately \$100,000,000, as against approximately \$67,000,000 for the fiscal year July, 1933, to June, 1934.

This weighted average of increase was procured through answers to questions propounded by BROADCASTING, after consultation with the Association of National Advertisers, American Association of Advertising Agencies and the NAB. The referendum was arranged by BROAD-CASTING with the Automatic Voting Machine Corp., of Jamestown, N. Y., manufacturers of voting machines for all election purposes.

The question on business prospects for the 1934-1935 season was broken down into five parts. Of the whole, 6.3% of those voting said business would be up to 10% better this fall than last. According to 27.5% of the voters, business will be 10 to 20% better; while 41.7% indicated an increase of 20 to 50%. Increases between 50 and 100% were expected by 18.1%, and 6.3% said it would be over 100%. The weighted average of predicted increase was 40%.

Electrical transcriptions won a sweeping victory in the vote. In response to the question Do you find electrically transcribed programs improving in listener javor? 82% responded in the affirmative, with the balance voting "no". Asked whether they were in favor of changing the form of electrical transcription announcements, S3.2% responded "yes", and 16.8% "no".

On the provocative question of merchandising of program, which was the subject of a resolution during the convention itself, more than half of the voters held that advertisers should pay the full cost of merchandising. Of the aggregate, 52% held the advertiser should foot the entire bill, 38% favored partial payment and 13% thought no charge should be made at all.

A sweeping vote in favor of the creation of a non-profit cooperative organization which would combine listener data with signal strength measurements in determining station coverage and popularity was recorded. In response to this question, 72.1% voted affirmatively while 27.9% opposed such an organization. The preceding question asked whether the votor was in favor of signal strength measurements for determining station coverage, and .75% voted "yes", with the remaining 25% voting in the negative.

Standardization of units of sale of radio time was favored by 90% of the voters. On this same question, the NAB convention adopted a resolution endorsing such a plan as worked out by its Commercial Committee. Use of the standard order blank for spot broadcasting was endorsed by 58% of the voting delegates.

That the industry as a whole is everwhelmingly opposed to the press-radio program under which news is furnished at specified periods of the day to stations through the Press-Radio Bureau of the Publishers National Radio Committee, was indicated in the vote on the question Do you favor sponsoring news broadcasts? Since the Press-Radio Bureau service cannot be sponsored, 831-3% voted in the affirmative. Of the voting stations, only one-third subscribed to the Press-Radio Bureau service, while 24.4% subscribed to independent radio news services

would have allocated 25 per cent Senator Dill, who led the battle the Senate floor.

Discussing future policies and legislative prospects, Mr. Bellow; said that new problems, both Fed. eral and State, must be met which will be more serious and more acute than any of the past. The New Deal, he said, embraces an "era of unprecedented legislatival experiment." The broadcasting industry must justify its existence and, beyond that, prove that any material change in the present method of operation would "hum

the public." Alluding to the Oct. 1 hearing Mr. Bellows said: "It is one of the most important events in the entire history of American broad. casting. It is up to us, not merely to present a case which will justify the Commission in recommending no material changes in the law as it affects broadcasting, but still more to establish so strong a ree. ord that we shall have a conclusive answer to every attack which can be made on our industry.'

At the next session of Congress. Mr. Bellows predicted, more attacks will be made upon the industry; regardless of what the Commission may recommend as a result of the "25 per cent hear-ings." The so-called Tugwell bill The so-called Tugwell bill. which failed at the last session, after repeated alteration, and which was designed to straitjacket the manufacture, sale and advertising of foods, drugs and cosmetics, he declared, will be reintroduced, "possibly in more drastic form than ever." There will be proposals for automatic copyright, inimical to the interests of broadcasters, to be combatted, and sundry other legislative propositions that will get closest scrutiny.

Full-Time Man Needed

MR. BELLOWS then explained he had served as legislative chairman for six years without compensation and while employed otherwise in the industry. "I do not believe you can afford to entrust this duty longer to any one man whose first responsibility is elsewhere," he said. "This is partly because the work itself requires too much time, and partly because it cannot be properly done with divided responsibility."

"By far our biggest job lies ahead," said Mr. Bellows, "not only in dealing with specific legislation, but in that kind of public education and active, intelligent cooperation with educational, religious and other cultural groups, which alone can in the long run really

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CBS CONTINGENT-Left to right: CBS CONTINUENT - Left to right William Schudt, WBT; E. S. Mitten-dorf, WKRC; Ed Spence, WPG; Earl G am m on s, WCCO; Kelly Smith, WBBN; A. B. Stephenson, Radio Sales, Inc.; J. L. Van Volkenburg. KMOX.

AT THE SPEAKERS' TABLE -Phil Loucks, NAB, and Leo Fitzpatrick, WJR, at extreme left, consulting seriously as John Shepard III, Alfred J. Mc-Cosker, WOR, Isaac D. Levy, WCAU, and Edward Spence, WPG, listen intently to Commissioner Gary's speech.



THEY ALSO RAN-Left to right: John Harrington, KWK; Robert Convey, KWK; I. R. Lounsberry, WGR-WKBW; Sam Cook, WFBL; I. S. Roberts KPRC; E. F. Bader, WAAW.



PETRY FAMILY GROUP-Left to right: William Way, KVOO; Lee Coul-WHAS; H. J. Quilliam, KOMO-KJR; Martin Campbell, WFAA; Dean Fitzer, WDAF; E. H. Twamley, WBEN; Harry Stone, WSM; William West, KSD; Hugh Halff, WOAI; Henry Christal and Edward Petry.



TELLING A GOOD ONE-Left to right: W. B. Lodge, CBS technician: William Schudt, WBT; A. B. Chamberlain, CBS chief engineer.

GOLFING SEPTET-Kneeling, left to right: GULTING SEPTE1—Mneeting, left to right: Lewis Allen Weiss, WJR (trophy winner); Ed Voynow, Edward Petry & Co.: Joe Spadea, Edward Petry & Co. Standing, left to right: Duke M. Patrick, Washington attorney; George Sutton, Washington attorney: Lewis M. Crosley, WLW; E. K. Cargill, WMAZ.

ABS SMILES-The photographer missed Fred Webe who was telling a funny one to John Ryan, WSPD, and his chief, George B. Storer, operator of WMCA and the



SÊRIOUS GOLFERS—Lester E. Cox, KGBX; William West, KSD; Willard Henges. Graybar Electric Co.; F. E. Johnstone, WLW.

AT THE 19TH HOLE Left to right: L. B. Wilson, WCKY; Frank Mason, NBC; Henry Bellows, NAB; William S. Hedges, NBC; Donald Withycomb, NBC.



FORMIDABLE FOUR-Left to right: Stanley Hubbard, KSTP: Jesse Kauf-man, Hearst radio stations: R. L. Ferguson, WINS; Harry Woodman, KDKA,

,



"NO RADICAL UPHEAVAL"-Representing the FCC at the convention were, left to right, Hampson Gary, chairman of the Broadcast Division: Andrew D. Ring, assistant chief engineer in charge of broadcasting. and Col. Thad H. Brown, member of the Broadcast Division. Chairman Garv and Col. Brown were featured speakers, the former assuring the broadcasters that no radical upheaval of American radio is in view.

determine the course of legisla-

Submitting the report of the Engineering Committee of the NAB, Chairman Joseph A. Chambers, technical supervisor of WLW, Cincinnati, brought out, among other things, that the new high-fidelity receivers present a challenge to broadcasters, who must clean up their equipment and maintain precise operating standards to acquire the proper balance. Many stations, according to a survey, he said, are not being operated at maximum efficiency with existing equipment. The committee recommended that all stations place with their op-erating personnel the necessary testing and measuring equipment of latest type to assure maximum operating efficiency; that the Committee be instructed to complete a technical handbook on radio; and that future studies be made a of

high-fidelity operation. Need for a system of cost accounting in the industry, particularly in view of the broadcasting industry NRA code, was emphasized by Mr. Carpenter, as chairman of the Cost Accounting Committee at the morning session, Sept. 18. He divulged the results of a questionnaire recently sent out to stations which disclosed diverse methods of handling accounts, and urged adoption of a resolution whereby the NAB would be empowered to evolve a system sufficiently flexible and adaptable for all stations. 'The resolution subsequently was adopted.

Commercial Resolutions

PRODUCING a sheaf of resolutions adopted at a meeting of the Commercial Committee, held Sept. 16, Arthur B. Church, chairman, presented his report at the morning session, Sept. 18. He explained that Mr. Loucks, John A. Benson, president of the AAAA, and Charles Gannon, radio director of Erwin, Wasey & Co., and chairman of the AAAA radio committee, met with the NAB committee at its Cincinnati session and assisted materially in its work.

Most important of the resolutions offered by the Church committee, subsequently adopted, was one providing that the NAB direct the chairman of the Commercial Section to appoint a committee of five "to study what is pertinent

Page 12

and Mr tion why information for the advertising agencies and the advertisers who are buyers of radio advertising and to invite discussions with represenbut actual circulation. If such tatives of the AAAA and ANA. is done radio will have a distinct with a view to setting up a bureau advantage over the other two major media in bidding for the for the broadcasting industry, such advertisers' dollar." With such in-formation, he declared, 80 per cent committee to report with recom-

mendations to the board of directors for action as quickly as of direct sales effort, through reppossible." This has to do with resentatives or otherwise, might creation of a bureau, similar to be saved. ABC in the publication field, which would provide a standard method OPENING the afternoon ses-sion Sept. 18, Col. Brown delivered for development and presentation of station and listener data an address in which he told the Other resolutions adopted by the broadcasting industry that the convention after introduction of challenge of private vs. public conthe Commercial Section's report trol of radio has been thrown out already have been alluded to are and that it is up to the broadpublished in full in this issue. casters to meet it with leadership. Benson's Observations better programs and more efficient

NEXT YEAR'S Commercial Sechas never seriously been a question tion, Mr. Church declared, among at all and assured the broadcasters other things will be called upon to that it is not the Commission's consider problems incident to medical and certain other types of adright to control its activities. vertising, the commercial copy angles of which "should certainly receive much attention." Following presentation of the Commercial Section report, Mr. Benson, although not scheduled for an address, was called upon by President McCosker to express views on current radio-advertiseragency problems. He voiced particular pleasure over the action looking toward creation of a "coverage" bureau providing information comparable to that

given by ABC. Created 20 years ago, the ABC has given tremendous impulse to

the publication field, he said. Very recently, he declared, the outdoor advertisers established a comparable yardstick which has brought new confidence to that medium. With these two media providing declared, such information, he radio cannot afford to be without a similar clearing house. Field strength surveys and listener habits studies both are indispensable to agencies and advertisers, but a sufficient number are not being made. The job. he declared. is to decide upon the method to be used for all stations, upon a national scale, perhaps through

the NAB. Radio has at hand a means of determining actual listening audience whereas the other media can



SEEKING the next NAB convention, which the Cincinnati convention resolved should be held in June or July of next year, are Mi-ami, Buffalo, New York, Chicago, San Francisco. Colorado Springs, Virginia Beach. Va., Hot Springs, Ark., and Bermuda, with some suggestion heard that Nashville may also ask for it in view of the election of J. Truman Ward, WLAC, as 1934-35 president. The convention place will be decided by the NAB board of directors at one of its winter meetings.

only provide circulation figures time arising from the operation not guaranteed readership. the WOR 50 kw. transmitter short to be completed. I request that m Benson declared. The quesname be not considered in nomina-tions for the presidency of the NAR has arisen, he said, as to radio should give its actual Having served two terms as Presi-dent I feel that I have made the audience when other mediums do not. "The reason," he declared "is contribution to our association which might reasonably be expected of me. that the advertiser feels he should know not only potential coverage,

Brown Reassures

service. He declared censorship

desire to take from the station the

Commissioner Davis took the rost-

rum and departed from his pre-

pared address to commend the in-

dustry for having cleaned house

in commendable fashion that the

assembled broadcasters were most

pleasantly surprised. In the past

an avowed opponent of commercial

radio, with leanings toward Gov-

It was when Federal Trade

Nominations Presented

"very substantial improvement" in

both radio advertising and in pro-

grams since the days he was so

Association politics, reaching un

precedented heights for vigor and

maneuvering, pervaded the con

convention at the afternoon ses

sion Sept. 18. Bringing in the

Nominating Committee's report, as

a substitute for Chairman Bren.

nen, who suffered from a cold. Dr

letter from President McCosker

Because of the demands on my

as follows:

sharply critical of them.

DR. LEVY then presented the nominations for offices of president, vice presidents and treasurer. and for five directors for three year terms and three for one-year terms. All were voted into office after a bitter fight from the floor on procedure in placing nomina tions of directors, with the exception of Leslie D. Cox, of KGDX. Springfield, Mo., nominated for a three-year term as director. He was defeated by S. G. Persons. WFSA, Montgomery, Ala.

Immediately following the reading of Mr. McCosker's letter. Mr. Fitzpatrick, as first vice president, gained recognition and paid high tribute to the work of the retiring president. The convention gave Mr. McCosker rising applause. Following the report of the Nom

inating Committee, Warren P. Williamson, Jr., WKBN, Youngstown, presented a petition containing 10-signatures for the nomina tion of Mr. Carpenter for the presidency. Mr. Fitzpatrick also was nominated, but withdrew in deference to the committee's selection following a rousing cheer from the floor. Among others nominated from the floor for directorships were Jesse L. Kaufman, general



HOSTS AND ARRANGERS-To these men much of the success of the 1934 convention was due. Left to right: Joseph A. Chambers, WLW chief engineer; Powel Crosley, Jr., operator of WLW; Philip G. Loucks, NAB managing director; and Lewis M. Crosley, executive of WLW.

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manager of the Hearst radio stations; Joseph A. Maland, WOC-WHO, Des Moines; Guy C. Earle, ernment operation, Judge Davis gave the industry what amountain to a "clean bill of health" on ai KNX; James C. Hanrahan. KSO, Des Moines, and Mr. Pervertising, based on the work of his commission in surveying ad vertising continuities since las July. He said he had noticed a

^{sons.} In the balloting for president, Mr. Ward procured 96 votes and Mr. Carpenter, 55. The election, however, was made unanimous. Nominations for the other three official posts were not contested.

Copyright Report

THE MORNING session on Sept. 20 was given over largely to copyright. Mr. Schuette, in what was to be his last report as NAB copyright advisor, reviewed the status of the copyright situation. Leon Levy divulged receipt of a The suit, he declared, sums up everything that has happened durdated the preceding day, reading ing the past year, and is so sweep-ing in effect "that I shall be greatly surprised if ASCAP does not

behave." Triple damage suits against ASCAP under the anti-trust laws are now possible by virtue of the government's suit, Mr. Schuette explained. "Any victim of ASCAP, under the anti-monopoly laws has the right to sue for triple damhe declared. "If the govages. ernment wins," he explained, "all others who sue ASCAP on the same grounds automatically win their triple damage suits." Mr. Schuette objected to mention of the possibility of a con-

sent decree emanating from the suit (see BROADCASTING, Sept. 15).

preclude the possibility of triple damage suits. He said there is little possibility at the forth-coming session of Congress for copyright legislation, because more important legislation, because more have precedence. There should be a campaign, however, in view of the litigation, he declared, to elimiinate the automatic \$250 infringement fine stipulated in the present copyright law, with provision made for reasonable assessment by the courts.

Such an ending, he declared, would

Three resolutions dealing with opyright were offered by Mr. Schuette and were adopted in substance by the convention at the concluding session at which all resolutions were considered. One resolved that the NAB support the government in its suit against ASCAP and co-defendants "to the end that royalties for the public performance of music may be determined by free and open com-

petition among copyright owners the second resolved that the NAB petition Congress to amend existing law by eliminating the minimum innocent infringement penalty of \$250 and attorney's iees, and leave the court free, in each instance, to fix the penalty; and the third, and most important, resolved that the NAB organize a music pool, either by reorganiza tion of the now dormant Radio Program Foundation or otherwise "for the purpose of obtaining for radio broadcasting sta-

the medium, be it therefore

to such activities as do not entail di-rect expense, and that where any direct expense is involved such costs

* * *

borne by the advertiser.

tions permitting this practice.

* * *

FTC Promised Cooperation

Federal Trade Commission in

Resolved, that the NAB hereby

In Memoriam

Resolutions of condolences upon the deaths of three well known broadcasters during the last year were ordered forwarded to their families by the NAB convention. The broadcasting industry since Jan. 1 has mourned the deaths of Thomas Patrick Convey, KWK, St. Louis; Don Lee, Don Lee Network, and Grant C. Melrose, WJAY, Cleveland.

tions the air rights to such music as may not otherwise be available or which may be made more readily available by such a pool, now and to enlist the cooperation of all radio stations and their program departments in promoting the widest possible use of such music.

Hostetler Reports

A CONCISE accounting of re-cent negotiations with E. C. Mills; ASCAP general manager, in connection with the revision of musical performance contracts on a "measured service" or "per piece" basis was given by Joseph C. Hostetler, member of the law firm of Baker, Hostetler, Sidlo & Patterson, NAB copyright counsel. He declared, however, that he thought it unwise to agitate the copyright

isfactory basis had yet been reached. The current discussions, he declared, have concerned a system whereby the industry would "pay fairly for what they use." Mr. Hostetler digressed from his assigned subject to urge broad casters to "look after Congressional problems" in their own dis trict and to educate their Senators and Representatives on broad casting's side of the case "early rather than late." Broadcasters, he said, have neglected to use the power they possess in their own interests. The copyright session was brought to a close with a vigorous

issue in view of the pending litiga-

tion. He summed it up by say-ing that, while progress had been

made in the negotiations, no sat-

speech by Treasurer Levy, who was instrumental last year in launching the copyright defense fund and in bringing the copyright issue to white heat. Unlike his previous onslaughts against ASCAP, however, he began with a conciliatory attitude, now that the anti-trust suit has been filed. He said that ASCAP should be treated fairly, so that song writers will have the incentive to write and with a view to working out an equitable arrangement for a music pool, where music can be procured on a fair and competitive basis.

Statements attributed to ASCAP officials that they "wel-(Continued on page 36)

to draft an appropriate resolution for

this purpose to be transmitted to the Federal Communications Commission.

lows:

The 1933 resolution reads as fol

Whereas, the use of the electrical

would be greatly benefited by the re-moval of existing restrictions, there-

fore, be it Resolved, that the NAB hereby re-spectfully urges the Federal Radio Commission to alter the existing reg-

ulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so

that such a transcription may be an-nounced merely as a production of the

concern making such transcription. Resolved further, that the National Association of Broadcasters hereby

directs its officers to bring this reso-

lution without delay to the attention

Federal Communications Commission

and to take whatever steps may be

necessary and practicable to secure prompt revision of the regulations in accordance with this resolution.

* *

the Broadcast Division of the

transcription method of broadcasting

programs is generally accepted by both stations and by listeners, and

Resolutions Adopted by NAB Annual Convention . . .

Radio Audit Bureau Resolved, that the NAB hereby directs the chairman of its Commercial Section to appoint a committee of five to study what is pertinent information for the advertising agencies and the advertisers who are the buyers of radio advertising, and to invite disradio advertising, and to invite dis-cussions with representatives of the American Association of Advertising Agencies and the Association of Yational Advertisers, with a view to setting up a bureau for the broadcasting industry, such committee to report with recommendations to the board of directors for action as quickly as

the association; and that set and chinery as may be necessary be set up by the managing director with such funds as may be deemed neces-sary and approved by the board of directors as a part of the regular an-nual budget, that, in general, agency recognition be extended to only those agencies which can satisfy the bu-reau as to credit responsibility, char-acter of operation and radio service facilities; that said bureau be given full power to study applications of agencies for such recognition and to determine whether or not such recog-

recognition by the said bureau.

Merchandising of Products truthfulness which will justify and strengthen the faith of the public in Whereas, the NAB recognizes that merchandising of radio programs and assistance in merchandising of the the dependability of radio advertising.

Standard Units of Sale

products of advertisers stimulate the use of broducasting as an advertising medium, and enhance the value of Whereas, there is a need in the broadcasting industry for further standardization of units of sale and Resolved, that the NAB hereby urges the fullest possible cooperation in merchandising that is consistent with rate card practices, be it, therefore, Resolved, that the NAB hereby authorizes the Commercial Committee good business practices: but since the merchandising requirements of adommendations of said committee: 1. That units of sale be standard-ized as follows: one hour, one-half vertisers are wholly lacking in uni-formity the association recommends. in fairness to all advertisers, that the cooperation of the stations be limited

has become an important economic factor in the operation of broadcast-ing stations, and Whereas, there is definite evidence hour, quarter hour, five minutes, one minute transcriptions, 100 words, half of serious loss in income to stations because of existing requirements that minute transcriptions, 50 words or electrical transcription programs must less. be so announced, and That all quantity discounts be

be so announced, and Whereas, there has been sufficient progress in the manufacture of elec-trical transcription programs that the reproduction of the majority of such given within a period of one year, with discounts retroactive to the first broadcast within that year, discounts to apply within the same time clasprograms is now generally considered as excellent, and Whereas, the broadcasting industry sification.

sincation. 3. That operating companies or holding companies operating more than one subsidiary be permitted to buy under a group plan allowing dis-counts for each of the separate com-panies under a blanket order to apply the permitted to even if more than one agency is involved in placing time. 4. That all stations put on their cial rates may be used as a means of

making concessions contrary to the rate cards, in addition to the rugular intent of stabilized rates provisions standard units of time, under a sepof the Code, be it, therefore, Resolved, that the National Asso-ciation of Broadcasters petition the arate heading called "special service arate neading called "special service feature," such features as time 'sig-nals, weather reports, sports events, participation programs and any other service features, with an adequate de-scription of what the individual sta-tion allow. Code Authority to take steps to amend and clarify or to repeal its regula-

5. That no station quote quantity discounts on consecutive times other than 13, 26, 52, 100, 150, and 300.

A. out stated

pledges its full cooperation to the Electrical Transcription Rule its Resolved, that the National Asso

ciation of Broadcasters hereby reaf-firms the resolution adopted at its Cooperation in ASCAP Suit 1933 convention referring to the Resolved, that the officers and di elimination of announcements for elecrectors of the NAB be instructed to trical transcriptions produced especially for broadcasting, and directs the convention resolutions committee

support the suit of the United States (Continued on page 37)

possible. * * * Agency Recognition Bureau Resolved, that the NAB establish

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and that the bureau furnish a list of those agencies which are extended recognition, together with all supple ments thereof, with the strong recommendation of the association that its members pay agency commission only to those advertising agencies extended

Federal Trade Commission in its efforts to safeguard the people of the United States against all forms of fraudulent, untruthful or willfully misleading advertising, and urges upon every broadcaster the necessity for maintaining a standard of advartising maintaining a standard of advertising

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Ban on Special Rates and maintain an agency recognition bureau at the Washington office of Whereas, the Code Authority regulations, permit the granting of spe-cial rates with the sole proviso that the association; and that such ma-chinery as may be necessary be set these rates be filed with the Code Authority, and Whereas, it is the belief of the Commercial Committee that such spe-

determine whether or not such recog-nition should be extended, subject to approval of the Board of Directors;

Quality Group Starts Operation With Four Stations in Hookup

Four Commercial Contracts Are Already Signed; Rates Combined: WXYZ is Supplemental

formation of the Quality Group, comprising WOR, WGN and WLW as regular outlets, with WXYZ as a supplementary unit, was made in New York Sept. 25, upon completion of negotiations with the stations, and just five days before the first; program was to go over the chain.

Rates will be the combined ratecard quotations of the stations used, minus the customary discounts, with each station constituting its own selling organization. The quality group will be operated strictly on a mutual basis, four commercial sponsors already having been signed, three of them on the basic three-station hookup and the fourth using all four stations. The fact that WXYZ is an optional outlet means that it is free to join any other chain organization. It is known to be negotiating with American Broadcasting system, which plans to launch its 14-market network within the next fortnight.

Programs Scheduled

STARTING Oct. 1 on the four-station net will be the Horlick's Malted Milk Corp. program, featuring "Lum and Abner," Mondays to Fridays, 9:30 to 9:45 p. m., EST. The account is handled by Lord & Thomas. To begin Oct. 19 and run 26 weeks over the four-station net will be Thomas Leeming & Co., Inc. (Baume Bengue). placed through Wm. Esty & Co. Another program, scheduled to begin Sept. 30 and run 26 weeks, is the account of Wasey Products, Inc., featuring the "Timely Philosopher," Jacob Tarshish, 11:30 a. m. to 12 noon Sundays, placed through Erwin, Wasey & Co. To be fed to the basic three-station net from WLW will be the "Pure Oil Show" of the Pure Oil Co., Chicago, Mondays and Wednesdays, 9 to 9:15 p. m. EST, placed through Freitag Advertising Agency, Chicago.

In connection with the Quality Group plans, it was said that at present only commercial (as distinguished from sustaining) programs will be considered, since the stations are leasing A. T. & T lines temporarily for each program period, rather than under direct annual lease. When the number of commercials increases to the point where equally economical leased wires can be handled permanently, this will be done, and the plan is for the stations to interchange studio sustaining features, remote programs and other customary network services. There is no corporate affiliation whatever. Each station has pledged its studio and engineering facilities for program origination, so clients can feed from any of the four stations without additional charges.

Heading the sales organization of each station, and therefore of the Quality Group, are Walter Neff, WOR; George F. Isaac, WGN; John L. Clark, WLW, and George W. Trendle, WXYZ. As

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night schedules into seven periods. In all cases the group card rate, less discounts represents the actual cost to the advertiser as the stations will absorb line charges. The Quality Group claims that its stations, all in the super-power category except WXYZ, will have in their "quaranteed" service area 37 per cent of the total population of the country, 39 per cent of the radios, 37 per cent of the retail sales and 36 per cent of the retail stores. In the "fair service" area, according to the announcement, is 56 per cent of the total population. 57 per cent of the radios, 55 per

cent of the retail sales and 56 per cent of the retail stores.

Schedule of Rates EXAMPLES of the cost of time on the Quality Group are quoted as follows: Night-time: 8 to 10 o'clock, one-half hour program, three stations, \$1,550 per week, \$20,150 for 13 weeks; one-half hour program on four stations, \$1,775 per week, \$23,075 for 13 weeks; three quarter-hour programs on three stations, \$3,021 per week and \$39.273 for 13 weeks. Over the four-station net the cost of three quarter hour programs per week would be \$3,396 for a single week and \$44,148 for 13 weeks. As for daytime rates, 9:30 a.m. to 6 p. m., the rates run: one halfhour program on three stations, \$850 per week, \$11,050 for 13 weeks; on four stations, \$962.50 and \$12,512.50. For three programs per week of one-fourth hour

on three stations, the weekly cost would be \$1.658 and the 13-week rate \$21,554. Over the four-station net the rates would be \$1,845 and \$23.985.

WLW Status Uncertain

MUCH significance attaches to the definite formation of the network. The Quality Group has been linked intermittently for commercials over a period of several years, but has never set out to sell itself as a regular chain hookup. Whether the group will be augmented, it was declared, depends upon later developments.

What effect the definite alignment of the group will have upon WLW's affiliation with NBC is not yet apparent. NBC, it is generally known, has experienced con-

siderable difficulty in its dealings with the Crosley station, and may take steps to terminate its relationship with the Cincinnati superpower outlet in view of this new development.



Free Broadcasts Barred

MARKING the first time a World

Series has been sponsored nationally, the games starting Oct. 3

will be carried by the entire net-works of both NBC and CBS for

the Ford Motor Co., Detroit. Ap-

proximately 180 network outlets and WGN, Chicago, will carry the

games in their entirety. Judge Kenesaw M. Landis an-

nounced that the company is pay-

ing \$100,000 for the broadcasting

rights, of which \$42,000 will be

earmarked for the players and the

balance divided between the com-

Supersedes First Plan

ORIGINALLY it was understood

that Ford would sponsor the series on limited NBC and CBS networks.

offering other stations the right

to carry the broadcasts if they

would carry the commercial an-

nouncements also. After several stapions, notably WGN, had raised

the question whether this would be

permissible under the NRA code,

which forbids commercials without

compensation, plans for utilizing

the full networks were announced.

and WGN time was bought sepa-

is the agency handling the account.

Ford Motor Co., through Edsel B.

Ford, president, has also an-

nounced the beginning of a new

series of Sunday evening concerts

over a nation-wide CBS network

starting Oct. 7 and running

through the fall and winter on

In addition to the new sym-

Because of the exclusive spon-

the Ford Motor Co., all broadcasts

of the series, including either the

name of the sponsor or any de-

with the rate provisions of the

broadcasting industry code, James

the Code Authority for the broad-

casting industry, informed all sta-

tions and networks in a bulletin

issued Sept. 25. This action was

taken because of reports that the

series had been offered all stations

by the sponsor on a non-payment

Roosevelt Fireside Chat

IN THE SIXTH of his now famous

'fireside chats," President Roose-

www.ameri

Baldwin, executive officer of

whose recent series of more

peting clubs.

RADIO DIRECTOR-John Killeen. former publisher of a political newspaper in the Bronx, has been appointed director of the FCC Broadcast Division. He was formerly with General Electric Co., and at one time was a member of the New York State Legislature.

James Cox Buys WLBW. Asks Move to Dayton, O.; **Takes Option on WIOD** rately. N. W. Ayer & Son, Philadelphia,

ENTRY into the broadcasting field of James M. Cox, former Governor of Ohio and in 1920 the

Democratic candidate for President with Franklin D. Roosevelt as his vice presidential running mate, has been effected during the last fortnight through the consummation of deals for the operation of two stations

Sundays, 8-9 p. m., EST. Victor Kolar's "Ford Symphony Orches-The publisher of newspapers in tra." Ohio and Florida, Gov. Cox has acthan 150 two-hour concerts won quired WLBW, Erie, Pa. by pur-chase, and will file with the FCC such wide acclaim at the Century of Progress Exposition, will be featured, together with a mixed an application for its removal to Dayton, O., where he publishes the chorus of 24 voices and guest art-Dayton Daily News. He has also ists from Orchestra Hall, Detroit. entered a working arrangement with WIOD, Miami, with an option phonic program, Ford will continue to purchase after two years. Jesse Jay, president of the Isle of the sponsorship on CBS of Fred Waring and his orchestra on CBS Dreams Broadcasting Corp., will remain as president, under the Thursday nights, with Mickey Cochrane, leader of the Detroit new arrangement. New studios be-Tigers, on Wednesday night on the ing installed in the Miami Daily same network discussing the base-News building will be used. This ball pennant race. arrangement is planned to become effective in October. sorship of the World's Series by

WLBW, the licensee of which has been Broadcasters of Pennsylvania, is owned jointly by the Quaker State Oil Co. and the Pennscription of the product "must be on a commercial basis." consistent sylvania Telephone Co. Operating on 1260 kc. with 1,000 watts, the station is a CBS outlet. The purchase price was said to be in the neighborhood of \$75,000. Should removal of this station to Davton be approved, it is understood that the Cox organization will acquire WSMK, Dayton, half-time station owned Stanley M. Krohn, Jr., and suspend operation of the station. KQV, Pittsburgh, which also uses half-time on this channel (1380

kc.) will then seek full time, under the plan.

LA GERARDINE, New York (wave set lotion), has tentatively fixed Oct. 1 as the starting date of its new four-times-weekly spot program, using the World Pro-gram Service, in 52 cities.



Ford to Link Nets **Dill Calls Press-Radio Program Failure** For World Series Ball Clubs Paid \$100.000:

By CLARENCE C. DILL* United States Senator from Washington

Senator Urges Broadcasters to Form Own News Service; ute news and for longer periods of time, or radio stations will find or Charges Newspapers Have Abused Free Press Right

THE CONTROVERSY in this more radio sets in proportion to the question of whether radio or country over news by radio centers about the question whether the radio or the newspapers should be first to give important news to the public. We may properly recall that the broadcasting of news not vet printed in the newspaper gave birth to radio in the United States. Since radio broadcasting service originated in this country, news by radio brought radio service into existence for the human family.

Why did the broadcasting of election returns from East Pittsburgh on election night in 1920 arouse so much interest? Because those returns were new up-to-theminute news not yet printed in the newspapers. What if those election returns had not been broadcast for several hours after the newspapers printed them? Do you think the listeners would have written such strong letters to the Westinghouse Company urging the broadcasting of more news? Of course not. Those election returns were flash news-up-to-the-minute news, if you please-that made them so interesting.

No Danger to Papers

OUR NEWSPAPER friends should note also that the newspapers furnished those election returns to the Westinghouse Company and that those same listeners were not satisfied with simply the flash news heard by radio that night. They bought the newspapers the next morning just as previously. They wanted the full reports and the interpretative discussions, which only the newspapers furnish. The people wanted newspapers before we had news by radio. They will continue to want newspapers after radio gives up-to-the-minute news flashes and brief news reports in the future.

News by radio gave birth to radio broadcasting not only in this country, but also in Denmark. A few years ago The Politicken, the leading daily newspaper of Copenhagen, was operating an experi-mental radio station. It announced in its news columns that each day at noon the radio station would broadcast brief news reports of the trial of the president of a large bank in Copenhagen, who was charged with embezzlement. Depositors all over Denmark were deeply interested.

As a result the interest of listeners in radio became so great that the government later took over all radio broadcasting there. Today the government radio station of Denmark broadcasts news four times each day and pays The Politicken several thousands of dollars annually for the news which it furnishes

What is the result? There are

October 1, 1934 • BROADCASTING

* Text of address before the NAB con-vention in Cincinnati, Sept. 17.

population in Denmark than in any the newspapers should be first to other country in the world, and give the news. They yielded to the The Politicken has found that news by radio is one of its best newspapers. means of securing and holding its circulation.

News by radio in this country has had a haphazard history. Generally radio stations have used news reports from newspapers. sometimes by permission and sometimes not. Of course no radio station has any right to use news collected by press associations or newspapers without paying for the news, but since radio stations can give news so much more quickly and to such vast numbers instantaneously, news by radio serves the public interest and serving the public interest is the legal basis for the grant and renewal of radio licenses.

During the winter of 1934 representatives of the press associations and of the radio chain systems held a conference on this subject and formulated what is known as the Press-Radio agreement for news by radio. By that agreement, the radio chains surrendered radio's birthright. They made the agreement as an experi-ment to avoid a bitter fight over give their listeners up-to-the-min-

sion among radio stations and that it could not continue long. Several months have passed. The result is chaotic. The Press-

Radio agreement is a failure. It satisfies nobody because it flies in the face of progress. The lis-teners are disgusted with it. Most stations refuse to use it. Many newspapers say it is unsatisfactory. Radio stations and newspapers all over the country are trying all sorts of schemes to furnish

Result Chaotic

AT THAT time I protested against

the agreement on the floor of the

Senate. I predicted it would be

highly unsatisfactory to radio lis-

teners. I pointed out it would cer-

tainly bring rebellion and confu-

news by radio in violation of the spirit of the agreement. Even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory. Either the press associations

must change the terms of the

create means and methods for securing news entirely independent of the press associations.

This is not only their full right. It is their duty. It is a part of that public service which they are bound to give if they are to jus-tify the use of the radio frequencies the government has granted

them.

One-Sided Agreement

LET ME call attention to how one-sided the Press-Radio agreement is:

First, it limits the time which stations may broadcast general news, to two 5-minute periods during each 24 hours. That is about 1,000 words per day.

Second, it fixes the time at which even those five minute periods shall be used, so that the news by radio will not be broadcast until after it has been printed in the newspapers.

Third, representatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast. Fourth, the representatives of

Press, the United Press, and the

International News Service was

the fact that the newspapers in

this manner and through 'this

means could guarantee to radio

listeners that the news broadcasts

were reliable and taken from au-

thentic sources. So long as radio news is supplied by agencies that

are not operating under a govern-

ment license, there is no danger that the news will be censored or

controlled in the slightest degree by the government. The press believes it is performing a patri-

otic service in supporting the dis-

semination of news by radio-news

which has originated from sources that cannot be controlled, directly

or indirectly through fear of the

Radio Bureau, which are issued every morning and evening, as

have been developing adequate and

(Continued on page 52)

'The news reports of the Press

revocation of a license.

the press associations, and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the (Continued on page 48)

Press-Radio Officials Dispute Senator Dill's Assertions ...

Press-Radio Bureau at the NAB convention, and his plea to broadcasters to organize their own newsgathering association, brought immediate reverberations from the Publishers National Radio Committee, which directs the bureau. E. H. Harris, chairman of the committee, declared that Senator Dill's proposal was a bid for public support of a potential semi-official Government news agency, similar to those existing in European countries. He said that the newspapers are giving through the Press-Radio Bureau "the cream of the news."

SENATOR DILL'S attack on the

Senator Dill was accused of inaccuracy in a statement by James W. Barrett, editor of the Press-Radio Bureau, in stating that there is general dissatisfaction with the service. He called attention to the fact that 210 stations are now using the news and asserted that the bureau has feceived no complaints from the listeners.

Harris' Statement THE STATEMENT of Mr. Harris follows:

"Senator Dill's proposal to the National Association of Broadcasters that the broadcasters organize a national news gathering agency to compete with the news-papers is a bid for the public support of a potential semi-official Government news agency, similar

to the ones existing in certain European countries.

"Since the newspapers of the United States are now giving to the broadcasters the cream of the news taken from each of the three of their national and international news gathering organizations, the maintenance of which costs the newspapers more than \$25,000,000 annually, Senator Dill's proposal can only be interpreted as an attempt to build a news gathering organization that will be under the direction of agencies licensed by the government. "When the chairman of the Sen-

ate Committee that wrote the Communications Bill and recommended its passage to Congress ad-vocates the organization of a national news gathering organization, under government license, he. in effect, is proposing a potential censorship of radio news and the building of a news machine for propaganda purposes. The people of the United States have not forgotten that radio broadcasting is under strict government license and supervision, and that the newspapers, national news gathering agencies are still free from governmental supervision, license, or restriction. "One of the determining factors

prompting the organization of the Press-Radio Bureau and the offer of the free use of the news taken from the reports of the Associated

well as the bulletins of extraor dinary importance broadcast throughout the 24 hours of the day and night, are taken direct from the complete wire reports of the three competing national news gathering organizations. The plan provides radio listeners with news protection obtained from authentic and reliable news sources, and it gives to them a complete protection on all important news events. "During the last 50 years the newspapers of the United States

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BROADCASTING • October 1, 1934

ABS Chain to Get Under Way Before Oct. 15 in 14 Cities ican Broadcasting System, has

Hourly Night Rate Between \$2,500 and \$2,700; Adequate Financing of Venture Assured

AMERICAN Broadcasting System will be formally launched as a "full-fledged" network covering 14 markets as far west as St. Louis between Oct. 1 and 15. with the definite date depending upon completion of line arrangement with A. T. & T., according to a verbal announcement to BROADCASTING Sept. 26 by George B. Storer, prominent Detroit industrialist and broadcasting executive who heads the new enterprise.

Although reticent about discussing the network arrangements lest his remarks be regarded as premature, Mr. Storer declared that definite arrangements have been made with nearly a score of stations in these 14 markets, and that adequate finances have been assured through the board of directops of ABS. A rate structure also has been completed, embracing a sliding scale because of the use of alternate stations in several mar-

kets. The basic night hourly rate has been established at \$2,500 to \$2,700 -appreciably below the rates for the same markets otherwise available, according to Mr. Storer. The day rates are one half of the night quotations. The half hour night rate will be \$1,570 to \$1,700. The quarter hour night rate will vary between \$980 and \$1,020. The quarter-hour day rate will be \$495 for the entire roster of stations.

Lineup of Stations

STATIONS aligned for the network, including alternates on a time-sharing basis in several markets, are as follows: WMCA, New York (key); WIP,

Philadelphia; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WHDH and WAAB, Boston (alternates); WIND and WJJD, Chicago (alternates); WFBE, Cincinnati; WIL, St. Louis; WJBK and WXYZ, Detroit (in negotia-tion); WHBL, Rock Island, Ill-Davenport, Ia.; WWVA, Wheeling, W. Va., and KQV, Pittsburgh (alternates); WKBW and WEBR, Buffalo (alternates). Cleveland also definitely will be in the alignment. The outlet there was de-scribed as "in negotiation" but available once the network begins operation.

The network will be in operation *16 hours daily from 9 a. m. to 1 p. m., Eastern Standard Time, A number of commercial accounts, it is understood, have been aligned, but will not be divulged until the network is prepared to announce its formal opening. The degree to which sustaining programs will be available for local sponsorship of affiliated stations remains to be determined as a policy matter. The compensation arrangements with individual stations, while not disclosed were declared to be mutually satisfactory to the network and stations.

Conferences are currently being held. Mr. Storer declared, with respect to wire lines and terminal arrangements. Western Union lines have been employed during

the last few months on the New York to Washington five-station circuit. It is the plan to use Class 'A" circuits of the A. T. & T. Financial backing of the venture, Mr. Storer asserted, has been arranged by the ABS board, with ample funds available to carry the project indefinitely. The board includes such prominent figures in New York's financial and social life as John Hay Whitney, Walter S.

Theater, New York, under a year's lease starting Oct. 1 for sponsored Mack, Jr., James K. Norris, Robert and sustaining shows, according to a report from New York. It will H. Thayer and Paul H. Nitze. Other members of the board are Mr. Storer and J. H. Ryan, of To-ledo, general manager of WSPD be the second Broadway playhouse operated by the network, which and of the other Storer stationsalso uses the Radio Playhouse, the WWVA, Wheeling, and CKLW, De-troit-Windsor. former Hudson Theater, for broadcasting shows.

Greene Joins ABS Chesapeake & Ohio Spot BURT McMURTRIE, Director of Series on Nine Stations Program Operations for the Amer-

EMBARKING upon a new spot schedule, Chesapeake & Ohio Rail. way, Washington, on Sept. 10 started to use nine stations in its studios of the ABS network. Paul territory with six 5-minute tran. scriptions weekly, produced by WBS. The railroad has been a consistent user of radio advertis. ing, refusing to abide by the agree. ment of eastern roads not to use be in charge of studios, announcradio except for excursions and special events. L. C. Probert, Washington, vice president of the road, handles its advertising, which is placed by the Campbell.

Ewald Co., Detroit. The stations securing the new transcriptions schedule are WCKY. Cincinnati; KMBC, Kansas City; WHAS, Louisville; WKBF, In. dianapolis; KSD, St. Louis; WKY Oklahoma City; WJSV, WMAL and WRC, Washington.

waukee.

Mich.

burg, Fla.

apolis.

York

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Marcy Eager, Wellesley, Mass. Guy Earl, KNX, Los Angeles. Baxter M. Eastburn, WSGN, Bir-

mingham, Ala. Augustus J. Eaves, Graybar Electric

Frank B. Falknor, WBBM, Chicago. William A. Fay, WHAM, Rochester. Howard C. Frederer, WDAG, Ame-

rillo, Tex. R. L. Ferguson, WINS, New York. John E. Fetzer, WKZO, Kalamazoo,

Ben S. Fisher, Washington. H. Dean Fitzer, WDAF, Kansas Cir. Leo Fitzpatrick, WJR, Detroit. A. S. Foster, WWL, New Orleans J. Leslie Fox, WGAR, Cleveland. Sidney S. Fox, KDYL, Salt Lake

City. Frank Forest, American News, Cin-

cinnati. O. E. Frieder, Willard Tablet Co.

Chicago. Carl W. Fritz, WSUN, St. Peters

Charles F. Gannon AAAA, Ner

Chuck Gay, Dayton Herald, Dayton,

Wright Gedge, WMBC, Detroit. Marvin S. Gilbert, Christian Science Monitor, Cincinnati.

(Continued on page 40)

www americ

Ben S. Fisher, Washington.

Official Registration at NAB Convention in Cincinnati ...

established a new production de-

partment in the New York WMCA

A. Greene, formerly CBS night

manager, has been named produc-

tion manager. Jud Houston, for-

merly in transcription work, has

been appointed assistant manager

The ABS production division will

CBS Adds Theater

CBS WILL take over the Avon

ers and all program production.

FOLLOWING is the official registration of those attending the NAB convention at Cincinnati: Samuel E. Adair, Jenkins & Adair. Inc Chicago. Stuart E. Adcock, WROL, Knoxville. Tenn. Ben Adler, RCA Victor Co., Atlanta, John Aitkenhead, WADC, Akron, O. Herbert V. Akerberg, WABC, New York L. Albertson, WEBR, Buffalo, Roy A. Alburty, WHBQ, Memphis, Tenn. Lee H. Armer, KTAT. Fort Worth,

Tex. Campbell Arnoux, WTAR, Norfolk, H. Leslie Atlass, WBBM, Chicago. Ralph L. Atlass, WJJD, Chicago:

L. G. Anderson, Billboard, Cincinnati. Lewis H. Avery, WGR-WKBW, Buffalo, N. Y. Hibbard Ayer, WESG, Elmira, N. Y.

Ernest F. Bader, WAAW, Omaha. I. R. Baker, RCA Victor Co., Cam-

den, N. J. James W. Baldwin, Code Authority, Washington. Maurice F. Barr, WSMB, New Or-

leans, La. James W. Barrett, Press-Radio Bureau, New York. Hope Barroll, WFBR, Baltimore, Md. Howard C. Barth, WSYR, Syracuse,

N. Y. V. W. Behrman, WBOW, Terre w Haute, Ind.

Armand' Belle Isle, WSYR. Syracuse, N. Y.

N. L. Henry A. Bellows, NAB, Washington. John Benson, AAAA, New York. L. A. Benson, WIL, St. Louis. K. H. Berkeley, WRC-WMAL, Wash-

Bert- Bidwell, WHB, Kansas City, Edgar L. Bill, WMBD, Peoria, Ill. Reginald W. Billin, WAVE, Louis-

ville, Ky: Ford Billings, KSTP, St. Paul. R. S. Bishop, KFJZ, Fort Worth,

Elizabeth Black, Ruthraff & Ryan, Inc., New York. W. Lindsay Black, Western Electric

W. Lindsay Black, Western Electric Co., New York. Roy E. Blossom, WFBM. Indianapolis. Fred C. Bock, WADC, Akron, O. Ben Bodec, Variety, New York. Norman Boggs, WAAF, Chicago. Scott H. Bowen, WIBX, Utica; N. Y. Harold A. Boyle, WHB, Kansas City. William M. Brandom, WOC-WHO, Devencent Is

Minim L. Blandbill, WOOWIG, Davenport, Ia. H. J. Brennen, WJAS, Pittsburgh. K. H. Brennen, KQV, Pittsburgh. Walter C. Bridges, WEBC, Duluth,

David H. Brinkmoeller, WGST, At-Roger W. Clipp, NBC, New York. lanta. Eugene V. Cogley, Washington, Fred C. Brokaw, Paul H. Raymer Co., E. K. Cohan, CBS, New York. New York. F. W. Cunningham, Western Electric Vivian M. Brooker, 2AY, Sydney, Co., New York Walter J. Damm, WTMJ, Milwaukee. Australia. James V. Brotherson, WLBW, Erie, Pa. Harben Daniel, WSM, Nashville. George Burbach, Jr., BROADCASTING Magazine, Washington. Robert R. Burdette, WRVA, Rich-Don Davis, WHB, Kansas City, Ewin L. Davis, Federal Trade Com-

mond, Va. Charles Burke, WDAY, Fargo, N. D. Harry C. Butcher, WJSV, Washingmission, Washington. George W. Davis, Advertising Age, Chicago. George W. Davis, Electrical Research

George W. Davis, Electrical Research Products, Inc., New York. Ted Dealey, WFAA, Dullas. Percy Deutsch, World Broadcasting System, New York. -John H. DeWitt, WSM, Nashville. Dietrich Dirks, KFAB, Lincoln, Nebr. William F. Dittman, WTMJ, Mil-waukee. Allen H. Campbell, WXYZ, Detroit. H. K. Carpenter, WHK, Cleveland. Martin Codel, BROADCASTING Magazine, Washington. Robert E. Compton, WCAZ, Carthage,

111 Samuel H. Cook, WFBL, Syracuse,

N. Y. Robert Convey, KWK, St. Louis. A. A. Cormier, New York. Jim Cosman, Federal Telegraph Co., Newark, N. J.

Newark, N. J. Clarence G. Cosby, KWK, St. Louis. W. L. Coulson, WHAS, Louisville. George F. Courrier, WWAE, Hammond. Ind.

Augustus J. Eaves, Graybar Electric Co., New York. C. Lloyd Egner, WGY, Schenectady. Ralph Ehresman, WMBD, Peoria, II. Don S. Elias, WWNC, Asheville, N. C. Gardner Cowles, KSO, Des Moines, Ia. A. P. Cox, WLIT, Philadelphia. N. C. John Elmer, WCBM, Baltimore. Frank W. Elliott, Davenport, Ia. Lester E. Cox, KGBX, Springfield,

M. E. Crain, Advertising Age, Chi-

Ed B. Craney, KGIR, Butte, Mont. Arthur H. Croghan, WDGY, Minne-

Lewis M. Crosley, WLW, Cincinnati Louis G. Caldwell, Washington. Martin Campbell, WFAA, Dallas. E. K. Cargill, WMAZ, Macon, Ga.

E. W. Carr, WDNC, Durham, N. C. Sydney W. Caulfield, WBNX, New York.

Mallery Chamberlin, WNBR, Memphis. Joe A. Chambers, WLW-WSAI, Cin-

cinnati. Mrs. H. K. Carpenter, Cleveland. Orestes H. Caldwell, *Electronics*, New

York. Frank Chase, NBC, New York. Henry I. Christal, Edward Petry &

Co. New York. Arthur B. Church, KMBC, Kansas Earl H. Gammons, WCCO, Minne City

City. Frank E. Chizzini, NBC, New York. Stephen A. Cisler, WSGN, Birming-ham, Ala. James F. Clancy, WTIC, Hartford. A. S. Clarke, Radio Research, Wash-

ington. John L. Clark, WLW, Cincinnati. Winston L. Clark, WLAP, Lexing-ton, Ky.

Hit in Resolutions Adopted at Radio Code Meeting A PROPOSAL to create local or regional code enforcement committees representing each station in an area which would report all violations of code provisions was

endorsed by some 70 broadcasters who attended the open meeting of the Code Authority of the radio broadcasting industry in Cincinnati ent 20, immediately following the NAB convention. One of several resolutions relating to business and trade prac-

tices adopted at the meeting-the first of its kind ever called by any code authority-the code enforcement committee proposal was of-fered by Edward N. Nockels, manager of WCFL, Chicago, and a member of the Code Authority. In

a statement preceding introduction of the resolution, Mr. Nockels held the code is not being enforced and that many of the fair practices provisions are being openly vio-

Need NRA Approval

ACTIONS of the meeting, it was made clear by Chairman John Shepard, 3rd, Yankee Network, who presided, are simply recommendatory to the Code Authority, and must be approved by NRA before they can become operative. Numerous questions regarding provisions of the code which confused individual broadcasters were asked from the floor and clarified both by Mr. Shepard and by James W. Baldwin, executive officer of the Code Authority. The meeting was conducted as an open forum, but with all proposals for resolutions 'demanded in writing.

was one offered by Arthur B. Church, KMBC, Kansas City, calling for amendment of the code to prohibit the sale by any station of blocks of time to any individual or organization for resale, except that such resold facilities shall be in units listed on the station rate card; another by Mr. Church asking that the Code Authority amend the code so as to make unfair the

giving of special discounts on roadcasting facilities sold in combination with newspaper or other publication space; a motion by Stanley Hubbard that the Code Authority be made representative of the West, Far West and South; a motion by Benedict Gimbel, Jr., WIP, Philadelphia, that it be declared unfair competition to pick up remote control broadcasts from night clubs, cafes and similar amusement places unless the pro-

IN OPENING the meeting, Chairman Shepard explained that during the ten months that the Code Authority has functioned it has adjusted some 400 complaints involving unfair rate practices and employment conditions without re-sorting to litigation. Many problems still confront the industry. such as the proposals for increases in wages and reduction in hours

Among other resolutions adopted

prietors of these places pay line

charges and incidental costs. 400 Complaints Adjusted

Code Authority, be asked to nominate for broadcast technicians and other employes, and the treatment of

artists. Speaking for the Code Authority, he praised the work of Mr. Baldwin as executive officer. Mr. Nockels said, prior to introducing his resolution, that both the labor and trade practice provisions of the code are being violated "in even a more dangerous manner through subterfuge, around the corner methods, which are insidiously leading to what appears to be a definite disregard and contempt for provisions of the code." In the employment sphere, he said there are such practices as entering into employment agreements for a given number of hours and given wages, with a secret understanding by persons employed that in order to hold their jobs they must work overtime without additional compensation, and also the custom of employing a man as a technician and having him double up and perform an announcer's or some other duties while drawing pay for only one job.

Cites Violations

HE RECITED a long list of alleged violations of trade practice provisions, including secret agree ments for free talent; unlimited elasticity in percentage of commercial continuity permitted in programs, notably in spot an-nouncements; the "nefarious practice" of newspaper-owned stations giving free newspaper advertising along with its radio contract, or vice versa, which he called "vicious price - cutting"; off - the - record agreements which really are the old percentage or "per inquiry' contracts banned by the code; recognition of agencies which continue the old practice of rebating, and alleged unfair competition from chain and "monopoly controlled" stations through picking up of free remote control programs.

Text of Resolution

TO RECTIFY these conditions. Mr. Nockels offered the following resolution, which was adopted without amendment:

station within each city having more than one such station, or within such regional or territorial limits as may be determined and prescribed by this

Answers to Questions Put by Code Authority In Collaboration With BROADCASTING Magazine At Cincinnati Meeting Sept. 20

1. Do you believe that the trade practice provisions of the broadcasting industry code can be enforced in the absence of a periodical inspection of the books and records of each station? Yes, 46%. No. 54%.

- 2. Has the increase in your business been as great as the increase
- in your operating cost? Yes, 53%. No, 47%. 3. Have you any fixed policy for the creation of a reserve to provide for normal employment during slack periods? Yes, 43%.

No. 57%. 4. Have you made any provisions for the granting of retirement annuities? Yes, 26%. No; 74%.

> for membership on a local or regional enforcement . committee sentative of such station, and that the executive officer of this Code Authority forthwith present to the person so nominated notice of his or her ap pointment to such local or regional enforcement committee and that the executive officer of this Code Authority make and promulgate a method of procedure for such local or regional committee; that provision be made for meetings of such local or regional comfnittee at regular intervals, and that all violations of code provisions reported to or discovered by such committee which are not corrected immediately, be reported to this Code Authority for such action as it deems

In the debate that followed this resolution, and prior to its passage, J. Thomas Lyons. WCAO. Baltimore, explained the experience of such meetings in Baltimore. He observed that "the worst radio station is a better buy than the best newspaper." He criticized rate cutting declaring that stations should "double" their rates because they have the best medium.

Dr. Leon Levy, WCAU, Philadelphia, said that about a year ago, even before the code became effective, efforts were made to get local stations together on policies, but that they came to naught after a few meetings, at which little interest was shown.

Church Resolution

MR. CHURCH then introduced his resolution relating to special discounts on broadcasting facilities sold in combination with other media. The resolution follows in full text:

Whereas, the NAB at its 1934 convention passed a resolution recom-mending to the industry the abolition of free merchandising involving direct expense to the broadcaster in effect aiming against excessive bouts or premium practices, and whereas, dis-counts, on radio station facilities when sold in combination with other advertising mediums constitute in effect the giving away of radio time as a premium or bonus for such other advertising mediums, and whereas such practices result in unfair competition to members of the broadcasting industry who do not resort to such

practices, Be it therefore resolved that it is the sense of this meeting that such (Continued on page 47)

Regional Code Units Recommended NRA Code Called

Sale of Time in Blocks, Discounts by Newspaper Stations BELIEF that the code of fair competition for the broadcasting industry is "displacing discord and friction with harmony and cooperation" among the units of the industry was expressed before the NAB convention in Cincinnati Sept. 18 by Sol A. Rosenblatt, division administrator of the NRA in charge of codes for the amusement industries.

While radio is not necessarily and strictly in the amusement field, he said it is inter-related and must be regarded as a kindred problem. Unlike other amusement industries, however, Mr. Rosenblatt as serted, radio broadcasting was ar "integrated industry" when NRA began functioning a year ago, while the remainder of the amusement field was badly disorganized. Tribute to the industry and to

the NAB for the "splendid cooperative efforts" given NRA and high compliment to the Code Authority was paid by Mr. Rosenblatt. John Shepard, 3rd, Yankee Network, chairman of the Code Authority; James W. Baldwin, executive offi cer: and Philip G. Loucks, NAB managing director, who played a leading part in formulation of the code a year ago, were commended for their integrity and fair dealing.

Discussing code operations gen-erally. Mr. Rosenblatt said the NRA is designed to protect small and independent enterprises, but that this does not mean inefficient ones. He called NRA a "scientific approach to recovery."

As to broadcasting, Mr. Rosenblatt declared this industry's code machinery is just getting under way. But, he added, the industry has given "yeoman service" in these troublous times. Codes are neither infallable or inflexible, he said. NRA cannot be threatened or coerced by "self-styled leaders of industry to harass and destroy the welfare of the overwhelming majority of the members of any industry."

Wrigley Buys 10-Minute Period on CBS, Forcing Press-Radio News Shift

AFTER broadcasting the Press Radio Bureau's news bulletins at 6:30 p. m., New York time, since the hours for bulletins were re-vised, CBS will inaugurate a new schedule Oct. 4, including a 10-minute commercial for Wm. Wrig-

ley, Jr. Three nights a week the 6:30 spot will be occupied by a commercial for the Delaware Lackawanna & Western Coal Company. At 6:45 on Thursdays, Fridays and Saturdays, Wrigley will sponsor a beauty program, beginning Oct. 4, and the Press-Radio news will be heard at 6:55. Immediately following the news will come "Myrt and Marge," which Wrigley has been sponsoring for several sea-

sons at the same hour. The new Wrigley commercial placed without an agency, goes to split network, fed from New York to Baltimore, Boston, Hart ford, Buffalo, Philadelphia and Providence. A.

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Resolved, that each broadcasting

Government Interference Fear Groundless.SayCommissioners

Gary and Brown Advise Broadeasters to Clean Own House or Suffer the Consequences

TWO of the three members of the Broadcast Division of the FCC-Chairman Hampson Gary and Vice hairman Thad H. Brown—stepped before the nation's broadcasters during the twelfth annual convention of the NAB; Sept. 17-19, to give renewed assurances that the federal government plans no undue interference with the present system of American broadcasting. But they admonished the industry that it must take steps to eliminate questionable and improper practices voluntarily or risk the consequences.

Addressing the convention at its opening session Sept. 17. Chairman Gary reiterated his previously expressed view that the FCC under the law has no powers of censor-ship and that it desires none. Technically, he declared, the FCC has nothing revolutionary in view.

Urges Good Taste

SPEAKING on "Broadcasting Un-der the New Deal," Chairman Gary declared the FCC "has no wish to dictate what manner of entertainment or discussion shall go on the air. It is not desirable or necessary. We want the broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest.

While stating that there is "room for improvement" in so far as program content and advertising is concerned, Mr. Gary said he has seen a "voluntary and earnest effort" by broadcasters and radio advertisers to correct these offcolor conditions. The industry, he said, has the power at this time "to establish in the people's consciousness the status radio is to occupy permanently in the United States.

Reverting to censorship, Mr. Gary said it is not censorship to bar from the wave lengths the "vicious, the indecent, and the profane. The law compels this to be done, he declared. "This doctrine accords with the familiar and fundamental principles that free speech does not include unrestricted license," he added.

No Shake-up Looms

ANSWERING "loose talk" about an imminent reallocation and about wholesale shifts in existing frequency and power assignments, Mr. Gary said:

"Let me reassure you. Nothing revolutionary is in view. Natu-rally, we shall bend every effort to improve the existing set-up for the benefit of the public's reception and for your benefit. We recognize, of course, that there must be a sound economic as well as technical basis the broadcasting structure. But the technical basis must not be disturbed if it will seriously affect adequate service to the listener. The listener comes firstand especially the remote listener on the farms and in the villages whose happy existence is so definitely bound up with radio entertainment and education." In a frank and open discussion of the opportunities and the pitfalls confronting broadcasting, Vice Chairman Brown told the convention in an address on Sept. 18

that it was not the desire of the FCC to take from the broadcaster the right to control his activities. "Instead," he asserted, "it is our steadfast desire to vest in the broadcaster all powers of control properly belonging to him. It is rightly your job, and you are the ones properly qualified to do the ob of directing broadcasting for the benefit of and to protect the rights of the millions of American listeners. . . . You have the opportunity to make your own control of broadcast activities so success-ful that there could be no thought

or hint of Government control. The broadcasters, Colonel Brown said, "are the ones to institute reforms in selection and amount of advertising material used on commercial programs. They are the ones to work constantly and tirelessly for higher type programs, to eliminate objectionable remarks, suggestive lyrics, and crude comedy from the radio. If they fail in this, then Government, to protect the interests of the public, will be forced to find some way to accomplish the de-sired result."

Sees No Censorship

COLONEL BROWN pointed out that the "call" for further control of radio comes not from within the Government itself but from a host of outside representative groups and organizations. He attributed this to the "inestimable importance of the field." Echoing the words of his col-

league on the FCC, Colonel Brown said the question of censorship of radio has never seriously been a question at all. He referred to the public statement of the President that no such censorship of radio, press, or any form of communication has ever been contemplated in any stage of the recovery program. "Radio," he added, "need have no fears of drastic control. It has been repeatedly stated by the FCC that its program has in mind only measures to accomplish the great-

est good for the largest number." Radio-Press Cooperation

A PLEA for mutual cooperation between radio and the press was sounded by Colonel Brown. These two fields, properly viewed, he said, are not in strict competition. "Changes and adjustments between press and radio must be forthcoming," he added. "In the matter of supplying news, a definite understanding is also possible. If the press is faithful to its creed to seek to reach the greatest number of people with news in the least space of time, it cannot afford to overlook the radio. Nor can radio continue to prosper without the continued cooperation of the press.



JUDGE DAVIS

Ewin-Ł. Davis Notes **Big Improvement** In Programs, Ads Radio Critic Says FTC Probe Has Shown Few Offenses EWIN L. DAVIS, member of the

Federal Trade Commission and one of radio's severest critics while a member of Congress, has detected a "very substantial improvement" in both radio advertising and in programs, he told the NAB convention in Cincinnati Sept. 18. Digressing from his prepared address dealing with the FTC's survey of radio advertising as a part of its general advertising

misleading matter, Judge Davis paid high tribute to the broadcasting industry for improvement in program content and elimination of blatancy in advertising. As a member of Congress until two years ago, Judge Davis had been prominently identified with radio legislation and often criticized both the quantity and volume of radio

Board Is Surprised

advertising.

campaign to eliminate false and

THE CHANGED view of this official, regarded as an ultra-conservative, won hearty applause from the 400 broadcasters attending the conthat the FTC's special board of investigation, which is conducting the survey of radio advertising, was "impressed with the fact that there was a much larger percentage of these advertising continuities free from any objectionable features than had been anticivated.'

In reviewing the scope of the Trade Commission's authority in connection with false and misleading advertising, Judge Davis em-phasized that the FTC "neither claims the authority, nor has any desire to censor advertising." Its sole purpose, he said, is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. "To put it tersely," he said, "the Commission does not dictate what an advertiser shall say, but may indicate what he shall not say.'

Judge Davis expressed gratification over the practically 100 per cent cooperation given the FTC by stations, networks, and transcription companies in submitting continuities. The Commission, in response to a request made this

summer, he said, has received some 180,000 continuities and has stud-ied 150,000 of them. Of these, he declared, nearly 130,000 were found unobjectionable, while some 21.00 were held over for further check, ing. "It is my opinion," he de. clared, again departing from his prepared address, "that only a very small number of these will be found objectionable. Lauds Cooperation

"THE COMMISSION has been very much gratified by the splen. did spirit of cooperation shown by nearly all of those engaged in the radio broadcasting industry. We have been much pleased that this new procedure on our part has been received by the industry in the same spirit in which it is undertaken. It is refreshing that such an overwhelming percentage of your industry are so deeply interested and so fully appreciative of the importance of permitting only truthful and honest ad.

vertising over the radio-thus not only preventing the violation of the law through that medium, but also preventing advertisers from defrauding the public and thereby causing a loss of listener confidence in radio advertising. Judge Davis closed his address

with a statement that could only be regarded as a thrust against the so-called Tugwell bill, which failed at the last session of Congress after numerous modifications, but which its sponsors state will be pressed at the forthcoming session. This measure was de signed to place rigid restrictions upon advertising and the sale of food, drugs, and cosmetics, vesting the authority in the Department of Agriculture. He said:

Self-Government

"THE FEDERAL Trade Commission's success in its effort to stamp out false and misleading advertis ing, having as it does the support and cooperation of advertisers, the press, and broadcasters generally. affords an example of what may be done by the Government to protect legitimate business and the public without recourse to drastic punishment, penalties, or forfeitures. It is largely a case of selfgovernment made effective by the aid of the Federal Government in restraining the comparative few who are unwilling to play the game fairly."

Chevrolet's Big Hookup

PRESENTING the Isham Jones ofchestra, Chevrolet Motor Co., Detroit, on Oct. 9 will return to the air via 85 CBS stations, Tuesdays 9:30-10 p. m., EST. With the Ford Motor Co. starting its hour symphony concerts over practically the same network Oct. 7, Sundays. 8-9 p. m., EST, the two leaders in the low-price field apparently are beginning a vigorous competitive drive with radio as a primary medium. The agency handling the Chevrolet account is Campbell Ewald Co., Detroit.

EATON PAPER Corp., Pittsfield. Mass., (Eaton's Highland and Berkshire writing and typing papers) has begun to use radio B. Jones, Inc., Binghamton, N.Y. agency.

BROADCASTING • October 1, 1934

How Radio Has Speeded Distribution Products Move Faster From Manufacturer to Consumer; Sales Organization Must Be Maintained in High Gear

tional response that the right kind

of program is constantly develop-

By EDGAR KOBAK* Vice President, NBC

RADIO, as an advertising medium is the newest division of the distribution system. And with its arrival it has brought its own problems. The primary problem is the fact that-

Mr. Kobak up to date-radio is the fastest means of communication from manufacturer to consumer that has yet been developed. There is less than a second's loss of time between the release of the message and its receipt by the consumer, and the message is one that is heard instantly by all. This means that sales, advertising and distribution plans must be geared to a higher speed. Radio's power to stimulate quick action and demand means faster moving of goods from manufacturer to co sumer. The radio advertiser must face the problem of handling the sale and delivery of goods with more speed, because of this closer contact with the consumer. Radio at the same time has developed a closer dealer contact for the manufacturer. Let us see what is happening-and why!

Responsiveness Is Key RADIO'S primary characteristic is responsiveness. An advertising agency executive tells a simple story from his personal experience, in order to indicate his idea of the basic fact behind the use of radio as an advertising medium.

"I took my boy to the circus last week," he said. "Naturally he ate it up. Sat there with his eyes sticking out. The animals, the clowns, the acrobats held him spellbound. But all of a sudden. toward the end of the afternoon, he turned to me with a question I wasn't looking for.

Wash't looking for.
"What time is it, Dad?'
"Quarter of five,' I told him.
"Gosh amighty!' he exclaimed, grabbing for his hat. 'We gotta scram. I gotta be home at a quarter to six to listen to Orphan An-

nie.' "Just one ten-year-old kid talking to his dad. A pretty small fraction of the American public. But if you think what he said wasn't important guess again. To me, that's radio. The minute you start using radio, the first fact to realize is that you are handling something that gets right into people's lives. That's why it works.

Radio "Fastest" Medium RADIO BROADCAST advertising is not designed to replace other types of advertising. In some lines it may be best as a supplement to campaigns in other mediums. And in still other lines it may be of no use at all. No one method of advertising and selling can be applied

*Address before Boston Conference on Distribution, Sept. 25.

adiohistory com

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to all products and to all people alike. What radio has developed is an additional means, a faster means, of reaching the consumer and bringing to that consumer the story of the merits of products. And it has developed through the American system of broadcasting a responsiveness to advertising that often finds the sponsor unprepared. His distribution plan was not organized to take care of the response. Before you enter the sales American Home with your program to build a close personal relationship with your audience be sure that your own distribution system is working to take on the addi-

Broadcast advertising, properly handled, is much more than advertising. It is semething to which people turn with pleasure-and for leasure. It creates in its audience reaction which is primarily emotional. This emotional reaction makes the audience responsive to an amazing degree. Because radio broadcast advertising is new, there great danger of its being mishandled. Poor programming, unsuitable material, bad taste in program, competitive advertising, all will disturb the results of an otherwise good advertising and sales plan. The listener to a radio program is more sensitive when he listens than when he reads advertisements. Radio programs are placed before groups of people in their homes and more care than usual must be displayed to make sure that no offense is caused in any way. If the listeners have no choice but to hear bad advertising or lose the program, they are indignant. If the program is offensive it starts a round of conversation which may be negative as far as the advertiser is concerned. Keep in mind, when building a program, that you are an invited guest in the homes of millions of people, and that your message and your visit must be placed on the basis of a guest. When you call on people, your customers and prospec-

FAIR COUNSEL FOR FCC-The new Communications Commission now has three women lawyers. In the center is Miss Fanney Neyman, of Butte, Mont., principal attorney, who was acting assistant general counsel of the old Radio Commission and who has been a mainstay in broadcasting litigation. Left is Miss Elizabeth C. Smith, of Oklahoma City, and right is Miss Annie Perry Neal, of Louisburg, N. C. Miss Smith and Miss Neal are new appointees.

tive customers in their homes, be a welcome guest-one that makes friends. Now let us take a look at another point in this new factor of distribution-distribution of people and distribution of receiving sets. #

An analysis of the geographical ocation of radio receiving sets discloses a close parallel with buying power. That is to say, the geographical distribution of retail

Consumer Controls Radio

A GOOD BART of the significance of the parallelism between location of buying power and location of receiving sets comes from the fact that' the relationship is entirely voluntary. It is controlled solely by the consumer. No special effort has been exerted to develop radio's circulation in the high-buying-power territories. No deliberate circulation building plan has built up radio's coverage in those territories rather than in others. The consumer has bought a radio receiving set for just one reason; because he wanted to hear broadcast programs. In the mass, he has bought sets as rapidly as his buying power would permit. Thus the correlation between the location of buying power and the location of sets is a completely natural one-unforced, unguided, and subject to no control except that of the consumers' own volition. His set is usually good for several years-and when it wears out or s out-of-date a new one is purchased.

From the standpint of the sales executive and the advertising man, the essential point is the simple fact that a close and consistent parallel exists between the location of retail buying power and the location of receiving set both nationally and within each territorial division, large or small. This fundamental fact underlies much of the success of radio as a productive medium-an aid to the distribution of many products. Now let us turn to the effect of



consumer.

Some time ago the Kimball-Hubbard & Powell advertising agency wrote a most interesting advertisement. The title was "If Abraham Lincoln could have used the radio." The copy in the advertisement made this very compelling observation, "What would have happened, do you think, if Abraham Lincoln could have talked

broadcast advertising on the most

important link in the conventional chain of distribution--the

dealer. Recently the Psychologi-

cal Corporation made a special in-

vestigation of the infleunce that

radio exerts on dealers. This survey brought out a very strong

dealer preference for the use of

broadcast advertising for the na-

tional brands that they stock. It

also brought out that they are anxious to have displays which

feature radio-advertised products.

Dealers Favor Radio

TO INSURE complete impartialty,

neither the supervising psycholo

gists nor the investigators who did

the field work, knew for whom the

survey was being condutced. Per-

sonal calls were made upon 2,500

dealers from coast to coast. This

year the survey was made again

of about 1,800 dealers. In doing

the survey a second time more

than a year after the first check-

up, we found dealers on the whole

even more sold on the effectiveness

of radio as an advertising medium.

Asked which meduim they consid-

ered to be the most effective in

selling, radio was preferred by

more than 68% of the druggists,

53% of the grocers and 54% of

the gasoline dealers. The investi-

gators also asked dealers what sin-

gle advertising medium they would

choose themselves if they had to

plan a national advertising cam-

paign for the products they were

selling. Radio was the one me-

dium chosen by 70% of the gro-

cers and 63% of the gasoline deal-

ers. (It is interesting to note that

these answers in the 1934 survey

are 5% higher than the 1933 an-

swers in the case of the druggists,

6% higher in the case of the gro-

cers and 6% lower in the case of

There is one more question which

should be high-lighted because it

bears very closely on the effect

which radio has on distribution, in

view of the direct evidence it gives

of the consumer demand which

radio creates. The dealers were

asked which medium their custom-

ers talked about most when they

came in to make their purchases

Once again radio scored the great

majority of points-drug stores

over 72%, grocery stores 58% and

gasoline stations 61%. And more

than 50% of the dealers surveyed

had radio sets operating in their stores—a direct point of purchase

tie-in for manufacturer, dealer and

the gasoline dealers.)

(Continued on page 51)

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Page 18

Weiss. WJR. Takes Broadcasting Cup 09 Score, With 30 Handicap.

Wins Golf Tournament

SHOOTING 69. after a handicap v: 30. Lewis Allen Weiss, assistant general manager of WJR. Detroit, won the NAB golf tournament at Won the NAB goil tournament at the Twin Oaks Country Club, La-tonia, Ky., Sept. 15, and was de-clared winner of the golf trophy annually awarded by BROADCAST-ING Magazine. With a gross of 91 but a net of 71, I. S. Roberts, KFRC. Houston, took second place. A. B. Chamberlain, of the CBS technical demartment in Num CBS technical department in New Vork and Lester F. Cox, KWTO, Springfield, Mo., were tied for third with net scores of 72 each. Mr. Chamberlain's handicap being 25 and Wr. Coxé 30 25 and Mr. Cox's 30.

Although he took a 30 handi-cap, it was the first time in his going career that Mr. Weiss had ever shot an 18-hole course under 100. He was given the silver loving cup at the banquet ceremonies the evening of Sept. 17.

In the field of 44 entries, H. A. Woodman, KDKA, would have been the victor by several strokes over his nearest competitor had the play been scored on gross. He went around the course in 89 for a net score of 79 with his handicap het score of 15 with fis nanoucap of 10. The next highest gross scor-ers were Mr. Roberts and George E. Sutton, Washington radio at-torney, with scores of 91 each.

List of Scores

FOLLOWING are the official scores of the tournament: Name

69 7122215 76

83

87

-90

Gross Net
 Name
 Gross

 Lewis Allen Weiss, WJR 99
 1.

 I. S. Roberts, KFRC
 91

 A. B. Chamberlain, CBS
 97

 Lester E. Cox, KWTO
 102

 Echnyfed Lewis, WFI
 97

 Don S. Elias, WWNC
 92

 George Sutton, Washing 91

91 103 ton Llovd Egner, NBC F. M. Russell, NBC Earl Gammons, WCCO R. L. Ferguson, WINS H. A. Woodman, KDKA D. M. Patrick, Washing-ton

93 R. Lounsberry, WGR. WKBW

* Donald Withycomb, NBC 109 John W. Guider, Washing-ton

John W. Guider, Washing-ton 97 W. Henges, Graybar Co. 101 E. K. Cargill, WMAZ 95 S. H. Cook, WFBL 100 H. C. Butcher, WJSV 104 Ezra A. McIntosh, WWNC 103 Art Kemp, KHJ 100 Frank Chase, NBC 103 Frank Chase, NBC 103 Kalles Trammell, NBC 107 C. J. Myers, KOIN, KALE 104 Walter J. Damm, WTMJ 103 Walter J. Convey, KWK 102 Stanley Hubbard, KSTP 115 Lewis Crosley, WLW 95 William S. Heidges, NBC 115 Ed Vornow, Edward Petry Lewis Convey, Mark 105

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"VITA FIG MUSH" Steals NAB Convention Show -With Ad Drama-"VITA FIG MUSH," key product of the "Amalgamated Consolidated

Affiliated Food & Beverage Co., Inc., and Sons, Ltd.," stole the show at the NAB convention in Cincinnati on Sept. 18. A stirring drama of modern advertising, wherein Mr. Isadore Budget, president of the company, was finally sold on radio after having used only the printed media, the prothe annual convention in Cincingram was prepared by H. J. nati Sept. 17 by Joseph A. Cham-(Tubby) Quilliam, commercial bers, technical supervisor of WLWmanager of KOMO and KJR, Se-WSAI, Cincinnati, and chairman attle. It was "placed" by "N. W. J. of the committee. Walter, B. V. D. O'Lord & McCann''

category, now being marketed, said, agency. The characters were porthe report, are capable of repro-ducing a wider range of frequentrayed by WLW players, after which a transcription of the procies than receivers heretofore comgram finally decided upon was premercially obtainable. "Because of sented to the amusement of the this they will much more readily 400-odd conventioneers. Copies of show up any defects and deficien-cies in the broadcast transmission the script may be procured from Mr. Quilliam, who also is planning to have pressings of the transcrip-

system," it stated. A survey of transmission condition made in response to demands. tions of a selected group of sta-

The improved receivers in this

step in and revoke station licenses,

turn them over to others or place

them in the hands of governmental

agencies, simply by employing the "public interest" yardstick.

Liberty at Stake

REVIEWING the state of liberty

in radio in the world, Mr. Hard

said: "We must say that the ex-

tension of liberty in radio in the

world is hinged upon the preser-

vation of liberty in radio in the United States. We must say that

the preservation of liberty in radio

in the United States is hinged

upon the daily continuous conduct

of the personalities and organiza-

tions present or represented in this

vocation of rhetoric but only in

deference to reality, that no body

of men in this whole world bears

a greater responsibility for the perpetuation of free thought and of free speech and therefore of the

essentials of all human liberty in

the future of mankind than do the

broadcasters of the United States." Mr. Hard explained that govern-

ment can provide amusement for

its people more copiously from its

treasury than can private enter-

prise. In this country private

radio must combat such a possi-

(Continued on page 45)

room.

We must say, with no in-

Perpetuation of Free Thought, Speech Rests With Broadcasters, Asserts Hard Impartiality and Comprehensiveness of Radio Need Emphasizing to Convince a Dubious Public

engine ever devised for riveting the chains of mass-prejudice and casters of the mass-superstition and mass-slavery United States upon the mass-mind." rests the respon-Mr. Hard pointed to the precarisibility for the ous position of radio in the United perpetuation of States, wherein stations are lifree thought and censed to the air only provisionally free speech and and must serve the public interest, therefore "of the convenience and necessity to conessentials of all tinue their tenure. At any time the government, without any change in law, he declared, can

the future of mankind," William Hard, noted journalist and radio commentator. told the NAB convention in Cincinnati in an address at its opening session Sept. 17. Speaking on "Radio and Human Liberty," Mr. Hard discussed a 79

branch of radio heretofore seldom touched upon by any authority because of its apparent remoteness. So forcibly was the subject presented, however, that it became promptly evident that it is a very real issue, according to many of those present.

For Better or Worse

AFTER analyzing the function of radio, and comparing the American system of private enterprise with the European method of rigid governmental control, Mr. Hard pointed out that radio does not necessarily in and of itself mean prog-While it has meant progress ress. in this country, it has made the international state in Europe worse. Radio, he said, is not a salvation but only an acceleration. "It can hurry life faster toward the worse," he said. "Its destina-

90 91 92 93 96 96 97 tion depends upon the soul that man puts into it. It can be the greatest organ ever invented for the opening of wider horizons to the free development of mankind. It can equally be the cunningest

tions, the committee said, disclosed that, while a majority of the sta-tion installations were capable of picking up and transmitting a sig-High Fidelity Sets **Call for Improved** nal at least equal to the reproduc-**Broadcasting Plant** hal at least equal to the reproduc-ing ability of the most modern receiver, they fall short of their capabilities. Of the stations sur-veyed by the Radio Research Co. NAB Engineering Committee Reports Station Survey Washington, 52 per cent were defi-INTRODUCTION of "high fidelcient in transmission of low audio ity" receivers this year necessarily imposes upon the broadcaster the frequencies and 66 per cent of them in the highs. Other deficienresponsibility for and the necessity cies disclosed included excessive of maintaining engineering standand extraneous noises, limited and ards much more rigid than those now generally in use, according to the report of the Engineering Com-nittee of the NAB submitted at irregular frequency range, poor

nique. "Neglecting to correct these conditions will result in a gradual but steadily increasing unfavorable reaction on the part of those listeners who invest in new receivers," the report said.

studio acoustics and pickup tech-

Separation Sufficient

THE COMMITTEE expressed that view that a channel separation of greater than 10 kc. is not necessary in high fidelity transmission. If the other technical requirements are met, it continued, the existing allocation or a logical adjustment of it would produce the most prac-tical results. "The decision on the adoption of any high fidelity stand-ards," it stated, "must balance the improved quality of reception in a restricted area against less perfect reception over a greater area."

Various meetings and confer-ences held with representative committees of the Institute of Radio Engineers and the Radio Manufacturers Association during the year were reviewed by Mr. Chambers. These related to proposed operating standards and methods of improving them, and all tended to bring out that the station sells what "goes off the antenna" rather than what goes into it.

Because of existing conditions, the committee explained it is draft-ing a Handbook of Broadcast Stations Operating Practices, being assembled and edited by J. C. Mc-Nary, technical director of the NAB. This publication, Mr. Chambers said, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardize and give information regarding the methods of determining and improving operating conditions and characteristics, he declared.

Recommendations Approved

RECOMMENDATIONS made by the committee, subsequently adopted by the convention, were as follows:

(a) That all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment.

(b) That the Engineering Commit-tee be instructed to complete the work on the proposed *Handbook* and that this *Handbook* be published for distribution to member stations. (c) That there be further study

and analyses of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard.

(d) A furtherance of the coopera-tive action by the RMA, the IRE, and the NAB to improve the results of the entire radio broadcast system from microphone to loud speaker.

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BROADCASTING • October 1, 1934

WIAN CLEVELAND

At Home to You

...all day long

Daily, through the medium of an announcer's voice against the background of an attractive program, advertisers are reaching and selling the "class" market represented by the thousands of women at home during the day. They are receptive to ideas that will aid them in making their homes happier and healthier places to live.

The story of your product-whether it be foods, cleansers, drugs, soaps, furnishings,

appliances, or any one of many products of interest to a housekeeper-can be sold to this "class" market at a "mass" price. Not only are daytime rates one-half evening, but there are more hours available. WTAM advertisers are using daytime hours more and morecurrently 46% of this station's sponsored time is daytime.

The station or any of the offices listed below will be glad to furnish complete information.



NEW YORK ***** WASHINGTON ***** CHICAGO ***** SAN FRANCISCO WEAF & WJZ KPO, KGO & KYA WRC & WMAL WMAQ & WENR

SALES REPRESENTATIVES AT: BOSTON-WBZ • SPRINGFIELD, MASS --- WBZA • SCHENECTADY-WGY PITTSBURGH-KDKA • CLEVELAND-WTAM • DENVER-KOA • PORTLAND, ORE-KEX • SPOKANE-KGA • SEATTLE-KJR

October 1, 1934 • BROADCASTING



NBC and CBS Report Large Increases NBC Names Rosenblum Code Ruling Made Vice President, Sarnoff On Ad Cancelling In Sponsors. Time Sold Over Last Year

Fall Net Business Indicates Upward Trend for Industry; Sunday Has Most Sponsored Time on NBC Schedule

ber as well as in time, as compared with the same period in 1933, indicating that commercial broad-casting is steadily continuing its upward trend

NBC reports for both its net-works a 0.3% increase in number of advertisers and a 9.7% increase in number of programs, compared with the corresponding date in 1933: One hundred two advertisers have been contracted to sponsor 124 programs beginning Oct. Last year 96 advertisers were scheduled, sponsoring 113 pro-This gives 1934 an ingrams. crease of d advertisers and 11 programs. Actual commercial broad-casting hours total 82 hours and 10 minutes for October, 1934, as compared with 78 hours and 15 minutes in October, 1933. an increase of 3 hours and 55 minutes. There are, for 1934, 15 full hour broadcasts, as against 11 in 1933 (an increase of 36.4%); 53 half-hour programs as against 49 in 1933 (5.2% increase); 56 quarter-hour broadcasts as against 53 in 1933 (5.7% increase).

Daytime Increase

THIS YEAR 78 (63%) of the sponsored programs are evening, (37%) are daytime; in 1933, 75 (66°c) were evening, 38 (34%) were daytime.

Although more advertisers are represented on Friday than on any other day of the week the total length of sponsored time is greatest on Sundays, NBC réports, while Columbia tabulates quite different preferences as to the days. As far as NBC is concerned, this is a decided change from 1933, when Sunday was the least popular day in point of sponsored broadcasts. Thursday, which was first last year, has fallen to fourth

place. NBC's largest advertisers in point of time are the Metropolitan Life Insurance Co. with a total of Life insurance co. with a total or six hours per week, Procere & Gamble Co., which with five pro-grams will be on the air a total of 4^{1_2} hours per week, and Stand-ard Brands, Inc. with four programs for a total of three hours. The two oldest NBC advertisers

are Colgate-Palmolive-Peet Co. and the Metropolitan Life Insurance Co., which first used NBC facilities in January, 1923. The Great At-lantic and Facific Tea Co. is the oldest continuous NBC advertiser, having been on the sinches March having been on the air since March. 1924

CBS with its single network will carry an average 4212 hours of sponsored programs a week, beginning Oct. 1. This represents an increase of 11.1% over the corre-sponding period last year. The average length of program time on commercial broadcasts shows an increase of 17.7% for evening programs (average evening program 1934 being 21.9 minutes as against 18.6 minutes in 1933) and an increase of 1.3% for daytime programs (average daytime piogram 1934, 16.1 minutes compared

Page 22

grams, and 8.5% for evening programs, or a general average of 29.4 stations (25.7 in 1933) with an increase of 14.4%. There is also to be noted an increase in the number of stations

networks, although exact figures are not available.

Two Days Tied

Institute. In 1915 he resigned to CBS reports that the distribution of sponsored programs throughout the days of the week is much more even this year than in 1933. Monday and Wednesday (with seven hours each as against six and 71/2 respectively in 1933) tie for first place, while Sunday and Friday (with 6% hours each compared with 4% and 75 respectively in 1933) tie for second. Sponsored time on Saturday almost doubled this year (7.6 hours this year, 3.9

American Home Products, which with four programs each will be on the air a total of three hours per week, and Wasey Products, which with two programs will be

on the air 2¹/₂ hours during the week. The largest advertiser in point of time, advertising one product only, is the Ford Motor Co., which with two programs will be on the air 112 hours each week, exclusive of the World Series broadcasts.

Testing for Cosmetics

L. PERRIGO Co., Allegan, Mich. (manufacturing chemists), has undertaken a test of radio, using WFBL, Syracuse, N. Y., to intro-duce its new Edith Abell line of cosmetics. It is using three eveing studio periods weekly, featur-ing Ducie Weir and Jack Shannon as "Pat and Jerry" in a program of dialogue, songs, and duets, with the script written around a young couple trying to break into radio. It is also testing spot announce-ments. Kingsley Horton represents the company in placing the

being a direct from manufacturer to retailer item. "THE WOMAN'S SIDE of the News," conducted by Katherine Darst, woman editor of the St. Louis Globe-Democrat, was started by KMOX on Sept. 5.

Chairman of Directors DAVID ROSEN-BLUM, former-ly with Trade-Ways, Inc., has been elected a vice president of NBC, it was announced Sept. 22, following a meet-ing of the net-

work's board of Mr. Rosenblum directors. All the present officers were reelected, and David Sarnoff, RCA president, was elected chairman of the board to fill the vacancy created by the death of H. P. Davis, of the West-

inghouse Co. per hookup on NBC's red and blue Mr. Rosenblum, à Harvard graduate of 1908, was one of the founders and a former vice presi-dent of the Alexander Hamilton

organize the Business Trading Corp ... and then he became a vice president of Trade-Ways, one of its units. That organization has been retained by NBC during the last two years in a consulting and advisory capacity in connection with the sales and promotion activities of NBC, its artist service, station relations and other organi-

zation problems. M. H. Aylesworth was reelected president, R. C. Patterson, Jr., ex-ecutive-vice president; Mark Woods, assistant executive vice hours last year). The three largest advertisers in president; A. L. Ashby, vice president and general attorney, point of time are reported by Co-lumbia as Sterling Products and and the following other vice presi-dents were reelected: George En-gles, Edgar Kobak, Frank Mason, John F. Röyal, R. C. Witmer, Don E. Gilman, F. M. Russell and Niles Trammell. Reelected to their offices also were H. K. Norton, treasurer; Lewis McConnach, secretary, and R. J. Teichner, assistant treas-

urer. **Don Lee Bequeaths**

The two oldest CBS advertisers are Emerson Drug Co., which first used CBS facilities in 1927 (when Estate to His Son THE WILL of Don Lee, Pacific coast radio network owner, who died Aug. 30, was filed in probate court at Los Angeles during Sep-Columbia was organized) and the Wm. Wrigley, Jr. Co., which first used CBS facilities in 1928. The two oldest continuous CBS advertember. The entire estate was tisers are General Baking Co., on since January, 1931 and J. L. Prescott Co., on the air since February, 1931. willed to his son, Thomas Stewart (Tommy) Lee, who is vice president of the Don Lee Broadcasting System and head of its Artists' Bu-reau. No estimate of the estate

was made in probation except for the usual "in excess of \$10,000"

clause. The original will was executed Sept. 14, 1933, with a codicil as of March 17, 1934. No mention was made of the widow, the former Mrs. Geraldine May Timmons, whom he married early last summer. The codicil revoked a 25 per cent bequest to Beatrice Norton, aunt of Gerald Norton, KHJ sales executive, and former fiance of Don Lee.

Sums of \$1 each were willed to Mr. Lee's two adopted daughters, Mrs. Christine Boyd Lee Witherspoon, wife of Herbert Witheraccount direct, the Edith Abell line KHJ sales official, and spoon, Elizabeth Boyd Lee, also of Los Angeles. Tommy Lee and R. D. Merrill, Mr. Lee's brother-in-law, of Seattle, were named as execu-tors. It has been reported that several contests of the will are to

be filed in court.

GOLDEN PEACOCK Co., Paris, Tenn. (cosmetics) is using WLAC, Nashville, and WREC, Memphis, for twice-weekly WBS Daily Pro-gram Service 15-minute programs for 13 weeks, placed by Ruthrauff & Ryan, Chicago.

A RULING that advertisers cannot reserve the right to cancel their

programs without short rate even government regulations or legis-

lation requires such a cancellation, unless such a condition is stipulated in the rate card of the sta-

tion or network, was rendered by

the Code Authority for the radio

broadcasting industry in a bulletin issued Sept. 25. The bulletin fol-lows in full text:

The Code Authority has received

inquiries from stations concerning the

inclusion of the following clause in

"The advertiser reserves the right to cancel this program without short

rate if governmental regulations or legislation require such a cancella-

The question arises whether such

a condition is consistent with the pro-visions contained in Article VII, Sec-

tion 1, paragraph (a) of the Code

follows: "Each broadcaster and network

shall forthwith publish and file with

the Code Authority a schedule of all its rates regularly and currently

charged to advertisers for the use of broadcasting time, together with all

discounts, rebates, refunds, and com-missions which shall be allowed to the

users of such time or to their recog-nized agents, such schedule to be

Known as the rate card, * * *'' Regular procedure for the modifica-tion of a rate card is also provided for in Article VII, Section I, para-graph (a) of the code, which provides in part as follows: "No rate card or rate charged thereands shall be modified."

thereunder shall be modified until fifteen days after the filing with the

Code Authority of the rate card with

tion in a contract, therefore, cannot be accepted as a modification of a

that the inclusion of any such condi-tion in a contract, if it is inconsistent

with the stations' or networks' rate cards, is in violation of the code.

New Davenport Station

AUTHORITY to move KICK from Carter Lake, Ia., to Davenport, Ia.,

and to transfer its license to the

Palmer School of Chiropractic, was

granted by the Broadcast Division

of the FCC Sept. 24. The station will operate full time with 100

watts, shifting from the 1420 to the 1370 kc. frequency. Operated

by the same interests which con-

trol WOC-WHO, Des Moines, it

will be known as WOC at its new

location, the Des Moines station

Test for Threads

SPOOL COTTON Co., New York (J. & P. Coates and Clark's threads) will shortly start a series

of radio tests in several as yet un-

selected markets, preliminary to a

possible intensive national radio

campaign. Whether spot an-

will be used has not been decided. The account is now handled by Young & Rubicam, New York.

ouncements or studio programs

retaining the call WHO.

The Code Authority, therefore, rules

the proposed modifications." The inclusion of any such condi-

rate card

known as the rate card. * * *"

That section provides in part as

certain of their contracts:



The WREN Building of Lawrence, Kansas, which houses the modern offices and studios of WREN.

NBC Basic Blue Network 1000 WATTS 17 Hours Daily

VERNON H. SMITH Manager Offices and Studios WREN BUILDING LAWRENCE, KANSAS

More than 7,000 Football Fans participated in the big "Kansas-Missouri Football Rally" held in front of the WREN Building, the night before the game of 1933. This WREN Football Rally each year is a major event in local broadcasting. YES WREN IS a basic station of the National Broadcasting Company Network, but WREN also broadcasts those important events of local interest throughout the Kansas City Market . . . THAT'S WHY DISTENERS KEEP THEIR

If you want to sell the Kansas City Market

Put WREN to work for you.

DIALS TUNED TO WREN

Showing a portion of the visitors' lounge in the WREN building . . . "Note" the transmitter of WREN is N located between Lawrence, Kansas, and Kansas City, Missouri—enabling WREN to dominate a wide area of Western Missouri and Eastern Kansas.

Greig, Blair & Spight, Inc., National Representatives New York—Chicago San Francisco Los Angeles Detroit

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October 1, 1934 • BROADCASTING

Radio Advertising Off 19% for July: Still Above 1933 National Spot Leads Decline: Other Media Show Losses

BROADCAST advertising in July totaled \$4.375.463, a decrease of totaled \$4,870,408, a decrease or 19.2% as compared with June, ac-cording to the NAB statistical service of Dr. Herman S. Hettin-ger. University of Pennsylvania economist. National spot volume decreased 31.4%, national net-work business 22.0%, regional net-work business 22.0% and lower adverwork volume 9%, and local adver-tising 17.1%. Time sales in July were 87.6% below the March peak.

July broadcast advertising vol-ume was 11.6% greater this year, however, than in 1933. National and regional network advertising was 37.8% above July, 1933, while spot volume was 4.4% larger. Local advertising last July fell off 20.4% as compared with the corresponding month last year.

All Media Declined

THE JULY seasonal decline in broadcast advertising was somewhat less than that experienced by other media. Magazine volume dropped about 30%, farm paper volume 27%, and newspaper ad-vertising 22%.

of the bones in his lower right leg The heaviest decline in non-netto return to Washington in Nowork advertising during the month vember. X-rays show that the occurred in the class of stations above 5,000 watts, July revenues bones are knitting properly, she hies being 36% less than in June. dent Roosevelt last February to

Electrical transcription volume dropped 18.9% as the result of the decline in local business, while live talent business declined 16.5%, record volume 50%, and spot announcements 8.4%. A general decline in all fields,

except clothing, was noted in the sponsorship trend. Among the products which showed gains over July, 1933, were soap and kitchen supplies, pharmaceuticals, cosmetics, and foodstuffs. Tobacco advertising dropped 46% below the preceding year.

Ad Distribution

THE DISTRIBUTION of adverprograms on 20 NBC-WJZ statising among the major media foltions, Tuesdays, 9:30-9:45 p. m. lows . Advertising Cumulative Jan.-July a. m., has also transcribed its Medium July

"Story Behind the Claim" programs and on Oct. 14 will place it Radio broad-\$4.37\$463 \$42,496,943 casting for nine weeks on seven stations. National mag-They are WGST, Atlanta; WBRC. azines 8.147.057 69,556,862Birmingham; WEBC, Duluth; WBIG, Greensboro, N. C.; WTAR, Norfolk; WMBG, Richmond, and National farm 340.234papers 340,234 3.211,161 Newspapers 34,462,900 276,998,150 WTCN, St. Paul. Transcriptions Total ... \$47,325,654 \$392,363,116 are by WBS and account is handled by Samuel Lewis, Philadelphia.

The division of national spot and local advertising by type of rendi-tion for July follows: National Spot July Local July Type of Rendition Electrical Transeriptions \$224.745\$95,995 Live talent pro-

Records Spot announce-	397.450 3,188	559.964 29,395
ments	142,367	394.710
Total	\$767,750 \$	1,080,064

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MORE than 32,500 radios valued at \$1,200,000 were sold in Canada ate charges were levied by copy-right owners for the performance during the first three months of this year. of popular songs by orchestras.

formerly held, numerous sponsors are shifting from one network to another this fall and winter, so that former "big name" standbys of one network are being heard more and more on another. Not only is "Roxy" now on CBS for Fletcher's Castoria, but Will Rogers this month will start on the new Gulf Refining Co. program on' CBS, and Eddie Cantor, who re-turns to the NBC-WEAF network Oct. 7 to complete the remaining eight weeks of his contract for

REP. ANNING S. PRALL (D.),

New York, likely, appointee to the

FCC next January upon expiration

perating rapidly from injuries suf-fered in an automobile accident

Aug. 1, according to Virginia Hilde-

Miss Hildebrand said she had

visited her chief at the hospital in Staten Island, N. Y., and that he

expected to be sufficiently recov-

ered from the compound fracture

Rep. Prall was named by Presi-

succeed Commissioner Starbuck on

the old Radio Commission. He

probably will serve on the Broad-

Insurance Spots

PROVIDENT MUTUAL LIFE

INSURANCE Co., Philadelphia,

which on Oct. 2 starts its dramatic

with repeat for West at 1:15-1:45

Anti-ASCAP License

explained, because of complaints

the commission that extortion-

cast Division.

brand, his secretary.

of his Congressional term, is recu-

network.

Mr. Mittendorf cessor. Operated of which Mr. Mittendorf is presi-Chase & Sanborn, is tentatively slated to start at the end of that period for Lehn & Fink on a CBS

dent, the station is controlled by CBS Announcing his decision to his staff, Mr. Mittendorf said he plans to leave for California with his **Rep. Prall Recuperating** wife and 6-year-old daughter for a long rest as soon as his successor From Auto Crash Injury is named. He did not indicate

MITTENDORF.

general manager

of WKRC, Cin-

cinnati, and a pi-

oneer radio exec-

utive, announced

his resignation

Sept. 21, effective

upon appoint-ment of his suc-

by WKRC, Inc.,

whether he planned to return to radio after this vacation. Mr. Mittendorf became connected with radio in 1923 with WSAI, Cincinnati, then operated by the U. S. Playing Card Co. Two years later he became manager of the newly opened WKRC, erected by the Kodel Radio Corp. Eventually he became part owner of the station, along with Sam Pickard, CBS vice president. In 1929 controlling interest in the station was sold to CBS. At the outset "Mitty," served as announcer, continuity writer and in musical and production work in radio. He was identified with the formation of CBS in September, 1927, WKRC having been one of the 16 charter stations

of that network.

elected to conclude his service in Procter & Gamble Hires Congress, however, and, under the law, will not be eligible for serv-Composers for Showice on the FCC-until January. Mr. Prall has been definitely promised Gelatin Signs Pickford a place on the new Commission, and

HAILED as an instantaneous success, "The Gibson Family," onehour musical comedy sponsored by Procter & Gamble Co., Cincinnati (Ivory soap), made its premiere Sept. 15 for a 39-week run on 32 NBC-WEAF and supplementary stations, placed through the Black-man Co., New York. It is the first regular sponsored show for which the music was specially written for radio. The sponsors have engaged Composer Arthur Schwartz and Lyricist Howard Deitz to write the music, paying them more than \$1,000 a week each.

The music, after being heard on the radio, is being offered for sale as sheet copies through the usual channels. The book for the show was written by Courtney Riley Cooper, the author and playwright.

The success of this show augurs more dramatic and musical comedy preesntations specially written for radio, according to opinion in broadcasting circles. Already AN ORDINANCE placing a \$2,500 occupational license upon any in-Standard Brands, Inc., New York dividual acting as collector of fees (Royal Gelatin), through the J. assessed for the performance of Walter Thompson Co., has engaged Mary Pickford and a stock com-pany for a half-hour dramatic copyrighted music in public places. after the fashion of the American Society of Composers, Authors & series on 22 NBC-WEAF stations, starting Oct. 3, and to be heard Publishers, was adopted Sept. 13 by the city commission of Miami, Wednesdays, 8-8:30 p. m., EST. Fla. The action was taken, it was The American Broadcasting System, new network, also has anhotels, radio stations and others nounced the engagement of a stock company to present dramatic shows regularly, starting Sept. 30, under the direction of Geraldine Garrick.

Eugene Mittendorf Quits Net Returns in August As Manager of WKRC Continue Upward Trend EUGENE S. Though Not So Sharply

THOUGH registering smaller gains, as compared with 1933, than had been the case during the ear. lier months, August figures for time sales of NBC and CBS nevertheless show that the upward trend remains unbroken. Advance book. ings for the fall indicate that the slowing down in pace manifest dur. ing August was only temporary. and may in fact have been due to the heavy fall contracts.

NBC's two networks, including the Pacific coast, grossed \$1,735, 555, an increase of 23.3 per cent over August last year. The NBC. WJZ network total was \$488. 202, or an increase of 6.3 per cent, while the NBC-WEAF network took in \$1,161,581 for a percentage increase of 33.7. CBS, with an income of \$513,315, showed a gain of 2.7 per cent.

The comparatively better show ing by the WEAF network may be partly explained by the fact that it has a preponderance of yearround clients. Both the WJZ chain and CBS, when seasonal clients left the air for the summer, began signing contracts for the fall, and so entered commitments which made it impossible to accommodate sponsors for the intermediate period

KNX Sues Newspaper

WESTERN Broadcast Co., operators of KNX, Hollywood, Sept. 14 filed a libel suit against the Times. Mirror Co., publishers of the Los Angeles Times, asking \$250,000 actual damages and the same amount for punitive damages, or a total of \$500,000 . The suit alleged that an editorial titled "A Plain Statement," published in the newspaper last April, libeled KNX. The article was the Times' explanation as to why it had eliminated KNX programs for its daily listing. It was charged that the editorial contained false assertions in connec- 7 tion with KNX's news broadcasts, alleging, among other things, that the news was not authentic or reliable.

WLS Contracts With NBC

NEGOTIATION of a new contract with NBC, to replace one which expired March 1, for a two-year period beginning Oct. 1 was announced by WLS, Chicago, Sept. 19. In lieu of a time-trading arrangement under which the Prairie Farmer station compensated NBC for using the 50,000-watt trans-mitter of WENR, Chicago, with which it shares time, WLS will pay a stipulated rental of \$5,600 per month for use of the transmitter. and will acquire additional time equivalent to 6 daytime hours, or three evening hours per week.

WILLIAM J. LAWLOR, radio engineer at the Boston studios of WBZ and WBZA, who was sericusly injured by a hit-and-run driver as he stepped from a street car, has returned home from St. Elizabeth's Hospital. His complete recovery is assured.

www.americanradio

BROADCASTING • October 1, 1934



Will Positively Increase the Sales of Any Product Sold to Women!

Phenomenal Results:

Case histories tell the story: Nationally famous household cleanser DOUBLES sales the FIRST MONTH after joining WCAU Women's Club of the Air! Sales of widelyknown dog food multiply over 6 times! Scouring compound records 43% increase after 2 months! Fruit association enjoys complete sell-out of local warehouse in 7 weeks! ☆ Such results are typical, not exceptional. But here's the most significant fact of all: NOT ONE ADVERTISER USING WCAU WOMEN'S CLUB OF THE AIR HAS FAILED TO SHOW A SUBSTANTIAL INCREASE IN THIS AREA! Can YOU afford to ignore this record? Write in at once for Descriptive Booklet!

CONDUCTED BY NATIONALLY-RECOGNIZED EXPERTS



October 1, 1934 • BROADCASTING

executive, faculty member of Rockford College, Goucher and University of Illinois. Formerly New York American's celebrated Prudence Penny.

Graduate of the Lewis Institute of Chicago. Traversed United States, working in an educational capacity and conducting her famous cooking classes. A charming womap to whom home - makers listen, and whose suggestions they act upon 1

MISS ELSIE CAROL Director, WCAU Food Service

WHAT AGENCIES SAY:

"... I take this opportunity to tell you how much we appreciate the co-operation you are giving both to us and to our client's ¹Philadelphia organization."

"With the enthusiasm you are putting behind this I am sure Philadelphia is going to rate at the top of the list of test cities."

"I have attended these broadcasts and have seen the remarkable intelligence. skill and conscientiousness that go into their performance."

"I am convinced that this is one of the most desirable advertising efforts a manufacturer can use in Philadelphia."

"As far as Dr. Houghton, Miss Elsie Carol and Miss Moore are concerned you probably know better than we could tell you what a wonderful hit they have made with the entire OAKITE organization and the sincere efforts of these Home Economics experts in popularizing OAKITE in the Philadelphia territory is just about 100%.



Financiers Urged To Use Advertising Publicity Needed to Restore Confidence. Savs Banker

A BROADER use of advertising financial institutions was urged I. I. Sperling, assistant vice resident of the Cleveland Trust in his inaugural address as president of the Financial Adver-tisers Association in Buffalo, Sept.

Declaring that advertising is the greatest mass force in educating the consumer to an intelligent, satisfactory choice, he

"There is but one sales power that can do an economical job in fighting along the entire front of direct competition. That power is advertising. Advertising can be in a hundred, or a thousand, or a million places.

Confidence Needed

"IT IS NOT only self-interest, but the interest of banking as a whole and of the American people as a whole, that full confidence in deserving institutions be restored; that slander and libel be counteracted; that truth, integrity, honesty and unwavering trusteeship be again given the earned confience they have enjoyed for a period of more than three generations.

"There are thousands of banks that rode through the crisis be-cause they observed ethics as well as economics. The public needs to be reminded of that-frequently and in many different waysprinted and oral. "Good public relations-and that

is largely advertising and publicity -is the surest way to combat the threat of socialized banking."

"Continuous Voyage"

EDWIN BIRD WILSON, advertising counsel of New York, said that advertising was more than blowing the ship's horn or writing a

"Advertising," he said, "is a continuous voyage. It is the art of getting to desired destinations, the art of establishing permanent trade between perts, the art of projecting business objectives and then attaining them.

"If the institution is not in good conditions, have her put in shipshape before we recommend an advertising expedition. Don't expect advertising to save an institution that is unseaworthy.

"Fortunately, it looks as though we financial advertising men will not have to be martyrs to principle in the next decade. It looks as though there will be a high public premium on good financial be-havior and that advertising can work wholeheartedly and without self-disrespect in the interest of financial institutions of many

Mrs. Grace Mathiot

MRS. GRACE MATHIOT, 41, wife of Jacob E. Mathiot, technical di-rector of WGAL, Lancaster, Pa., and the Mason-Dixon Radio Group, was fatally injured Sept. 9 and her two sisters, both of Lancaster. were hurt in an automoble collision near Paradise, Pa. Mrs. Mathiot died in Lancaster General Hospital about an hour after the accident.

NO FAVORITES L. B. Wilson Upholds Tradition

____of Freedom on Air___ POINTED PROOF of the fact that radio plays no favorites, but pro-

vides public service programs irrespective of the personalities involved, was given Sept. 21 over WCKY, Cincinnati, operated by L. B. Wilson, who also operates a chain of motion picture theaters in the Greater Cincinnati area: Archbishop John T. McNicholas, of Cincinnati, founder of the Legion

of Decency, which last spring undertook the famous movie clean-up campaign, was scheduled to speak over NBC on this campaign. Mr. Wilson offered the Archbishop free use of his studios, despite his per-

sonal interest in theatrical enterprises, on the ground that free speech over the radio must be observed, and that radio must give both sides of important controver-Moreover, in keeping with the dignity of the speaker, Mr. Wilson ordered no commercial announcements before or after the address, and one regular commercial usually heard just before the

ASCAP's Answer

broadcast was moved up.

ANSWERS to the Department of Justice anti-trust suit against the American Society of Composers, Authors & Publishers and 131 other defendants will not be due until Oct. 22 under a stipulation entered into by parties in the case and filed with the Federal District Court for Southern New York. It is expected that the counsel for the defendants will seek dismissal of the action on technical groundsa usual course, but government attorneys are confident that there are no loop-holes in the bill of complaint and that the suit will come to early trial.

ing solicited by the Society of European Stage Authors & Compos-ers, claiming control of a large catalogue including Schubert compositions, for sustaining licenses to perform those works. A drive was made at the NAB convention in Cincinnati by this organization, which claimed NBC, CBS, Yankee Network, and a number of independent stations have subscribed to this catalogue and procured flatfee sustaining licenses on the merits of the compositions involved. In behalf of the NAB, Philip G. Loucks, managing director, stated that he had asked Emmanuel Rosenherg, general; manager of SESAC, to supply him with a catalogue of the compositions, now understood to be in preparation, in the nature of the compelte works

which they control. YEASTIES PRODUCTS Corp., Irwin, Pa. (cereal), on Oct. 2 begins a twice weekly series, featuring the "Buddy and Blake" mystery series over the New England Network. Tuesdays and Thursdays, 5:45-6 p. m. EST. Stations carrying the feature, formerly spotted only in Boston and Providence, are WEEI, WTIC, WTAG, WCSH and WJAR. Hanff-Metzger, New York, places

the account



Mr. Woodman

president. and operated by the NBC.

several months ago was named manager of owned and operated stations of the NBC with headquarters in Radio City.

The new KDKA general manager, a native of Portland, Me., was graduated from Bates College and served in the army during the world war. He became interested in radio during the early days of broadcasting and joined the staff of WEAF, then owned by the A. T. & T., in 1925, as sales and station contact. He assisted in the formation of the first experimental

Scheduled Oct. 22

istration. Meanwhile, broadcasters are be-

ARRY A. WOODMAN, veteran broadcasting executive, was named general manager of KDKA, Pitts-burgh, effective Sept. 10, it was announcedby

Richard C. Patterson, Jr., NBC

executive vice The station is owned the Westinghouse Electric & Manufacturing Co., but managed

Woodman, who for years has been traffic manager of the NBC, succeeds William S. Hedges, who

networks, and when NBC was formed in 1926 he joined it as traffic manager, a post which he has held ever since.

Retail Trade Code Bans All Schemes of Chance LOTTERIES, guessing contests and similar trade promotional "schemes of chance," already banned by the communications act, have been outlawed in the retail trade by a code amendment which will become effective Oct. 1. . Approval of the amendment, which was submitted by the Code Authority, was announced Sept. 22 by the National Recovery Admin-

The intent of the amendment is not to prevent a merchant from inviting the public to take part in legitimate contests in which merit or skill would be the determining factor but rather to eliminate the gambling element. The addition to the code provides that when a contest is held, the rules shall be clearly defined and adhered to; it shall be judged by competent and disinterested persons; and none of the employes of the establishment sponsoring the contest, nor members of their families, shall enter the competition.

Specialists Appointed

IN LINE with its policy of assigning specialized executives to handle certain stations, Free & Sleininger, national station representatives has announced the appointments, effective Oct. 1, of Dr. George E. Halley and R. A. Davis to its staff. Mr. Halley has been managing the Chicago office of KMBC, Kansas City, and Mr. Davis has been handling the same station's New York office. Both will specialize in their respective territories on the ac-counts of KMBC, which has ap-pointed Free & Sleininger, and of KOIL, Council Bluffs, Omaha, and WAVE, Louisville.

Harry Woodman Named Radio Covers Sea Story KDKA General Manager With Special Broadcasts: ABS Net Gets "Scoops"

RADIO figured prominently in the dissemination of news of the burn. ing of the Ward liner Morro Castle off the New Jersey coast last month, and the American Broad. casting System, newest of the net. works, claims several "scoops" in handling special broadcasts of the catastrophe.

Quickly installing ABS-WMCA microphones in the U. S. Customs House in New York City Sept. 10. the network got an exclusive break in broadcasting the official federal inquiry into the fire. Testimony of Chief Officer Warms, who com-manded the ship, and of other of. ficers who appeared on successive days, was broadcast over its fivestation hookup. All WMCA and ABS commercial and sustaining traffic was sidetracked for the special feature.

On the day of the disaster, Sept. 8, ABS claims it was the first network to broadcast descriptions by survivors in a program which originated at the dock of the Monarch of Bermuda, one of the rescue vessels. During the evening of the same day ABS broadcast a radio memorial service for the victims. Best available reports are that WOR, Newark, was the first to go on the air with a bulletin on the disaster. The flash was/broadcast at 6:45 a. m., while WMCA re-ported its first broadcast was at a. m. immediately after it had signed on for the day. Other stations and the networks carried the flash immediately upon signing on. A virtual running story of the disaster was provided to networks and client stations by the Press-Radio Bureau of the Publishers National Radio Committee. Up to noon of Saturday, a score of bulletins were distributed as news of "transcendent importance." and others followed during the afternoon and the succeeding several

Mutual Selling Service Formed in Birmingham

days of the hearing in New York.

FORMATION of Associated Broadcasters Selling Service, to provide cooperate service for stations, comprising money-making ideas from the files of member stations and other "proven time sellers," was announced Sept. 19 by Baxter M. Eastburn, of Birmingham, manager of the service. With a dozen Southern stations already subscribers, the service will be is. sued monthly from its offices in the Farley Bldg., Birmingham.

A former agency operator in Birmingham, Mr. Eastburn has associated with him James H. Yates, former sales manager of WAPI, Birmingham, and of WALA, Mo-bile. With only two exceptions, Mr. Eastburn said, every station to which the service was presented has subscribed. The subscribers are WLAC, Nashville; WREC, Memphis; WDOD, Chattanooga; WPFB, Hattiesburg, Miss.; WCOA, Pensacola; WMBR, Jacksonville; WGST, Atlanta; WJBY, Gadsden, Ala.; WAGF, Dothan, Ala.; WSFA, Montgomery, Ala.; WALA, Mobile, and WSGN, Birmingham.



Golden Hours for Denver Advertisers

Thousands of women in a receptive/mood for new ideas and improvements in the home! This is the "class" market reached by daytime radio on KOA. From early morning on, a woman's interests and activities are centered in her household and her mind is constantly dwelling on the necessities and luxuries which can make it a happier, healthier, pleasanter place for her family and herself.

That this market can be reached at the low daytime

rate prevailing on KOA is without doubt the reason why 42% of KOA's currently sponsored time is daytime. With the number of hours available (more than twice as many as at night) choice of time is wide and opportunity for effective programs practically unlimited.

For the complete story-available time, program and talent ideas and success of 'other advertisers contact either the station or any of the offices listed below.



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istory com

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Three hundred and seventy broadcasters are happy in the knowledge that the 12th annual NAB convention was the most successful ever held by this great American organization. • Leaders in he industry, leaders of the nation, enjoyed the hospitality for which Cincinnati is famous. • Cincinnati thanks the broadcasters and the agency men and women for attending, for honoring our city with a convention of such constructive nature, a gathering that will mean much to millions of listeners from coast to coast. • The National Association of Broadcasters has proved anew radio's ability to govern itself to the mutual good of the public and the industry.

L.B. Wilson

BROADCASTING

and

Broadcast Advertising

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

Executive and Editorial Offices: National Press Building, Washington, D. C. Subscription Price: \$3.00 a Year - 15e a Copy - Copyright, 1934, by Broadcasting Publications, Inc. Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

A \$100.000.000 Year

BUSINESS is booming in radio. The 1934-35 radio year, dating from July 1, 1934, to June 30, 1935, may see time sales by stations and retworks eclipse the \$100,000,000 mark for the first time.

This is no mere speculation. It is based upon the survey conducted by BROADCASTING at the NAB convention with an automatic voting machine. In response to questions as to time reservations for fall business together with prospects, broadcasters revealed that the weighted average of increased business this fall over last will exceed 40 per cent. This conclusion is supported by the fact that networks and numerous independent stations are virtually sold out insofar as desirable hours are concerned, and that advertisers are experiencing difficulty in securing time clearances for both spot and network programs in many markets.

If the same ratio of increase is maintained for the balance of the radio year, as compared with the last-and there is every indication that it will-the \$100,000,000 mark will be surpassed. -

Small wonder, therefore, that stations are beginning to exercise more severe control over commercial credits in programs and to discriminate in the selection of accounts. In no small measure the favorable business situation is also heightened by the celerity with which the NAB convention adopted resolutions affecting business relations with advertisers and agencies, such as the setting up of an agency recognition bureau within the NAB; the establishment of rigid units of sale and rate card practices, and the formation of a cooperative bureau for coordinating station surveys and listening data.

Establishment of such a cooperative bureau, which would be the equivalent of the Audit Bureau of Circulation in the publications field, would definitely inure to the benefit of the whole industry. It would take the guesswork cut of radio circulation. More than that, it would give radio a distinct advantage in an entirely new circulation field, as was so convincingly brought out by John A. Benson, president of the American Association of Advertising Agencies, in his impromptu address before the NAB convention.

Radio, Mr. Benson pointed out, through the medium of field strength surveys and listener habit studies, can give the advertiser an analysis of actual listenership, whereas publications can do no more than provide circulation figures

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with no guarantee that their publications are read or the advertiser's copy seen. With a uniform system of measuring station coverage and audience, the station, says Mr. Benson, will have a distinct advantage in bidding for the advertiser's dollar.

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NRA X

BROADCASTING

Every effort should be made to expedite The conferences between the station, advertiser and agency trade associations and to bring forth an acceptable plan for setting up a radio coverage bureau.

News by Radio

SOONER OR LATER the press associations and the newspapers must face squarely the radio-news situation. They must either relax very substantially their present modus operandi, as exemplified in the Press-Radio Bureau, or they must sell their news budgets outright to broadcasting stations. Otherwise the formation of a nation-wide exclusive radio news-gathering organization is inevitable, whether along the present lines already undertaken by at least one ambitious enterpriser or along mutual cooperative lines.

That the majority of broadcasters are dissatisfied with the present arrangement, whereby only two 5-minute news flash periods are furnished daily for non-sponsored presentation, was made pointedly manifest at the NAB convention by the overwhelming reception Acliques which oppose radio by the American given Senator Dill's address. On the other - Plan. hand, many of Senator Dill's assertions are open to dispute and are disputed by the interested newsmen in this issue. We think. for example, that both Senator Dill and the publishers are arguing wide of the point in bringing up their respective censorship theories at all.

Somewhere there is an answer to the newsby-radio problem. With some 100 radio stations owned and operated by newspapers, with many more stations already having satisfactory tie-ups with newspapers, and with most radio managers still unwilling to risk an open break with the American press, the problem presents so many sides that the NAB committee to be formed to recommend on it faces trouble no matter which way it turns.

Our position is what it has always been: That news-by-radio is demanded in substantial amounts by listeners; that the Press-Radio Bureau's time limitations must be further relaxed; but that the price of relinquishing the sponsorship of news flashes is a small one to pay for cooperation with the press, especially for its continued listing of radio programs.

Chins-Up Era

RADIO broadcasting has suddenly stumbled upon the realization that it is really of agea full-fledged industry that need not worry about every dog snapping at its heels and barking "government ownership," "inferior programs" and the like. But it took the President of the United States and a half dozen of his key men identified with radio to put the idea across.

That is the real object lesson learned by those who attended the NAB annual convention in Cincinnati. They learned that the New Deal has no intention of molesting them unduly, and least of all, of disrupting the American system of broadcasting. While the industry has fought back at those who have so viciously lobbied for destruction of the present system, it has been all too apparent that most broadcasters have had an inferiority complex and have temporized and even retreated in the face of the fire of busybody agitators and reformers.

True, there was ample reason two or three years ago for the industry to repent for some of its actions. But the voluntary housecleaning of the last several years and the public service rendered by the majority of the stations have largely nullified former shortcom ings.

The NAB convention was a revelation Opened with a message from President Roose velt expressing "great faith" in the American system and the work it is doing toward stimulation of buying power-manifestly an endorsement of the sponsorship basis of American broadcasting-the delegates heard five federal officials iterate much the same view. Despondency over the fate of the industry seemed to float away.

Broadcasters began to realize that after all they had power and were receiving recognition. They knew they could sell goods and sell it better than any other medium, but they didn't know how long it would be before Uncle Sam would kick over the traces because of the onslaughts of the voluble groups and

Now the die has been cast by the Chief Executive of the nation himself. Broadcasters have but to use a little of the power they possess, as suggested by several convention speakers, to acquaint their Senators and Congressmen-the servants of the people-what they are doing in serving those same people. If President Roosevelt and the men who regulate radio in his administration are convinced of radio's sincerity of purpose as well as its effectiveness, and if the public is satisfied, the agitators and the chiselers may as well bray at the moon as try to break down the present system.

A BOOK that should be of invaluable aid to the radio service man and interesting to anyone concerned with the technical side of broadcasting is Principles of Radio, by Keith Henney, associate editor of Electronics (John Wiley & Sons, New York: \$3.50). The book, besides providing information for both the beginner and the experienced service man, devotes a section to television. This is a second and revised edition.

www.americanradiohistory.com

We Pay Our Respects To-



JAMES TRUMAN WARD

1898, the son of Dr. and Mrs. J. S.

Vanderbilt University. In his

It was only a year afterward

junior year, however, the urge to

Truman Ward was born Dec. 20, UPON THE BROAD, capable shoulders of James Truman Ward, Ward. His father is still a pracmanager of WLAC, Nashville, falls ticing physician. After attending the responsibility of directing the elementary schools, young Ward enrolled at David Lipscomb Colactivities of the NAB in what is destined to be the most active pelege, Nashville, and then shifted riod in the history of the broadcasting industry. Elected 1934-35 president of the trade association enter business caused him to leave at its twelfth annual convention in college and establish an automobile Cincinnati Sept. 19, Truman agency in Nashville. Remaining in Ward's task is to plunge into a that business until 1922, he sold maze of complicated and important out to join the Life & Casualty radio situations, such as the "edu-Company as an agent in Nashville. cator's hearing" which begins Oct. that he was promoted to special 1 before the FCC; copyright, which has reached a crux by virtue of the government's anti-trust suit against ASCAP; the radio-press controversy, and expansion of the NAB itself to encompass the new activities assigned it by convention mandate.

At 35, Truman Ward is one of WLAC in the fall of the same year, Truman Ward was named execu-tive in charge. The station then the youngest men ever to stand at the NAB helm in its dozen years had 150 watts. It now uses 5,000 of history. Combining a wealth of husiness experience as vice presiwatts. dent of the Life and Casualty Inin 1929, Truman Ward has consurance Co., of Nashville, and a sistently been active in its work. practical broadcaster's knowledge He has been a member of the board of industrial problems, he is emiof directors for the last two years, nently fitted for his new duties. and as such has had considerable Tall and handsome, he is typically the Southern gentleman. His mild to do with the formulation of inmanner and his willingness to dustry policies. work in industry affairs have made him many friends among the broadcasters since his association with the NAB in 1929.

Truman Ward succeeds to the NAB presidency relinquished by Alfred J. McCosker, president of WOR, who served effectively for two years-the maximum service of any previous president. With him, with one exception, comes an entirely new elective slate. Isaac D. Levy, of WCAU, militant young lawyer and prime aggressor in the campaign against ASCAP, remains as treasurer. Serving as first vice president is Lambdin Kay, of WSB, one of radio's best known figures Martha Muncie, have their ponies. and a pioneer of the industry. The second vice president is Charles W. A SPECIAL hookup of WCAU, Philadelphia; KDKA, Pittsburgh, (Chuck) Myers, KOIN, Portland, a former director. Philip G. Loucks, and WHP, Harrisburg, was used managing director and secretary, Sept. 26 by Senator Reed (R.), of was reappointed for his fifth year Pennsylvania, in his election camand will serve as executive officer. paign. A native son of Nashville, James

October 1, 1934 • BROADCASTING

PERSONAL NOTES

CLAIR R. McCOLLOUGH, general manager of the Mason-Dixon Radio Group, is recovering from an appen-dicitis operation which he underwent recently in the General Hospital, Lancaster, Pa.

FRANK WRIGHT, formerly operat-ing as Frank Wright & Associates, of Oakland and San Francisco, has been appointed general sales manager of KTAB. San Francisco, Mr. Wright has discontinued all agency activities.

THOMAS STEVENSON, former publisher of the now defunct Broadcast Reporter, was a visitor at the NAB convention at 'Cincinnati, He re-ported that he is now in the yacht brokerage business in Miami, Fla.

DONALD M. STEWART has succeeded Dick MacQuiddy as commer-cial manager of KDB, Santa Barbara,

S. S. FOX. president of KDYL, Salt S. S. FOX. president of KDLL shift Lake City, concluded a six-week stour of Mid-Western and Eastern states, studying business conditions in major cities, before joining Philip G. Lasky, station manager, at the Cincinnati NAB convention.

ROLAND TRENCHARD, assistant to the president of WHOM. Jersey City, was married recently at Elkton, City, was married recently at Elkton, Md. to Marjory Bessoir, of Jersey City.

DONALD B. WILSON, formerly with the J. Walter Thompson Co., and former New England manager of the Family Circle, has joined the NBC sales stäff in Boston.

STANLEY F. HUBBARD, manager of KSTP, St. Paul, and Mrs. Hub-bard are parents of a son, Richard Adams, their second, born early in September.

WELLS CHURCH, in charge of CBS WELLS CHURCH, in charge of CBS special events in Washington, has been promoted to assistant manager of WJSV, by Harry C. Butcher, Washington director of CBS and general manager of the station. He will have charge of CBS pick-ups, while Jesse Willard, recently elevated from commercial manager to assistant agent, and traveled the 13 states in which the company operates. Specializing in sales promotion, he was made secretary of the home from commercial manager to assistant manager, will have charge of produc-tion and publicity. office in 1924. On Jan. 1, 1926, he became vice president of the company. When the company procured

THAD H. BROWN, vice chairman of the Broadcast Division of the FCC. ot the Broadcast Division of the FCC, was principal speaker at the dedica-tion of the new transmitter of WBNS, Columbus, O., on Sept. 14. After-ward, he went to Cincinnati to address the YLP convention and the sectors. Becoming a member of the NAB the NAB convention, Sept. 18.

R. C. (Hank) WIGGINS has joined the commercial department of WBRC, Birmingham. Ala.

LORENZO KENNON, formerly with KNX, KMTR and KLX, has been appointed sales and production manager of KeyO, Missoula, Mont. Prominent in the affairs of his

TED SMITH is now manager and chief announcer of KADA, a new 100-watt station at Ada, Okla. native city and state, Truman Ward is a member of the Chamber MURRAY GRABHORN has suc-Commerce, and Advertising Club, and is president of the Nash-

ceeded Arthur Kemp as sales manager of KFRC, San Francisco. Mr. Kemp is now sales manager of KHJ. Los ville Boosters' Club and the Nashville Concerts Association. He is chairman of the 1934 Community Angeles. HILTON LAFAYE, former radio

chairman of the Cleveland Advertising Club, has joined the commercial staff of WGAR, Cleveland, He formerly was attached to WHK, Cleveland.

HENRIETTE HARRISON, former horseback riding, in which he in-Program director of WINS. New York, is now in charge of the radio department of the New York Y. M. dulges every morning before work. He has a stable of two horses, while his son Jimmy and his niece, C. A.

THOMAS O. MCCULLOUGH, sales-man at WSPD, Toledo, O., and Mrs. McCullough, are parents of a 5-pound girl, born Aug. 19.

FREDERICK R. HUBER, director WBAL, Baltimore, is vacationing in Mexico. He expects to return home via Havana.

ALA FIGNARD, CBS vice president in charge of station relations; and C. Elsworth Wylie, manager of KHJ. Los Angeles, left late in September tons attinated with the Don Lee-CBS const mytwork including the Don Leetions affiliated with the Don Lee coast network, including the Don Lee owned stations, the McClatchy sta-tions and the four independent but CBS affiliated stations in Oregon and Washington.

SAM PICKARD, CBS vice president

C. P. MACGREGOR, president of MacGregor & Sollie electrical transcription studios, Sah Francisco, is making an extended tour of the southern states in connection of the south MacGregor & Sollie "transcription chain." He will also go to New York for business relative to the representation of the Petry list of stations. IRVIN GROSS, of Cleveland, a re-cent graduate of the Wharton School cent graduate of the Whartoff School of Commerce and Finance of the University of Pennsylvania, where he specialized in conumercial radio re-search, has joined the staff of WFAA. Dallas, according to an announce-ment, Sept. 20, by Martin Campbell, WFAA general manager. Mr. Gross reading to read the second wr AA general manager. Mr. 01088 recently prepared a survey of radio merchandising, which provoked con-siderable discussion at the meeting of the NAB commercial section in New

York in June. ERNEST B. FOOTE, formerly vice president of World Broadcasting System, has been appointed a member the stations relations staff of NBC in New York, under Donald Withycomb, general manager of station relations.

JOHN F. CASH, executive director of WHB, Kansas City, and Mrs. Cash are the parents of a baby girl, born Sept. 26.

P. H. DREY has become president and general manager of KROW, Oak-hand, Calif., Mr., Drey has been asso-ciated with radio since 1924; Prior to coming to Oakland, he was man-ager of KOMA, Oklahoma City; WHK Clavaloud and WENS Coager of KOMA, Oklahoma City; WHK, Cleveland, and WBNS, Co-lumbus, O. Scott Weakley, formely with WCLO, Janesville, Wis., has joined KROW as program manager. Joined KROW as program indusger WILLIAM T. KNIGHT, Jr., presi-dent of WTOC, Savannah, and vice president of the Knight Drug Co., operating a chain of nine local drug stores in that city, has been elected president of the Georgia Pharmacentical Association.

Grant C. Melrose

GRANT C. MELROSE, for five years manager of WJAY, Cleveland, died suddenly Sept. 11 of a heart attack. He was stricken while in his office. A resident of Gleveland for the last 10 years, Mr. Melrose was 48 years old. Prior to joining the station he was associated with a Cleveland real estate firm, and before that was employed by the National Cash Register Co. in a sales capacity. He is survived by his widow, Mrs. Edythe Melrose, to whom he was married a year ago. She has been

assistant manager of WJAY.

Nucoa's Disk Show

GENERAL FOODS Corp., New York (Nucoa), on Sept. 30 started "Round the World Cooking School," a series of transcriptions featuring Ida Bailey Allen, cooking expert, with Charles Premac, tenor, on WOOD - WASH, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; WHAS, Louisville; WIOD, Miami; WHAM, Rochester, and WFBL, Syracuse. The account, comprising three 15-minute shows weekly for 13 weeks, is placed by Benton & Bowles, New York, and the transcriptions were produced by World Broadcasting System.



BEHIND THE MICROPHONE

TED BYRON, formarily with WOKO, Albary, N. Y., has joined World Breakasting System as a continuity Brachasting System us a content writer. Alan Warsh formerly on the dramatic staff of WLW, hus joined the graduation department of WBS. Miss Lillian M. Schafer has been ap-pointed head of the WBS stenopointed head of t graphic department.

DAVID CARTER, of the CBS press department in New York, and Mrs. Carter are the parents of a daughter, born Sept. 16 at Columbus, O.

JOHN S. TILLMAN, formerly with WSFA, Montgomery, Ala, on Sept. 10 joined the announcing staff of WSB, Atlanta, He also formerly served with WHET, Troy, Ala, and WAGF, Dethan, Ala. election returns.

WAYNE MACK, announcer at WGAR, Cleveland, and Mrs. Mack are parents of a daughter, born Sept. S.

JERRY CADY, formerly on the con-tinuity staff of KFI, Los Angeles, but with a New York agency since the first of the year, has returned to his former post at the station.

HELEN O'NEILL. NBC western division producer in charge of auditions. in San Francisco, is recuperating from an operation for appendicitis.

MISS PAULINE CARRIGAN, traftic manager of KFRC, San Francisco, was married to Francis J. Corcoran. Oakland business executive, Sept. 16. in Oakland.

ROLLIN PARKER has joined KTAB, San Francisco, as writer. producer and master of ceremonies of its nightly variety show, coming over from NBC. -

HOWARD BUTLER, former announcer of WXYZ. Detroit, and now director of WNEW's Newark studios. has just completed a new book titled Conflict which will be published within the next month.

HARRY LAWLER, formerly with the Harry Weber talent offices in New York. in September joined the Thomas Lee Artist Bureau, Los Angeles, in a sales capacity.

LESTER SCHARFF, who has been associated with various New York stations and who recently completed a season with Eva LeGallienne's repertoire company, has joined WNEW. Newark, in charge of production.

J Q H N MCCORMMICK, formerly-with WINS, New York, and a free lance program builder during the last year, has been appointed production manager of WKRC, Cincinnati.

MILLER EVERSON, announcer and MILLER EVERSON, announcer and staff artist of WKRC, Cinchmati, has resigned to join Ben Bernie's orches-tra as a featured vocalist. He is be-ing replaced by Bob Klinnent, Cin-cinnati youth, who was victorious in local anglithm communition to fill the local audition competition to fill the vacancy.

AUSTIN PETERSON, producer of the Happy-Go-Lucky Hour on KFRC, San Francisco, was married in Reno, .. Aug. 19. to Miss Audrey Marks of Sacramento.

SIGMUND ROMBERG arrived in New York in September from Holly-wood. He will do a series of programs for NBC from Radio City.

KEN CARNEY, recently temporarily transferred from NBC production de-partment. San Francisco, to the Hollywood studios, returned to San Francisco in September.

MISS BULA SHAGGS, secretary at KNOW, Austin, Tex., was married recently to Eugene Shinner, of Omaha. She was succeeded in office by Miss Nancy Slocum.

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Covers State Elections THE YANKEE NETWORK News Service, under the supervision of Dick Grant, its editor-in-chief, as-sisted by Linus Travers and a force of 175 men, very efficiently covered the Massachusetts primary election Sept. 20. Every precau-tion was taken to insure accuracy in the returns, and the 175 men were placed at all strategic points throughout the state. A studio at WNAC, Yankee key station at Boston, was set up as a typical Yankee News Service city dosk. The broadcasts picked up some of the "atmosphere" along with the

FCC to Name Lawyers

COMPLETION of the executive roster of the FCC staff is planned this month, with only three major posts-all in the legal department -remaining to be filled. Each vacancy is for an assistant general counselship, paying \$7,500 an-nually. There are a score of appli-cants. Most favorably regarded for two of these posts are George Porter, former acting general counsel of the Radio Commission, and Frank Roberson, former attor-

ney general of Mississippi, and for-mer town judge of Pelham, N. Y., now a practicing attorney in New York City. Miss Fanney Neyman. acting assistant general counsel, is highly indorsed for one of these posts also.

Swope Heads Board

HERBERT BAYARD SWOPE, former editor of the New York World, who is also a stockholder and member of the board of CBS, has been appointed chairman of the board of the Keith-Albee-Orpheum Corp., according to a recent announce-ment by M. H. Aylesworth, NBC president and president of Radio-Keith-Orpheum Corp. J. R. Mc-Donough, former president of K-A-O and at one time president of RCA Victor Co., will devote his full time as president of RKO-Radio Pictures, Inc., at Hollywood.

Adams in Hollywood

JOHN T. ADAMS, formerly president of the Federal Broadcasting Corp., which last year took over the operation of WMCA, New York, has joined Collier-Wallis Agency, Hollywood radio-stage management organization, which has just moved into new quarters in the Roosevelt Hotel there. He becomes vice president, with Carl D. Kinsey, formerly in Chicago musical circles, appointed secretary-treasurer. The remaining person-nel includes Ruth Collier, Minna Wallis and David Todd.

WGAR Seeks WIND Wave

same month APPLICATION for the facilities PAUL E. BOSTAPH, chief engineer at KNOW, Austin, Tex., was married Sept. 2 to Miss June Morse, of Dallas. of WIND, Gary, Ind., operating on the choice 560 kc. channel, was filed with the FCC Sept. 27 by WGAR, Cleveland. The Cleveland R. D. MARTIN, former chief en-gineer of KFPY, Spokane, Wash., is now with Edwards & Martin, con-sulting engineers of Detroit. station now is assigned to the 1450 kc. channel with 500 watts night EUSTACE H. TAYLOR, formerly of and 1,000 watts day. It requests Washington, D. C., is chief engineer of the new 100-watt station at Ada, the new frequency, and deletion of WIND with 1,000 watts power day Okla., KADA. and night. The channel occupied by WIND formerly was assigned WILLIAM R. SMITH, formerly of WJJD, Chicago, has replaced Rhea to WIBO, Chicago, deleted more S. Johnson as transmitter operator than a year ago.



UNIQUE RADIATOR-This is one

of the four antenna masts of the

new KYW shortly to go into oper-ation near Philadelphia.

I. R. BAKER, chief of transmitter sales of RCA Victor Co., Inc., Cam-den, N. J., on Sept. 25 joined the swelling ranks of Kentucky Colonels. His commission on the staff of Gov. Ruby Laffoon, for distinguished radio service, was presented by L. B. Wil-son, president of WCKY, Cincinnati, who is well known in the broadcasting judgstry, as "superintendent of Kon-

industry as "superintendent of Ken-tucky Colonels."

TURRELL ULEMAN, formerly

transmitter operator for WSBT-WFAN, South Bend, Ind., is now radio technician for the University of Michigan Broadcasting Service, which

sends educational programs from its studios in 'Ann Arbor twice daily to WJR, Detroit.

A. S. CLARKE, formerly chief en-gineer of WBTM, Danville, Va., is now in charge of all broadcasting engineering activities of Radio Re-search Co., Washington, D. C.

ROGER CHECHE, chief operator of

WHOM, Jersey City, and Mrs. Cheche are parents of a 7-pound girl, Lois,

GLEN GLASSCOCK has joined the technical staff of KFEL, Denver, as

operator in charge of receiving the short wave code transmissions of the

NELSON SMITH, control operator

at WHAM, Rochester, N. Y., was married on Sept. 6. Ray Lucia, a WHAM technician, and Mrs. Lucia

became parents of a baby girl, the

Radio News Association, Inc.

at WIND, Gary, Ind.

born Sept. 8.

The four vertical antenna masts. each 235 feet high, are connected to special phasing circuits and transmission lines to the KYW transmitter where a signal of maximum strength will be delivcred into Philadelphia and Allentewn and a minimum signal in other directions.

High Efficiency Seen

From Antenna Guides

Being Built for KYW

The four antenna masts are made alike of telescopic steel tubing and are 200 feet high each. These are mounted in a cradle at the top of a wooden frame-work tower, 45 feet high. The cradle is insulated and a special copper wire cage extends from the end of the vertical mast down through the center of the wooden tower to the ground. A heavy copper, braid, equivalent in size to a No. 4 wire, fastened to the vertical masts

INTHE INTROL ROOM Ordinarily, broadcast 'stations use one vertical matrix

radiation of radio signals. Such an antenna gives a signal which is uniform in all directions. Years ago at KYW in Chicago, Westinghouse engineers developed an antenna system using two vertical radiators, which proved very ef-fective in concentrating the signals of the station in the direction of downtown Chicago. Although a two-element antenna will give good directional characteristics on the ground, it allows considerable waste of signal towards the sky. By using a four-element antenna, the directional characteristics are maintained and at the same time the sky-wave is reduced to a min-imum, thereby preventing inter-ference with other broadcasting stations. Westinghouse expects to complete the installation of the new station and have it in operation early this fall.

50-A Mikes Used

THE NEW 50-A microphones, latest RCA Victor development to improve the pickup of broadcasts outside the studio, were used for the first time when the NBC corps of announcers described the America's Cup yacht races off Nantucket on Sept. 15 over the combined NBC networks.

Towers Replaced

TWO DIRECTIONAL towers used WKRC, Cincinnati, were reby placed Sept. 15, the old one having been blown down on June 22 during a terrific windstorm. The towers were located atop the Hotel Alms. Chief Engineer Frank Dieringer engineered the replacements with the aid of A. B. Chamberlain and William Lodge of CBS.

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BROADCASTING • October 1, 1934



Mr. Fidney Banks, Managing Director of The Cavalier Hotel, cordially invites Mr. and Mrs. You to attend the Fall Season at The Cavalier.

Enjoy autumn sports in Virginia's famous climate-mild, but brisk enough to quicken. your pulse and put wzest in your game.

An Invitation to a Glorious Fall!

CTOBER AND NOVEMBER stand out as ideal vacation time at the Cavalier. Play solf where Paul Runyon broke the world's 72 hole record. Two championship courses adjoining hotel. Ride to the hounds in exciting, fox hunting country. Forty trained hunters in our stables. Tennis, trap and skeet shooting, miles of rambling bridle paths, swimming in salt water indoor pool-always something to do. Come for a few days, a week or a month - you will want to stay longer.

DEACH THE CAVALIER by overnight boat N from New York, Baltimore or Washington, or by excellent train service. Delightful motor trip from all points through historical country. New illustrated booklet upon request.

NEW YORK BOOKING OFFICE 500 Fifth Avenue Lackawanna 4-7111 SIDNEY BANKS, Managing Director VIRGINIA BEACH VIRGINIA

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October 1, 1934 • BROADCASTING

FCC Hearings on Facility Demands To Require Two Weeks for Testimony

Proponents of Special Allocation Ask for Seven Days; Loucks Files 370 Appearances for Broadcasters

sought.

case will be reduced to writing,

with every effort made to expedite

the proceedings, he said some 40

stations, and the networks, already

had signified intention of present-

ing their cases orally. Following the hearings, all parties will be

allowed to present arguments in written briefs.

group will be allowed to present

tal agencies interested in radio also

data, but Mr. Spearman said they

will not take the position either of

expected to present factual

AT LEAST two weeks will be consumed in the presentation of fact- stations. While the bulk of the sumed in the presentation of factual testimony before the Broadcast Division of the FCC at the hear-ings which begin Oct. 1 pursuant to the Congressional mandate that an investigation be made of the demands of educational, religious and other so-called non-profit groups for specific allocations of facilities. This became evident Sept. 24 following a meeting of representatives of the groups called by Paul D. P. Spearman,

FCC general counsel. Proponents of the proposal that Congress allocate specific blocks of channels or a specific portion of time on the air to such groups requested an aggregate of approximately seven days to present tes-timony. Broadcasters, who will centralize their case and will act in the nature of respondents for retention of the status quo, will be given an equivalent amount of time. The procedure, Mr. Spearman pointed out, will be for the proponents to present their case first, with the broadcasters concluding. Afterward, however, the proponents will be' permitted to offer rebuttal-a privilege to be denied the broadcasters.

Philip G. Loucks, managing director of the NAB, appearing for the broadcasters, declared he had filed 370 appearances for the broadcast industry, including the

"THE PACIFIC NORTHWEST: A FERTILE FIELD FOR SALES EFFORT"

are

By J. C. ASPLEY

President, Dartnell Corporation, Chicago

A thousand dollars wisely spent in building sales in the Pacific Northwest this fall may prove to be a far better investment than ten thousand dollars spread out thinly in aimless advertising. And it may well do this fall the same amount of good that twenty times that sum will do a few years from now when the crowd is all clamoring for admission

With conditions as spotty as they are, and so many territories suffering from crop failures, it is only good management to concentrate such funds as are available for sales promotional purposes in areas which, like the Pacific Northwest, have been blessed by both nature and polities.





Most Powerful Station in Washington

Produces results when results can be obtained



Guessing Contest PHOTOGRAPHS of CBS radio stars are given as prizes in a music title guessing contest conducted by WFBL,

Syracuse, and originated by Robert G. Soule, vice presi-dent. Eight WBS wide-range transcriptions are broadcast during a weekly quarter hour, and the listeners are invited to send in the titles. A photograph album accom-panied the first photo, that of Bing Crosby.

General Counsel Spearman made espousing the proposed class legisit clear that the hearings will be lation or of opposing it. When limited to presentation of facts they will appear has not been deupon which the FCC can base a termined, but it was agreed that report to Congress with recommenthe broadcasting industry, through dations on the specific question the NAB would have opportunity raised. No arguments will be perto present evidence afterward. mitted, and no station, interest or

Labor Evidence Delayed

specific data relating to facilities BECAUSE of the holding of the American Federation of Labor an-Among those expected to figure nual convention in San Francisco preminently in the hearings, aside during the week beginning Oct. 1. from the broadcasting industry, are original plans to have this organithe Paulist Fathers, operators of

WWL, New York, who were instrumental in bringing about the in-**Program Is Drafted** vestigation; the American Federation of Labor, the National Com-For Education Meet mittee for Education by Radio, the National Advisory Committee on Ickes and University Heads Radio in Education, and the Peo-Scheduled to Speak ples Pulpit Association (Judge Rutherford). Certain governmen-

THE NATIONAL Advisory Cour-cil on Radio in Education will meet in Chicago on Oct. 8 and 9, five sessions being scheduled for the Drake Hotel and one session in the Hall of Science at A Century of Progress Exposition. The general topic of the conference is "The Importance of Radio Broadcasting in a Changing Social Order."

Among the speakers scheduled are Secretary of Interior Harold L. Ickes; Dr. John H. Finley, asso-ciate editor of the New York Times; Walter Damrosch, NBC conductor; John Erskine, author; Dr. Robert M. Hutchins, president of the University of Chicago; Dr. Walter Dill Scott, president of Northwestern University; Dr. Frederick P. Keppel, president of the Carnegie Corporation of New York; Dr. Robert M. Sproul, president of the University of Cali-fornia; Dr. Louis D. Coffman, president of the University of Minnesota; Col. Frank Knox, publisher of the Chicago Daily News; chancellor of New York University. Carl H. Milam, secretary of the

American Library Association, is chairman of the program commit-tee, which includes Levering Ty-son, director of the NACRE. Rob-ert A. Millikan, president of the council, will open the convention with greetings transmitted by short wave from London.

One of the live topics of discussion at the parley will be "Private versus Government Control of Radio.' The complete program follows:

Oct. 8, 10 a.m.-Drake Hotel

Greetings from London by Short Wave-Robert A. Millikan, president of the council.

 are control.
 President Livingston Farrand, Cornell University, chairman.
 "Radio and Public Policy"—President Robert M. Hutchins, University of Chicago

zation present in its case Oct. 5 or 6 have been deferred. It was agreed that the A. F. of L. would be given opportunity to offer evidence at any reasonable time, in view of this contingency, and that the broadcasters afterward would be given equal time for answer.

Tentatively, the allocations of time provide a hearing of the groups represented by the National Council for Education by Radio (Joy Elmer Morgan organization) beginning Oct. 1 and lasting two days. The plea for time for this council and associated groups was made by Horace L. Lohnes, Washington attorney, who, however, pointed out he represented them simply in this matter and not in the presentation of their case.

Included in the groups which will present the first half of the case and who ostensibly seek changes in the existing status, in addition to those named, are the Pacific Western Broadcasting Federation, represented by Gross Alexander; Chicago Civic Broadcast Bureau, represented by Harris Randall; Association of State Police Executives; Catholic Edu cational, Religious and Fraternal Group, represented by J. P. Mc-Ardle: National Advisory Council on Radio in Education, represented

by .Dr. Levering Tyson, and the entura Free Press, represented by S. Howard Evans. The tentative plan is for the proponents to conclude their case

Wednesday, Oct. 10, and for the broadcasters to begin presentation Thursday, Oct. 11.

"The Changing Social Scene in 1934"—Professor William F. Ogburn, University of Chicago.

"Implications of the Changing So-cial Order in American Cultural Ac-tivities"-Dr. F. P. Keppel, Carnegie Corporation of New York.

Oct. 8, 2:30 p.m.-Drake Hotel

President Lotus D. Coffman, University of Minnesota, chairman, "What Broadcasting Has Already Accomplished in American Education"—President Robert M. Sproul, University of California, "The Radio and the Home"—Miss Course Abbett University of Chicago

"The Radio and the Home"—Miss Grace Abbott, University of Chicago. "Educational Capabilities of Tech-nical Audio-Visual Methods"—Dr. Alfred N. Goldsmith. 8:15 p. m.—Public meeting, audi-torium, Hall of Science, Century of Programs

rnment control, Bruce Bliven, New Republic.

"What Should Be Done to Improve

Damrosch and Prof. John Erskine.

On 1500-1600 Kc. John Hogan, Licensee, Finds

stations carrying "Calling All Cars" to include KFRC, San Fran-**Experiment Satisfactory** ENCOURAGING results, from the

Coverage Is Good

Cars' to include KFKC, San Fran-cisco; KMJ, Fesno; KERN, Bak-ersfield; KFKB, Sacramento, and KWG, Stockton. Sponsor had been using only KHJ, Los An-geles; KGB, San Diego, and KDB, coverage standpoint, have been ob-tained by W2XR, Long Island City, New York, first of the so-called high fidelity stations operating in the newly opened 1500-1600 kc. Santa Barbara. Hixson-O'Donnell, Inc., Los Angeles, handles the acband, according to John V. L. count. Hogan, well-known radio engineer

and licensee of the station. fidelity" stations in this band, but Operating on the 1550 kc. channel which with 20 kc. is twice the the others are not yet on the air. width of the ordinary wave band, broadcasts musical programs from Mr. Hogan reported that the sta-5 to 7 p. m. daily except Saturdays, tion has engaged in experimental Sundays and holidays, but the plan broadcast operation since June 28, is to extend the schedule as soon as when it acquired its operating lipresent coverage and listener recense and is broadcasting only sussponse analyses are completed. taining programs two hours daily. An analysis of receiving sets, he declared, shows that about 70 per A commercial department, however, is being formed, with Murray E. Tucker in charge, and offices cent of those in use can effectively tune to the 1550 kc. channel, and will be established at 41 Park Row, practically all new receivers have New York. dials that include that frequency.

While stations authorized to op-The new Radio Manufacturers Aserate on the three channels in the sociation standard refuses to rec-1500-1600 kc, band are designated ognize receivers unless they will as experimental, the former Radio tune up to 1570 kc. Commission, in establishing a policy with respect to their operation, stated that commercial programs could be broadcast as a means of defraying expense and to attract audience. Originally the

Hundreds of letters from listeners in the New York area already have been received, according to Mr. . Hogan, while response also has been forthcoming from distant Commission issued construction states, including Michigan, Pennsylvania and Massachusetts. permits for three additional "high

TWO

IMPORTANT ANNOUNCEMENTS **1** Appointment by KMBC of FREE & SLEININGER, Inc. National Representatives, effective October 1st. Doc. Halley and "Bob" Davies join Free & Sleininger, Inc., and will con-

of KMBC. **2** KMBC Program Features, script and musical acts, available for sponsorship, now recorded for audition purposes PHENOMENON MUSICAL SALESMAN HAPPY HOLLOW KID BROTHER TEXAS RANGERS SIS MIRANDY GOOPY GEER PETUNIA & THEODORE THOSE MCCARTY GIRLS TEX OWENS MIDWESTERNERS PAUL HENNING

tinue to serve clients and friends



Adds Five Stations RIO GRANDE Oil Co., Los Angeles, the middle of September en-

larged its hook-up of West coast

According to Mr. Hogan, W2XR



THE ALLOWING THE ALL September 18, 1934.

Mr. J. M. Gilliam, President, Sabine Broadcasting Co., Inc., Bemumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932; at \$60.00 per month. Later we increased it to about \$225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately \$400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our espectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesales and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seen to appreciate these personal contacts, which makes them more conscious of the product advertised over your station. makes the station.

> Yours truly. JOSEY-MILLER COMPANY. INC.

malupy

NEC : D

TUNE IN ON JO-MIL FEED BOYS KEDM BEAUMONT DAILY 12:15 TO 12:30 NOON

THE ABOVE LETTER

is from one of the most conservative as well as one of the largest concerns of its kind in the Southwest.

What we have done for Josey-Miller Company we can and will do for you, if you will let us. Whatever it takes to increase or to secure distribution of any product of merit, we have it.

Through the manufacturer, wholesaler and retailer, whatever the case may be, our plan cannot fail to increase distribution.

Just a postcard or letter to us or our representatives listed below will bring you details of our plan of cooperation.



Page 35

Page 34



1 p.m.-Luncheon at Drake Hotel.

Broadcasting in the United States?" Mr. Lyman Bryson, Teachers Col-lege, Columbia University, leader. . (Participants to be selected.)

Oct. 9, 8 p.m.-Drake Hotel

Banquet - President Walter Dill Scott, Northwestern University, pre-

siding. "Radio in the Future"-Dr. Walter

BROADCASTING • October 1, 1934

www.americanradiohistory.com

Oct. 9, 2:30 p.m._Drake Hotel

Radio Sales Enlarges Sales Staff and Activities:

To Serve CBS Affiliates WITH a view to building up a sales organization which eventually is expected to serve a large numof CBS member stations, Radio Sales, Inc., has expanded its activities and is being reorganized.

Early in September Robert B. Stephenson, who had been Chicago epresentative, was transferred to New York to work on a plan for nereasing national business for Mid-Western stations. Shortly thereafter, Charles Stark, manager of Radio Sales, left the CBS organization to become sales manager of WNEW, and Stephenson was appointed to succeed him.

Additions are being made to the sales staff, C. A. Kracht, formerly of WMCA, having been appointed already, and plans are being made to set up an elastic organization capable of handling business for an increased number of stations. Previously Radio Sales has represented only those outlets owned or operated by CBS, eight in number. At the time of going to press, contracts had been signed, or were under negotiation, with 12 affiliated network stations, located in the basic area and the Southwest, Adiitions to this list are expected to be made shortly.

Radio Sales will give non-exclusive representation, and will not go into the transcription business it is indicated. William W. Williamson has succeeded Stephenson Chicago. The Detroit office of CBS also has a salesman devoting his full time to spot business.



Through WGST's popularity you can reap your share of the millions of dollars of Cotton. Peach, Tobacco, and Cane money now in circulation in the enviably and that all direct expense be rich area radiating from this Station.



WGST maintains a staff thoroughly familiar and friendly with retail and wholesale outlets.

The financial reports on this market will convince you.



Convention Renews Confidence (Continued from page 13)

come" the suit were belittled by Mr. Levy, who declared he thought ASCAP is "worried" and that these statements were "bluffs." He then assailed the Tin' Pan Alley publication Variety for its tendency to misrepresent. "If ASCAP is dissolved," he declared, Variety will carry headlines "ASCAP Disbers'. solved Because It Wanted To Be Dissolved." Later he berated the same sheet because its reporter at

the convention "played politics" in the NAB elections. Broadcasters, Mr. Levy declared. must have copyrighted music, and some organization must be formed

to take the place of ASCAP in the event it is dissolved by court mandate. The test, he declared, is really what a "willing buyer will pay to a willing seller." When When that point is settled, he asserted, then will get something that will satisfy all.

Delving into the future in copy wight, Mr. Levy said that he believed eventually the broadcaster will be relieved of the copyright obligation and that the advertiser pay for music as "special will just as he does when he matter. advertises in periodicals, where he buys only the "white space," and pays for the art work and cuts.

Flavs "Outsiders"

SHIFTING from copyright to organization matters, Mr. Levy criticized sharply the activities of "outsiders" who meddled in the NAB elections. These groups,

tion were recited by numerous which he identified simply as a "special representative" and an broadcasters prior to a favorable vote on the resolution. "amusement paper," were said to To further standardize units of have ruined the chances of one sale and rate card practices, the candidate for the presidency. convention adopted a resolution "They are dragging our organ standardizing units of sale at one

borne by the advertiser. Disas.

trous experiences of newspapers in over-doing merchandising coopera-

Change Convention Date

PROVISION was made by resolu-

tion that future annual conventions

of the NAB be held during June or

July, rather than in the fall months

so as to work the least possible

hardship on members who find it

difficult to leave their duties dur-

ing one of the busiest seasons of

the year. Descretion as to the

dates and place is left to the board.

Bidding for next year's convention

are New York, Buffalo, Miami, Vir-

ginia Beach, Colorado Springs, Ber-

muda, Hot Springs and San Fran-

A special resolution, expressing

"efficient, conscientious and

the appreciation of the NAB for

of the Association's office," also

installation of officers for the en-

suing year. The incoming presi-dent, Mr. Ward, was introduced

by President McCosker, who ex-

pressed his thanks to the associa-

in which he conducted itself won

the highest respect and esteem of

The convention ended with the

ization into the mire," he declared, "in referring to these 'nonmemnour, one half hour, quarter hour, 5 minutes, 1 minute transcriptions. We should ask them to 100 words, half minute transcripstay out of our rooms and stop tions, 50 words or less. Quantity being offensive. We want to stick discounts, it was decided, shall be together, work on our problems, given within a period of one year, and cut out petty jealousies. discounts to apply within the same Glowing tribute was paid by time classifications. Mr. Levy to M. H. Aylesworth, Settling a rate problem with re-

president of NBC as a man in the gard to holding and operating comindustry to whom all stations owe panies, such as General Motors. a great debt of gratitude for his General Foods and the like, the pioneering work and foresight. resolution provides that such com-In concluding, he urged stations panies may buy under a group plan to take a leaf from this year's allowing discounts for each of the legislative battle by getting acseparate companies under a blanquainted with their Congressmen ket order to apply even if more and by acquainting them with the than one agency is involved in placing the time. Separate proproblems of the broadcasting industry to offset the work of antivision is to be made for "special broadcasting lobbyists in Washing-

service features" on rate cards. with a description of what the in-Suprisingly little discussion acdividual station allows. Finally, companied consideration of resoluit was decided that quantity distions brought in by the resolutions counts shall be quoted only on 13. committee at the closing session. 26, 52, 100, 150 and 300 consecutive There was only a smattering of times. opposition to resolutions adopted. In considering the resolution re-

affirming the action of last year's convention urging elimination of announcements for electrical transcriptions, Earl C. Gammons. WCCO, Minneapolis, offered opposition on the ground that it was inimical to the interests of local talent. If transcriptions are so good, he said, "we should not be ashamed to announce them." The resolution, after a slight amendment, was adopted by a vive voce vote of 34 to 19. The resolution brought out that serious loss in income results to stations because of existing requirements that transcriptions be announced as such and directed the NAB officers to bring the action to the attention of the FCC and take whatever

the able service rendered during the steps necessary to secure prompt past year by its managing director, revision of regulations. Mr. Philip G. Loucks, and it gave full approval of the manner in which he has conducted the affairs

Merchandising Resolution

A SECOND resolution which provoked debate was that relating to merchandising of commercial programs, wherein the NAB recommended that merchandising cooperation be limited to activities

that do not entail direct expense

for

'Voice of the Alleghenies"

tion. Any progress that has been made during the two years of his tenure, the retiring president said, was due to the assistance given by officers and members of the NAB and by its executive staff. In in-WFBG troducing Mr. Ward, he declared the association was to be congratulated for selecting such an able, ALTOONA, PA. intelligent and efficient broadcaster. Taking the gavel, Mr. Ward de-1310 kilocycles clared he would not take his duties 100 watts too lightly, and that he assumed office with full realization of the pressing problems confronting the The Ideal Outlet industry. "I was not nominated by a clique," he said, and I pledge you I will work to the best in-Central Penna. Coverage terests of the association and to the best of my ability by following in the footsteps of Mr. McCosker, Write Roy Thompson whose success in office and the way

cisco.

was adopted.

this association. **BROADCASTING** • October 1, 1934 Resolutions Adopted by NAB Convention ...

government against the American So-

ciety of Composers, Authors & Pub-lishers, the Music Publishers Protec-

tive Association and their affiliated de-

fendants, to the end that royalties for

be determined by free and open com-

Copyright Infringements

titions Congress to amend the existing copyright law by omitting the lan-

guage which fixes the minimum inno-

guage which axes the minimum inno-cent infringement penalty for the pub-lic performance of musical composi-

tions at \$250 and attorney's fees, leav-

ing the court free, in each instance, to

fix such penalty as in its discretion the court shall deem proper.

Radio Music Pool

Resolved, that the board of direc-

tors of the NAB be and it is hereby

directed to organize a music pool

either by a reorganization of the Radio Program Foundation or other-

wise for the purpose of obtaining for radio broadcasting stations the air

rights to such music as may not other-wise be available or which may be made more readily available by such

a pool, and to enlist the cooperation of

all radio stations and their program

departments in promoting the willest possible use of such music.

Cost Accounting

Resolved, that the NAB hereby recommends that the Cost Accounting Committee appointed for the last year by President McCosker be continued

with the same personnel until the com-

nletion of the standard accounting sys

tem which it now has in hand, and that this system be completed, if pos-

sible, not later than Nov. 1, 1934. That on the completion of this

standard accounting system, the man-aging director is hereby directed to

have copies thereof prepared and sent to all member stations, if possible not

later than Dec. 1, 1934. That all member stations are ad-

vised to make the necessary adjust-ments in their accounting methods, so

far as such adjustments may be found practicable, to bring their methods into

* * *

Convention in Summer

Whereas, the custom of the NAB to

fall months works a hardship on its members who find it difficult to leave

their duties during one of the busiest

terests of the great majority of mem-bers would be best served by holding

the annual convention during the early

convention direct its board of directors to schedule the 1935 convention dur-

ing June or July on such dates con-

Future Conventions

Resolved, that annual meetings of

the National Association of Broad-

casters be held in the months of July

* * *

Cincinnatians Thanked

Resolved, that the NAB hereby ex-tends its hearty thanks to the man-

agement of the Netherland Plaza Hotel, to the members of its conven-

tion committee, under the chairman-ship of Edwin M. Spence, and to the

members of the Cincinnati convention committee, under the chairmanship of Powel Crosley, Jr., for their admir-able service in making the twelfth annual convention of the National Association of Broadcasters an out-standing success

sidered best by the directors.

Immer months, Therefore, be it resolved, that this

Whereas, the conveniences and in-

seasons of the year, and

systems.

or August.

standing success.

conformity with the proposed standard;

Resolved, that the NAB hereby pe-

petition among copyright owners.

public performance of music may

(Cntinued from page 13)

New Schedule of Dues

Resolved, that the NAB hereby approves and adopts an amendment to the by-laws of said association which was duly submitted to its members in advance of the meeting at which this resolution was adopted, as provided by said by laws, said amendment/being as follows:

To repeal By-law No. 1. and substitute therefor the following : Effective Oct. 1. 1934, quarterly dues shall be payable each Jan. 1. April 1. July 1 and Oct. 1 on the following basis :.

(a) Each member operating a station authorized to operate 40 hours or less per week shall pay a sum equal to one-third of the highest rate pub-lished by such member for one-quarter hour of broadcasting time.

(b) Each member operating a sta (b) Fact memoer operating a sta-tion authorized to operate 41 to 60 hours per week shall pay a sum equal to one-half of the highest rate pub-lished by such member for one-quarter hour of broadcast time.

(c) Each member operating a station authorized to operate 61 to 80 hours per week shall pay a sum equal to two-thirds of the highest rate published by such member for one-quar-ter hour of broadcast time.

(d) Each member operating a sta* tion authorized to operating a star or more per week shall pay a sum equal to the highest ratemublished by such member for one-quarter hour of broadcast time.

Speakers Lauded

* * *

Resolved, that the NAB hereby ex-presses its sincere thanks to the Hon. Clarence Cl Dill, the Hon. Hampson Gary, the Hon. Thad H. Brown, the Hon. Ewin L. Davis, the Hon. Sol A. Rosenblatt, and the Hon. Russell Wilson. for Arter to table contributions to the inferest and value of the twelfth angual convention. twelfth annual convention.

* * * Reports Accepted

Resolved, that the NAB, having heard at its twelfth annual convention the reports of its officers and committee chairmen covering their activities during the past year, hereby accepts and approves such reports.

he Voice Of Montana SILVER IS UP-Sending The Buying Power of the

Western Montana Mining Region To a New High

For increased sales *add Butte to your Western Network Program

Over 50% of Montana's Population Lives in Our Coverage Area



E. B. CRANEY, General Manager

a NEW SERVICE for ADVERTISING AGENCIES

Radio Programs to suit the product, built by PROFESSIONAL showpeople for advertising agencies to submit to their clients . . . programs passed on by experienced advertising men before leaving our studios!

PLANNED PROGRAMS that MERCHANDISE Products

Based upon the needs of the client . . . the job to be done . . . the appropriation. In addition to scripts and talent, we include in our services to reputable advertising agencies throughout the country necessary research and the construction of a merchandising plan and its allied tie-ins. We operate CONFIDENTIALLY as part of YOUR OWN ORGANIZATION, thus adding an important department to your staff at no extra expense, in fact effecting a substantial saving!

MUSICAL — COMEDY — DRAMATIC — CHILDREN'S PROGRAMS — OVER 100 FLESH, AND TRANSCRIPTION PRODUCTIONS AVAILABLE NOW AT LOW COST!



October 1, 1934 • BROADCASTING

Page 37

Sponsors Hour Dramas

В

RADIO drama will be given an place of sponsorship, Oct. 7, when Lever unusual starting Managing Director Endorsed Brothers, Cambridge, Mass. (Lux soap), starts a series of one-hour Resolved, that the NAB hereby expresses its cordial appreciation of the efficient, conscientious and able servversions of outstanding play successes on a nation-wide network of ice rendered during the past year by 38 NBC-WJZ and supplementary its managing director, Philip G Loucks, and its full approval of the stations, Sundays, 2:30-3:30 p. m. Walter Thompson Co., New manner in which he has conducted the York, is handling the account.

The Only Network Station ln Western Montana *NBC will now allow you to purchase K G I R without taking any other North Mountain Station. SEE NBC RATE CARD 16

affairs of the association's office

The Business of Broadcasting

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

STATION ACCOUNTS.

sp—studio programs t—transcriptions a—spot announcements -transcription announcements

WGY, Scheneetady

American Molasses Co., New York - Grandmi, Molasses (co., New Fork - Grandmi, S. Molassos), twice-weekly sp. 1990 times, thru Chas, Hogt & Co. N. Y.

Linsen Products Co., Boston - Boston bolinn - H. Forrner V. 834 - duily weather reports, thru. Brondeast Advertising, Beston,

United American Bosch Corb., Spring-field, Mass. (molio sets), 26 weekly 7. thru E. T. Howard Co., N. Y.

Florences Stove Co., Florence, Mass. (Florence of humer), 13 weekly sp. thru William B. Remington, Springfield, Mass.

Sprinkaren anise, General Mills, Minneapolis (cereals), 200 daily except Saturday and Sun-day 7, thru Blackett-Sample-Hum-

mert, Inc., Minneapolis,

Mantle Lamp Co., Chicago (Aladdin lamps), 13 weekly t, thru P. O. Palmer, Chicago.

Penn Tobacco Co., New York (Ken-tucky Club tobacco), 26 twice weekly sp. thru Ruthrauff & Ryan. N Y

N. Y. Richield Oil Corp., New York (gas and oil), 65 t, 5 times weekly, thru Fletcher & Ellis, N. Y. Rival Packing Co., Chicago (Rival dog food), 26 weekly t.

WHAM, Rochester

J. Hungerford Smith Co., Rochester (Enerjoy), 2 weekly sp. thru Stew-art. Hanford & Frohman, Inc., Rochester.

Richfield Oil Corp., New York, 5

weekly is a 3 months, thru Fletcher & Ellis, N. Y. Corp., Jersey City offashlights), weekly r. 3 months, thru General Broadcasting Co.,

Dr. Miles Laboratories, Elkhart, Ind. Alka Seltzer 1, 3 weekly 5, 4 months, thru Wade Advertising Agency.

Chicago, General Baking Co., New York (Bond hum Bartan) Bread), 2 weekly sp. thru Battenis Barton, Durstine & Osborn, N. Y. Scott Paper Co., Chester, Pa. (Scott

 J. Storf aper Co., Cheyler, Ful. (Scott Tissue), B weekly sp. 6 weeks, thru J. Walter Thompson Co., N. Y. Chieftain Mfg. Co., Baltimore (Color-La gardina da provincia da como de la como d shine), 3 weekly ta, 4 weeks, thru Van Sant, Dugdale & Co., Balti-

ott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 weekly ia, 5 months, thru Marschalk & Platt, Inc., N.Y.
 Oakley Chemical Co., New York (Oaklet cleanser), 2 weekly sq. 3 months, thru Rickard & Co., N.Y.

WRVA, Richmond, Va.

Manthe Lamp Co. of America, Chi-cago, weekly t, thru Philip O. Pal-mer Co., Chicago,

General Mills, Minneapolis (Bis-quick), 6 7 weekly, 52 weeks, thru Blackett-Sample-Hummert, N. Y. Rich-Maid Mfg. Co., Richmond (coftee and baking powder), renewal of weather reports, 6 weekly, 52 weeks, thru Advertising, Inc., Rich-

Benjamin Moore & Co., New York (paints), weekly sp, handled direct.

Gardner Nursery Co., Osage, Iowa (seeds, plants), 3 t. thru Northwest Radio Advertising Co., Seattle,

Ford Motor Co., Detroit, renewal of weekly f. 15 weeks, thru N. W. Ayer & Son, N. Y.

Page 38

French' Lick Springs Hotel, French Lick Springs, Ind. (Pluto Water), 3 ta weekly, thru H. W. Kastor & Sons, Chicago. lowa Soap Co., Cedar Rapids, Iowà. ia, thru R. J. Potts & Co., Kansas (farm lamps), market and produce reports, 5 times weekly, 13 weeks,

Ironized Yeast Co., Atlanta, thrice weekly so, thru Ruthrauff & Ryan, N. Y.

Knox Co., Kansas City (Cystex), 4 weekly f, thru Dillon & Kirk, Kansus City. sus Cuy. Maryland Pharmacentical Co., Balti-imere (Rent), 7 weekly ta, thru Joseph Karz Agency, Baltimore, Plough Inc., Memphis (81, Joseph's aspirin), one broadcast announcing formal agencies they Labe Science. future program, thru Lake-Spiro-

WAPI, Birmingham E. Griffiths Hughes, Rochester, N. Y. (Kruschen Salts), weekly t, thru Group Breadcasters, N. Y. Carger Medicine Co., New York (liver pflits), 3 weekly t, thru Spot Broad-casting, Inc., N. Y. Dr. Pepper Bottling Co., Dallas (hev-erage), 6 weekly t, thru Tracy-Locke-Dawson, Dallas, Mathematic & Co. Baltimora (Bara)

No

CALLE

OREGON

Ormand Hosiery Co., New York, 3 weekly ta, 6 months, direct. Cortland Baking Co., Cortland, N. Y. (Cobakco Bread), 5 weekly quarter

WOW, Omaha Sea Breeze Laboratories, Inc., Pitts-burgh (Sea Breeze antiseptic), 13 weekly sp, thru Reed Advertising Agency, Pittsburgh. Mantle Lamp Co, of America, Chicago

KDKA, Pittsburgh

thru Philip O. Palmer, Chicago,

U. S. Advertising Corp., Toledo,

Co., Seattle.

Osborn, Pittsburgh.

thru Northwest Radio Advertising

Tri-State Area, 18 half-hour sp. thru Batten, Barton, Durstine &

Osborn, Puttsburgh, Toma, Inc., Ligonier, Pa. (stomach remedy), duily sp. 52 weeks, thru W. S. Hill Co., Pittsburgh, Chr. Hansen's Laboratories, Inc., Lit-

tle Falls, N. Y. (Junket ice cream mix), 39 Home Forum participa-

tions, thru Mitchell-Faust Adver-tising Co., Chicago, ,

tising Co., Chicago, . Bowey's, Inc., Chicago (Dari-Rich chocolate), thrice weekly quarter-hour t, 52 weeks, thru C. Wendel Muench Co., Chicago.

Muench Co., Chicago. Daquesne Brewing Co., Pittsburgh (Silvertop beer), twice weekly quarter-hour sp. 26 weeks, thru Walker & Downing, Pittsburgh.

b) other & Fowning, Pittsburgh, Fels & Co., Philadelphia (Fels-Nap-tha soap), renewal, 26 twice weekly sp. thru Young & Rubicam, Inc., New York.

WNEW, Newark

Thomas A. Hutchison Co., New York

Percentage of U.S. Trade by Regions

(Based on preliminary reports from the 1934 Census of American Business)

MINN.

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lation - 1953 I frain Train

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BROADCASTING • October 1, 1934

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N. DAK

S. DAN

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Libbey-Owens-Ford Glass Co., Toledo

Gardner Nursery Co., Osage, Ia. (shrubs, plants), 3 five-minute t. (c), seattle, International Vitamin, Corp., New York (IVC pearls), twice weekly sp, thru Zinn & Meyer, Inc., N. Y. Better-Light-Better-Sight Council in

future program, thru Lake-Spiro-Cohn, Inc., Memphis.
Rahaham Co., Detroit - Marmolau, 5 weekly sa, thru H. W. Kastor & Sons, Chicago.
Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 th weekly, thru Mars-chalk & Platt, Inc., N. Y.

E. Griffiths Hughes, Rochester, N.Y.

Locke-Dawson, Dallas, McCormick & Co., Baltimore (Ban-quer tea), 3 weekly t, thru Van Sant, Dugdale & Co., Baltimore, Central Shoe Co., St. Louis (Robin Hood shoes), weekly t, thru Jimm Dangherty, St. Louis, Watch Tower Society, Brooklyn (Judge Rutherford's talks), weekly t, handled direct. 7. handled direct.

WFBL. Syracuse, N. Y.

(Du-Pak nail polish), 3 weekly t, 36 programs, thru Bermingham. Castleman & Pierce, Inc., N. Y. Gardner Nursery Co., Osage, Iowa (plants, slrubs), 6 t garden talks, thru Northwest Radio Advertising hour t, 66 programs, renewal, direct. Co. Seattle.

DANO

0. 3. Populatin 1833 (stati that 1979 Petati Tra-1979 Petati Tra-1979 Populatir Tr 1979 Populatir Tr 1979 Populatir Tr

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(1) Besed on the 1935 estimates of the Bureau of the Centur. (2) Series and Amazoment Establishments were not included in the earlier (Senue of Discribution).

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COLO.

N MEX.

Robertson, Inc., East St. Louis (fars implements), weekly sp. 52 weeks handled direct.

KMOX, St. Louis

French Lick Springs Hotel, Frenci, Lick Springs, Ind. (Pluto, Water), time signals daily, 91 days, the H, W, Kastor & Sons, Detroit. David G. Evans Coffee Co., St. Louis

thrice weekly *sp.* thru Mears Ad-vertising Agency, St. Louis.

Armand Co., Des Moines (face pow-der), weekly t, thru N. W. Ager Co., N. Y. Crazy Water Crystals Co., Minera Wells, Tex., 6 weekly sp. handle.

direct. Libbey-Owens-Ford Glass Co., To

ledo (shatterless glass), 5 weeki, time signals, thru U. S. Advertising Corp., Toledo, Rabadam Co., New York (Marmola), 5 weekly ta, thru H. W. Kastor &

(safety glass), weather reports daily, 4 weeks, and 15 su, thru

chalk & Platty N. Y. Nisley Shoe Co., St. Louis, 3 weekly ta, thru Mumm - Roamer - Robbins. Persons, Columbus, Ohio. Bond Bread Co., St. Louis, 6 weekly

sp. thru Batten, Barton, Durstine & Osborn, N. Y.

WICC, Bridgeport, Conn,

Carter Medicine, Co., New York (liver pills), 156 ta, thru Street & Fin-ney, N. Y.

Kellogg Sales Co., New York tre-reals), 20 ta, handled direct. American Protestant Defense League, Darien, Conn., 2 ta. handled direct. Loose-Wiles Biscuit Co., Long Island

City, N. Y., 117 ta, thru Newell-Emmett Co., Boston. Ex-Lax, Inc., New York (laxative). 39 ta, thru Reigel & Lettingwell

New England Steamship Lines, New York, 42 ta, thru Wendell Colton Co., N. Y.

KWKH, Shreveport, La.

Gardner Nursery Co., Osage, Iowa (plants, shrubs), 6 5-minute t, thru Northwest Radio Co., Seattle.

WFBL, Syracuse, N. Y.

Optimate Cigar Co., Syracuse, quar-ter-hour sp weekly, 52 weeks, handled direct.

Dodge Motor Corp., Detroit, 5 t, thru Dadge Motor Corp., Derrott, 5 r, thru Rithrauff & Ryan, N. Y. pr. Pepper Co., Dallas (beverage), renewal of 52 more daily except Friday t, thru Tracy-Locke-Dawson.

Dallas. Knox Co., Kansas City (Cystex), 26 weekly t, thru Dillon & Kirk, Kan sas City. Humble Oil & Refining Co., Hous-

WOAI, San Antonio, Tex.

Humble On & Renning Co., Hous-ton, Tex., 14 sa., thru Franke-Wil-kinson, Houston, French Lick Springs, Hotel, French Lick Springs, Ind. (Pluto Water), 45 sa., thru H. W. Kastor & Sons, Othered

Chicago, Chicago, Gardner Nursery, Osage, Iowa (plants, shrubs), 6 ta, thru Northwest Radio

shruber, 6 ta, thru Northwest Radio Advertising Co., Seattle,
 American Bosch Radio Corp., New York (Bosch radios), 26 weekly t.
 thru E. T. Howard & Co. N. Y.
 Adlerika Co., St. Paul (Adlerika), 39 semi-weekly t. thru St. Paul Ad-vertising Co., St. Paul,
 Universal Mills, Ft. Worth (Hour),
 thrie weekly t. 75 programs, thru Tracy-Locke-Dawson, Dallas.

WGAR, Cleveland

Knox Co., Kansas City (Cystex), weekly t, 26 weeks, thru Dillon & Kirk, Kansas City, Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly t, 26 weeks, thru Jimm Daugherty, St. Louis.

Then Jimm Daugherty, St. Louis, Baldwin Piano Co., Checimnati, weekly sp. 26 weeks, handled direct, Bond Clothing Co., New York, 6 weekly sp. 52 weeks, thru S_c N. King, N. Y.
Marlin Co., Marlin, Tex., (Marlin Crystals), 6 weekly sa, 26 weeks, then Falls Agency, Marlin, Tex.
Maryland Pharmaceutical Co., Balti-more (Rem), 22 weekly time sig-rols 26 weeks, thru Josenh Katz hals, 26 weeks, thru Joseph Katz Agency, Baltimore.

Agency, Baltimore, Scott Paper Co., Chester, Pa. (Scott tissue), 6 weekly sa, 13 weeks, thru J. Walter Thompson, N. Y: Musebeck Shoe Co., Danville, III., 6 weekly ta, 13 weeks, handled direct.

WBAL, Baltimore

Wrigley Pharmaceutical Co., Atlantic City, N. J. (Spearmint toothpaste), renewed 2 sa weekly, thru Jerome B. Gray & Co., Philadelphia, Household Finance Co., 'Chicago Household Finance Co., (loans), weekly sa, thru Charles

(Joans), weekly sa, thru Charles Daniel Frey, Chicago,
Knox Co., Kansas City - (Cystex), weekly t, thru Allen Smith Adver-tising Co., N. Y.
Bond Electric Co., Jersey City (elec-trical supplies), weekly t, thru O.
S. Tyson & Co., N. Y.
Phillips Packing Co., Cambridge, Md. tenure and vacatablas) doily sa.

(soups racking Co., Cambridge, Mo. (soups and vegetables), daily sa. handled direct, renewal.
French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto WaterF, ta daily except Saturday and Sun-day, thru H. W. Kastor & Sons.

KFH, Wichita, Kans.

Chicago,

www.american.adiohistory.com

Skelly Oil Co., Kansas City, 5 weekly t, 130 programs, thru Russell C. Comer Advertising Co., Kansas City.

Comer Advertising Co., Kansas City. Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 weekly ta, 39 pro-grams, thru Marschalk & Platt, Inc. N. Y. Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 6 weekly sp. 20 programs, thru L. C. Gumbinner Agreev, W. Y. Agency, N. Y. Seneca Coal & Coke Co., Kansas City, 6 weekly sp. 130 programs, thru Murrel Crump Advertising Co.,

Kansas City. WROK, Rockford, Ill.

Jenny Wren Co., Lawrence, Kans. (Angel-Mix), 6 weekly sp. 4 weeks, thru R. J. Potts & Co., Kansas City. City.
Inland Consolidated Coal Corp., Chi-cago (Great Eagle coal), 52 daily sø, thru Jim Duffy, Inc., Chicago.
Chappel Brothers, Inc., Rockford, Ill. (Ken-L-Ration), 6 weekly sp. 13 weeks, handled direct.

geles.

October 1, 1934 • BROADCASTING

Endurance Record

HARRISON HOLLIWAY. manager of KFRC, San Francisco, has established an endurance record for continuous broadcasting. He was at the mike of KFRC for 24 hours, starting at one minute after midnight, Sept. 23. broadcasting continuously. The endurance test was in celebration of KFRC's tenth anniversary also to celebrate Holliway's tenth year in as-sociation with the station. which he started on Sept. 24. 1924.

Two Cigarette Accounts Returning to Networks

TWO LEADING eigarette sponsors are returning to radio this month with feature shows that in the past have commanded intense popular interest. Both will use widespread CBS networks.

Starting Oct. 1, Liggett & Myers Tobacco Co. for Chesterfield is sponsoring a thrice weekly half hour series on 80 stations, featuring Rosa Ponselle on Mondays. Nino Martino Wednesdays and Grete Stueckgold Saturdays, with Andre Kostelanetz's 40-piece orchestra. All shows are 9-9:30 p.m. Newell-Emmett Co., New York, handles the account. Starting Oct. 2, R. J. Reynolds

Co. for Camel is sponsoring a new all-star 'Camel Caravan' on 88 on 88 CBS stations, featuring Walter O'Keefe as master of ceremonies, Annette Hanshaw, Ted Husing and Glen Grav's Casa Loma orchestra. Tuesdays, 10-10:30 p. m., and Thursdays, 9-9:30 p. m. William Esty & Co., New York, handles the account.

E-Z-R-A Goes Network

DR. MILES LABORATORIES. Elkhart, Ind. (Alka-Seltzer) on Oct. 17 will bring its "Uncle Ezra") on program on an NBC-WEAF net-work, Wednesdays, Fridays and Sunday evenings, supplementing its NBC-WJZ "Saturday Night Barn Dance." In addition, a tran-scription titled "Comedy Stars of Hollywood" will be spotted on selected stations. Alka-Seltzer's new for two vears on WLS, Chicago, features Uncle Ezra and his famous 5-watt broadcasting station, E-Z-R-A. The account is handled Wade Advertising Agency, Chicago.

Ivory's Spot Schedule

FROCTER & GAMBLE Co., Cincinnati (Ivory Soap), which first tested Capt. Tim Healy's "Ivory Stamp Club of the Air" on WDRC, Hartford, and WTAG, Worcester, and then went network, on Oct. 1 will supplement its network show with 90 WBS transcriptions, placed three times weekly on 10 stations by the Blackman Co., New York. The stations getting the spot schedule are WIP, Philadelphia; WLW, Cincinnati; KHQ, Spokane; KGW. Portland, Ore.; KOMO, Seattle; WHAM, Rochester; WFBL, Syracuse; KOA, Denver; KGO, San Francisco, and KFI, Los AnNew Representatives

tions and the Saturday night "Barn Dance Frolic" on WOC-WHO, Des

BLATZ BREWING Co., Milwau-

kee (beer and ale) has started the

sponsorship of Joseph Dunn, 1933

star quarterback of Marquette Un-

iversity and now coach there, in

15-minute periods preceding all University of Wisconsin and

Green Bay (Wis.) "Packers" foot-

Nebraska's Farm

ΟΜΑΗΑ

NETWORK (and Iowans) are not destitute and starving, as you may have heard. Despite the drouth, figures recently published by The Omaha World-Herald show Nebraska's total 1934 crop intome to be \$144.235.000-12 million more than 1933. this total to more than 300 million dollars, the hixhest since 1930. Nebraskans and Iowans are buying, selling and living well-an ideal, active market for your product. Advertise now ... and when you do, remember that your radio job is done right when WOW does it!

Owned and Operated by

WOODMEN OF THE WORLD

Life Insurance Association

JOHN J. GILLIN, Jr., Commercial Manager

OMAHA, NEBR.

National Representatives:

GREIG, BLAIR & SPIGHT, INC.

Chicago

1000 WATTS

Los Angeles

Page 39

Income Highest

In Four Years!

ON THE

N.B.C. RED

590 KILO.

New York

Moines, will be used.

ball games.

ORGANIZATION of a new firm of WE exclusive station representatives, with offices in both New York and Chicago, was annotated coincident WERE SO with the NAB convention in Cin-cinnati by William R. Stewart, of Chicago, former agency man. Among the stations understood to YOUNG-Among the stations understood to be aligned with the firm are WIBM, Jackson, Mich.; WNRA, Muscle Shoals, Ala.; WJBK, De-troit, and WFDF, Flint, Mich. As-sociated with Mr. Stewart in the New York office, Rockefeller Plaza, Wilheard Area formerly with **S**0 INNOCENTis Hibbard Ayer, formerly with WESG, Elmira, N. Y. Mr. Stewart ALACK! is in charge of the Chicago office at 9 So. Clinton St.

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. Expanding Its Spots Innocent and untutored, we listened AN EXPANDED list of Middle Western stations will be used by only to very near-by outlets. • We still believe most people do the same. the Mentho-Kreoamo Co., Clinton So we use our energy trying only to cover our own 1,000,000 real neigh-(M-K cold remedy and M-K liquid rub) when it starts its 1934bors, and leave the rest of the world about Oct. 15, reports the Wade Advertising Agency, Chicago, which handles the account. Daily for their local stations. • Hence you get a lot of primary audience, at small station rates. • An N. B. C. outlet. announcements on selected sta-

Representatives in New York and Chicago: Free & Sleininger, Inc. STATION LOUISVILLE, KY. 1000 WATTS ... 940 K.C. W-I-N-S INTRODUCES:

R. L. Ferguson Station Director Formerly WLW and NBC

Formerly WBBM and CBS

C. L. Thomas..... Program Director Formerly WLW

Roland Bradley..... Production Manager Formerly WGY

Edward A. Cleland. Continuity Editor Formerly WLW

Earl La Vere Artists' Bureau 35 Years in Show Business

May We Introduce You To Our W-I-N-S Audience? <<<<噩>>>>>

AMERICAN RADIO NEWS CORPORATION 114 E. 58th Street NEW YORK CITY

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Glenn D. Gillett, Washington, John J. Gillin, Jr., WOW, Omaha. Benedict Gimbel, Jr., WIP, Philadelphia. delphia. E. B. Gish, KGRS, Amarillo, Tex. Earl J. Glade, KSL, Salt Lake City. Paul F. Godley, Montclair, N. J. Russell A. Gohring, WSPD, Toledo. H. P. Gould, H. P. Gould Co., Chi-Purnell H. Gould, WFBR, Baltimore, J. E. Graft, WHAS, Louisville, Harold F. Gross, WJ1M, Lansing, Mich Sherman D. Gregory, KDKA, Chico

ton, S. D.

Spight, Chicago. Hugh A. L. Halff, WOAI, San Antonio.

Clarence W. Hayes, WHBC, Canton,

Kolin D. Hager, WGY, Schenectady, William S. Hedges, WEAF, New York Robert D. Heinl, Heinl Radio News

Robert D. Heini, Heini Kado News Service, Washington. A. B. Hendry, WIL, St. Louis. Mrs. A. T. Hild, WLIT, Philadelphia. Charles Hill, WIBM, Jackson, Mich. Oscar C. Hirsch, KFVS, Cape Girar-deem Mo. deau, Mo. Harry H. Hoessly, WAIU, Colum-

bus, O. Homer Hogan, KYW, Chicago, John V. L. Hogan, Radio Pictures, Inc., New York. Herman H. Hohenstein, KFUO, St. Louis. John A. Holman, WBZ, Boston, Herbert Hollister, WLBF, Kansas City

James F. Hopkins, WJBK. Detroit. John T. Hopkins, WJAX, Jacksonville, Fla. Va. \bigcirc D 0 A Quality Market lity Station Representing a cross-section of the buy-ing power of the United States. Secure choice time now for this valuable cov-enge. Studios in the He-ald Building. Miami: Trans-mitter on Collisis Island, Miami Beech.



Products, Inc., New York. Bascom H. Hopson, WAPI, Birming. ham, Ala. W. Horn, WJZ, New York. Robert E. Howard, Campbell-Ewald Co., Detroit. Stanley E. Hubbard, KSTP, St. Paul. Minn. James L. Hughes, WHBF, Rock Island, Ill. George F. Isaacs, WGN, Chicago, pee Falls, Mass. G. W. Grignon, WISN. Milwaukee. Charles H. Gurney, WNAN, Yank-Jessie M. Jacobsen, KFBB, Great Jessie M. Jacobsen, KFDD, Great Falls, Mont. L. Jaquier, WKBF, Indianapolis. Jesse H. Jay, WIOD, Miami, Fla. C. M. Jansky, Jr., Jansky & Bailey, George E. Halley, Grieg, Blair & Washington. Earl D. Jencks, WTCN, Minneapolis, William F. Johns, WTCN, St. Paul, Minn. Ray P. Jordan, WDBJ, Roanoke, Va. James C. Hanrahan, KSO, Des Moines. Molnes. William Hard, Washington. John Harrington, KWK, St. Louis. Wiley P. Harris, WJDX, Jackson. Miss. A. Johnson, WTAX, Springfield. in John J. Karol, WABC, New York, J. L. Kaufman, Hearst radio stations, Lambdin Kay, WSB, Atlanta, Arthur J. Kemp, KHJ, Los Angeles, John K. Kettlewell, Chicago. Truett J. Kimzey, KFJZ, Fort Worth. Frank King, WMBR, Jacksonville, William T. Knight, Jr., WTOC, Sa-William T. Knight, Jr., WTOC, Sa-vannah, Ga.
Edgar Kobak, NBC, New York, Dr. Cline M. Koon, U. S. Office of Education, Washington, S. M. Krohn, WSMK, Dayton, O. Frank S. Lane, WDOD, Chattanooga Paul H. La Stayo, WAAT, Jersey City, N. J. Philip G. Lasky, KDYL, Salt Lake Philip G. Laby, KD41, Sait Lake City, Isaac D. Levy, WCAU, Philadelphia, Leon Levy, WCAU, Philadelphia, Dick Lewis, KTAR, Phoenix, Ariz, Ednyfed Lewis, WFI, Philadelphia, Leonard Lewis, WFI, Philadelphia,

Official NAB Convention Registration . . .

Leonard Lewis, Printers Ink, New York. Russell D. Lighty, Rock Island, Ill. Howard M. Loeb, WFDF, Flint, Mich.

Ruth R. Loeb, WFDF, Flint, Mich. H. L. Lohnes, WWVA, Washington. Nathan Lord, WAVE, Louisville. Ike R. Lounsberry, WGR-WKBW

W. L. Hoppes, Electrical Research

Buffalo, N. Y. Eliot C. Lovett, Washington. Paul A. Loyet, WOC-WHO, Des Moines, Ia.

Calvin T. Lucy, WRVA, Richmond,

Thomas J. Lyons, WCAO, Baltimore.

John C. McCormack, KTBS, Shreveport. La.

port, La. A. J. McCosker, WOR, Newark, N. J. Lawrence W. McDowell, KFOX, Long Beach, Calif.

Joseph H. McGillvra, New York. C. P. Mac Gregor, Mac Gregor & Sollie, San Francisco.

WSGN APOLOGIZES TO BEN BERNIEI

Dear Ben: Sorry there wasn't such a big crowd out for your recent dance in Birmingham.

But WSGN had stolen the show. We were broadcasting each night the com-plete testimony of the town's most sensational murder trial, the Faye New case.

Everybody was home listening to WSGN. Over 5,000 cards and letters said "thanks."

> STEVE CISLER Manager

> > www.americanradiohistory.com

FULL WSGN WATTS TIME BIRMINGHAM, ALABAMA

BROADCASTING · October 1, 1934

Ezra A. McIntosh, WWNC, Asheville, N. C. Jamie W. McIver, WWNC, Ashe-

0.

ville, N. C. Bob McMenamin, WIBM, Jackson, Mich. Joseph O. Maland, WOC-WHO, Des

Moines, Ia. Vargaret A. Maliney, Radio Dial, Cincinnati. Gank P. Manchester, WAAW, Frank P. Manchester, WAAW, Omaha, Nebr. Darrell V. Martin, Pittsburgh Post-

Gazette, Pittsburgh, Post-Gazette, Pittsburgh, J. L. Martin, WDAG, Amarillo, Tex. Robert D. Martin, Edwards & Martin, Robert D. Martin, Lawards & Martin, Detroit, Mich. Frank Marx, WMCA, New York. Frank E. Mason, NBC, New York. Richard H. Mason, WPTF, Raleigh,

N. C. Howard S. Meighan, New York. Edythe F. Melrose, WJAY, Cleveland. Jerry A. Merguelin, Western Electric Co., New York. N. C.

Phil J. Meyer, KFYR, Bismarck, N D. Carl J. Meyers, WGN, Chicago. J. L. Middlebrooks, WAPI, Birming-

ham, Ala. Charles E. Midgley, Jr., Batten, Bar-

ton, Durstine & Osborne, New York, E. S. Mittendorf, WKRC, Cincinnati, Fred W. Mizer, WQAM, Miami, Fla. Herbert, Moore, Transradio Press, Inc., New York. James M. Moroney, WFAA, Dallas. Gerald A. Murray, Western Electric

Co., New York. Chas. W. Myers, KOIN, Portland, Оге.

E. Richard O'Dea, WNEW, Newark, N. J. Gene O'Fallon, KFEL, Denver. Nathan G. Osborne, Paul H. Raymer Co., Chicago.

John M. Outler, Jr., WSB, Atlanta. Leo E. Owens, WTCN, St. Paul,

Minn.

Fred A. Palmer, WBNS, Columbus, O.

Duke M. Patrick, Washington, John F. Patt, WGAR, Cleveland, Charles B. Persons, WEBC, Duluth. S. Gordon Persons, WSFA, Mont

gomery, Ala. Edw. Petry, Edward Petry & Co.,

Edw. Petry, Edward Petry & Co., New York.
Charles F. Phillips. WFBL, Syra-cuse, N. Y.
S. A. Pickering, WJAS, Pittsburgh.
Charles S. Powell, Graybar Electric Co., Louisville.
D. J. Poynor, WMBH, Joplin, Mo.
Eimer W. Pratt, WLBW, Washing-tractional statements.

Cecil Price, KFH, Wichita, Kans. Arthur C. Pritchard, WWL, New Orleans.

E. Jay Quinby, RCA Victor Co., Camden, N. J. Harold Quilliam, KOMO-KJR, Seattle, Wash. D. Quarton, KWCR, Cedar

Rapids, Ia. Hugh Rager, Chicago. Star, Cincinnati, Paul H. Raymer, Paul H. Raymer, New York. Wilber W. Rhoads, Pathfinder Pub-

zine, Washington. Inglis M. Taylor, WEBQ, Harrisburg, Ill.
 J. M. Temple, WMCA, New York, Norman A. Thomas, WDOD, Chattalishing Co., Chicago. E. Richardson, Graybar Electric Co., New York.

Co., New York. Andrew D. Ring, Federal Radio Com-mission, Washington. Stephen R. Rintoul, World Broad-casting System, New York. Ingham S. Roberts, KPRC, Houston, nooga. Robert M. Thompson, KQV, Pittsburgh. Rov F. Thompson, WFBG, Altoona,

Tex. Graham A. Robertson, WLS, New E. York H. Robinson, Young & Rubicam, Inc.,

H. Robinson, Joung & Rubleam, Inc., New York. Ira E. Robinson, Washington. Naylor Rogers, KNN, Hollywood. Emanuel J. Rosenberg, New York. Manuel Rosenberg, The Advertiser,

Cincinnati, James C. Ross, WWJ, Detroit, Mefford R. Runyon, WABC, New York

Frank M. Russell, NBC, Washing-John H. Ryan, WSPD, Toledo, O.

F. M. Scutt, WGR-WKBW, Buffalo,

N. Y. Minnie Mae Searles, WJAY, Cleveland. Paul M. Segal. Washington.

William A. Schudt, WBT, Charlotte,

William A. Schudt, WBT, Charlotte, N. C. Oswald Schuette, Washington, John Schilling, WHB, Kansas City, M. H. Shapiro, Billboard, New York, Arch Shawil, CKLW, Detroit, John Shepard, 3rd, WNAC, Boston, Allen T. Sinmons, WADC, Akron, O. Kenneth C. Sink, WFBG, Altoona,

Pa.

Pa. Henry W. Slavick, WMC, Memphis, George W. Smith, WWVA) Wheel-ing, W. Va. J. Kelly Smith, WBBM, Chicago. M. D. Smith, WBRC; Birmingham,

Ala 11 T. A. Smith, RCA Victor Co., New

York. Vernon H. Smith, WREN, Lawrence.

Kans. Webster Smith, WTAM, Cleveland. Glenn Snyder, WLS, Chicago, F. C. Sowell, Jr., WLAC, Nashville, Burt Squire, WHK, Cleveland, Frank J. Stahl, Graybar Electric Co.,

New York. Robert B. Stephenson, Radio Sales, Inc. New York. Jack Stewart, WCAE, Pittsburgh. William R. Stewart, Chicago. John H. Stilwell, WKBF, Indian-

apolis. Harry Stone, WSM, Nashville. George B. Storer, WMCA, New York. George O. Sutton, Washington.

W. Symons, Jr., KFPY, Spokane, Wash

Edwin M. Spence, WPG, Atlantic City, N. J. Bert Siebert, NAB, Washington.

Sol, Taishoff, BROADCASTING Maga-zine, Washington. Eugene R. Tantz, WLIT, Philadel-

phia.







BUY BROAD COVERAGE ECONOMICALLY

October 1, 1934 • BROADCASTING

Harry C. Wilder, WSYR, Syracuse. France M. Raine, Cincinnati Times- Douglas Taylor, Printers Ink, New Vork F. G. Taylor, BROADCASTING Maga-

Frederic A. Willis, CBS, New York. L. B. Wilson, WCKY, Covington, Ky. Robt, Wilson, WADC, Akron, O.

Earl W. Winger, WDOD, Chattanooga. Donald Withycomb, KPO, New York.

Harry A. Woodman, KDKA, Pittsburg. Easton C. Wooley, New York. E. A. Wooten, WMBC, Detroit. Hoyt Wooten, WREC, Memphis. S. D. Wooten, WREC, Memphis. Bertha K. Wulff, Broadcast Adver-

Detroit Lions, Grid Pros

GEORGE (Dick) RICHARDS, president of WJR, Detroit, and

WGAR, Cleveland, has undertaken

the promotion of the Detroit Lions,

professional football team, which

and "Cy" Huston, well known De-

troit and Ann Arbor sportsman,

recently bought out the franchise

of the Portsmouth (O.) pro team.

Huston is managing the team, with "Potsy" Clark, former Illinois

All-American star, as coach. De-

spite the fact that WJR executives

control the club, that station will

not carry the broadcasts of its

home games. These will be spon-

sored and carried on WXYZ and

and you have sold over 50% of

the Eleven Western States. Radio

Sets in eleven Western States . . .

2.021.233. Radio Sets in Califor-

Don Lee Broadcasting Stations

cover the 8 Major Markets where

the largest number of buyers are

If you want to sell the Coast or any part

of it, wire or write for information.

C. Ellsworth Wylie

General Sales Manager, Los Angeles

Los Angeles Office

7th at Bixel Street

1000 Van Ness Avenue

SAN DIEGO

Page 41

San Francisco Office A

the Michigan Network.

nia, 1,128,712.

located.

BAKERSFIELD

LOS ANGELES

SANTA BARBARA

BROADCASTING SYSTEM

2a. W. Thurston, Western Electric Co., New York. Walter L. Tierney, Bell Laboratories, New York. tising, Inc., Columbus, O.

Ed. Zimmerman, WMAQ. New York.

SELL CALIFORNIA

New York. Chas. R. Tighe, Radio Art. New York. Niles Trammell, NBC, Chicago. Edgar H. Twamley, WBEN, Buffalo, N. Y. Levering Tyson, NACRE, New York. Leo B. Tyson, Al Pearce's Gang. **Dick Richards Promotes**

Joe H. Uhalt, WDSU, New Orleans,

Harold C. Vance, RCA Victor Co., Chicago. Edward E. Voynow, Edward Petry &

Co., Chicago, Jack L, Van Volkenburg, KMØN, St. Louis.

started its schedule against the New York Giants Sept. 22. Mr. Richards, in partnership with Leo Fitzpatrick, WJR vice president,

James A. Wagner, WHBY, Green Bay, Wis. Nolan S. Walker, WHBC, Canton, O. J. T. Ward, WLAC. Nashville, Tenn. Loren, L. Watson, WIBX, Utica N. Y. Wm. B. Way, KVOO, Tulsa, Okla.

Win, B. Waly, KVOO, Huisi, Okid, Fred, Weber, American Broadcasting System, New York, Lewis Allen Weiss, WJR, Detroit, Wm. H. West, KSD, St. Louis.

Harold M. Wheelahan, WSMB, New

TO

C B S

Northwes

SACRAMENTO

8

STATIONS

Los Angeles KHJ

San Francisce KFRC San Diego KGB

Santa Barbara KDB

Sacramento KFBK

Bakersfield KERN

DON

Stockton KWG

Fresno KMJ

STOCKTON

SAN FRANCISCO

FRESNO

Orleans. Clarence Wheeler, WHEC, Rochester, Frank Whiting, P. H. Payne Co.,

San Francisco. Williamson, Jr., WKBN, p Youngstown, O.

Now That We've Mentioned It

That is, a power increase to 2500 Watts daytime and 1000 Watts night-time, we've found that 2500 Watts day-time and 1000 Watts nighttime is just what we supposed it was-a mighty sweet power set-up for WMT. And the beauty of it is that

Others Are Bearing Us Out In It

Not only in slaps on the back, but in orders and reservations, which is after all the truest and most pleasurable sign of a step forward. Advertisers know that WMT's market for the coming year will be an excellent one - consumers with money, and the desire to spend it, are good news for nearly any advertiser. If you're anxious to do business in a profitable market, at an extremely low cost, then it's wise to investigate

"The Voice of Iowa"

In WATERLOO

2500 Watts 1000 Watts

600 Kilocycles

Dav

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NETWORK ACCOUNTS All times EST unless otherwise specified)

PARES MEDICINE Co., St. Louis (Brome Quinfine and Nose Drops), on Sept. 30, started "Brome Quinfine" prearma with Pat Kennedy, "The Un-masked Tenor," and Art Kassel's or-chestra co. 37 CBS stations, Sun-days, Meanlys and Thursdays, 145-2 p. m. and "Nose Drops" program on 14 CBS stations, Tuesdays at same hour. Agency: Stack-Goble Advertis-ing Agency, N. Y.

CREAM OF WHEAT Corp., Minne-apolis (cereal) on Oct. 7 starts Alex-ander Woolcott and Robert Arm-bruster's orchestra on 32 CBS sta-tions, Sundays, 949 (30 p. m., Agency ; J. Waiter Thompson, N. Y.

LIBBY, MCNEIL & LIBBY, Chicag (1) Morris Merkers), we for the starts Boy (tood packers), on Oct. I starts Boy Scout dramatic series on 10 CBS stations, Mendays, Wednesshys and Fridays, 5-5:15 p. m., with rebroad-east at 60:15 p. m. Agency: J. Walter Thompson Co., N. Y.

PINEN Co., Fort Wayne, Inf. (pro-priefaries) on Oct. 21 starts Little Jack Little on 19 CBS startions, Nun-days, Wednesdays and Fridays, 1:30-1:45 p. m. Agency: Russell M. Seeds Co., Indianapolis,

Seeds Co., Indianapolis, STERLING PRODUCTS, Inc., Wheeling, W. Va., (Phillips Dental Magnesia), on Oct. 1 starts "Skippy" on 22 CBS starions, Mondays thru Fridays, 5(15-5:30 p. m., with re-broadesst at 6:15-6:30 p. m., Agency: Blackett-Sample-Hummert, Inc., N. Y. Blackett-Sample-Hummer, Inc., N. Y. GULF REFINING Co., Pittsburgh, on Oct. 7 starts Will Regers and Col. Stoopenagle & Budd in alternating cycles on 45 CBS stations, Sundays, 9:30410 p. m., the former originating from KHJ and the latter from WABC, with Oscar Bradley's orchestra Agency : Cecil, Warwick & Cecil, N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal), on Oct. I starts "Peggy's Doctor," dramatic sketch, on 10 NRC-WEAF starbas, Mondays, Wedney days and Fridays, 1:45-2, p. m. Agency: Ruthrauff & Ryan, N. Y. GENERAL FOODS Corp., New York (Maxwell House coffee), on Oct. 4 renews "Captain Henry's Show Boat" on 53 NBC-WEAF and supplementary stations, Tuesdays, 9-10 p.m. Agency : Benton & Bowles, Inc., N. Y.

TASTIEAST, I.e., Trenton, N. J., on Oct. 7 renews "Tastreast Players" on 16 NBC-WJZ stations, Sundays, 9(45-10 p.m. Agency: Dorland In-ternational, N. Y.

COLGATE-PALMOLIVE-PEET Co. COLGATE-TALAODITY PETER, CON-dersey City (soap), on Oct. 2 renews "Palmolive Beauty Box Theatre" on 60 NBC-WEAF and supplementary stations, Tuesdays, 10-11 p. m. Agency; Benton & Bowles, Inc., N.Y. AMERICAN RADIATOR Co., New AMPARI AN ITADIATOR Co., New York (heating equipment), on Sept. 16 started Queena Mario, opera star, and Graham McNamee on 12 NRC-WEAF stations, Sundays, 7:3047:45 p.m., EDST. Agency: Blaker Ad-vertising Agency, N. Y.

SPARKS-WITHINGTON Col. Jack-St ARKS-WTHTINGTON Co., Jack-son, Mich. (radios and refrigerators), on Oct. 14 starts Jolly Colburn's or-chestra and soloists on 16 NBC-WJZ stations, Sundays, 6 (15-6):30 p. m.; Agency: Erwin: Wasey & Co., Chi-cura. cago

ATWATER KENT MFG. Co., Phil-ATWATER KENT MFG. Co., Phil-adelphia (radios), on Sept. 24 started Josef Pasternak's orchestra and noted nutsienl stars, const-to-const CBS net-work, Mondays, 8:20.9 p. M. Ageney; Batten, Barton, Durstine & Osborn, WYETH CHEMICAL Co., New York (Jad Salts), on Oct. 3 returns with "Easy Aces" on 20 CBS sta-tions, Wednesday, Thursdays and Fridays, 8:8:15 p. m. Agency; Black-ett-Sample-Hummert, Inc., N. Y. R. J. REYNOLDS TOBACCO Co. New York (Camel cigarettes) New York (Camel cigarettes), on Oct. 2 starts "Camel Caravan," with Walter O'Keefe, Annette Hanshaw Ted Husing, and Glen Gray's Casa Lona orchestra, on S8 CBS stations, Lona orchestra, on S8 CBS stations, Tuesdays, 10-10:30 p.m., and Thurs-days, 9-9:30 p.m., with repeat both nights for West at 11:30 p.m.-mid-night. Agency: Wm. Esty & Co., V. V. night. N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield ciga-rettes) on Oct. I resumes on 80 CRs stations, Mondays, Wednesdays and Saturdays, 9-9:30 p. m., with Andre Kustelanetz and orchestra and artists Agency: Newell-Emmett Co., N. Y

P. LORILLARD Co., New York (18) (By a spin tobacco) on Oct. 6 starts Thornton Fisher on football results on 17 NBC-WEAF stations, Saturdays, 6(45-7 p.m. Agency; Lennen & Mitchell, N. Y.

H. J. HEINZ Co., Pittsburgh (Heinz 57 Varieties) on Oct. 15 starts Jose-phine Gibson, hostess counsel, in food prime Gluson, nostess counsel, in food talks, with organ and violinist, on 40 NBC-WJZ and supplementary sta-tions, Mondays, Wednesdays and Fri-days, 10-10-15 a, m., with repeat for west 12:15-12:30 p, m. Agency; Maxon, Inc., Detroit,

BENJAMIN MOORE & Co., New York (paints) on Nept, 12 renewed "Betty Moore, Interior Decorator" on 24 NRC/WEAF stations, Wednesdays, 11:30-11:45 a.m. Agency: None.

ARMOUR & Co., Chicago (meat packers) on Sept. 21 renewed "The Armour Program," with guest soloists and orchestra up to Oct. 5, and Phil Baker and orchestra thereafter, on 30 NBC-WJZ and supplementary sta-tions, Fridays, 9,30-10 a.m. Agency; Lord'& Thomas, Chicago.

FORD MOTOR Co., Detroit, on Oct. 7 starts Victor Kolar directing the Ford Symphony Orchestra from CKLW on S5 CBS stations, Sundays, 8.9 p. m. Agency; N. W. Ayer & Son, N. Y.

WM. WRIGLEY, JR., Co., Chicage

(chawing gum) on Oct. 4 starts (chawing gum) on Oct. 4 starts "beauty program" on 7 eastern CBs stations, Thursdays, Fridays and Sat-urdays, 6:45-6:55 p. m., EST, Agency: None.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Oct. 1 expands its: "Buck Rogers in the 25th Century" series from 12 to 26 CBs stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with repeat at 7:30-7:45 p. m. Agency: Ruth-rauff & Ryan, N. Y.

Full & Ryan, N. Y. SHELL PETROLEUM Corp., St. Louis, on Sept. 27 started "Red" Grange, as football reporter. on 14 CBS stations, Sept. 27 and 28, SS:15 p. m.; thereafter Thursdays, Fridays and Saturdays, 7:15-7:30 p.m. Agency: J. Walter Thompson Co., Chicago.

Inc., New York (Liberty Magazine) on Oct. 18 starts "Forum of Liberty."

ark (Feen-a-Mint and Aspergum), on Sept. 30 started a revised scheduled, with "Music by Gershwin" and George With Music by Gershwin," and George Gershwin presented on 42 CBS sta-tions for Feen-a-Mint Sundays, 6-6.30 p.m., and "Bar-X Days and Nights" for Aspergum on 36 CBS stations, Mondays, 8-8:15 p.m. Agency: Wm. Esty & Co., N. Y.

DADIO STATION

EPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angel 601 Russ Bldg., San Francisco

3326 Stuart Bldg., Seattle 619 Charles Bldg., Denver

Chicago. MACFADDEN PUBLICATIONS,

on Oct. 18 starts "Forum of Liberty, with nationally known speakers, Ed-win C. Hill as narrator. Arnold Johnson's orchestra and Ed Nell, Jr., baritone, on 22 CBS stations. Thurs-days, 8:30-9 p.m. Agency: Erwin, Wasey & Co., N. Y. HEALTH PRODUCTS Corp., New-



A CURRENT report by the George McKittrick & Vo. shows the follow ing advertisers to be either using radio or making plans to include radio with other media in campaigns to be released in the near future:

CHARLES BLOOM, Inc., New York (pillow manufacturer): handled thru Albert Frank, Guenther-Law, Inc., New York,

CALIFORNIA SPRAY CHEMICAL Co., Berkeley, Calif. (insecticides, fungicides and herbicides) ; handled thru Long Advertising Service, San Jose, Calif.

KENDALL REFINING Co., Bradford. Pa, : | account handled thru Batten, Barton, Durstine & Osborn Pittsburgh.

RICHFIELD OIL Corp., of New Fork, will use radio with other media in a campaign to be handled by Fletcher & Ellis, Inc., New York,

NU DECO Co., New York (Nu Deco wall finish and tints), will use radio with newspapers and magazines in a campaign to be handled by the Wm, H. Rankin Co., New York.

R. E. LAIDLAW Co., Edgartown, Mass. (Martha's Vineyard clam chow-der), will use radio with other media in a campaign to be handled by Doremus & Co., Boston,

W. F. SUHRAFFT & SONS Corp. Boston (chocdlates and candles), will use radio and newspaper advertising in a New England campaign. Dorennes & Co. Boston handles the account. OHIO VALLEY DAIRY COUNCIL has appointed the Procter & Collier Co., Cincinnali, to handle its adver-tising. Radio will be used along with other media.

9th and Kearny Sts. N. E.

Night



sTANDARD BRANDS, Inc., New York (Royal Gelatin) on Oct. 3 yarts new series featuring Mary Pickford and dramatic stock com-company, Wednesdays, 8.8:30 p. m. This is continuation of Royal Gela-nis contract of Jan. 3, B924, Agen-er: J. Walter Thompson Co., N. Y. Artselb, UROUNCTS, C. Yoor CARLSBAD PRODUCTS C., New

(ARLSRAD PRODUCTS C., New York (Carlsbad Sprudel Salts) on (et. 14 starts "The Land of Begin-ning Again," with Ruth Everett, Har-rison Knox, Rod Arkell and Louis Kazman's orchestra on 21 NBC-WEAF stations, Sundays, 4:30-5 p. m. Ageney: H. M. Klesewetter, Inc. N. Y.

STANDARD BRANDS, Inc., New

Inc. 8, 4. W. F. SCHRAFFT & SONS Corp., Boston (candies, etc.) on Sept 29 started Andrew Jacobson's orchestra and the "Schrafft's Radio Nightin-gales" on 5 Yankiee Network stations, sanurdays, 10-10/30 p. m., 13 weeks, Agency: Dorenus & Co., Boston.

Agency: Dorennis & Co., Boston, RIO GRANDE OH, Co., Los Angeles, on Sept. 28 resumed Mona Lowe and ordestra on 8 Don Lee Network sta-ions, Fridays, 9-94;15 p. m., PST, Same spousor on Sept. 29 started "Rio Grande Crack Police Band" on same network, Saturdays, 7:30-7:45 p. m., PST, These two programs are in addition to its "Calling All Cars" dramatic series on Don Lee Network, Thesdays, 8:30-9 p. m., PST, Agency : Hixson-O'Donnell, Los Angeles, "THE POPULEY, Co., Same Evancing,"

THE BORDEN Co. San Francisco (milk) on Oct. 12 starts "Borden Friday Frolic" on 12 CB8-Don Lee sations, Fridays, 7:30-8 p.m., PST, Azency: McCann-Erickson, Inc., San

Francisco. A. SCHILLING & Co., San Fran-isso thaking powder and teat, on Sept. 13 renewed "Al Pearce and His Gang" on. 8 NBC - KGO stations, Wednesdays, Thursdays and Fridays, 2:45-3 p.m., PST, Agency: M. E. Harlan Advertising Co., San Fran-Jana



BY WARNER BROS.

MOTION PICTURE STUDIOS

October 1, 1934 • BROADCASTING

in the middle

of the dial

COMPLETE

Engineering Service

VAILABLE from an organization possessing experience and unusually complete facilities for serving the Broadcast Industry.

Field Intensity Surveys

Station Location Surveys

Certified Coverage Reports

Antenna Resistance Measurement

Audio Fidelity Measurement

Audio Harmonic Content Measurement

Carrier Noise Level Measurement

Design and Construction of Special Equipment

Your Inquiries Solicited

Write

Broadcast Division

RADIO RESEARCH CO., INC.

Washington, D. C.

COMING SOON-

A brand new line of Broadcast Station Maintenance Equipment . . . Modulation Meter . . . Percentage Distortion Meter . . . etc.

WAIT FOR THEM-

Page 43

Grid Broadcasts Banned By Southern Conference

AUTHOUGH most Northern and Western football conferences are permitting the broadcasting of gridiron games this season, the Southern Conference will retain its rule prohibiting microphones on the field during its games, accord-ing to WBT. Charlotte, which planned to broadcast all important conference contests. C. P. Miles, director of athletics

at Virginia Polyteehnic Institute. wrote to W. A. Schudt, Jr., gen-eral manager of WBT, that "we have found from experience that radio broadcasts of our games has materially hurt the financial returns of our games."



RADIO ADVERTISERS AGENCIES AND

J. CURTIS WILSON, who has been with the San Francisco office of Greig. Blair and Spight, Inc. radio station representatives, for the past six months, is now in Detroit, Mich., engaged in opening an office there for organization. Greig, Blair & Spight, Inc., was recently named ex-clusive Pacific Coast representative

of WGN, Chicago. JACK RUNYON, head of the radio department of the Los Angeles office of Lord & Thomas, went to New York September in search of talent and idio ideas. He was accompanied by Don Forker, advertising manager for the Union Oil Co. of California and producer of that firm's broadcast ac-

livities on the west coast. FREIP MEYER, onetime advertising

Angeles, and recently with the Scholts Agency in the same city, in Septemher joined the Los Angeles office of Erwin, Wasey & Co. He will handle tadio along with other media.

HILL BLACKETT, president of HILL BLACKETT, president of Blackett-Sample-Hummert. Inc.: Ralph Surgent, vice president, Sar-gent & Landy, electrical engineers, both of Chicago, spent three days in September visiting the studios of WAVE Louisville. Later they vis-ited some of the famous Blue Grass horse farms and took a hunting trip through Kentucky's hills.

ARTHUR PRYOR, Jr., head of the radio department of Batten, Barton, Durstine & Osborn, and James W. Wright, manager of the Chicago office, have been elected vice presidents of the agency.

RADIO BULLETIN "Subject :

RADIO TIME IN DETROIT

During the past year, one fact has definitely proved the superiority of one radio station covering the Detroit market. This radio station is CKLW . . . and this statement is made because CKLW is preferred by more local advertisers than any other network station in the vast and rich Detroit area. CKLW consistently broadcasts considerably more local sponsored time, proving that it is the preferred station in Detroit. Follow the example of Detroit advertisers.

CKLW . . . the only Columbia outlet in the Detroit area . . . 5,000 watts . . . 1030 Kc ... in the middle of the dial. Detroit offices: Union Guardian Bldg., Phone CAdillac 7200.



REPRESENTATIVES

New England representatives for the following stations: KSUN, Bisbee, Ariz.; KUMA, Yuma, Ariz.; KVOA, Tucson, Ariz.; KWYO, Sheridan, Wyo.; KRSC, Seattle: KGBU, Ketch-ikan, Alaska; KPJM, Prescott, Ariz.; KFEQ, St. Joseph, Mo.; WCBD, Waukegan, III.; KGNF, North Platte, Nebr.; WLBF, Kansus City, Kans.; KFBI, Abiléne, Kansus City, Kans.; KFBI, Abiléne, Kansus, ; KGGF, Cof-feyville, Kans.; WBCM, Bay City, Mich.; WKZO, Kakamazoo, Mich.; WGES, Chicago: WHBU, Anderson, Ind.; KBTM, Paragould, Ark.; and KFXM, San Bernardino, Calif.

WALTER BIDDICK Co. has been appointed west coast representative for foreign broadcasting by the Con-quest Alliance Co., Inc., New York. The Walter Biddick Co, has also been appointed representative of KPJM, Prescott. Ariz., and KUMA, Yuma, Ariz. Arthur R. Tofte, a graduate of the Valuencing of Wileymin key the University of Wisconsin, has joined the production department of the Walter Biddick Co., Los Angeles.

EDWARD P. SHURICK, Minneapolis manager of KSTP, St. Paul, for nearly five years, has resigned to establish his own agency. It will be known as Edward P. Shurick & Staff. headquarters at 405 Thorpe Bldg., Minneapolis.

EDGAR WAITE, of the New York office of Benton & Bowles, arrived in Hollywood late in September in connection with the new NBC "Log Cabin" program.

GOTTSCHALDT-HUMPHREY, Inc., Atlanta agency, announces its removal to Suite \$12 Palmer Bldg., Atlanta.

J. WALTER THOMPSON Co., has consolidated its Los Angeles and Hollywood radio departments in Hollywood, with Calvin Kuhl remaining in immediate charge. Under the former arrangement, radio offices were maintained in both places, but the new arrangement provides office quarters and a small audition and rehearsal studio in Hollywood.

CAMPBELL, KELLOGG & LOHR, Los Angeles agency, has been re-organized and will hereafter be known as the Campbell, Kellogg Co., Los Angeles

FARAON J. MOSS & ASSOCI-ATES, Long Beach, Cal., has announced that its beach city office will hereafter be a branch and head-quarters will open Oct. 1 in the Insurance Exchange Bldg., Los An-geles. Though engaged in a general business, the agency has largely spe-cialized in radio.

AYER Co., Lowell, Mass. (proprie-tary remedies), has placed its adver-tising account with Hanff-Metzger, Inc., New York.

OLDS MOTOR WORKS, Lansing, Mich., has named D. P. Brother & Associates, Detroit, Mich., to handle its advertising.

PONTIAC MOTOR CAR Co., Pontiac, Mich., has appointed MacManus, John & Adams, Inc., Detroit, to handle its advertising.

LUCKY TIGER MANUFACTUR-ING Co., Kansas City (hair tonic and shampoo), is now placing its advertising through Loomis-Clapham-Whelan Co., Kansas City.

A. J. FRANK Co., St. Paul (shaving preparation), has placed its advertis-ing account with Reincke-Ellis-Younggreen & Finn, Inc., Chicago, BRILLO MANUFACTURING Co.,

Brooklyn (utensil cleaner and bluing) has appointed Frank Presbrey Co., New York, to handle its radio advertising.

NORTHWESTERN STOVE RE-PAIR Co., Chicago, has placed its advertising account with McJunkin Advertising Co., Chicago. Radio is beng used

FOOD DISPLAY MACHINE Corp KASPER-GORDON STUDIOS, Bos-Chicago (doughnut machines, walle ton, announce their appointment as irons and griddles) has placed its ad-New England representatives for the vertising account with Frederick & Mitchell, Chicago.

DAWSON'S BREWERY, Inc. New Bedford, Mass., has placed its adver-tising with Dowd & Ostreicher, Inc. Boston. Radio, with other media will be used in a forthcoming campaign.

THE MAYBELLINE Co., Chicago (toilet preparations) has chosen the Cramer-Krasselt Co., Milwaukee agency, to handle its advertising.

COWARD SHOE Co., New York, is placing its advertising direct.

TRANSCRIPTIONS

FIVE more stations have signed contracts for the Daily Program Service offered by World Broadcasting Sys-tem, bringing the total to 109, according to Percy L. Deutch, WBS presi-dent. The stations, all of whom entered into contracts at the recent NAB convention, are WAVE, Louis-ville; WCAU, Philadelphia; WSFA, Montgomery; KFEL, Denver; and-WMBR, Jacksonville, Fla.

MACGREGOR & SOLLIE, transcrip. tion producers, San Francisco, have started production on a new musical mystery serial "Paper Moon," written John Eugene Hasty, to be released nationally over their "transcription chain" of 40 stations the week of Oct. 1. S. A. Sollie is technical director, with cast including Tom Hutchinson. Donald Stuart, Billy Lowe and Tom Coakley's orchestra.

MACGREGOR & SOLLIE, transcriptranscription plant, constructed a portable recording equipment which was used by Joe Perry, Pacific Coast manager for Decca records, during August in Texas and the Southeast, The traveling apparatus was used in a talent scouting expedition for the phonograph discs, with stops made at many radio stations. Nearly 100 au-ditions were recorded during the trip. THE PEPSODENT Co., through Lord & Thomas, has purchased rights to the "Adventures of Jimmy Allen" transcription series for placement on Australian and New Zealand stations by arrangement with the Russel C Comer Advertising Co., Kansas City agency. The feature is now sponsored in the west by Richfield Oil Co. and in the Middle West by Skelly Oil Co., with Richfield also planning to use it in the east.

UNIVERSAL RADIO PRODUC-TIONS, Chicago announces the re-moval of its headquarters to 180 No. Michigan Ave.

KFI Hearing Oct. 22

APPLICATIONS of five stations for assignments on the 640 kc, clear channel regularly assigned to KFI, Los Angeles, have been designated for hearing before the Broadcast Division of the FCC, sitting en banc, Oct. 22. The case is seen as a test of future exclusive use of clear channels for highpower station operation at night. Applicants are WORC, Worcester, Mass.; WAAB, Boston; WFLA-WSUN, Clearwater, Fla.; Eastland Co., Portland, Me., and Irving D. Sisson, Pittsfields Mass. They range from requests for daytime operation only to full time on the wave with power of 5,000 watts.

JAMES E. FRANCIS has been appointed manager of the Photophone Division of RCA Victor Co., replacing E. O. Heyl, resigned, it was announced by G. K. Throckmorton, executive vice president.

Delay Is Forecast In Filling Vacancy **On Canada Board** New Quebec Station Opens: CKY Going to 15 kw.

talistic, agricultural or urban, re-By JAMES MONTAGNES actionary or conservative or liberal CANADA'S Radio Broadcasting or progressive or radical, govenmental or oppositional, contented Commission is liable to remain a two man body for some months, or discontented, popular or unpopaccording to all reports. Hector ular, full access to expression. I Charlesworth, chairman of the Commission, told your corresponoffer you the freedom of your mind. I offer you the retention of "The appointment of a your soul. dent: commissioner to succeed Thomas Maher is a matter that rests

in-Council. No appointment has

as yet been made, and I assume

that none will be made until the

return of the Prime Minister from

Thomas Maher resigned recently

on account of ill-health, and after

a month's recuperation rejoined

the Quebec government in which

he is one of the leading provincial

forestry experts. Mr. Bennett is

attending the League of Nations

meeting at Geneva, and when he

comes back is likely to have many

other items to consider, so that

the appointment of a new com-

missioner will probably be shelved

Massey Seen Choice

WHILE no official announcements

have been made as to a successor

for Mr. Maher, who looked after

the program end of the national

broadcasting system and was vice

chairman, a young Toronto adver-

tising executive, bible class leader

and radio master of ceremonies,

Denton Massey, has been held a

likely choice in some quarters. Mr.

Massey would bring with him public popularity as well as wide

while Mr. Charlesworth and Lieut.

Colonel W. A. Steel will continue

to do the work of three commis-

AFTER some difficulty in raising

the required \$100,000 from the

Manitoba provincial government,

CKY, Winnipeg, operated by the

Manitoba Provincial Telephone

System, a government-owned serv-

ice, has obtained the required sum,

and its new 15,000-watt station

* * *

Mean-

broadcasting experience.

sioners.

until the end of the year.

Europe.

Publicity Held Needed wholly with the Governor-General-

"IT IS at those heights that you must walk if you would out-bid government for the occupancy of the ether. You walk there already to a degree which is notable but which unfortunately is neither sufficiently proclaimed by yourselves nor thereupon sufficiently realized by the country." Mr. Hard reprimanded the

Hard for Free Radio

(Continued from page 20)

bility by offering one thing that

no government ever did or can

give. It can say: "I offer all rep-

utable and responsible elements

among, you, proletarian or capi-

broadcasters for not competently convincing the public of the present extent of their impartiality and Millions of comprehensiveness. listeners, he said, still suspect the existence of some "vague, covert, sinister" control of radio pro-grams. "You do not effectively correct that impression by any persuasive narrative and exposition of your record as made," he continued.

Secondly, he said, the record still has gaps. "Important social elements, important educational elements, important economic elements, sometimes individually small but collectively very large, still feel themselves inadequately admitted to the air. Broadcasters sometimes tend to defer their hospitality to such elements till newspaper publicity has given them prominence and power. I venture to suggest a hospitality more positive, an energy more foresighted."

Champion of Freedom

THE BROADCASTING industry of the United States will be invulnerably immune to political attack, Mr. Hard said, "precisely on the day when our citizens overwhelmingly, and without any mental reservations whatever, shall say to themselves:

"Do we want to know what is stirring? Do we want to know what is coming? Do we want to know all of it? We will listen to our publicly uncensored and privately uncensored adventurous exploratory American air.'

"This they will say in those circumstances if the spirit and the



material makings of liberty still subsist among them. Concluding, Mr. Hard said that

WHY GUESS private radio, if it wishes to retain the individual personal lib-**ABOUT THE** erty of free speech, "must join in the general battle for retaining in the necessary degree the indi-vidual personal liberty of free AUDIENCE property. Private radio, in whatever test tube it may be analyzed. To obtain maximum advertising results whether of idealism or of comfrom radio broadcasting expenditures it merce, emerges a necessary chamis essential to know the audience—the pion of liberty in total."

actual number of radio homes listening

With such information, furnished by

us, one advertiser made changes which

more than doubled the audience of his

program. In another case our figures

showed a station it had lost more than

25% of its morning listeners. Proper

Why be in doubt when, for a small

THE SOBY YARDSTICK

OF AUDIENCE VALUE

will provide accurate, impartial and

comparable data about the size and

location of the audience of radio pro-

Repeat orders from nationally known

BENJAMIN SOBY & ASSOCIATES

1023 Wallace Avenue

Wilkinsburg, Penna.

Why

changes remedied this condition.

cost, you may have the facts?

guess about the audience when

grams and stations.

to programs and stations.

Longer Newscasts

A TEN-MINUTE news broadcast supplied by the Canadian Press will go on the air every evening at 11:45, EST, after Sept. 30, the Canadian Radio Commission has announced. Formerly this broadcast was of five-minutes duration with another at 6:30 p. m. The earlier newscast has been cancelled, and more items will be available for the later broadcast, instead of the repeats which have frequently been made on the fwo newscasts. This broadcast is in addition to broadcasts by individual newspapers. No other news broadcasts are allowed by the Commission regulations.

advertisers and stations attest the worth and reliability of the radio audience. THE WILL of the late Russ Cofigures we furnished them. lumbo, filed in Los Angeles late in September, gave the value of his estate as "less than \$5,000" to be divided among his brothers and sisters, father and mother. It is understood that a life insurance policy to the amount of \$49,000 has already been paid his mother.



BROADCASTING • October 1, 1934 October 1, 1934 • BROADCASTING

been under construction for some

months and is the most modern

as regards equipment in the

www.americanradiohistory.com

Page 45

will be ready to go on the air in December on 960 kc. At present CKY has 5,000 watts. The new station will be located at Head-

ingly, 12 miles west of Winnipeg.

* * * on Sept. 30. It will serve Quebec City and the lower St. Lawrence River area, where radio reception has been none too good. Powered with 1,000 watts, CRCK will operate on 1050 kc. The station has

The station is one of the basic chain stations of the Canadian Radio Commission, carrying evening programs for which it is paid a monthly sum understood to be \$1,000 THE NEW Canadian Radio Commission station, CRCK, Quebec, was to take the air on Sept. 28, according to an official announcement. The station was to join the regular Commission network

"Without using any other form of advertising (than WMCA) in the metropolitan area, we have secured complete distribution, and what is more important, repeat orders are coming in con-(Name on request)

FEDERAL BROADCASTING CORPORATION



STUDIO NOTES

THROUGHOUT the pre-election dif-ficulties between Senator Huey Long and Mayer Walmsbey, of New Or-leans, WDSU, of that city, acted as the city's first source of news. While Long, as special counsel for the state egislative committee investigating the aty's affairs, barred newspaper recity's affairs, barred newspaper re-porters and photographers from the hearing room, WDSU carried the bearings fully. The squae newspapers that endoined WDSU has year for albeged "news pirating," the station reports, became dependent upon the same station for their news of the

WFLA, Tampa, Fla., has purchased a TMV field intensity meter from RCA Victor Co., to be used in a study of its directional antenna. The sta-tion has also installed a mercury rectifier at the Bayview plant replacing the high vacuum tubes orditarily found in the 5 kw. Western Electric 105-C transmitters. RCA RCA parts, for the most part, are used.

CELEBRATING on Oct. 15 the com-CELEBRATING on Oct. 15 the com-pletion of five years of service to the listeners of the "Coastal Empire" in Georgia and the South Carolina "low country," WTOC, Savannah, makes a double birthday celebration by for-mally dedicating its new 1000 wart many dedicating its new tool wait transmitter and its quarter-wave steel mast which, acting as a radiator, reaches a height of 108 feet. A hand-some new penthouse style studio was built for the new broadcaster atop the Hotel De Soto.



JOHN KETTLEWELL Studios-The Commodore 360 N. Michigan Ave. Perry Hotel, Toledo, Ohio

Chicago, Ill.

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FIRST LADY_Sponsored by the Simmons Co., New York, Mrs. Franklin D. Roosevelt has been commenting on the news in Tuesday night programs on the NBC-WEAF network. She devotes her sponsor proceeds entirely to charity.

AN EXHAUSTIVE survey of listening habits in Indianapolis, made by Price-Lundeen for WKBF, has been published in brochure form. Twenty-three questions were asked in per-sonal interviews throughout the city, and the answers are tabulated in the and the answers are tabilities in the brochure. Some of questions: "Do you get all local stations clearly?" "Which is your favorite local sta-tion?" and "Do you like programs

sponsored by companies?" ARRANGEMENTS are being made with the Artists' Recording Studios, Carnegie Hall, New York, for the Carnegie Hain, New Lork, for the installation of equipment to permit the making of high quality phono-graph records in the WFAS studios, White Plains, X. X. This will be for the convenience of artists who desire to hear themselves as they sound on the air, as well as for sponrs who wish a permanent record of their program.

SECOND-RUN theatres in Rockford, Ill., are cooperating in sponsoring a 10-minute program three times weekly over WROK. Program is promoted by theatres in lobby displays and in trailers.

TALKS on home lighting feature of the new "Morning Melodies" series on WCKY. Cincinnati, sponsored by the Union Gas & Electric Co., Cincinnati, The name of the sponsor is not mentioned, and the talks aim to give lis teners the fundamental principles of the new "science of seeing." THE ENGINEER, as well as the announcer, is named in "Shoppers" Special," a cooperatively sponsored retail trade program over WDRC, Hartford, Conn.

THE STUDIOS of WDAS, Philadelphia, were moved from the Broad-wood Hotel to Radio Center, 22nd and Walnut Streets, on Sept. 6. The new plant includes visual broadcasting facilities and an auditorium which will seat 600. TO GET Ed Wynn's Texaco program off to a good start over WAVE Oct. 2, O. B. Carpenter, WAVE character actor, will appear on Louisville streets made up as Wynn appears for his broadcasts, and will advertise the program with Ed Wynn mannerisms, talks, etc. Carpenter is one of the best mimics in Louisville. On the rural "Down on the Farm" program he acts the part of seven different

characters. FEATURES On Transcriptions Available to Stations and Agencies Samples on Request STANDARD RADIO ADVERTISING CO. HOLLYWOOD, CALIF.

Stock Ownership Order Amended by FCC Action: Filing List is Reduced

FURTHER AMENDMENT of the stock ownership order by the FCC (Order No. 2 as amended), where by broadcast station licensees are exempted from naming individual stockholders if they have 1,000 or more, was voted by the Broadcast Division at its meeting Sept. 11 Under the amended order, in such cases, the corporations would be required to file only such stock. holders owning 1 per cent or more of the stock. This, it was pointed out, will obviate the necessity of large corporations, whose stock is held by the public and which operate subsidiaries holding radio licenses, from listing every individual stockholder. The amend. ment follows in full text:

It is ordered that Order No. 2, as amended, promulgated by the Commis-sion Aug. 28, 1934, be amended by inserting after, the word "each" of paragraph 1.a. of said order as amended, the following: "Provided, however, that if said licensee corpor-tion has of record on said date one thousand stockholders or more, such corporation shall be required to file with the Commission a list only of such stockholders owning one per-centum or more of stock in said conporation," so as to make said Sec. 1.a, read as follows: 1.a, "A list of the stockholders of

1.a. "A list of the stockholders of record, together with the address and the amount of stock held by each; pro-vided, however, that if said licensee corporation has of record on said date one thousand stockholders or more, such corporation shall be required to file with the Commission a list only of such stockholders owning one per centum or more of stock in said corporation

It is further ordered: That the next to the last paragraph of said Order No. 2, as amended, be amended by inserting following the parenthesis and before the word "or" in line four as appears on the min-utes of the Commission the words "as required by Section 1.a. hereof as amended."

KNX Considers Asking For Super-Power Right

PLANS to file an, application for special experimental authority to increase its power from 50,000 watts to either 300,000 or 500,000 watts are under consideration by KNX, Los Angeles. While no formal request has yet been filed, the matter has been discussed with FCC engineers by Guy C. Earle, president, and Naylor Rogers, vice president and general manager of the Western Broadcast Co., operating the station. The only station in the country

now using in excess of 50,000 watts is WLW. Cincinnati, which has special experimental authority to operate with 500,000 watts-equal to the highest power used by any station in the world. With this order of power, and with a direc-tional antenna, the operators of KNX have concluded, it would be possible for the station to cover a major portion of the Pacific coast.

GRACE GIBSON, secretary of the transcription department of 2GB, Sydney, Australia, who arrived in Los Angeles early in September, flew to Chicago and New York later in the month. She will return to Los Angeles early in October and will sail back to New South Wales on Oct. 17.

www.americap

BROADCASTING • October 1, 1934

Stations and Educators Irged to Work Together By Fred Willis, of CBS

A FORCEFUL plea for cooperation between broadcasters and educators if maximum results are to be procured from radio as an educational medium supplementing classroom instruction was voiced hy Fred Willis, educational director of CBS, in an address Sept. 18 before the NAB convention in boards or other advertising mediums.

Cincinnati. Experience in educational broadcasting, he said, has brought about a change in attitude, and there is a general agreement that radio should supplement and not comnete with the classroom. Declaring it is "absurd" for broadcasters to devise their own instructional programs, he said they must draw upon academic resources. In turn, he asserted, educators should get from the broadcasters the indispensable element of showmanship, because otherwise it would be 'wasteful of the ether."

Answering critics of educational radio on' commercial stations. Mr. Willis said the response to the cries of "octopus" is the radio record, showing that 70 per cent of all programs on the networks are noncommercial. Moreover, he said, there is some little "mythology in this octopus," since all of the educational foundations, like the Rockefeller, Carnegie, Bok, and others were founded by "commer-cialism," derived from oil, steel, publishing, and similar commercial

Broadcasting Stations at its annual meeting in Kansas City, Sept. 10-11. After discussing many phases of educational broadcasting, including plans to be represented at the Oct. 1 educators' hearing before the FCC, the association elected its officers. including Harold G. Ingham, director of KFKU, University of Kansas, vice president; Dr. B. B. Brackett, director of KUSD, University of South Dakota, treasurer; and T. M. Beaird, director of WNAD, University of Oklahoma, executive secretary. Mr. Griffith goes up from the vice presidency and succeeds Joseph F. Wright, director of WILL, University of Illinois. Messrs. Brackett and

NO WORD of the fate of Frederick H. Lumley, in charge of the radio division of the bureau of educational research at Ohio State University for the last three years, Glacier National Park, and disappeared. Searching parties, hindered by bad weather, have given up hopes of finding him and it is believed he met his death by accident. He was a trained psychologist whose researches into the Ohio Institute for Education by

Urges Regional Code Units

(Continued from page 17)

practices are unfair, and that the program was sponsored by the Code Authority of the broadcasting spot announcement purchaser. A industry is hereby requested to pass station, however, he declared, can such amendments to the existing code of fair competition as will be required to make unfait the giving of special discounts on radio broadcasting faspot. cilities sold in dombination with newspaper or other publication space, bill-

Raps NRA Ruling

WILLIAM B. WAY, KVOO, Tulsa, expressed concern over the NRA ruling, as stipulated in the code, placing half-time clear channel stations in the same category as full-time outlets insofar as wages and labor provisions are concerned. He declared it places such stations, of which his is one, "in a very serious predicament," because these stations are seriously handicapped in their earning capacity and also because living scales in New York and in Tulsa are widely divergent. He said he was not "worried" at present, but did not want this decision to be used as a basis for "wrecking" the part-time station in the future.

Mr. Baldwin explained this was a subject of controversy in the negotiation of the code, but that because the former Radio Commission classified part-time clear channel stations along with fulltime stations the action had to be taken as consistent with that clas-

Stephen A. Cisler, WSGN, Birmingham, Ala., asked that something be done about the methods employed by the International Brotherhood of Electrical Workers in allegedly coercing technicians into contracts, and thereby foreing unreasonable wage scales upon stations under threat of economic boycott. He explained he was forced to release three men due to the increased pay enforced, and that his efforts to procure redress from the Regional Labor Board proved futile. The pay was forced to \$30 for a 40 hour week, whereas the code specifies \$20 for a 48 hour week on local stations.

Suggests Appeal RESPONDING, Mr. Baldwin suggested the matter be referred to Marian H. Hedges, labor member of the Code Authority, who would give it "sympathetic attention." "If there is no action," he explained, "an appeal could be taken to the National Labor Board."

A furore was precipitated when Mr. Hubbard offered a resolution that the meeting consider it unfair competition for any newspaperowned station to publish in its newspaper any material concerning its station or programs "unless similar material is published concerning other radio stations in the same locality, or unless such material is paid advertising." Chairman Shepard, however, ruled the motion out as one over which the Code Authority has no jurisdiction. After the question of injecting spot announdement between network programs had been raised by Mr. Way, Mr. Baldwin held this was an unfair practice if it created falsely the impression that the

make as many spot announcements as it likes provided the impression is not given that the program was paid for by the purchaser of the Rate Issue Raised GENERAL discussion was provoked on the issue of national or general rates versus local or retail rates. Raised by Don S. Elias. WWNC, Asheville, N. C., who asked for an interpretation of the two, Mr. Baldwin declared that there is no hard and fast rule and

OUT OF

5

HAVE IT!

Four Out of

Macon's Five

DEPARTMENT

STORES

Use

WMAZ

CONSISTENTLY

DEPARTMENT

STORES

are

TUFF BABIES

To Sell

and

KEEP SOLD

Unless You

Deliver

NUFF SED

WMAZ

WILL DELIVER

FOR YOU

WMAZ

MACON

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of

that every broadcaster can fix his own rates but must publish them and must make his own definitions He expressed the view that ultimately the industry would come to a single rate standard and eliminate this troublesome problem. A dozen broadcasters participated in the discussion as to what constituted the national and the local rate and the merits of each. Mr. Baldwin described it as the weakest link in the industry. The upshot was the adoption of a motion by Mr. Way that, in view of the resolution adopted for appointment of local and regional enforcement committees, the Code Authority take cognizance of the recommendations made by such com-

mittees in the handling of rate situations in these areas. The block sale of time was questioned by Clarence W. Hayes, WHBC, Canton, O., and after protracted debate both pro and con. resulted in the adoption of a resolution offered by Mr. Church as follows

Block Time Sales

THAT it be the sense of this meeting that the Code Authority should amend the present code of fair trade practices by requiring that no station shall sell blocks of time to any individual or organization for resale, except that such resold facilities shall be units listed on the station rate cards and sold on the basis of such rate card." The discussion then invaded payments of agency commissions but became so involved that a mo-

tion by Arthur C. Pritchard, WWL, New Orleans, to table the proposed resolution was adopted.

FTC Bayer Order

THE BAYER Co., Inc., New York (Bayer's aspirin) has been served and has, accepted an order by the Federal Trade Commission to cease and desist from unfair competitive practices in the sale of its product. The company is directed to cease stating in its radio and other advertising that "aspirin" is a trademark of the Bayer Co. The Commission, however, stated that its order "is not to be construed as preventing the Bayer Co. from making proper therapeutic claims or recommendations based on reputable medical opinion or recognized medical or pharmaceutical literature."

W. P. CUMMINS has been appointed supervisor of rates and occupations at the radio division of the Westing-house Co., Chicopee Falls, Mass. His department will have control over all time studies in connection with manufacturing.

the Heart **GEORGIA**

Page 47



Beaird were reelected.

Frederick H. Lumley

has been received since Aug. 13, when he left Goathaunt Camp, radio field were highly regarded and who conducted the annual

adiohistory com

fields. Griffith, of WOI, Elected Head of College Stations W. L. GRIFFITH, director of WOI, Iowa State College station, was elected president of the Association of College and University

October 1, 1934 • BROADCASTING

sification.

Dill Condemns Press-Radio Program

(Cintinued from page 15)

language used is uninteresting and tiresome.

Fifth, no station is allowed to have the news it broadcasts sponsored by a commercial advertiser. Sixth, the press associations give the news to the stations. They That say it is a "public service." makes the stations charity institutions as it were, so far as news by radio is concerned. Since the news costs them nothing, the radio stations can't complain. They must, take what they get and be thank-

Seventh, and worst of all, radio stations are bound not to use news from any other source except the 1,000 words from the press association. This compelled the Rich-field Reporter on the Pacific coast recently to abandon the up-to-theminute news reports which have made that service so popular.

As operated today, this Press-Radio agreement simply results in the press associations censoring all national and world news by radio. From the standpoint of radio it is tyrannical and indefensible. Every radio station that complies with it. makes radio subservient to the press in the collection and dissemination of news. It can not continue because radio stations will not submit to it.

Chloroforming Listeners

THERE HAVE been so many complaints that the press associations themselves have changed the agreement. The press associations have lately been giving brief flashes of world news too important to be held up until newspapers have printed them. Such events as the killing of Dillinger and the SOS call from the Morro Castle last Saturday morning are examples of this change. But even with this change, the radio stations bound by this agreement must await the pleasure of the press associations as to what flashes they may broadcast and when.

The most objectionable thing about the Press-Radio agreement is the effect it is having on radio listeners. Intentionally or unintentionally the press associations are chloroforming radio listeners into believing that news by radio is a poor substitute for news by newspapers. To that extent, they are destroying the listening public of radio.

They are teaching radio listeners that they must look first to newspapers for news. If they can't get the newspapers until they are old. then they may get a stale, sketchy, uninteresting statement of a few items of news by radio. In actual operation this plan causes radio stations to destroy their own listeners' love for one of their most popular and informative features. namely, live, hot, up-to-the-minute reports of news events of the nation and the world as they happen from hour to hour by day and night

This Press-Radio agreement had one virtue. By surrendering their birth-right of broadcasting news before it was printed and limiting the broadcasts to two 5-minute periods each 24 hours, the radio chains proved their willingness to do everything to avoid a fight. Now that this plan has proved a failure, the press associations

should be willing to sell uncensored news to radio stations. let them broadcast that news with sponsors or without sponsors, whenever the stations desire. Newspapers and radio stations should cooperate fully and freely and radio stations be just as free to broadcast any and all news as newspapers are to print any and all news.

Each Has its Field

WHILE there may seem to be some competition between the press and the radio in giving news to the public, the fact is they supplement one another far more than they compete with one another. News by radio must be brief to be interesting. News by newspapers must be more detailed to satisfy readers. News by radio lasts but for the moment. News by newspapers is in permanent form.

News by radio includes descriptions of events while they are happening such as sports, races and celebrations, and radio also may give the actual event itself, such as a speech, a musical program or a convention. Such news is exclusively for radio. News by newspapers contains description of things about these events impossible for radio to cover at the moment, and also interpretations by leaders and experts. other words, they are thinking in

privately owned radio stations.

France

Poland

Denmark

Finland

Italy

Egypt

Canada

England

Norway

Germany

Sweden China

Iteland

Spain

Japan

Cuba

Mexico.

Austria

Russia

Belgium

Switzerland

day. EST, via a nation-wide CBS network. The program is part of an intensive Philco merchandising campaign under way, in which the Philco Radio & Television Co., Philadelphia, is not only con-

they should try to throttle and handicap it to the point where they force radio stations to set up a competitive service, which a few years hence may easily become so powerful that it will prove a Frankenstein to them by printing radio newspapers simultaneously all over the world. There can be only one explanation: The business manager has supplanted the news manager in

The fact is the newspapers should use the radio transmitter as a news advertising medium. Not all newspaper publishers have overlooked this, because newspapers own 68 radio stations and an even larger number have mutually beneficial arrangements with Here is a medium by which the newspaper can cry its headlines and brief news statements to literally hundreds of thousands and millions all at once. It seems unbelievable they don't use it or that crease in this proportionate ex-

News Source

yes press

yes press

yes press yes press

yes

ves press

ves

ves

ves

ves

yes

ves press

yes press

yes yes

yes Reuters

press

yes press & radio

press

press

govt. agency

press yes govt. agency yes

press 40 radio reporters

reporters

lations

press

ves press

ves

Tes press

penditure, for radio advertising, because the number of radio sta-Philco Air Conclave tions is limited, can not more than keep up with natural increase in DEALERS in Philco radios. newspaper and magazine advertisnumbering 15,000 throughout the country, will foregather ing. But even if the fears of news. for a "radio meeting" Tues-Oct. 2, 2:45-3 p. m.

tinuing to use Booke Carter

on the CBS network but also

is placing a new series of

tions produced by World

Broadcasting System and

titled "Armchair Traveler"

to connote all-wave recen-

tion. The Hutchens Adver-

tising Co., Rochester, N. Y.,

dealing with news by radio. In

terms of advertising. They think

if radio becomes more popular,

radio advertising will increase and

newspaper advertising will be

more imaginary than real. Radio

advertising has never exceeded

one-seventh of the amount spent

for newspaper advertising nor one-

ninth of the combined total for

newspapers, weeklies, and maga-

There can not be much in-

Remarks

News 2 hours old.

Two languages, 14%

Four languages.

govt. propaganda. Only one station in

Govt. propaganda.

Mostly local news.

papers. Stations pay news

newspapers do.

Compete with

Do not compete

press.

papers; one sta-

tion rents eight hours for news.

news sponsored by

agencies more than

Egypt.

1 hr.'8 a. m. Compete with news-

of all hours used

Statistics show that fear is

more difficult to secure.

zines.

Handling News by Radio Abroad

(Results of Survey by U. S. Senator C. C. Dill)

Control Periods

yes 1 daily

ves 1 daily

ves 2 5 min

yes 2 15 min.

yes 5 10-15 min.

3 5 min. 4 10-25 min

1 25 min. &

2 10 min. &

5-20 min.

1 15 min.

2 7 min

irregular

2 15 min

5 10 min

5 5-30 min.

4 15 min.

yes 5 5-10 min.

yes 2 30-60 min. yes 3 15 min.

2 15 min.

2 20 min

Govt.

ves

ves

yes

y.es

ves

ves

4.68

newspapers account, no regu-

handles the Philco account.

transcriptions on selected sta

paper publishers were justified, and even if increased popularity of radio would decrease newspaner readers, there is a bigger consideration than the financial one. The public interest demands that radio stations give news to their lis teners in order that the people may know the truth and whole truth regarding public controversies.

When the forefathers wrote the Constitution, they inserted freedom of speech and freedom of press as two of the chief pillars of the tem-ple of liberty. They knew that no majority, however strong, should ever be allowed to override these rights, and that any minority, however weak, must always be able to exercise them.

Partisan News Reporting

WHAT HAS happened? By taking advantage of inventions for rapid communication and rapid printing and speedy transportation in the newspaper business, newspaper publishers are giving the American people millions of copies of daily newspapers every day.

Exercising this right of freedom of the press, the owners of many of these newspapers omit some news, exaggerate other news and minimize or distort still other news. In short, many of our largest newspapers have become the personal or partisan organ of the corporation or individual who owns

If readers complain, their answer is that this is a free country and you can start a newspaper your own. But that isn't as simple as it sounds. It takes enormous sums of money to start a daily newspaper and build it into a paying proposition. The result is that year by year, big newspapers are being bought by their competitors and we have larger and fewer daily newspapers in our great cities each year with a more monopolistic control of sources of news.

The abuse of this right of free press by great newspapers, as I have described it, has destroyed the confidence of the masses of the people in the press in many parts of the country. They doubt that they are getting the full truth about controversial matters. They deplore their inability to get both sides, and in many communities the support of certain newspapers for any cause, often does that cause more harm than good.

During this development of the free press into such a vast power in the creation and influencing of public opinion, the power of free speech has dwindled greatly in The human voice comparison. can be heard only a short distance. Without newspaper publicity it has often been impossible to assemble crowds to listen to a speaker. The newspaper reaches millions .and they are often dependent on one set of newspapers for their information.

Freedom of Air

NOW WE have radio. It can combat the abuse of the power of the press as no other agency ever developed, if we establish complete freedom of speech on the radio. We must make freedom of speech

www.american

by radio as sacred as freedom of speech on the platform has so long We have the only system of radio

by which we can compel freedom of speech by radio. Under government-owned radio systems, there is no freedom of speech. There is no freedom of speech by radio in Germany or Italy or Russia. In those countries, speech by radio is simply propaganda by those in power to retain control of the government. Even in democratic England, in free France and in liberty-loving Denmark, there is no freedom of speech by radio for the discussion public questions.

Under our system Congress makes the law for regulating radio stations and Congress will compel freedom of speech by radio whenever public opinion demands it. I think the law already implies that. Freedom of speech on the radio is in the public interest, it serves the public convenience, and it is a publie necessity. If radio listeners are to be able to think and act intelligently as freemen and women in the formation of that public opinion which in the end becomes the law of this land, they must have the facts that only freedom

of speech by radio will give them. Field for Independent

NEWS by radio is the very essence of freedom of speech by radio. No radio station would dare omit important news items or exaggerate or distort facts. That would be against the public interest and would endanger the renewal of its license. Radio stations today which broadcast only the one-sided reports of individual newspapers are likely to find themselves in that kind of trouble when their licenses come up for renewal. That is one of the strongest reasons why radio stations should have their own in-

dependent radio news service. Another great public benefit which a radio news service giving both sides of all public controversies would render would be that it would compel those newspapers now guilty of omitting, exaggerating or distorting the news to cease such practices, or stand convicted of duplicity before the world. By means of short waves and chain system broadcasts, an independent radio news service could reach the whole country. This would make radio an invaluable force in the creation and formation of an intelligent public opinion. It would compel the press to serve its highest purpose of telling "the whole truth and nothing but the truth,' because the truth will keep us free Radio stations are handicapped because they are not organized to secure news by radio. The Associated Press has 1,200 members. But the Associated Press, the United Press, the International News Service, and the Universal Service, with their 2,000 newspapers are all solidly united when they deal with radio stations re-

garding news by radio. It is the old, old story: "In union there is strength." If radio stations are to be able to assert their rights to give news by radio, they must have an organization for that pur-Let me now outline what an asso-

ciated radio news organization of 100 or more stations could do. First, it could either induce press associations and newspapers to sell news flashes and brief news reports for use by radio stations, or

Not a Beauty Shop!

ENTRANCE to WAVE studios is at the end of corridor of the Brown Hotel, Louisville. Over the door is painted 'WAVE Studio." The other afternoon a middleaged woman walked up to Sara Ramsey, WAVE hostess, and in a businesslike manner said, "I'd like to make an immediate appointment for a finger wave, Recently a Louisplease." ville visitor, after having partaken of Kentucky's most famous beverage the night before, walked into WAVE the next morning studios dressed in a bathrobe and rather gruffly asked, "Where are the barber chairs?"

beginning of a great radio news service. At a cost of \$25 per week for small stations and \$50 to \$75 per week for large stations, it could set up its own news bureau in large cities, use its own station members as correspondents in smaller communities, and buy a foreign news service for use until it became powerful enough to create its own world-radio news service. Second, an associated radio news organization of 100 or more stations could secure recognition for its correspondents on an equal basis with press associations, because its listening public would be greater than any press association

on earth. Third such an organization could send its news to member stations by short-waves to be received on automatic short wave silent rinters in station offices, at rates low enough for sending 3,000 to 4,000 words per day. This short wave printer is not a dream of the future. It is a reality now. I have seen it in operation. It is being tested for distance of reception now and will be on the market for commercial use before an associated radio news organization of 100 stations or more can be formed and in readiness to use it. Fourth, such an organization could secure licenses for its members to use the necessary short waves to pick up sport events or celebrations where wire service is not available. The Associated Press and United Press often secure short waves for such purposes, but individual stations in small communities find, it almost impossible. Such an organization could work but schedules for the use of short waves by member stations with approval of the radio engineers of the Communications Commission.

Could Print Paper

FIFTH, if the newspapers should start a fight on radio because of news by radio and refuse to print station programs, as they have repeatedly threatened to do, such an organization could easily print its own national weekly publication such as the Radio Times of the British Broadcasting Corp. It could then copyright radio programs and no newspaper would dare print them except by permission and then in the form the organization might direct. When it

is possible to transmit newspapers vote was in, if that 60 per cent facsimile, it will be able to comwas from all parts of the state or pel newspapers to treat fairly or nation, the final totals generally face a new kind of competition in resulted only in added majorities their own field. for those who were ahead

Sixth, such an organization could Several of the newspaper-owned keep in direct touch with the imstations favored such an organizapending developments in short tion unless the press associations wave facsimile transmission that release more up-to-the-minute news, Many stations favored on condiwill certainly revolutionize the art of communication. This develoption the cost is not too heavy. ment again is not a dream of the The 280 stations favoring the distant future. It is already a formation of an associated radio reality that is just ahead, probably news service consisted of one 15 not more than a year or two at watt station, two of 50 watts, most. Radio broadcasters should ninety-eight of 100 watts, twentyone of 250 watts, sixty-three of have such an associated radio news organization to take advantage of 500 watts, fifty-five of 1,000 watts, three of 2,500 watts, thirteen of these developments as fast as they are made, in order to fulfill the 5,000 watts, five of 10,000 watts, true destiny of radio in presenting

news first to all the world. Such an organization is not only possible now, but it is highly desir-able in the interest of radio. I believe the broadcasters of this association should start it before they leave Cincinnati. have talked to many leading

failing in that, it could finance the radio men of this country. I have read the replies of 364 of the active station managers to my letter and questionnaire. Practically all of them believe that listeners want news by radio, and 281 of 364 replies favor the formation of an associated radio news organization. 80% Back Proposal

they favor such an organization.

Of course, nobody knows the atti-

tude of the other 200 stations

which did not reply, but having

had considerable experience with

election returns, I have generally

metropolitan residents is held IN OTHER words, 80 per cent say_

each night with WBNX May We Submit Information Concerning This Rich Market WBNX . New York City





(Continued on page 51)

pose.

diphistory com

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

SEPT. 11 TO SEPT. 25, INCLUSIVE ----

Decisions . . .

SEPTEMBER 11

WJEJ. Hagerstown, Md.-Granted special temperary athority to operate from LS to 11 p. m., EST, on uesdays, Thursdays, Saturdays and Sundays, with power for meriod and not the 12. KSLM, Salem, Oreg. -Granted modification of CP to

make changes in conformant. WIBW. Topeka. Kans .-- Granted CP to make changes

in equipment and increase day power from I kw, to 212 kw, chormally licensed 580 kc., I kw., share with KSAC

WSEN. Columbus, O .- Granted consent to voluntary assignment of license to WCOL, Inc.

assignment of incense to wCOL inc. WBBZ, Ponca City, Okla.—Granted CP to move trans-mitter locally in Ponca City, Okla. WSBT. South Bend, Ind.—Granted extension of spe-

cial temporary authority to operate the specified hours for period beginning Sept. 11. and ending in no event later than 30 days thereafter. WGES. Chicago.—Granted extension of special ex-

perimental authority to operate the specified hours, be-ginning Sept. 11. and ending in no event later than 30 WERE

Indianapolis .- Granted extension of spec temporary authority to operate from 7 to 8 p. m., CST, on Mondays and Fridays for period ending in no event later than 3 a. m., EST, Nov. 1, provided WBAA oper-ates on frequency of 800 kc. Set for hearing: KMLB, Monroe, La.-CP to make

changes in equipment; move station locally to location to be determined subject to Commission approval; change frequency from 1200 to 630 kc, and infrease power from 100 to 250 watts employing directional ntenna system.

Actions taken Sept. 6:

WJR, Detroit .-- Granted license covering CP: 750 kc.

KGGM, Albuquerque, N. Mex.-Granted CP to move

station locally in Albuquerque. WBAA. W. Lafayette, Ind.-Granted extension of special temporary authority to operate on S90 kc. 500 w. night, 1 kw., day, specified hours for period Sept. 1, and pending withdrawal of protest filed by WILL and/or

until decision of Commission upon application for modi-fication of license, but no later than Nov, 1. KMED, Medford, Ore.—Granted 30-day extension of program, test period, pending action on license appli-

KGW, Portland, Ore.-Granted until Oct. 18. within which to file exceptions to Examiner's Report No. 1-2, involving application of KTAR. Phoenix, Ariz., to in-crease night time power from 500 to 1000 w. WCAO, Baltimore.-Granted continuance of hearing

set for Sept. 12, to hear protest against granting of application of WICC, Bridgeport, Conn., to increase power from 500 to 1000 w., to prayide time for engineer to make investigation and measurements.

SEPTEMBER 25

WDAG. Amarillo, Tex .-- Granted modification of CP to make changes in equipment and extend commence-ment date 30 days and completion date 90 days after

us date. KGAR, Tucson, Ariz.—Granted license to cover CP; 370 kc., 100 w. 250 w. unlimited. "WMAZ. Macon, Ga.-Granted modification of CP ap-

proving transmitter site at Log Cabin Ave., Macon; change in proposed equipment and extending commence-30 days and completion date to six months after this date. WORC, Worcester, Mass.—Granted license to cover station licensed on

WORC, Worcester, Mass.-Granted license to cover special experiment authorization. Station licensed on 1200 kc., 100 w., unlimited time: station has special experiment authority to operate on 1280 kc., 500 w. unlimited time and changed equipment. KMBC, Kansas City, Mo.-Granted license to cover CP: 950 kc., 1 kw. night, 21₂ kw. day; unlimited. KWKH. Shreveport, La.-Granted modification of spe-cial temporary experiment authority for approval of proposed directional antenna system. WTAR. Norfolk, Va.-Granted CP to make changes in equipment.

equipment.

in equipment. WJMS (portable). Ironwood. Mich.—Granted modi-fication of CP to reduce power from 75 to 55 w.; change commencement date to Aug. 10 and completion date to Oct. 10. All other terms of existing CP to remain un-

KIKI (portable), near Monroe, La.-Granted license to cover CP, 2150 kc., 75 w. WAAT, Jersey City, N. J.-Granted renewal of license

on a temporary basis subject to such action as the Commission may take on pending application and on application for renewal. KRGV. Weslaco, Tex.-Granted renewal of license of

temporary basis subject to such decision as the Court Appeals for D. C. may render in the case of Mag-Petroleum Co. and Sabine Broadcasting Co. WTNJ, Trenton, N. J.; WDEL, Wilmington, Del., and WNEW, Newark, N. J.-Extended present licenses for three months from October 1, subject to such action as may be taken upon applications for renewal pending

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KWKH. Shreveport, La.—Modification of special tem-porary experiment authority to modify conditional clause No. 2 so as to permit a field intensity survey to be made during D. hours. Also for approval of trans-mitter site authorized at Moorinnsport Road, near Shreve-

port. And to operate station without an approved fre-quency monitor for a period not to exceed 18 days. WPRO, Providence, R. L .- Modification of special temporary experiment authority to modify conditio clause so as to permit field intensity survey tests to

made during D, hours for period not to exceed 30 days, WDAE, Tampa, Fla .- Extended special temporary exauthority to operate with additional 112 kw. ntil LS from Oct. 1 until April 1, 1935.

KGGF, Coffeyville, Kans.—Special temporary authority to operate specified hours provided WNAD remains silent. WNAD, Norman, Okla.—Special temporary authority KGHL, Billings, Mont.-Extension of special experi-ment authority to operate on 780 kc., from Oct. 1 until

Jan. WIBA, Madison. Wis.-Extension of special temporary authority to operate with additional 500 w. power during night-time from Oct. 1, and pending action on applica-tion for special experiment authority heretofore set for hearing, but not later than Dec. 1.

WNEL, San Juan, P. R .- Special temporary authority

WAEL. San Juan, P. K. Special temporary authority to erect a temporary interna pending decision of tem-porary injunction but not later than Nov. 1. WGPC. Albany, Ga.—Special temporary authority to operate from LS to 7 p. m., CST, not exceeding 30

days. WHBI, Newark, N. J .-- Special temporary authority operate station without approved frequency monitor period not to exceed 10 days. operate

KTSA, San Antonio, Tex.-Extension of special ex-KTSA. San Antonio, Tex.--Extension of special ex-periment authority to operate on 550 kc. with 1 kw. power night. 2¹₂ kw. day. from Oct. 1 to April 1, 1935. Set for hearing: WORC, Worcester, Mass.--Modifica-tion of license to change frequency from 1200 to 640 kc.: increase power from 100 to 500 w. To be heard before Commissioner en banc, on Oct. 22. WAAB, Bos-ton.--CP to move transmitter to site to be determined, install new equipment; change frequency from 1410 to 640 kc. and power from 500 w. to 5 kw. to be heard firstain new equipment, change requests from 140 to 640 kc, and power from 500 x, to 5 kw, to be heard before Corrmission en bane, on Oct. 22: WFLA-WSUN, St. Petersburg.-Special experiment authority to install new equipment change frequency from 620 to 640 kc, increase power from 250 w, night, 500 w. LS. to 5 kw., to be head before Commission on banc 000 w. LS. to 5 kw., to be head before Commission on banc 0ct. 22: KSO, Des Moines.—Special experiment authority to increase power experimentally from 250 w. night, 500 w. LS. to 500 w. night. 1 kw. LS, for period ending Nov. 1: NEW, Eastland Company, Portland, Me.—CP, 640 kc., 100 w. Lastiant Company, Forliand, ME-C-P, 640 KC, 100 W. D., to sunset at Cleveland, but if application of WJAY for 640 kc. denied, D. to sunset at Los Angeles (facili-ties of WRDO), to be heard by Commission en banc, Oct. 22; NEW, Irving D. Disson, Pittsfield, Mass.-CP, 640 kc., I kw., D., to be heard before Commission en Oct. 22

KFEQ, St. Joseph, Mo.-Granted petition to take de-

Miley, St. overhi, and ... Granded petition to take de-positions in re application for renewal of license. Markham Thompson, Rotary Club, San Benito, Tex.— Denied petition to send program from San. Benito to XEAW, Reynosa, Mexico. ... YEW, Samuel Nathaniel Morris, Stamford, Tex.—Rati-

NEW, Samuel Nathaniel Morris, stamioro, tex.--mau-fied grant of authority to take depositions in re appli-cation for new 100 w. station at Stamford, Tex. ... WINS, New York; and WDGY, Geo. W. Young, Min-meapolis, Min.--Ratified action in extending indefinitely hearing scheduled for Sept. 24. This action was taken

at request of applicants who sought to operate simul-taneously on clear channel 1180 kc. KGGM, Alboquerque.-Reconsidered grant made Sept. 7, authorizing local move, and case designated for

WDEL, Wilmington, Del.-Ratified grant of request WALR, Zanesville, O.-Reconsidered and grante of reduest. WALR, Zanesville, O.-Reconsidered and granted ap-

WALK, Zanesville, O.-Reconsidered and granted ap-plication to move station from Zanesville to Toledo, O. WOAL: San Antonio, Tex.--Granted petition to con-tinue hearing scheduled for Sept. 26 on application of Samuel Nathaniel Morris for CP for new station at stamford Tex. to operate on 1200 kc. 100 w., so that the applications of Seth L. Leachman and A. L. Chilton now pending before the Commission can be convidered

now pending before the Commission can be considered and designated for hearing. KTAR, Phoenix, Ariz, and WTMJ, Milwaukee, Wis.— Ratified grant of request to continue until Oct. 18, the time within which exceptions may be filed to Examiner's report involving the application of KTAR. Phoenix, for modification of license to increase night power from 500 w. to 1 kw. A similar extension was recently granted

to KGW. -- WJAY, Cleveland.--Application to operate on 640 kc. - CP to erect new station, 1310 kc, 100 kc, 10

cause applicant failed to enter appearance within time WIBG, Glenside, Pa.-Modification, of license 970 kc

100 w. night, 100 w. LS, until LS, at Chicago, giving 1 night hour. Application heretofore designated for hear ing was dismissed at request of applicants. WATR, Waterbury, Conn.—Modification of license 1200

ke., 100 w. unlimited. Application heretofore set for hearing, was dismissed at request of applicant. WMBD, Peoria, Ill. (Ex. Rep. 549).-Denied modifi-

WMBD, Peoria, III. (EX. Rep. 3401-Denieti moun-cation of license to change hours of operation from sharing with WTAD to unlimited time: decreased day power from 500 w., 1 kw., LS. to 500 w. day and night; 1440 kc. (facilities of WTAD). Commissioner Brown voted to grant WMBD full time on 1440 kc. and to grant license to WTAD for full time operation on 1910

WTAD, Quincy, Ill .- Granted renewal of license, 1440 share with WMBD. Examiner Walker was ka 500

kc., 500 w., share with WMBD. Examiner Walker was reversed in WMBD case also WTAD case. KICK, Carter Lake, In. (Ex. Rep. 562),--Grantel con-sent to voluntary assignment of license from Red Oak Radio Corp., to the Palmer School of Chiropractics; 1420 kc. 100 w., unlimited time; granted CP to move station from Carter Lake to Davenport, change equip-ment; change frequency from 1420 to 1370 kc., 100 w., unlimited; also to change call to WOC. Examiner Hill everying. sustained.

Applications . . .

SEPTEMBER 11

WEBR, Buffalo, N. Y .- CP to make changes in equipw. D.K. Bullato, N. 1. Of to make charles in (equip-ment, move transmitter, charge frequency from 1310 ke, to 630 ke., and increase power from 100 w. night, 230 w. D. to 500 w. Amended to omit request for trans-mitter move, request 800 ke., 1 kw., and limited time

will i how after LS. W. Modification of license to WEBR, Buffalo, N. Y. Modification of license to change hours of operation from unlimited to night-time, from 1 hour after LS, 100 w. power. WJAY, Cleveland.-Modification of license to change

wJAT, Crevental—mountaition of neense to change frequency from [610 kc, to 640 kc, power from 500 w. to 1 kw., and hours of operation from D. to specified, Amended to request 500 w., limited time. WHP, Harrisburg, Pa.—Modification of license to in-cresse power from 500 w. night, 1 kw. D., to 1 kw. day.

and night. NEW, F. L. Whitesell, Forty Fort, Pa.-CP to operate on 930 kc., 500 w. D. Amended to change transmitter

WKJC, Lancaster, Pa .- License to cover CP authoriz ing changes in equipment and increase in D. power. WDBJ, Roanoke, Va.—License to cover CP authoriz-

in changes in equipment and increase in power. KWEA, Shreveport, La.—CP to move station to a site to be determined, Baton Rouge, La., make changes in antenna and change frequency from 1210 kc. to 1500

. NEW, M. D. Smith, Jr., d/b as Smith Broadcasting

Co., Chattanooga, Tenn .- CP to operate on 1420 kc., 100 unlimited time. (EW, Dr. Wm. J. Reynolds and Wm. J. Reynolds NEW, Dr.

Jr. ., Selma, Ala.-CP to operate on 1500 kc., 160 w., D. NEW, The Ardmoreite Publishing Co., Inc., Ardmore, WCBD, Zion, Ill.—Modification of license to move Okla

main studio from Zion to Waukegan, Ill. WTRC, Elkhart, Ind.-CP to make changes in equip-

ment. NEW, Hauser Radio Co., Ventura, Calif.-CP to operate on 1160 kc., 100 w., D. KRKD, Los Angeles.-CP to install new equipment and increase power from 500 w. to 1 kw. night, 2½

KSLM, Salem, Ore .- Modification of CP authorizing resting, barting, or the mount at the or of a main station of new equipment, increase in power from 100 w, to 100 w, night, 250 w., D., and hours of operation from D. to unlimited and extension of commencement and completion dates. Amended to omit request for increase in power and changes in equipment.

SEPTEMBER 12

WMAL, Washington, D. C .- Modification of license to WAAL, Wishington, D. C.—Modification of license to use present licensed main transmitter as auxiliary and present licensed auxiliary as the main transmitter. NEW, A. L. Chilon, Kilgore, Tex.—CP to operate on 1200 kc, 100 w., unlimited time. WAMC, Anniston, Ala.—Modification of CP authoriz-

ing rebuilding of station requesting approval of transmitter site, installation of new equipment and extension

of commencement and completion dates. NEW, Leo J. Blanchard, Fredericksburg, Tex.--CP to NEW, Leo J. Blanchard, Fredericksburg, Tex.-CP to operate on 1120 kc., 250 w., Baring time with WTAW. NEW, Clinton Broadcasting Co., Clinton, S. C.-CP to operate on 1120 kc., 500 w., D. Amended to request 620 kc, transmitter site to be determined. NEW, Maynard Dowell, San Diego, Calif.-CP to operate on 1150 kc., 100 w., unlimited time. Applications returned: NEW, Patrick J. Goode, New Applications returned: NEW, Patrick J. Goode, New

Applications returned: NEW, Patrick J. Goode, New Haven.-CP to operate on 970 kc., 250 w., unlimited time; WGAR, Cleveland.-Authority to determine operat-ing power by direct measurement: NEW, Willard G. Demuth, Uhrichaville, O.-CP to operate on 1420 kc., 100 w., D.; KPAC, Port Arthur, Tex.-License' to cover CP for move of station; KMLB, Monroe, La.-Modifica-tion of CP authorizing changes in equipment requesting extension of commencement and completion dates; KOOS, Marshfold Ore -Modification of licenses to change hours Marshhild, Ore.-Modification of license to change hours of operation: NEW, Cache Valley Broadcasting Service Co., Logan, Utah.-CP to operate on 1420 kc., or 1370 kc., 100 w., unlimited time.

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SEPTEMBER 13

from 100 w. to 500 w. and hours of opera-tion from sharing with WFAM to un

limited. WCFL. Chicago --Extension of special experimental authorization to operate un-fimited time for period 11-134 to 5-1-35. KSLM, Salem. Ore.--Modification of CP authorizing erection of new broadcast sta-tion requesting extension of completion dates

SEPTEMBER 20

1290 kc., and increase power from the 250 w. KPAC. Port Arthur. Tex.—License to cover CP for rentoval of transmitter and studio from Brownsville to Port Arthur. "Hotel Eagle," Eagle Pass, Tex.—Au-thority to transmit programs from Hotel Eagle, Eagle Pass, Tex., over XEPN. Piedras Negras, Mexico. WTCN, Minneapolis.—Modification of CP as modified, for removal of trans-mitter from Fridley to Richfield, Minn., requesting changes in antenna system.

requesting changes in antenna system. KTFI. Twin Falls. Idaho.-Extension of

KTF1, 1win rails, 10ah. United to perform the september of the september of the set of t

SEPTEMBER 22

NEW, National Broadcasting Co., New

\$6000 to 400000 kc., 150 w. WSYR-WSYU, Syracuse. N. Y.--CP to move the transmitter locally, install new equipment and increase power from 250

WMEX, Chelses, Mass .-- License to cover

KONO, San Antonio, Tex.—Modification of license to change hours of operation from specified to unlimited. "WDAG, Amarillo, Tex.—Modification of license to change frequency from 1410 kc. to 1120 kc. and hours of operation from specified to unlimited. WSOC Characteristics

specified to unlimited. Applications returned: WSOC, Char-lotte, N. C.—Special experiment authori-zation to change frequency from 1210 kc...

to 880 kc. and increase night power from 100 w. to 250 w. KRE, Berkeley. Calif.--CP to install new equipment and increase D, power from 100 w. to 250 w.

Examiners' Reports . . .

KGFK, Moorhead, Minn, Examiner

Hill recommended (Report 1-4; Docket 2320) that Commission affirm its grant of CP. to move KGFK from Moorhead to

wMMN be granted renewal of license. NEW, Lawrence B. Amelung, Washing-ton, Mo.-Examipler Walker recommended (Report 1-6; Docket 2439) that application for CP on 1420 kc. 50 w., unlimited hours

be denied. NEW, Gino Amatucci, Latrobe, Pa.-Examiner Walker recommended (Report 1-7: Docket 2438) that application for CP on 1210 kc. 50 w., specified hours be denied.

Duluth. Minn.

\$6000 to 400000 kc., 150 w.

to 500 w.

organization whatsoever. May in

terest is in radio, its development,

its enlarged use for communica

tion purposes, and most of all, its

service for increasing the happiness of the human race. Yet I

dare to urge this convention to

take some positive action to en-

large and improve news by radio

committee of members of this asso-

ciation with power to organize a

owned news organization for such

stations as desire to join, or em-

power your board of directors to

take such action. If your board or

such a committee will take charge

of this work, you will find an amaz-

ing response by stations and radio

listeners. The situation is ripe for

I desire to present in connection

with such an organization. Those

who hold radio licenses today are

confronted with a serious and

pressing demand that 25 per cent

of existing radio facilities be

granted to educational and religi

ous stations. You are about to

participate in hearings on the sub-

ject before the Communications Commission. What new service of

an educational nature can you

An associated radio news organ

ization is one answer. It could

present up-to-the-minute news

flashes and brief news reports that

would be different from newspaper

reports. It could originate a new

method of presenting such news

also, by adding to the news flash

statements concise, historical, scien-

tific and human interest data. It

would require men and women of

big ability who could collect and

concentrate facts quickly in rela-

tion to the news event, but radio

can and should hire such men and

women to do that kind of a service.

No one station can afford it, but an

associated radio organization com-

The Ideal Program

MARLIN PEW once wrote that

the ideal newspaper would be a

newspaper in which every line

would be of interest to every pos

sible reader. So the ideal radio program would be a program,

every part of which would be of

interest to every possible listener.

There is no program that will com-

mand so nearly 100 per cent atten-

tion and interest of radio listeners

as a program of up-to-the-minute

news events combined with inter

esting data bearing upon the sub

For years I have worked and

fought in Congress and out of

Congress for a free radio service,

an interesting and informative

radio service, and a service that

would command. advertising sup-

port because of its popularity. I have helped to write and keep

on the statute books a radio law

that bases the grant and renewal

of licenses upon public interest and

public service. The supreme court

has declared that law constitu-

tional. It is the American plan of

radio. It stands alone among the

government-owned radio systems

of the world. Its continuation de-

News by radio will do more to

maintain and strengthen that plan

than any other feature broadcast

ers can use. I urge you: Seize it,

Page 51

pends on popular support.

ject of the news. -

bining their finances can.

There is one more consideration

You can either appoint a small

station

for the American people.

non-profit, cooperative,

action now.

offer?

Radio Speeds Selling

(Continued from page 19)

to every family in America before

Fort Sumter was fired upon, April 12th, 1861? This is one of the

The advertisement then com-

mented that the one man who

might have averted the Civil War

was limited to speaking in a few

small halls and the advertisement

finished up by saying, "You know

how plain American citizens feel

about President Roosevelt; how

their deluge of letters and gifts

on his recent birthday proved their trust and loyalty. What would

have happened, we ask again, if

Abraham Lincoln could have used the radio?" What can happen if

The successful advertisement,

you will agree, is the one which

shapes or reshapes the mass pub-

lie thinking. Just as radio has

proved its ability to shape opinion

for Rosevelt, so it has for many business firms. Just as radio might have solved Lincoln's prob-

lems, so might it have those of

many companies who suffered de-

Radio broadcast advertising

certainly a new factor in the field

of distribution. It is speeding up

distribution methods. Sellers of

products that include this new aid

must be sure that they regear their sales programs to at the re-

sponsivenes sof radio. They must

also be sure that they do not mis-

use this new tool of selling. Closer

contact with the consumer and

dealers is developed-the dealer

develops a new interest in the help

that advertising gives him through

this most sensitive of all forms of

modern distribution. Buying power

and location of receiving sets par-

allel each other, which means an opportunity for more balanced

marketing areas and selling plans.

Be sure when you use radio that it

blends in with your sales plan, and blends in with the tastes and

desires of the mass of your cus-

tomers and prospective customers.

This new aid to distribution cre-

ates demand and builds selling en-

thusiasm-a double-edged tool at

Dill Hits Program

(Continued from page 49)

two of 25,000 watts, twelve of

Of the 106 chain stations of the

two networks replying, 82 favored

such an organization and 34 op-posed it. Of the 364 replies, 296

give some kind of news by radio and 141 use Press-Radio. Of these

141 such users, 100 said it was un-

satisfactory, while 54 stations not

using Press-Radio news declared it

so unsatisfactory they would not

Of the 364 replies, 213 favor

sponsoring the news by commercial

-advertisers. So long as press asso-

ciations give their stale reports to

radio stations "as a public service,"

they will never permit the stations

to secure commercial sponsors.

This is another reason why many

radio stations are so insistent for

an associated radio news organiza-

tion. They want news which can

I am not a member of this asso-

ciation nor have I any personal in-

terest in or connection with any

broadcasting station or radio news use it, glorify it.

your service.

30,000 watts.

use it.

be sponsored.

feat in the war of depression.

any man uses it right?"

greatest if's in history."

WKBZ. Muskeron, Mich.-License to over CP authorizing move of station from Ludington to Muskeron, Mich. WGCM. Gulfport, Miss.-Modification of WGCM. Guitport, Miss.---Modification of license to move main studio from Gulfport to Mississippi City, Miss.

SEPTEMBER 14

dates. Application returned: NEW. Bamberger Broadcasting Service. Inc. Newark. N. J. --CP to erect a new general experimental broadcast station to be operated on 41000. NEW, Eastern Broadcasting Co., Port-land, Me., CP to operate on 1210 kc., 100 w., unlimited time, NEW, Patrick J. Goode, New Haven, 44000 kc., 1 w. to operate on 970 kc., 250 w.

limited time. NEW, O. K. Broadcasting Co., Cleve-NEW, O. K. Broadcasting Co., 100 w., land.—CP to operate on 1500 kc., 100 w., unlimited time. NEW, O. K. Broadcasting Co., Louisville, K_{y} —CP to operate on 1200 kc., 100 w.,

WATR, Waterbury, Conn.-Modification of license to change hours of operation from D. to limited time. 100 w. power. WTAR. Norfolk, Va.-CP for the in-WIAL of new equipment. WGPC, Albany, Ga.-Modification of li-cense to change hours of operation from D. to unlimited time, 100 w. power day WGAR, Cleveland. - Authority to measited time. ure operating power by direct measurenent. NEW, Willard G. Demuth, Uhrichsville,

NEW, Willard G. Demuth, Uhrichsville, 0.-CP to operate on 1420 kc, 100 w. D. WQDX, Thomasville, Ga.-Voluntary as-signment of license to H. Wimpy, KWTN, Watertown, S. D.-Modification of CP authorizing move of transmitter re-questing extension of completion date. NEW, J. C. Lee & E. W. LEE, River-jide, Calif.-CP to operate on S20 kc, 100 w., D. Amended to request limited time and change of transmitter site. WIIM, Lansing, Mich.-License to cover crp for the cretion of a new station. and night. NEW, E. B. Gish, Abilene. Tex.--CP to NEW, E. B. Giph, Abilene, Tex.—CP to operate on 1420 kc. 100 w., unlimited time. KNOW, Austik. Tex.—Special experi-mental authorization to install new trans-mitter, change frequency from 1500 kc. to 1290 kc., and increase power from 100 w. to 250 w.

the erection of a new station.

SEPTEMBER 18

NEW, Herbert A. Folsom, Augusta, Me. -CP to operate on 1370 kc., 100 w., un-limited time (facilities of WRDO). WXYZ, Detroit.—Authority to transmit stations of the Canadian Radio Commis-

NEW, Homer York, Lufkin, Tex.—CP wo operate on 1340 kc., 250 w., unlimited, KMLB, Monroe, La.—Modification of CP to make change in equipment requisiting attension of completion date. NEW, E. W. Patrick, Brookfield, Mo.---P to operate on 1310 kc., 100 w., un-

NOOS. marshipt. Ore. - advantages from Dicense to change hours of operation from D. to D. with additional night hours up to 7 p. m. PST, during months sunset co-curs before 7 p. m. PST. WISN, Milwaykee.-CP up move the transmitter to Wauwatosa, Wis.

jimited. WCRW. Chicago.—License to cover CP for installation of new equipment. WCLO, Janesville, Wis.—Voluntary as-signment of license to Gazette Printing NEW, National Broadcasting Co. NeW York.-CP to erect a new general ex-perimental broadcast station to be oper-ated on 25760, 25600, 27100, 31100, 31600, 36000, 35600, 37600, 38600, 40600, 41000, Co., Inc. WBBM, Chicago.-Modification of spe-

WBBM, Chicago.—Modineation of spe-cial experimental authorization for syn-chronous operation with KFAB, from LS to midnight, not beyond 2-1-35. AFAB, Lincoln, Nebr.—Modification of special experimental authorization for syn-chronous operation with WBBM, from LS

w. to 500 w. WTBO, Cumberland, Md.-License to cover CP authorizing installation of new midnight, not beyond 2-1-35. KGIR, Butte, Mont.-CP to install new equipment and increase day power to 21/2 KSEL Pocatello, Idaho.-Modification of

wars, theised, mass. License to cover CP authorizing erection of a new broad-cast station for operation on 1500 kc., 100 w, night, 250 w, day, unlimited time. WSGN, Birmingham, Ala. Modification CP to move studio and transmitter, in-crease power. Amended to omit request for increase in power. WTCN, Minneapolis.-Modification of CP WSGN, Birmingham, Ala.—Monuncation of CP authorizing installation of new equipment and increase in D. power re-questing an extension of completion date. .NEW, Amzi G. Berber, Montgomery, Ala.—CP to operate on 1210 kc., 100 w., unlimited time. .KONO, San Antonio, Tex.—Modification of license to change hours of operation to install equipment and increase power. Amended to request 21/2 kw., LS experi-

SEPTEMBER 19

mentally.

NEW, General Television Corp., Boston NEW, General Television Corp., Boston. -CP to erect a new experimental broad-cast station to be operated on 1570 kc., 1 kw., and variable hours of operation. WTBO, Cumberlard, Md.—Modification of license to charge hours of operation from D. to from 6 a. m. to LS at Dallas,

WJIM, Lansing, Mich.-License to cover CP authorizing erection of new broadcast station for operation on 1310 kc., 100 w. nights, 250 w. D., unlimited time, WEEU, Reading, Pa.-Modification of license to change hours of operation from

D. to unlimited using power of 500 night, 1 kw. D.

NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP to operate on 1420 kc., 100 w., unlimited time. Amended transmitter site. KTSA, San Antonio.—Extension of special experimental authorization to operate on 550 kc. 1 kw. night, 21₂ kw. D., from 10-134 to 4-1-35. Duluth. Minn. WWSW, Pittsburgh. and WMMN, Fair-mont, W. Va.-Examiner Walker recom-, mended (Report 1.5: Dockets 2342. and 2406) that WWSW be denied CP to shift from 1500 kc, to 890 kc. and increase power to 250 w. land 500 w. LS and that WMMN be created meneral of license

10-1334 to 4-1-35. KGKL, San Angelo, Tex.—CP to install new transmitter, change frequency from 1370 kc. to 940 kc., and increase power to 500 w. night, I kw. D. Amended to

request to move transmitter locally. W10XDD, Evansville on the Air, Inc. Portable-Mobile.—License to cover CP for

general experimental broadcast station for

Seneral experimental broadcast station for 3100, 34600, 37600 and 406000 kc., 2.4 w. W9XAL, Kansas City, Mo.--CP for an additional transmitter for 42000-56000, 6000-86000 kc, 154 w. WWAE. Hammond. Ind.--CP to make changes in equipment, change frequency from 1200 kc., to 1010 kc., increase power

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Press-Radio Officials Reply to Dill

(Continued from page 15)

reliable news gathering organiza- to change this established principle tions that touch every eivilized country in the world, and the collection and distribution of this news is free from the bias of censorship or governmental influence. These news gathering agencies have expanded under the fundamental guarantees of the Federal Constitution. Therefore, it would seem that the proposal which Senator Dill now offers is an attempt

Market With MONEY Among the fifteen largest markets, Milwaukee rates-Home Ownership 3rd Automobile Ownership ... 5th Radio Ownership. 2nd Industrial Payrolls 6th Covered Thoroughly ONLY by

THE MILWAUKEE JOURNAL STATION EDWARD PETRY & CO.



SAVANNAH IN GEORGIA "The Empire State of the South"

NOW 1.000 WATTS

NO INCREASE IN RATES ON CONTRACT BASIS

WTOC is affiliated with the Columbia Broadcasting System. No other chain outlet is located within 150 miles. No other chain reaches the Savannah territory with daytime coverage. The increase in power to 1,000 watts, at no increase in rate on the contract basis, will materially reduce the cost per listener-making WTOC the most effective and economical station to reach the Savannah trading area.

SAVANNAH BROADCASTING COMPANY

DeSoto Hotel, Savannah, Georgia PAUL H. RAYMER CO., Exclusive Representatives NEW YORK CHICAGO SAN FRANCISCO

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by removing the control of the news from a free agency and turning it over to an organization operating under government license, subject to direct and indirect threats of the government through to the government. the fear of revocation of a license for an unfriendly act. These are the principles involved in* Senator censored news agencies is ham-pered or destroyed in this country Dill's proposal. the decline of democracy will soon

No Monopoly of News

THE NEWSPAPERS and a maiority of the radio stations are cooperating in working out a plan

which will guarantee the broadcasting of news through the regularly established news gathering "So long as there are more than 1.800 independently-owned and operated daily newspapers and three competing national news gathering organization in the United States there can be no monopoly of the news. "Regardless of the Senator's attempt to invest the plan in the cloak of freedom of expression, the fact remains that no agency can be entirely uninfluenced so long as operates under a government

icense. "It is difficult to believe that the people of this country will ap-prove such a backward step as Senator Dill proposes. "In the face of what is happening in the countries of Europe, it is rather a daring procedure that the chairman of the Senate Committee, handling communications

and occupying this responsible the morning newspapers are sold position in our government, is and before the evening editions ap. fathering the organization of a pear. The evening news report frenational news gathering agency. quently contains news items that come out too late for the complete "His plan is similar to those final editions of the afternoon paexisting in some European counners and sometimes too late even tries in which their rulers are able for the sports editions. We frekeep their people in ignorance of the facts, because, only such quently find that the evening news news is broadcast as is agreeable report carry news items that appear on the front pages of the next "If the operation of free and unmorning's papers.

Barrett Statement

follows

The statement of Mr. Barrett

"The address of Senator Dill on

'News by Radio' before the NAB

Cincinnati on Sept. 17 contained several inaccurate statements con-

cerning the Press-Radio Bureau

"1. Senator Dill said: 'The lis-

teners are disgusted with it. Most

stations refuse to use it. Many

newspapers say it is unsatisfac-tory ... even most of the stations

now using the Press-Radio bul-

letins pronounce them highly un-

stations are using the service. If

the listeners are disgusted with it,

their disgust is not expressed to

the Press-Radio Bureau. The bu-

reau from the outset has welcomed

frank expressions and criticisms

and suggestions . We have received

no such complaints as the Senator

suggests, and it seems to be a rec-

ognized fact in radio that listeners

are quick to complain but slow to

praise. The bureau subscribes to

a clipping service. We have seen

very few editorials complaining

that the bulletins are unsatisfac-

tory. On the contrary the work of

the bureau has been commended in

Defends Time Limit

from the press associations.

papers."

"The fact is 210 important radio

and its news service.

satisfactory.'

the newspapers.

Basis of Selection

"4. THE SENATOR said: 'Rep. resentatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast.

"The fact is, the Press-Radio Bureau editors select the news to be broadcast, and they aim to make the selection as representative and as interesting as they can -from the standpoint of importance and of human interest. The Press-Radio Bureau editors are certainly not the representatives of the press associations. The bureau was created as an independent clearing house for news with the right and duty of exercising its own judgment as to what is to be put into the Press-Radio reports and special bulletins. The press associations, since the beginning of the bureau, have offered no suggestions at all as to what should be included in the reports or omitted from the reports. Suggestions have been received from broadcasters as to what should be included or omitted. These suggestions have proved often very constructive and helpful and have been adopted by the bureau.

"5. Senator Dill said: 'The representatives of the press associations and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the language is uninteresting and tiresome.

Origin of Bureau

"2. THE SENATOR asserted "HERE AGAIN, the Senator asthat the Press-Radio agreement is sumes that the Press-Radio Bureau one-sided because 'it limits the is the representative of the press time which stations may broadassociations, an assumption not cast news to two five-minutes warranted by the history of the during each twenty-four hours. That is about 1,000 words a day.' Press-Radio agreement. The bu-reau came into existence by action "The fact is, the Press-Radio of a committee representing not agreement authorizes two five-minonly press associations, but newsute broadcasts a day at stipulated paper publishers and radio statimes, but it also permits the is-suance of special bulletins by the A place on this committee tions. is still open for a representative of Press-Radio Bureau. Senator Dill the National Association of Broadmakes no mention of the special casters. The work of the bureau bulletin service. Each of the two is directed by this committee and daily reports contains about 750 only by the committee. So far as words, so that the daily total is 1,500 rather than 1,000, not includ-ing the special bulletins. The special the press associations are concerned, they have given no attention to the language of the reports, bulletins during August totalled 110 that being left for the Bureau to and this number has already been work out. The technique of writexceeded in September. On the ing news for the air is still in the experimental stage everywhere, Morro Castle disaster, the Press-Radio Bureau issued 44 special buland I do not understand that anyletins as fast as the news came one has perfected the art. However, in working out a method of "3. The Senator said: 'It (the presenting news for the air, the Press-Radio agreement) fixes the Press-Radio editors have welcomed time at which those bulletins shall and frequently adopted sugges-tions from the broadcasters. We be used, so that the news by radio shall not be broadcast until after have received no complaints to init has been published in the newsdicate that "hundreds of station managers say the language is tire-"The actual fact is that a large some and uninteresting." An im-partial survey of radio listeners percentage of each day's bulletins from the Press-Radio Bureau is would be the best method of deterreleased for broadcast before they mining their opinion. It may in-terest Senator Dill to know that are printed in the newspapers. Our morning news report frequently seven stations in his own state of Washington have recently subcontains news that break after

www.american

history com

Dill Holds Harris the country annually to gather their reports, which, through the Fress Radio Bureau, keep Amer-ican radio listeners informed promptly of happenings." **Befogs News Issue**

KIX Operator Hits Proposal; Senator Cites Censorship

REPLYING to Chairman Harris' answer to his NAB address on ra-dio news, Senator C. C. Dill, coauthor of the radio and communiations laws, charged Mr. Harris with trying to "befog the issue when he states that an independent radio news service would be a gov-ernment news service." (The speech by Senator Dill and the replies of Chairman Harris and lames W. Barrett, head of the lames Press-Radio Bureau in New York,

are published in full elsewhere in this issue.) At the same time J. R. Knowand, publisher of the Oakland Tribune, which also operates KLX, and chairman of the Pacific Coast Division of the Press-Radio Bureau, took occasion to dispute Senator Dill's assertion that 80 per cent of American radio stations

are in favor of setting up a radio

news agency of their own. He Voices Objection

said :

"ALTHOUGH I am a radio station owner as well as a publisher, would not undertake to tell the broadcasters of the country what they should do. However, I would hesitate to make my station liable for its share of the bill for organizing and operating another news service in the face of the \$35,000,-000 it costs press associations of

There are more REGULAR LOCAL ADVERTISING ACCOUNTS ON KOV THAN ON ALL 3 PITTSBURGH CHAIN STATIONS PUT TOGETHER

Senator Dill's statement follows:

"The government would have

nothing whatever to do with this

service. Radio stations would pre-sent the news, and since they are licensed to serve the public interest

they would not dare omit, exag-

gerate, or distort news as many of

the newspapers do, and especially

as they did with my speech in Cin-

"If they did so, listeners would immediately attack them as not operating in the public interest.

This would cause hearings which

would endanger renewal of their

licenses, so radio station: would

automatically give the people both sides of every public controversy, a

service so many newspapers now

Hits 'Censorship'

"WHEN Mr. Harris complains

about censorship, I recall that his own Press-Radio Bureau now cen-

sors all national and world news

by radio. Press associations and

they alone determine what news

may be broadcast. They write the

language in which it is broadcast.

The Press-Radio agreement for-

bids the broadcasting of any other

national or would news whatsoever.

as that would interfere with this

press censorship. It is because of this censorship that radio must

have its own news service to give the people the whole truth about

public controversies."

cinnati.

fail to give.

What is meant by "regular" is accounts that use KQV 52 weeks a year, year in and year out. Many such accounts use KQV to the practical exclusion of newspapers and other advertising.



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 de pendability ... with accuracy.





Page 53

BROADCASTING • October 1, 1934

CLASSIFIED ADVERTISEMENTS Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. Forms close 25th and 13th of month preceding issue.

Help Wanted

Aggressive 100 watt station in city of over guarter million population has open ing for salesman with previous 100 watt experience. If you have proven sales rec-ord, and ability to hustle we can both make good morely. No fluaters considered. Box "3 Brouvesters.

Ord, and arrespondence. No floaters considered. Dox CS. BROADERSTING. New broadcasting station in Ohio wants production or program manager. State qualifications and salary expected. Box 228. BROADCASTING,

Experienced announcer by midwestern network station. State salary desired and qualifications. Box 223. BROADCASTING. able issue. Very truly yours, FRANK A. HUTCHINS. Situations Wanted

Young man (21) desires immediate posi-tion with radio station in office as stengy-rapher, secretary, or junior executive. Ample experience, college training, pleas-ing personality and excellent references are among qualifications. Passed Civil Service Examination. Thoroughly under-stand music ipiano and conductingl. Could fill as announcer-diction and delivery ex-cellent. Acted in managerial capacity. Will work on a limited non-pay basis to prove ability. Results absolutely guaran-teed. Box 220. BROADCASTING.

STATION BUILDER

Available at once-network production, program and continuity manager. In radio program and continuity manager. In radio since 1924. Has held every position from announcer to present executive post. Ex-cellent record and finest references. De-sires immediate change. Interested in posi-tion outside of New York. Salary sec-ondary to real opportunity. Write 12th Floor, 1780 Broadway, New York.

Young man. 33. married, eight years radio. Experience: station management. program direction, production, Musician and dramatics. One of radio's pioneers. well known throughout industry. Good reason for being open for new connection. Box 222, BROADCASTING.

Experienced commercial man. In radio since 1924. Commercial end 5¹² years: station, agency field. Sold over \$100,000 spot time. Announcing: continuity. pro-gram. publicity experience. College grad-uate. Now employed. Desire connection progressive organization. Box 227. BROAD-CASTING. CASTING.

Secretary-Stenographer: High type, Good background. Experience long, diversified, interesting fields. Interested in radio. Re-cently with featured radio lecturer major station. Desirous making similar contact New York City. Rox 221. BROADCASTING.

Experienced broadcast operator desires ckperiencen oroadcast operator nesires change location. Prefer employed. Age 31. married. conscientious and reliable. Full details on request. Box 224, BROADCASTING.

Production man. Experienced announcer. salesman and copywriter. 25 years old. collere graduate, excellent references. Box 219. BROADCASTING.

Experienced engineer, announcer, con-tinuity writer desires connection. Graduate of CREI. Have first class license. Box 217. BROADCASTING.

Announcer. engineer-six years experi-ence, seeks position.- Go anywhere. Box 215, BROADCASTING.

Radio, operator wants job. Has first-class Broadcasting license. Experienced. Age 28. Married. Box 225, BROADCASTING.

Wanted to Buy

WANTED TO BUY-FOR CASH 100 or 250 wait used transmitter and speech input equipment. Send complete information in-cluding age. price and other particulars care Box 226. BROADCASTING. Washington. D. C.

For Sale

For Sale—Controlling stock in a two hundred and fifty watt station, doing a good business. Best of equipment. Write Post Office Eox 276, Cumberland, Md.

The Other Fellow's Viewpoint ...

Philco's Agency

Not Transcriptions To the Editor of BROADCASTING: To the Editor of BROADCASTING: We note from your issues of Sept. 1 and Sept. 15 that you have In looking over the Sept. 15 issue of BROADCASTING with the dimentioned three different advertisrectory of 1934 national and reng concerns as handling the gional advertisers, we note that Philco Radio advertising. Howyou have listed the Gluek Brewing Company of Minneapolis as a ever, in no case have you mentioned ours and we wish to inform transcription account. Please be you that we handle the entire advised that this is not a tran-Phileo Radio account, including scription account. It is produced network broadcasting, local tranwith live talent over KSTP by the Paul Hamilton Baker Assoscriptions, magazines, newspapers, etc. etc. We will appreciate your making first availciates Radio Advertising Agency, three periods a week-one promention of this in your first availgram a hillbilly band, another an historical dramatic sketch titled "Seventy-seven Pages of History

ciate very much if you will en-

PAUL HAMILTON BAKER.

Paul Hamilton Baker Associates.

Press-Radio Reply

(Continued from page 52)

"6. The Senator says, 'There have been so many complaints that

"The Senator apparently has

forgotten that one of the points

in the Press-Radio agreement from

the first has been the issuance of

special bulletins outstanding news.

No modification of the plan was

necessary. The plan clearly pro-

NEW YORK, N. Y.

cast and when.'

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great

value for routine observation of transmitter perform-

ance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc. Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

Minneapolis, Minn.,

Hutchins Advertising Co., Inc. Rochester, N. Y. ball facts. We personally consider this a rather grave error. I would appre-

An Error Corrected

Sept. 13, 1934.

deavor to make necessary correc-To the Editor of BROADCASTING: tion in the matter. On page 64 of your September 15th issue you have an article on the General Tire radio program starring Jack Benny. In this article you say that Hays MacFarland & Co. handle the General Tire account.

For your information, the radio advertising, as well as all other forms of advertising for this ac-count are handled by this agency. I thought you would like to have scribed to the Press-Radio Bureau service, and they did not indicate upon signing that they considered the reports uninteresting and tirethis information. some

JOHN YOUNG BROWN, JR., Vice President. D'Arcy Advertising Co. Sept. 13, 1934. Cleveland, O.

Our Convention Issue To the Editor of BROADCASTING:

Your September 15 issue of BROAD-ASTING has just been received. It portrays a great amount of labor and high grade of artistry, and a keen sense of informative news related in a manner that makes it keenly in-

eresting. You and your associates should be warmly congratulated for putting out this magnificent issue, and this Board desires to extend to you its warmest and most sincere congratulations, to-gether with the earnest wish that your

arowh and prosperity will increase as rapidly as you richly deserve. E. J. ADAMS. Chairman. Special Bourd of Investigation. Federal Trade Commission, Washington, D. C.

66 BROAD STREET

March 1, and the second special bulletin which we sent out-date of March 3-was the escape of John Dillinger from Crown Point jail, and this bulletin was on the air before it was in the newspapers. On the Morro Castle disaster, largely as a matter of public service, the bureau sent out forty. four special bulletins, giving names of survivors, as fast as the news came from the press associations. "As a guest of the National Association of Broadcasters at the sessions of their convention, it would be discourteous for me to suggest what methods should be followed in an impartial discussion of news by radio, but radio has accepted the duty of giving both sides of every public question, and even if the association does not deem it advisable to hear any other views than those of Senator Dill, with the Gluek Brewing Company,' I am sure all will agree that an and another period devoted to footaccurate study of the facts should precede any steps toward the plan

> CONGOIN CO., Los Angeles (health beverage), the middle of September began sponsorship of the "In-Laws" skit over KNX, Hollywood. The 15-minute sketch, written and produced by Hal Berger, had been a sustaining program. Lockwood-Shackelford Co., Los Angeles agency, handles the account.

which the Senator has advocated."

vides for this special service. The

bureau began operations on

PROFESSIONAL DIRECTORY An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING T. A. M. CRAVEN Consulting Radio Engineer Allocation Engineering Commercial Coverage Surveys Antenna Installations Complete Engineering Surveys National Press Building, Washington, D. C.

GLENN D. GILLETT Consulting Radio Engineer

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

PAUL GODLEY

and Associates Radio Engineers

Montclair, N. J. Phone Montclair 2-7859

FREQUENCY MONITORING SERVICE Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by con-tinuous leased wire service. For 24-hour Service Phone GREENWOOD 2134 Wachington Lattice Washington Institute of Technology

Washington, D. C.

BROADCASTING • October 1, 1934

KEEP THIS LI

The popularity of these stations is mounting every day! This is the result of a progressive step forward. These stations are associated in the World Program Service by which they are today able to broadcast programs by the leading talent in radio. Enthusiastic listening audiences are tuning in to something new and better. These stations are identified as unusual result getters for advertisers.

WAPI BIRMINGHAM, ALA.	WHBF ROCK ISLAND, ILL.			WDAY FARGO, N. DAK.	WLAC
KUOA	WTAX		RLN	WCKY	WDAG
FAYETTEVILLE, ARK.	SPRINGFIELD, ILL.			CINCINNATI, OHIO	AMARILLO, TEXAS
KFPW	WGBF			WHK	KNOW
FT. SMITH, ARK.	EVANSVILLE, IND.			CLEVELAND, OHIO	AUSTIN, TEXAS
KLRA	WLBC			WAIU	KRLD
LITTLE ROCK, ARK.	MUNCIE, IND.			COLUMBUS, OHIO	DALLAS, TEXAS
KIEM	WBOW			WSPD	KTSM
EUREKA, CALIF.	TERRE HAUTE, IND.			TOLEDO, OHIO	EL PASO, TEXAS
KNX	KWCR	🐺 WORL		KOMA	KTAT
LOS ANGELES, CALIF.	CEDAR RAPIDS, IOWA	- VVVKL		OKLAHOMA CITY, OKLA.	FT. WORTH, TEXAS
KLX	WOC-WHO	PROG		KVOO	KTSA
OAKLAND, CALIF.	DES MOINES, IOWA	J PROG		TULSA, OKLA.	SAN AÑTONIO, TEXAS
KVOR	WMT	CED.	VICE	KFJI	WACO
COLORADO SPRINGS, COL.	WATERLOO, IOWA	JER JER		KLAMATH FALLS, ORE.	WACO, TEXAS
KFEL	KGGF			KOIN	KGKO
DENVER, COLO.	COFFEYVILLE, KAN.			PORTLAND, ORE.	WICHITA FALLS, TEXAS
KGHF	WLAP			ALLENTOWN, PA.	KDYL
PUEBLO, COLO.	LEXINGTON, KY.			WKBO	SALT LAKE CITY, UTAH
WTIC	WDSU			HARRISBURG, PA.	CHARLOTTESVILLE, VA.
HARTFORD, CONN.	NEW ORLEANS, LA.			WCAU	WRVA
WRUF	KWKH-KWEA			PHILADELPHIA, PA.	RICHMOND, VA.
GAINESVILLE, FLA.	SHREVEPORT, LA.	· · ·	t in the second s	WCAE	WDBJ
MAQW	WEEI			PITTSBURGH, PA.	ROANOKE, VA.
MIAMI, FLA.	BOSTON, MASS.			WEEU	KXRO
WCOA	WTAG			READING, PA.	ABERDEEN, WASH.
PENSACOLA, FLA.	WORCESTER, MASS.				KOMO-KJR
WTFI	WCSH			SCRANTON, PA.	SEATTLE, WASH.
ATHENS, GA.	PORTLAND, ME.	VARY WHITA	MAR D MALEDIAL	WJAR	KIT
WGST	CKLW	KGBX-KWTO	WGR-WKBW	PROVIDENCE, R. I.	YAKIMA, WASH.
ATLANTA, GA.	DETROIT, MICH.	SPRINGFIELD, MO.	BUFFALO, N. Y.	WCSC	WOHS
WRDW	WEBC	KFBB	NEW YORK, N. Y.	CHARLESTON, S. C.	CHARLESTON, W. VA.
AUGUSTA, GA.	DULUTH, MINN.	GREAT FALLS, MONT.	WHAM	WIS	WHBY
WMAZ	KSTP	KGVO	ROCHESTER, N. Y.	COLUMBIA, S. C.	GREEN BAY, WISC.
MACON, GA.	ST. PAUL, MINN.	MISSOULA, MONT.	WFBL	WFBC	WISN
KIDO	WAML	KFAB	SYRACUSE, N. Y.	GREENVILLE, S. C.	MILWAUKEE, WISC.
BOISE, IDAHO	LAUREL, MISS.	LINCOLN, NEBR.	WSOC	WOPI	
WGN	WOBC VICKSEURG, MISS.		CHARLOTTE, N. C.	BRISTOL, TENN.	KGMB
CHICAGO, ILL.		OMAHA, NEBR.	WBIG	WNOX	HONOLULU, HAWAII
DECATUR, ILL.	KANSAS CITY, MO.	ALBUQUERQUE, N. M.	GREENSBORO, N. C.	KNOXVILLE, TENN.	
WTAD	KWK	WOKO	WSJS	WREC	2GB
QUINCY, ILL.	ST. LOUIS, MO.	ALBANY, N. Y.	WINSTON-SALEM, N. C.	MEMPHIS, TENN.	SYDNEY, AUSTRALIA
YUNGT, ILL.	31. LOUIS, MO.	ALBANT, N. T.	-		

This unique method solves the problem of cost of talent for advertisers. It enables an advertiser to test his campaign at a modest cost. It is as flexible as buying newspaper space. National, regional, and local advertisers are finding that it cuts production costs to a nominal figure. Auditions and full information at any World office, or ask the manager of any associated station.

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

Offices and Recording Studios at

555 South Flower Street, Los Angeles, Cal. 400 West Madison Street, Chicago, III SOUND STUDIOS OF NEW YORK INC. SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC. WESTERN ELECTRIC LICENSEE

Page 55





THE NEW RCA VICTOR TYPE 5-C High Fidelity 5 KW BROADCAST TRANSMITTER

Featuring:

All A. C. operation (No rotating machines).

- 2. No wood insulation, no rubber water tubing.
- 3. No fuses (Automatic Overload Breakers).
- 4. Automatic, Semi-automatic or Manual operation as desired.
- **D** Self-cooling Rectifier Tubes.

6. Automatic Line Voltage Regulator.

7. Wide Volume Range.

8. Attractive exterior design for "Station Display" by John Vassos, the nationally famous expert on engineering art.

9. At 100% modulation, total RMS Audio Harmonics balanced out to less than 4%.

O• HIGH FIDELITY COMBINED WITH HIGH EFFICIENCY.

17

THE TRANSMITTER OF THE FUTURE-Available today ?

