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500,000 Watts

Most Powerful in the World

At all hours WLW has such a great portion of the national radio audience that no national radio campaign is complete without it. By itself WLW offers a vast radio audience in the center of America's best market.

THE CROSLEY RADIOCORPORATIONPOWEL CROSLEY, Jr., PresidentCINCINNATI





... an abundance of ears and pocketbooks . . . no stony pastures

Every schoolbov remembers his astonishment when he learned that if a tree fell down in a desert and there was no one there to hear it fall-it wouldn't make a sound.

The fourteen cities covered by the American Broadcasting System shopping areas represent 86% of the total population residing in and around cities of 25.000 or more in the basic areaand approximately seven million radio homes in seventeen of the principal -buy listeners, not landscapes.

buying centers of the United States a concentrated coverage in metropolitan centers where there are ears to hear your program and pocketbooks to buy what you have to sell.

And at a cost so low that, for the first time, network broadcast, with live talent, is within reach of the most modest appropriation.

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AMERICAN BROADCASTING SYSTEM. INC.

1697 Broadway, New York City

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BROADCASTING

Broadcast Advertising

WASHINGTON, D. C., NOVEMBER 15, 1934

\$3.00 A YEAR-15c A COPY

Tugwell Bill to Overshadow Wave Plan

By SOL TAISHOFF

New Congress, Complexion Changed by Election, Will See radio is concerned, in the Senate are the newcomers Rush Holt, 29-Renewal of Conflict Over Food and Drug Control

then Prof. Tugwell has been dis-

Changes in Senate

Hatfield Bill and who introduced

several copyright measures which

would have provided for automatic

copyright of music with resultant

of the upper house who voted for

In the House, the leading radio-

baiter-McFadden of Pennsylvania

-went down to defeat after a 20-

year tenure. One of the most

bitter opponents of commercial ra-

dio, he launched repeated attacks

upon networks and stations and

demanded a half-dozen different in-

the Wagner-Hatfield amendment.

not yet returned.

LEGISLATION to regulate the sale and advertising of foods, drugs and cosmetics, rather than class allocations of broadcast facilities, promises to be the major conflict in which radio will be involved at the coming session of Congress.

Several of the arch-enemies of commercial radio who have championed the causes of educational, religious and labor groups for slices of the broadcast band were deleted from the Congressional roster in the nation-wide elections this month. But returned to the Senate was Senator Copeland (D.), of New York, co-author of the so-called Tugwell-Copeland bill for a new food, drugs and cosmetics law, which was defeated during the last session despite five separate legislative attempts in the form of substitute bills to jam it through.

That a new and even more vigorous battle will be waged by protagonists of legislation following the Tugwell theory is strongly evident. At his office in the Capitol Nov. 9, Senator Copeland informed the writer that he would introduce a new

measure shortly after Congress convenes Jan. 3. In general terms, he said, the bill will be similar to patched on an European agricul-uural mission, from which he has his last measure, which drew fire from the several major industries affected and brought to Washington the strongest array of food drug and cosmetic manufacturers,

Vol. 7 No. 10

MEANWHILE, a combination of nedia executives and advertising factors tends to support the view agency heads ever mustered that the new Congress will not run against a single piece of legisla-

Believes It Will Pass SENATOR COPELAND declared that he has engaged, to draft the new measure, Ole Salthe, for many years director, of the Bureau of Foods & Drugs of the New York Department of Health, which the Senator himself headed earlier in his career. He declared he condently expected the legislation to pass during the session, despite any opposition from industrial forces. When Congress adjourned last une without acting on the final lugwell-Copeland draft, the New ork Senator predicted that a "far ore drastic measure" would be ntroduced in January, sponsored y the Department of Agriculture serious danger to users of such music, and several other members ind under the immediate direction of Rexford Guy Tugwell, Underecretary of Agriculture, then idenified as "No. 1" man in the Presidential "brain trust." Simultaneously, Prof. Tugwell announced that the administration intends to get through a "satisfactory law." le blamed "opposition of the interests which would have been controlled by the legislation" as reponsible /for its failure. Since vestigations, all of which came to

November 15, 1934 • BROADCASTING

naught. He also espoused the se-quel to the Wagner-Hatfield amendment in the House, but it died in committee. Also departing from the House is McGugin of Kansas, who on occasions has run wild on the subject of radio.

Committee Heads

SUCCEEDING Senator Dill, coauthor of both the Radio Act of 1927 and the Communications Act of 1934, as chairman of the Senate Interstate Commerce Committee. charged with radio regulation, will be Senator Wheeler (D.), of Montana. Chairmanship of the House Merchant Marine, Radio & Fisheries Committee will remain with Rep. Bland (D.), of Virginia, while the House Interstate and Foreign commerce Committee, which also shares in radio legislation, will continue under the chairmanship of Rep. Rayburn (D.), of Texas, unless he succeeds to the now vacant speakership. In the latter event, Rep. Huddleston, Alabama Demo-crat, will be in line for the post. On the Senate Committee there

will be five vacancies-those crerampant on the subject of classated by Thompson of Nebraska and Dill, Democrats, and Fess, allocation of facilities, which admittedly would seriously cripple the service of commercial broad-Kean (New Jersey) and Hatfield, casting. Eliminated from the Sen-Republicans. On the House Interate by the Democratic landslide state Commerce Committee there are such figures as Hatfield of West Virginia, co-author of the Wagner-Hatfield amendment which will be three vacancies-Maloney of Connecticut, who moves into the Senate, Milligan of Missouri and Wagner-Hatheld amendment which would have allocated 25 per cent of all facilities to so-called non-profit groups; Fess of Ohio, who fathered the first educational-radio bill four years ago for 15 per cent of all facilities; Hebert of Rhode Island, who supported the Wagner-Hatfield Bill and who intermed Marland of Oklahoma, who was elected governor. A half-dozen vacancies exist on the House Merchant Marine Committee. Unknown quantities, insofar as

Announcer in Congress

KARL STEFAN, for 12 years chief announcer of WJAG, Norfolk, Neb., was elected to Congress on the Republican ticket Nov. 6, and will be the first practical broadcaster ever elected to either house of the national legislature. Despite the Democratic landslide in Nebraska, he was elected with an overwhelming majority, defeating the incumbent Democrat, Rep. Edgar Howard.

year old Senator-elect from West Virginia, who defeated Hatfield; Schwellenbach of Washington, who succeeds Dill, and Bilbo, of Mississippi. The first two are identified as government-ownership men on utilities, while Bilbo is still the subject of much conjecture about his attitudes.

In Senator Guffey (D.), of Pennsylvania, the Senate acquires a member already conversant with radio. The man who defeated Senator David A. Reed, Republican stalwart, Mr. Guffey has been identified with the activities of a number of Pennsylvan a stations in a political way and has often visited the FCC in recent months.

Allocation Problem

ONE OF THE first radio matters to greet the new Senate will be the FCC report answering the mandate of the previous Congress that it inquire into the merits of proposals that a portion of the available radio facilities be allocated to the so-called non-profit groups. The report, along with other legislative recommendations from the FCC, is due Feb. 1. Upon it, presumably, the new Congress will base any amendments it may deem necessary to the act which created the FCC.

The Broadcast Division of the FCC concluded hearings Nov. 12 pursuant to the legislative mandate and asked all parties to submit final briefs by Nov. 26. These hearings-the most exhaustive on the subject of radio ever held-began Oct. 1 and more than 100 witnesses testified. The preponderance of the testimony unequivocably sup ported continuance of the existing system of broadcasting and deprecated any moves, legislative or otherwise, which would hamper the present structure... Practically isolated from all

others who appeared was the Joy Elmer Morgan-controlled National Committee on Education by Radio, which originally lobbied for government control of radio but suddenly revised its campaign downward for just a portion of the facilities, only to gyrate upward again during the last fortnight when it thought the Administration, through the Tennessee Valley Association, fostered government ownership.

Thoroughly disavowed by edu-(Continued on page 46)

Open Discussions **To Feature Session** Of ANA Nov. 19-21

Many Round-table Gatherings Scheduled at Atlantic City

OF MOST importance to radio when the Association of National Advertisers meets in Atlantic City Nov. 18-21, is a closed group meeting for full discussion of radio as an advertising medium, scheduled for Monday evening, Nov. 19. At a session the following morning. also closed, will be a general discussion of the division of the advertising dollar, covering newspapers, magazines, radio, direct mail and other promotional mediums. The radio speaker at the session is unnamed, but others will include Dr. George H. Gallup, econinitiate who will talk on compara-tive costs, and John Caples, whose subject will be preparation of opy.

Discussion Topics

THE CONVENTION will open Sunday evening, Nov. 18, at the Ambassador Hotel, with a buffet supper and reception for members. The initial business session Nov. 19 will be devoted to topics concerning buying of advertising, such as copy testing, advertising agency compensation, and association af fairs. Election of officers also will be held. The speaker at the closed luncheon Monday will be John Scoville, of the Chrysler Corporation. In addition to the radio group meeting, a half dozen similar sessions covering other media will be held Nov. 19, with radio likely to crop into the discussion. These include department store merchandising; drug and toilet articles; grocery products; industrial advertisers; insurance; petroleum and paint and hardware. Executives

trial lines have been designated to lead the group discussions.

Open Meetings

OPEN MEETINGS will begin with a luncheon Tuesday, after which open business sessions will be held that afternoon and the following morning with invited guests of the ANA among agency heads, publishers, and other professional groups. The Tuesday luncheon speaker will be Willard M. Kiplinger, who heads the Kiplinger Washington Agency. His topic will be "What's Ahead in Wash-ington." The balance of the session will be devoted to legislation affecting advertising and sales. The annual banquet will be held Tuesday evening.

At the open session on Wednesday morning, Paul Hollister, executive vice president in charge of publicity for R. H. Macy & Co. will be the first speaker. Following him, Dr. Miller McClintock will describe the new method evolved from the past two years research work which he has headed up of determining trading areas and establishing the relation of traffic flow to trade expectancy at any given retail location. Lee H. Bristol, a past president of the ANA. will then speak as a trustee of the Agency Compensation Study. Following him, President Allyn Mc-Intire of the association, will make an important announcement on fu-

or singing a song way you lose out makes you sick. You work for a client that likes you You get along great for a while Gee, but you're happy You think you're all set You think that your troubles Are over, and yet. All of a sudden You find you're all wet Your character is out of style.

There must be a reason or purpose Perhaps it is something you lack You try very hard To make it worth while To make it worth while You give them your best You work with a smile Then you find that you've missed What they want by a mile, wonder the future looks black.

Auditions are given for nothing of

Auditions are given for nothing of course That custom you learned at the start So you read and rehearse Then you audit, it's sold At last the old world Does not seem black and cold So you ask when you start It is then you are told relative will play the part. —Paul Hamilton Baker

ture association plans and policies "I consider this to be one of the most important meetings the ANA has ever held," said Presi-dent McIntire. "The program committee, headed by R. J. Flood, has done a thorough job in arranging program built along specifica tions laid down by members. We shall concentrate our talk and our discussion of problems directly affecting advertising and sales pro-

motion. "One of the most important features in the program will be the group meetings. These afford an prominent in each of these indusall too rare opportunity for advertisers to meet with those in their own industries and, seated around

a table, to talk out problems peculiar to that industry. In our general sessions we discuss general topics; in the groups those topics are discussed as they apply to specific industries. In addition to the speakers on the program who will speak on radio, the Program Committee has, in response to a request from members, arranged for a radio group meeting on Monday evening.

"We have allowed more time than usual for open sessions. It is our feeling that the problems of the advertiser and the agent and the publisher are so intertwined that more time should be allotted for a mutual discussion of them and for a discussion of the good of advertising as a whole. Consequently, we have invited many of our friends to be present at the sessions on "Tuesday afternoon and Wednesday morning as well as at the banquet on Tuesday evening."

Phillips Oil Account

PHILLIPS Petroleum Co., Bartlesville, Okla., is broadcasting dramatized flashes during the day and evening over 33 stations in the midwestern, mountain and southwestern territory. The programs started Nov. 5, to last 20 weeks. with Lambert & Feasley, Inc., New York, placing the account.



who resigned. Both stations are Mr. Thomas

operated by the Mr Hearst radio enterprises. Thomas, prior to joining WINS, had been with WLW, Cincinnati. The appointments were made by Jesse L. Kaufman, general manager of the Hearst radio stations. Mr. Stewart, who joined WCAE several months ago, was formerly with WFBR and WCAO, Baltimore. His future plans are not known.

Tea Program Extended

CONGUIN Tea Co., Los Angeles, has recorded a test series of seven 15-minute programs which were distributed to a list of coast and mid-west stations early in Novem-ber. Lockwood - Shackleford Co., Los Angeles, handles the account. Transcriptions were made at the Freeman Lang studios. The prodict, a Southern American herb

drink, is advertised with a series of dramatic episodes woven around historical sequences in that coun-Ralph Lockwood, of the trv. agency, wrote the script with De-Witt Hagar as narrator. The Conguin firm has been on four Los Angeles and nearby stations for several months with daily programs.

New Stations Approved

THREE new broadcasting stations were authorized Nov. 13 by the Broadcast Division of the FCC without the usual formality of hearings. On motion of Chairman Sykes, new stations to operate daytime only, each with 500 watts, were authorized in Boston and New Haven. A third grant was for a new 100-watt station, to operate unlimited time on 1310 kc. in Santa Fe, N. Mex., on applica-tion of J. H. Speck. The Boston station, granted on application of Voseph M. Kirby, is authorized for 1120 kc. with 500 watts daytime. with that portion of the application requesting 250 watts at night left on the hearing docket. Patrick H. Goode is the applicant for the New Haven station, to be assigned on 900 kc. with 500 watts day. Both of the latter actions were taken on motion of Chairman

HEARINGS on competitive appli-

the agency last July. Matters re quiring action of the entire both of seven members, which embra all activities not assigned spec ically to one of the three division Sykes and carried unanimously. be considered. The Broadcas will Division will continue to meet Tuesdays, with the Telegraph 1400 kc. Hearings vision meeting Wednesdays and the Telephone Division Thursdays.

special announcer on CBS.

nen

cations for assignment on the 1400 kc. channel now shared in New Liquor Ad Hearings

York by four Brooklyn stations FORMAL HEARINGS on P were authorized for Dec. 3 before Examiner George H. Hill in an action of the FCC Nov. 13. Appliposed regulations governing advertising of alcoholic beverage will be held before the Federa cants involved are WBBR, WARD, WEBC, WVFW, WLTH, Brooklyn; Alcohol Control Administration Washington beginning Nov. WEVD, New York; WHAS, Troy, Y.; WFAB, New York; Brook-FACA has drafted tentative rep lyn Daily Eagle Broadcasting, Inc., lations which will serve as Arde Bulova, and Norman Winston basis for the hearings.

Coverage Surver Telling the Listener What's on the Air Plans Considered IMMEDIATE study of plans the establishment of a broadcast

By HOWARD J. LONDON

How Program Listening Can Be Improved; Using Premium Scarcely any national advertisers are using the radio page or the page Offers to Learn the Popularity of Broadcasting Stations

Nov. 10 by Arthur B. Churc chairman of the NAB commerci RADIO PROGRAM listings, to committee. The committee consist most people, are found only in newspapers. There are other of Mr. Church as chairman; Wa. ter J. Damm, WTMJ, Milwauke media, however, such as fan maga-zines, weeklies and throw-aways, former NAB president; John Kan CBS research director; Edgar K but their coverage, reliability and bak, NBC vice president for sales usefulness are doubtful and the and John V. L. Hogan, consulting engineer and licensee of the ne combined circulation of the daily newspapers far overshadows such high fidelity broadcasting static media. This being the case, it is imperative that all concerned with The committee was designate the broadcasting industry-spon-

pursuant to action of the NAB corsors, advertising agencies, broadvention in Cincinnati two mont casting companies-pay the utmost ago that a study be made of "wh attention to the program listing is pertinent information for t situation. advertising agencies and adve

industry bureau to coordinate

tener and coverage survey inform

tion for the benefit of advertise

and agencies will be undertaken

a special committee of five, the

pointment of which was announce

with recommendations to the NA

Frick Heads League

board as quickly as possible.

W2XR, New York.

What seems to be the only pubtisers who are buyers of radio a vertising." The resolution also lic study now being made of the radio program distribution system structed the committee to invit discussions with representatives i as it concerns the independent and network stations of the United the American Association of Adve-States has just been completed, the tising Agencies and the Associathird analysis of program listings tion of National Advertisers, with since June, 1933 a view to setting up a bureau, an instructed the committee to repo

Includes 588 Papers THIS NEW analysis covers 588 newspapers in 332 cities in the United States and Canada, All newspapers having a daily circulation of 10,000 and over are in-

FORD FRICK. elected Nov. cluded, as well as newspapers lopresident of the National League cated in cities where NBC or CBS succeeding John A. Heydler, ha have affiliates. The 588 newslong been identified with broad papers have a combined circulation of 30,000,000; the total circulation casting activities in New Yori of all daily newspapers in the having been a special sports a United States is 35,000,000. nouncer for WOR, WINS, CBS at Under each newspaper are listed various metropolitan stations. the radio stations whose programs former sports writer, he is an e are printed and whether a radio pert on football and baseball. column, a feature box, and art are Nov. 10 he announced for WOR the used. If the newspaper does not Columbia-Brown gridiron game carry a radio page, that is noted. New York. Currently he is spor-New features of this analysis are sored six nights weekly on WO facsimile reproductions of listings for sports resumes by the Mer and a list of all newspapers which Co., Newark (shaving crean carry short wave logs or columns. and Dodge Bros. Co., Detro (autos), and he is Chesterfield All radio material is measured in

FCC General Sessions THE FULL membership of the FCC hereafter will meet in regula

session each Friday instead of

the call of the chairman as one

Scores. 05-Dinner interlude. 45-Ensemble.

inches to give a definite idea as to What the Study Shows P.M. WEAF 660k WOR 710k. WJZ 760k WABC 860k P.M.

the amount of space each newspaper devotes to radio program istings. A list of over 200 radio editors, corrected as of Oct. 1, is also a part of the analysis.

nally ordered upon organization THIS INFORMATION was col-

Tonight's Program

lected directly from the newspapers; which were secured for three consecutive days including Sunday

Cleveland WHK -Castles in Music. 15-Studio. 30-Jack Armstrong. 50-Robbin's band

493 papers carry radio programs 95 papers carry no radio programs 160 papers carry radio columns 428 papers carry no radio columns papers carry feature 31% 30% 407 papers carry no fea-

examined

shows that:

14%

16%

27%

700

papers carry a short-wave log, short-wave

column, or other tech-nical radio material.

Included in the above figures are newspapers which carry radio columns, or feature art on Sunday. Incidentally, Sunday editions are

EVER since broadcasting stations began operating on regular schedule, radio program listings in newspapers have been a subject of agitation. Controversy between radio and the press in large measure has been responsible, and a variety of methods of listings, many of them meaningless to the newspaper subscriber, have developed. In this article, basd on a comprehensive survey of newspapers, the author brings to light many interesting facts and makes several plausible observations. The study was made for advertising agencies and networks.

editions. If the paper printed no beginning to play up radio proradio programs for the three days, grams with more space. Not incopies were obtained for an entire cluded are about 50 newspapers week to determine whether radio which carry news service radio programs were listed on one parcolumns or feature boxes. In the ticular day and not on others. tabbing of newspapers which carry Newspapers for the first and secradio programs are those which ond weeks of September, 1934, were carry only a few comments or highlights, but no program sched-The study of the 588 newspapers ules. Thus it will be noted that there has been an increase in the Sept. March number of newspapers which use 1934 1934 art and a falling off in the number which carry radio columns, 84% 83% with an increasing advertising 17% lineage. Short Wave Data 30% SHORT WAVE information as

listed in newspapers is quite general. Most writers of short wave columns, are of the opinion that after 7 p. m., EST, few foreign stations are heard in this country. There may be an increase in the amount of short wave information printed between now and Christmas, but it will probably decrease rapidly after the first of the year. Most newspapers are frank in acknowledging that they run this short wave copy more as a bait for radio dealer advertising than

opposite, despite research done by New York advertising agency which showed that three out of four read the radio page. True, some local food merchants had their copy run on the radio page, but this was not consistent. Nostrum advertisements are usually found on the radio page, another confirmation that national advertisers do not use the radio page, since nostrum advertisements are forbidden on the same page with national copy.

Syndicated Pages

THE FIRST syndicate radio page was started in mid-September and appears regularly in all Hearst Sunday newspapers. Pictures appearing in West Coast papers differ, but copy is the same. New Orleans papers now employ radio editors and carry radio columns and art, but their program listings still are being run as paid adver-tisements. No mention is made in their columns of WWL, the largest station in New Orleans, nor are its programs carried. Newspapers in Oregon and Washington are liberalizing their policy regarding the printing of radio programs and columns.

Art is growing in demand by newspapers throughout the country, presumably because of the Hearst policy, of two full pages devoted to radio on Sunday-the syndicated page and a page of ocal radio news. It is understood that rotogravure sections will appear soon, carrying two pages of pictures of radio personalities. The policy of some newspapers trying to combat the Hearst policy is to supplement their Sunday papers with a Radio and Screen Section, which, however, contains more screen than radio news. The Philadelphia Record and Detroit Free Press were the first to start these sections.

News Service Programs

THE -PROBLEM of getting the best program information before the radio audience is taking on a new light, since some newspapers in the smaller cities and towns which do not employ radio editors reliable listings, papers depend on es to furnish them on page 52)

Page 7

				in the smaller cities and towns
6:00 Sketch, 'One Man's Josef Zatour's Orch 6:15 Family' 6:30 News; Coakley's Orch. Dinner music	B		6:00 6:15 6:30 6:45	which do not employ radio editors are not giving reliable listings, Most of these papers depend on the news services to furnish them
7:00 Baseball resume Sports, Ford Frick 7:15 Dr. Wm. H. Foulkes 'De You Know? 7:30 Mixutha Menry, sougs . 7:45 Floyd Gibbons His Honor the Mayo	Stamp Club, Tim Healy Flying, Capt. Williams Henry King's Orch.	Charles Carlile, tenor	7:00 7:15 7:30 7:45	(Continued on page 52) (Stations listed up order found on disi) TONIGHT
8:00 Don Bestor's Orck. Pan-American 8:15 " " Panoramas 8:30 Hands Across Border 8:45 "	Northern Lights	The Roxy Revue	8:00 8:15 8:30 8:45	2 TO 3 P. M. KTAB-Disca: 2:15. Romains. 2:30 Male ouertet: 2:45. Orchestra, 2:30 Male KFRC - 2:15. Ted Husing's sports: 2:30. Wanderen's quartet: 2:45. National men s tennis s rates
9	Mary Lou, others. Jamboree: Variety musicale	Saturday Revue Sketch, 'Benjamin Franklin'	9:00 9:15 9:30 9:45	 KPO (Voice of The Call-Bolletin) - Saturdar, Special, KGOBeau Arts trio. 2.30. Tom Coakley sort, 2:45. International broadcast from Warsaw, KLX - Discs: 2:15. Cowboy sonss. 2.30. Discs. 2:45. Easeball. KYA - 2:15. Arguintingns, 2.30Vignettes
TYPICAL LISTINGS Here are t	tional	Manhaitan S Elder		of Life 2:45, Barball, 3 TO 4 P. M. KTAB-Discs. KFRC-Charles Carlisle and orch 3 15, Jan Savitt and orch., 3:45, Rhoda Arnoid and orch., 3:55, Church program and
ings used by newspapers throughor don's survey of how the press han			list- Lon-	Town Topics c Call Mictin) - Orteti

for reader interest.



BROADCASTING • November 15, 193 November 15, 1934 • BROADCASTING

September Shows Advertising Gains In Excess of 16% Auto and Clothing Accounts Lead in Month's Advances

VOLUME of broadcast advertisng in September showed a marked \smile gain, total time sales amounting to \$4.576.228, an advance of 16.5% over August, according to the monthly statistical review pre-pared for the NAB by Dr. Herman S. Hettinger. National network volume rose (13.8%) during the month, regional network 35.6%, national spot, 30.3% and Leal 13.1%. Most of this rise is traced to seasonal factors, but parts of it refleet fundamental improvement in business, according to the survey.

Gains were registered by other media, national magazine advertising going up 33.6% in September. farm paper volume 14.5% and newspaper advertising 11.3%.

Dr. Hettinger's review shows that the greatest increase in non-network business occurred in the highpowered regional and clear channel field, where the advance was about one-third. Volume of regional stations went up 15.5% and local 100watt stations gained 3.6%. Comparison with last year, however, shows that regional and local stations made the better showing, their volume being 27.6% and 32.7%, respectively, over September of last year.

Regional Advances

FROM the regional standpoint, the rise in broadcast advertising was greatest in the New England-Middle Atlantic and the Pacific and Mountain areas, in each case amounting to about a third. Other areas gained slightly. As compared with September of last year, the New England-Middle Atlantic gained 64%, the Middle West gained slightly, the Pacific and Far Vest lost about a tenth and the South lost nearly 40%.

Electrical transcriptions went up 42.8% in September with local volume unchanged. National spot live talent volume rose 53.3 . local volume 15%. Both national spot and local announcement business rose about 13%. Using September, 1933, as a basis for comparison, national spot transcription is 13.6% greater, live talent 37.4% higher, announcement business 14.4% greater, and local volume little changed.

The distribution of advertising among the four major media follow: Radio broadcasting in September \$4,576,223, nine months, \$51,101,922; national magazine in September \$9,548,298, nine months \$86,246.829; national farm papers September \$\$431,957, nine

months \$3,931,644; newspapers in
 National networks.
 52,360,651
 \$29,303,103

 Regional networks.
 57,944
 450,832

 National spot.
 781,903
 9,758,639

 Local
 1,175,715
 11,589,348
 September \$39,929,000, nine months \$352,248,150. Total advertising for all media in September was \$54,-485,478, for nine months \$493,528,-Total\$4,576,223 \$51,101,922

Sponsorship Trends

Page 8

ANAYLZING trends in sponsorship, Dr. Hettinger finds an increase of 41.2% in automobile advertising due to national network and spot increases; a 24% rise in clothing advertising due mainly to increased network volume; a 64%

AGENCY TAKES ITS OWN MEDICINE Services of Advertising Agency in Tulsa Advertised ----In Dramatic Spot Announcements on KTUL----

vertising agency

in Tulsa believes

in taking its own

medicine and is

using special spot

a n n o uncements

on KTUL, Tulsa,

grams.

from Tulsa.

The Mills-Wolf Corp., formerly

direct-by-mail organization, re-

cently entered the general service

agency field. Duke Murta former

Here are sample continuities,

increase in drug and pharmaceuti-

cal advertising, with main gains

During September, broadcasting advertising was 15.7% greater than

in the same month last year, with

national network revenues up

21.7%, regional networks almost double, national spot advertising

19.5 Greater and local advertis-

ing about the same. The lag in

Hettinger to the fact that no really

significant improvement has oc-

curred during the year in retail

Total broadcast advertising vol-

September Jan.-July

ume by class of business in Sep-tember and nine months of 1934

cal advertising is traced by Dr.

broadcasts is for 13 times.

eral store advertising.

erv.

trade.

was:

tember was:

Records

Mr. Murta

THE MILLS- which show how the spot announce-WOLF Corp. Ad- ments are dramatized:

SOUND-Glass crash, loud. ANNOUNCER - Crashing through with real advertising ideas. It pays to advertise correctly. If you have a business which you think can not be advertised - you had better advertise that business for sale. You've heard that "bromide" be-

to advertise its services such as direct by mail, booklets, folders, fore-but it will do you good to hear it again. Never in the hisletters, newspaper advertisements tory of business has intelligent adand the preparation of radio provertising been so necessary as at the present time.

Announcements are dramatized You want business-you are with sound effects which brighten willing to spend money to get business-as a business man we think an otherwise straight commercial. you'll agree it's sound business to The time of each broadcast is studied for strategic position, such have your advertising properly as preceding Will Rogers, favorite prepared. The Mills-Wolf Corporation lobecause he was born a few miles

cated in the Orpheum Building will make an analysis of your advertising problem-prepare letters, ooklets, newspaper ads, outdoor display, and radio programs that will get results. Telephone the Mills-Wolf Cor-

Advertising Manager of Brown-Dunkin department store, Tulsa, poration for an interview 2-3-4-5-6. who has had radio experience in SOUND-Wind machine. other cities, has joined the Mills-Wolf staff. The first series of

Another Type of Spot

SOUND-Chinese gong. ANNOUNCER-It pays to ad-

SOUND—Chicken cackle. ANNOUNCER: A hen has just

being in national network and spot fields; a jump of 58% in household laid an egg-every time that event happens, the world knows about it. equipment volume, mostly local and When a duck hen lays an egg, she national network; gains of 26% in keeps the matter a secret, the resoap and kitchen supply advertissult is obvious. Hen eggs are more ing: 23% in financial advertising popular than duck eggs. It pays and 66% in department and gento advertise correctly. Let the Mills-Wolf Corporation,

In discussing general business located in the Orpheum Building. conditions, Dr. Hettinger points out prepare your advertising, if you that the most encouraging factor want results-whether it be letters, is the degree to which industrial folders, booklets—or newspaper ads. Mills-Wolf also specializes in and commercial activity seems to have stabilized itself at certain levpreparing radio programs. The telephone number is 2-3-4-5-6. els, which he terms the first prerequisite to any permanent recov-SOUND-Wind machine.

NBC Hollywood Studio

WITH the return of Don Gilman, NBC western division vice president and manager, from New York, enlargement of the NBC Holly; wood studios on the RKO movie lot is expected. Although fairly new, the studios are inadequate because of the larger number of commercial programs and a nearby recording studio is hired for supplementary use. When a program is on the air, there are no rehearsal facilities and the shift from one program to another which follows immediately sometimes is difficult. At least \$50,000 will be spent within a few months, Mr. Gilman said, either in adding to present studios or acquiring new quarters. Hollywood has taken second place in production of radio programs,

Non-network broadcast advertising by type of rendition in Sephe added. Nat. spot Local THE NAB board of directors has Elec. transcriptions.....\$253,473 \$78.145 tentatively scheduled a meeting in

620.435 33 960 Spots 151,095 443,275

Network Receipts October Best Month in History Ten-month Income Is Highe

WITH October sales figures mak ing the best spurt in the histor of the network, CBS establishe a new high record for any month broadcasting activities, total tim sales reaching \$1,752,601, an crease of 56 per cent over the same month last year, and 80 per cer over October, 1933. NBC had best October in its history.

Both networks ended the fir ten months of the year with a c mulative total substantially about the corresponding figure a yes ago. NBC improved its posit by 31 per cent, with sales amount ing to more than \$22,000,000,

still somewhat less than in the record year 1932, when \$22,550,4 was recorded. Columbia not on has passed its last year's total date by 55 per cent, but also ha improved on its showing in 19 hitherto its record year, by almost 10 ner cent.

The marked betterment in the positions of both chains is seen a glance from the following (Pa cific Coast hook-ups included NBC, but not for CBS):-

Gain Over 1933

October, 1934 CBS \$1,752,601 56% NBC 2,774,409 31% NBC

Since the amount by whi NBC's figure this year is trailing the 1932 total for the first : months is less than \$300,000, i almost certain that by the end the year its two networks, as we as CBS, will be able to point: new record totals for the 12-mon

Mrs. Roosevelt Begin New Typewriter Serie

period.

UNDER the sponsorship of the Typewriter Educational Research Bureau, of New York, Mrs. Fran lin D. Roosevelt on Nov. 11 starts another series of six program Devoting her talks to child educ tion under the title "Americans Tomorrow," Mrs. Roosevelt is to ing heard Sundays 7:45-8 p.m. me a CBS network of 36 stations, Arrangements have been made pickup the talks from whatere part of the country Mrs. Roosever may be in Sunday nights. Washington she will speak from the studios of WJSV and she w be heard from Warm Springs, G during Thanksgiving week. network includes basic CBS s tions, Denver, Salt Lake City at 12 Don Lee stations on the Parit Coast.

The campaign, designed to s children's typewriters for Chrismas, is handled by Batten, Bartes Durstine and Osborn, Inc., Net York. Mrs. Roosevelt's fees, usual will be turned over to a char

itable organization, in this case the American Friends Service Commit New York early in December. It tee of Philadelphia, which all will be the first session since the rural schools.

Set New Records For Women Only—A Radio Success Story

BV ROBERT A. STREET Sales Director, WCAU, Philadelphia

WCAU's Trials and Tribulations in Developing a Women's Club of the Air That Moves Goods for Merchants

STANDARDIZED selling units have been mentioned frequently as a desirable progressive step. want to discuss what I consider an excellent example of a selling system that lends itself to standardization.

For the past year or more we have been conducting an interesting experiment in Philadelphia. I refer to the so-called "WCAU Women's Club of the Air" program which has now won a comfortable niche for it elf on our schedule from 2:30 to 3:30 every day, Monday to Friday. Prior to last autumn it had been

our conviction that women's programs, as such, were losing their Whether we were poor hold. guessers or merely uninformed is unimportant now, but the fact is that we heard nothing but customary reading of recipes for so long that we had grave doubts about the susceptibility of women 012 192 to the thousands of recipes issued from loud speakers during a good part of the day. Consequently, we

put a ban on recipe reading and for several years had only one announcement period in the morning dealing with subjects of interest to women In the summer of 1933, however, a few months after we had increased our power and our facilities, we began to investigate women's club programs through-

out the country to 'find out what they might hold for us. We went into a huddle with several agencies and made a number of inquiries of other large stations in the country.

What Others Were Doing

MUCH to our surprise, we found that women's programs in several cases were producing remarkable results. KMOX seemed to be enjoying excellent results with their women's program; WTIC had been doing quite well with their mixing bowl, and KDKA's Home Forum actually had a sponsors' waiting list. Also, WLS, Chicago; KFAB, Omaha; KFI, San Francisco; WNAC, Boston; KSL, Salt Lake City; WSM, Nashville, and WKBF, Indianapolis, reported favorably. After these revelations we decided to produce a women's show of our own. Since we happen to cwn the building which we occupy, we began to build an auditorium studio on the second floor which was calculated to house the women's club broadcast and serve as an audience studio for other broadcasts. The second floor was used because it decreased the haul on our elevators and allowed us to

use steps for an exit. Within a few months there emerged a spacious but intimate auditorium seating 250 people and offering stage facilities large enough for a 35-piece band. In the rear of the stage was installed a

BROADCASTING . November 15, 193 November 15, 1934 . BROADCASTING

www.american/adiohistory.com

THIS IS the life history of a women's appeal program that does all it was expected to do-and more. From an uncertain beginning, WCAU has perfected a program formula that is pleasing both listeners and sponsors. How obstacles were conquered and new ideas introduced is told here by the man who helped nurse the "WCAU Women's Club of the Air" through its infant days. He presents a graphic history of the program, and tells of the schemes which were tried and rejected, as well as those that stood up under the laboratory test

complete modern kitchen built in like a stage setting so it could be cut off by a curtain when the forward part of the stage was in use. Kitchen equipment was furnished by some of our sponsors who were enxious to participate in the program. These were big companies and their sponsorship helped us in opening more accounts.

A PERMANENT seating capacity of 250 was provided in a solid block with wide areas on either side for display of merchandise. Although the acoustics were good, loud speakers were placed in the ceiling to insure clarity. A lobby was rovided where women could meet their friends in a pleasant atmos-

ing on the second floor, we engaged in a search for two women home economists who were to take charge of this project for us. We had found that beyond equipment. time of day or anything else, competent women were necessary to do job of this kind. It isn't enough merely to have a good cook or someone with a pleasing voice who can read household suggestions taken from magazines. We wanted home economists in every sense of the word.

If you don't know about such things, you can imagine our surprise when we found that most of the women with any standing in the home economics field wanted from \$12,000 to \$15,000 a year even to consider our proposition. And since we wanted names as well as ability, our search was destined to be a long one. If the women we approached were connected with magazines or newspapers, they either expected the equivalent of the salary they were drawing in order to abandon their jobs, or vere either unwilling or forbidden by managing editors to devote part of their time to this radio project. All in all, we contacted 43 different women throughout the country before we found the two that seemed ideally suited for our needs.

of audience and sales appeal.



While the building was proceed-

We obtained Elsie Carol, cooking expert from Chicago, and from New York we secured Dr. Allene Houghton, the former "Prudence Penny" of the New York American, a woman with several college degrees who had written copy in advertising agencies and had taught the theory of advertising

and economics in the classroom. This double-threat team appeared to be cut out for the job, and they have subsequently lived up to expectations-for less than \$15,000 a THE RESULT of all this was that on Oct. 9, 1933, the "WCAU Women's Club of the Air" opened ·up with much verbal fanfare. The time was 2:30 in the afternoon bepeal was threefold. First, a radio

broadcast aimed directly at a women's audience; second, a demenstration of the sponsors' product on the stage before an audience of 250 women; third, displays in the auditorium, each advertiser receiving a table 3 by 6 feet on which he could put window display material, dummy containers and anything he saw fit, such display to remain in place during alt broad casts and meetings in the auditorium.

Of course, it is true that the women present were only a drop in the bucket compared with the total listeners, but we felt that this live attendance had a great deal to do with the success of the program from the promotion standpoint. Furthermore, it is a decided asset to bring a prospective client into one of these meetings and let him see a couple hundred women actually listening, as compared to the task of reasoning out with him the probable size of a radio audience. This, of course, is true of your small advertiser, rather than an experienced time buyer, but the effect is good in either case. And I might mention here that the effect is just as bad in case you don't have a crowd.

Came a Dilemma

THIS BRINGS us to the most difficult period which the women's club had to pass through. Bringing the women into our beautiful auditorium was indeed a problem. All the announcements we could make did not seem to be enough to interest more than 50 or 75 entries a day. So we tried entertainment. We put in Boake Carter and Morton Downey and other entertain-ment, and didn't hesitate to announce these celebrities a day or two ahead. For a few programs it seemed that we were making headway, but the illusion was shattered when we found half of the audience walking out at the end of the entertainment, most of the audience being high school girls and such who were certainly not the home-making type we

It became clear that entertainment would not do the proper job, so we went completely conservative. Our sincere desire was to build a women's program that stable, home-making women would follow. We knew that we could attract a certain number of hangers-on by offering free samples and giving picnics, but we were determined not to create an audience of this sort. We did try serving tea in the lobby, but found that several waitresses would be necessary to do a good job, although it is undeniable that the women were willing to wait quite a long while to be served, so impressed did they appear to be with the program and

wantêd.

cause our survey showed 2:30 the their surroundings. Of course, Elsie Carol and Dr. best time and because that hour is better for studio attendance. To Houghton came right down off the the listener we offered something stage, and if you please, off the new and interesting, and to the air, to mingle with them, a bit of advertiser a new and potentially routine which I believe comes unpowerful program. Our sales ap-(Continued on page 48)



Triple Sales Appeal

Tapping a Billion Dollar Reservoir Broadcasters Advised to Cooperate More Closely With Merchants to Increase Their Use of Radio Time

By JOHN BLACK

A BILLION-DOLLAR industryyet it ranks among the most backward, so far as selling by air is concerned! That, briefly, might describe the status of the American department store with respect to broadcasting. To be sure, the stores in metropolitan cities, enjoy-ing annual volume of many milions of dollars are not in this category; on the contrary, they have een pioneers in air advertising. But what about the rank and file stores, the stores doing, say, \$500,-000 to \$1,000,000 volume?, And it is these, after all that collectively constitute the biggest retail mar-ket for the sale of air-time. I have just completed a study of

broadcasting among medium-sized stores, and the attitude which many of these retailers assume toward this newest promotional medium indicates clearly the need for a drastic revision of merchandising policy by local stations, selling airami

Their Objections

FIRST, let it be understood that I am not a broadcasting man: I am a department store man., having been a student of retail merchandising for many years; therefore I am speaking now from the store's side of the fence. The stores are open-minded on broadcasting. There can no longer be any doubts on that score. They may try air-time, and, for one reason or another may abandon it, but as-suredly they are convinced that eventually broadcasting will be one of the major methods of retail promotion. How then can we explain their present attitude of hesitation? I will try to answer that by enumerating a few principal objections cited to me by retailers who either are, or have been on the air. The chief complaint they make is that the broadcasting industry doesn't fully understand the difference between the merchandising problems of the local store and those of the national advertisers who broadcast on big costly hookups. The store, it should be remembered, depends on immediate daily sales, while the national advertiser can wait months, if necessary, for results. More minute study of the store by the station's service department would develop for the sales division many important promotional arguments which today are used inadequately, if at

The Value of Speed

FOR EXAMPLE, one of radio's biggest advantages to the store is the speed with which the sales message can be transmitted. Some stores already are alert to this; they gauge their programs according to last-minute weather changes, and that has proved very successful in moving certain lines of merchandise. The value of radio to stores on this point can scarcely be over-estimated. For many years the time element has constituted a vexing retail problem with respect

A WRITER who has spent a decade analyzing and writing about merchandising for trade and consumer's magazines, John Black possesses a valuable store of knowledge on the subject. His belief that broadcasters' have only scratched the surface in selling time to mediumsized retail stores is based on this experience plus conclusions reached in a survey which he has just concluded. It is Mr. Black's idea that local stations must drastically revise their merchandising policy in obtaining department store clients and he offers suggestions that should prove helpful to broadcasters seeking this business.

store.

confusion

themselves.

to retailers.

planning air campaigns for

Certain broadcasting experiences

of chain stores indicate that sta-tions do not always differentiate

between the radio problems of the

chain and those of the individual

carefully advised regarding air ra-

dium of broadcasts meant to apply

to single units. Otherwise, we will

see increased dissatisfaction with

broadcasting among chains. These

firms complain that when they an-

nounce sales in specific towns, the

message is heard by listening cus-

tomers in towns where other

branches are located, thus causing

Mutual Problems

VARIOUS stores in the Midwest

and South which have tried either

spot or program broadcasts, have

found this promotion unsatisfac-

tory and now are off the air tem-

porarily. The chief reasons given

for discontinuing their broadcasts

follow: Spot broadcasts, while ef-

fective in special sales events, do

not build permanent confidence for

the store; program broadcasts are

so costly as to cause neglect of

other promotional media, and the

broadcasts are not sufficient by

chief points: First, the stores want

broadcasting: It is significant that

every complaint expressed to melis

tempered with an assurance of

value for the store; second, prog-

ress in retail broadcasting will de-

pend largely on the understanding

that stores and stations reach re-

garding their mutual problems.

Indeed, it might be said that closer

cooperation with the store is the

principal need of the broadcasting

industry as regards selling time

for the station. Help stores to

rationalize their programs. Im-

prove the entertainment-but keep

it more in key with the programs.

Don't let the stores drag in Bee-

Here are a few random thoughts

To sum up, let me stress a few

It is vital that chains be

to meeting the customer's weather ing that there is a certain parallel between telephone salesmanship needs. Then too the idea of dramatizing and broadcasting; some have applied telephone technique to their merchandising information as news rather than as dry-as-dust adverair programs, and the results have tising should be stressed. This been such as to suggest that stawould help to redeem the spot antions could exploit the idea further nouncement, which many stores in now regard with disfavor, assertstores.

ing that it is crude and otherwise unsatisfactory. There is an authentic place for the spot announcein the present structure; ment stores with limited budgets have found it effective in stimulating demand; however, they feel strongly that it needs to be made more interesting, more "newsy," more dignified.

Now let us examine other quesions raised by retailers. Why, for instance, are air-time salesmen so prone to make exaggerated claims for radio? Stores complain that too many stations sell broadcasting with the idea that it is some kind of bonanza-that all the store needs is to buy time, throw on any kind of program, and sales will ump as if by magic. The truth, course, as enlightened retailers recognize, is that radio has sufficient sound arguments to justify it, rithout recourse to any such fantastic claims.

A Place of Its Own

SIMILARLY stores resent efforts to sell air-time as a substitute for newspaper advertising. Radio cannot supplant the newspaper-and doesn't have to; it has an authentic sales function of its own. equally important to the newspaper That type of air-selling is harmful in two ways: It needlessly antagonizes the local newspapers, and it gives the store a wholly false concept of merchandising by

My files are full of the sad exeriences of stores that tried broadcasting on the theory it was pretty much like newspaper advertising." And this isn't wholly the store's fault either. Let us remember that the retailer's advertising manager today is going through a difficult period of orientation. For generations he has been trained to sell in print; oral advertising-except for the telephone method—is a new field. Incidentally, stores are discover-

thoven and Shakespeare simply as a crude and obvious disguise to conceal direct advertising. Censor radio programs, as newspapers censor ad columns. Be strict with the retailer when, due to ignorance he tries wrong types of programs he will like you all the better for it because in the end it will help him make his air-time sell merchandise which, after all, is its sole aim, Emphasize the need for continous programs, citing continuity in newspaper advertising as an ex ample.

Maximum Audience

IT IS CLEAR that the stores' chie roblem in broadcasting for 193 hinges on the selection of station with respect to listener radius How can they reach the maximum of listeners located within acces sible shopping distance, at a mini-mum cost per person? My inquiries disclose that there is still much misunderstanding among stores on this point, and clarifica tion is needed.

However, it is important in tackling this problem, that stations also point out to stores the advisability of allowing a margin in broadcast radius to permit normal expansion of the shopping area Numerous stores have broadened their trade radius and increased volume by using a station that car. ries their sales message slightly beyond their original territory. And here's a final tip for the

air-time salesman: Concentrate wherever possible on new and reorganized stores. These stores are going actively into radio and are especially promising market They are less tradition-bound and therefore more ready to see the real value of broadcasting.

'Little Women' Program Is Effective in Boston Note relative

size of men

painting tower

X

ALLAL A

SO SUCCESSFUL was the radie dramatization of the first book of Louisa M. Alcott's "Little Women" over WEEI, Boston, thrice weekly that Jordan Marsh Co., department store. started another series in October, with results just as gratifying. After the first series the public was asked for an expression of its attitude toward the program and quick approval was received The Jordan Marsh Co. will present a special Christmas program featuring Santa Claus, Santason and Popeye at the conclusion of the "Little Women" series, also scheduled over WEEI at 5:30 p.m. Tuesdays and Thursdays. The account is placed by Harry M. Frost Co., Inc., Boston.

335 Places at Once

FROM KFH. Wichita, G. E. Holm, firm confidence in radio's future manager of Chevrolet's Wichita zone, personally conducted sale meetings in 335 towns in his territory last month. In each town, dealers and salesmen got together for a breakfast meeting and with receivers tuned to KFH, heard talks and joined in songs to the accompaniment of the radio orches "It would have taken me several months to go to each town to conduct these sales meetings," Mr Holm said after the radio sales program, "and it is extremely costly to bring in all the dealer and salesmen.

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s. WHO, Des Moines, built a "Vertical" increasing signal strength by more 50 percent

T happened something like this:

JANSKY said to us: "Why dont you build a vertical?" OUR REPLY: "Why should we? We already have the third largest primary coverage in America, and a secondary coverage extending beyond the coast in either direction."

JANSKY: "Because a vertical will mean an increase in signal strength at all points which will be the equivalent of an increase in power of more than fifty per cent. In addition it will mean a substantial improvement in your wide-spread secondary night-time service, which exists because WHO is one of the few stations which operate on a clear channel."

WE: "Are you sure?" JANSKY: "Positive."

WE: "Well, if disinterested radio engineers can prove that building a vertical will increase signal strength as much as a 50% increase in power, we'll build it."

RESULT-They did, so we did.

So now the new vertical radiator goes into service about November 20, spreading the 50,000-watt voice of WHO over greater primary areas that ever before. The advertiser gets this increased audience, at no increase in basic rates for program time or talent.

CENTRAL BROADCASTING CO. DES MOINES, IOWA J. O. Maland, Manager Phone 3-7447 Representatives-Free & Sleininger, Inc. CHICAGO 180 N. Michigan Ave. Franklin 6373 NEW YORK DENVER Chrysler Bld Charles Bldg Keystone 602 Murray Hill 2-3030 LOS ANGELES SAN FRANCISCO SEATTLE Chamber of Commerce Bldg. Richmond 6184 Stuart Bld Elliott 6662

DETROIT-General Motors Bldg., Madison 1423 The Central Station -ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST CLEARED-CHANNEL-50,000 WATTS-FULL-TIME November 15, 1934 • BROADCASTING Page 11

R

O

over the entire state.

watts.

W E

where power is needed

a strategic location for a 50,000

watt radio outlet. Iowa is a BIG

market, because it is a BIG col-

lection of smaller markets. In-

stead of being concentrated in limited metropolitan areas.

Iowa's buying power spreads

Iowa's largest city, yet the 1930 census shows Des Moines has less

than 6% of the state's popula-

tion. To sell Iowa by radio, you

must cover it—and to cover

Iowa, you need the only station

with power enough to do the job -WHO. Des Moines, 50,000

Des Moines, home of WHO, is

Des Moines, center of Iowa, is

The radio dollar of Reid. Murdoch & Co. produces results in the Kansas City Trade Territory for three reasons:

- 1. The products of Reid. Murdoch & Co. are right.
- 2. Aggressive salesmen—one working in Kansas City and one working outside of Kansas City.
- 3. Consistent, efficient, and exclusive use of Station WREN.





0mber 15, 1934 Radio Station WREN WREN Building, Lawrence, Kansas. Gentlemen: The attractive waw display of MONARCH FINER FOODS, which your assisted us with, has certainly caused it of comment among our customers, and hassulted in more sales for us on MONARCH FIM 00DS. I think you will sinterested in learn-ing that since you stud advertising MONARCH the sales of MONARCH TR FOODS in our store have multiplied many that. In fact, today we-are carrying a fulling of Reid, Murdoch & Company merchandise, we formerly we handled very few of their ites Thanking you for a fine window display and we want you to knowe re more sold on ra-**NBC** 17 Hours dio advertising tan at. It just proves that, regardless of the imes, high class mer-chandise will sell if advertised. Basic Daily Your truly, Blue Network ger Grocery Dept. FJZ:HW

WREN serves eleven cities with a population of 761,535, in addition to a vast. responsive rural audience of more than two and one-half million!



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November 15, 1934 • BROADCASTING

Early Hearing for ASCAP Case[•] Seen as Defense Files Replies

Voluminous Answer to Charges Repeats Story "RADIO CITY," a new American Frequently Told at Congressional Hearings

TRIAL of the Government's anti-trust suit against the American Society of Composers, Authors & its co-defendants would reorganize Publishers and some 130 other defendants named in the bill filed by the Department of Justice Aug. 30. now is expected early next year in the Federal District Court for the Southern District of New York. With the filing of answers by the majority of the defendants, through ASCAP counsel, Nathan Burkan, on Nov. I. it remains now for the court to set a date for the trial. The Government is expected to file a motion for preference within the next month or six weeks, desiring trial by February or March.

The ASCAP answer, filed in behalf of 83 of the defendants, made blanket denial of the allegations in the Government suit charging an illegal monopoly in restraint of trade. A voluminous document of 42 printed legal-size pages, the answer recited the detailed history of the organization of ASCAP; its purported altruistic purposes, and the dire consequences that would result if it were dissolved. A long list of court cases upholding the legality of the combination also was recounted. The major portion of the document was a repetition of the story repeatedly told at con gressional hearings and in publicity broadsides by ASCAP officials.

Royalty Problems

WHEREAS the Government suit seeks to establish a system of royalties for copyrighted music based upon the actual use made of public performance rights, as against the blanket licenses now demanded by ASCAP, the Burkan answer declares such a system would be unworkable. Affiliation with the Music Publishers Protective Asso ciation, which collects special tribute for performing rights on recorded music, also was opposed. Should the case come to trial in early spring, it is believed that litigation may be completed prior to Sept. 1, 1935, when the current three-year percentage plus sustaining fee contracts of broadcasters with ASCAP expire! Since no injunctive relief is sought in the Government suit, no provision exists for continued use of ASCAP music after that date unless the case is adjudicated. The current contracts, which became effective in 1932, provided for flat sustaining fees plus 3 per cent of station receipts for the first year; 4 per cent for the second and 5 per cent for the third. The broadcasting industry claims that it accepted these contracts "under duress" and after ASCAP had threatened to withdraw all of its music from the air. Royalties from radio last year were estimated at approximately \$2,000,-000, as against an annual average of \$1,000,000 under the flat-fee system employed prior to the percentage contracts.

Actual trial of the case may consume two or three months. A large number of witnesses, it is indicated, will be called on both sides. One possible solution of the case, it has

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into an open music pool and agree to cease practices adjudged unlawful by the court.

The ASCAP Story

THROUGHOUT the answer, Counsel Burkan alludes to the activities of ASCAP in restraining the "piracy" of music by all public performers. Particular emphasis is given to radio, and the impression is left that ASCAP regards the case as a radio, rather than a general suit against it. Repeatedly made also is the allegation that broadcasters and other users of music seek a situation under which they would pay nothing for copyrighted music, rather than a rea-

sonable fee. "Defendants aver upon infor-mation and belief," the answer, states, "that this very suit was induced by and brought at the instigation of the several trade associations representing radio broadcasters and motion picture theatre owners throughout the United States, and that the object of this suit is to disable composers, authors, and publishers from dealing collectively in protecting their rights against pirates to the end that such users of music may perform the copyrighted musical numbers of composers, authors and publishers for their own profit without paying a cent of remuneration for

the genius and labor which created musical numbers employed in radio programs, motion pictures, cabarets, hotels, night clubs and other places of public resort and entertainment. Attack on Radio AS A MATTER of fact, the National Association of Broadcasters has publicly announced that it will give its full support to the prosecution of this suit by the United States, and that in the event that this suit is successful, the National Association of Broadcasters will es-

tablish a music pool of its own and will use only the musical numbers of such composers, authors and publishers as are members of the said pool "In other words, the broadcasters are seeking to destroy the Society which has been protecting the rights of composers, authors and publishers against infringements and piracy by broadcasters and other users of music, and propose to substitute in its place a group dominated by the broadcasters and

subject to the dictates of such hroadcasters. "If their scheme were to succeed, any author, composer or publisher who refused to join the broadcasters' pool would be discriminated against and he would receive no compensation for the use of his

composition. Without an organization to represent him, such as the Society, the individual composer and author could not protect his rights and he would again be

A MUSICAL CODE NBC Composer Writes Piece With Dot and Dash Rythm -

composition with the rhythm of

the Morse code as its motif, soon will be introduced by its author, Meredith Willson, conductor and general musical director of the NBC San Francisco studios. With the romance of broadcasting as its theme, the composition is dedi-cated to Radio City, NBC's New York headquarters. Willson, now vacationing in New York, plans to present the three-movement suite

soon after his return to the West Coast. Scored so that experienced telegraph operators can read the Morse code message as transmitted in sharps and flats by the musicians, the opening melody of the first movement depicts the me-chanics of wireless. With staccato rhythm, string and brass will spell "Radio City" in Morse code. The melody then continues with the Morse signal "G. A.," indicating "go ahead," followed, in the second melody, in Morse code the

reply, "okay." The second movement "The Fountain Plaza," is a tone picture Radio City, centering around of the picturesque fountain in Rockefeller Plaza. The general theme continues in the third and last movement, which is not yet completed.

powerless to prevent piracy. "In other words, the situation would again be the same as that which existed prior to the organization of the Society except that the creator of musical works would be given an option to forego the rights which the copyright law intended to give him or in the alter-native, to subgribe and become a member of the broadcasters' pool and to take whatever crumbs the broadcasters might feed him."

Only a "Pittance"

THE ANSWER sets out the amount of business done in broadcasting and purports to show that the royalties paid to ASCAP are but a pittance. On this score, it states also that it has been the established policy of the NAB "to prohibit advertisers using the facilities of any broadcasting station from dealing directly with the So-ciety." Further, it stated that the NAB "always insisted upon collective bargaining with the Society by the broadcaster or the chain for all its and their advertisers."

As to the issuance of blanket. rather than "per piece" licenses, the answer states that since the daily program of users and broad-'casters involves from 21 to 86 separate songs of different authorship, nationality, character, taste, fancy and appeal, "it was and is essential the Society issue blanket licenses to the users and broadcasters, leaving it to the Society to work out an equitable system for the division of the royalties among its. members and those of its foreign

affiliates." Were ASCAP to issue licenses for individual songs, it is contended. it would have to maintain "at a prohibitive expense an enormous staff investigators to ascertain of (Continued on page 53)

W. C. Sutherland Winner **Of Davis Diction Award** TO WILBUR C

Sutherland, staff announcer of KDKA, Pitts. burgh, goes the 1934 H. P. Davis

Memorial Award for Excellence in Diction for Pittsburgh An-Mr. Sutherland gold medal and \$150 cash were presented to him Nov. 2 during the

KDKA anniversary and dedication of its new studios. The award was started last year by Mrs. H. P. Davis in tribute to the late Dr Davis, often referred to as the 'father of broadcasting." Second prize went to Ted Ep-stein, of WCAE, Pittsburgh, who

was third in last year's diction contest for Pittsburgh announcers Richard Koch, also of WCAE, was named for third place. Last year's award was won by Fred Webber. KDKA.

Sutherland sang over 20 scat tered stations with Cornell Uni-versity musical clubs before he ever thought of becoming an announcer. After graduating in engineering in 1928 he took the student course at Westinghouse Electric & Manufacturing Co., East Pittsburgh, and was assigned to steel mill sales engineering work. His love for music led to church singing and on to special announcer for a KDKA morning broadcast by a food spon-sor. In 1931 he joined KDKA as a part-time announcer.

Britons Visit U.S.

A DELEGATION of officials of the British Postoffice & Department, which is charged with radio regulation and operation, is in the United States for a fortnight's study of the status of television in this country. Planning to depart Nov. 16, the delegation has inspected television apparatus of all of the leading development com-panies. It consists of Lord Selsdon, former British postmaster general, chairman; F. W. Phillips, assistant secretary of the Post Office in charge of electrical com-munications; Col. A. S. Angwin, assistant chief engineer of the British Post Office, and Norman Ashbridge, chief engineer of the British Broadcasting Corp. In Washington on Nov. 9, the group was entertained at dinner by members and executives of the FCC.

Discs Boost Net Series

GENERAL BAKING Co. (Bond bread) called attention to its CBS "Tea Shop" program Sundays in a series of 26 one-minute WBS transcriptions on a test basis in Detroit over WJR, WWJ, WXYZ and CKLW. The transcriptions feature Julia Sanderson, Frank Crummit and Jack Shilkret's orchestra, who take part in the network program. The test schedule, which began Oct. 29, was placed through the New York office of Batten, Barton, Durstine & Osborn, Inc.

THE YEAR'S best advertising buy will be the 1935 YEARBOOK edition of BROADCASTING.

Presents the Greatest **Maestros in the Middle West**

Carrying on the dominance symbolized by the erection of a new \$500,000 studio building, WGN names:

HENRY WEBER Musical Director-Conductor of the



At 33 a veteran of a dozen years with the world's finest orchestras . . . Maestro of opera . . . Director of symphony . . . Student with Richard Strauss . . . Graduate of the Imperial Academy of Vienna . . Debut at the Royal Opera in Bremen . . . Conductor with The Chicago Civic Opera . . , The world's youngest conductor of a major opera company . . . Famous in Boston . . . The first American to direct an operatic orchestra in Italy . . Guest conductor with The Chicago Symphony . . . Staff conductor for NBC . . Henry Weber directs WGN's musical activities, including the newly aug-

mented WGN concert orchestra.



WAYNE KING

HAROLD STOKES Leader of the new WGN Dance Orchestra



Director, composer and arranger of popular music . . . Young, brilliant, versatile . . . At 29 a master of modern melody . . . Conductor of the first coastto-coast commercial broadcast from Chicago, the Studebaker Champions . . . Staff conductor with NBC . . . Conductor of the Carnation Contented Hour . . . Sealed Power . . . Palmer House Promenade...Climalene Carnival Hour, and many others : . . Composer and arranger of popular airs . . . Outstanding leader of modern dance music . . . Harold Stokes makes his bow to the Middle West audience in charge of WGN's new, 22-piece dance band.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL 416.4 METERS-720 KILOCYCLES NATIONAL PRESTIGE . . SUPERIOR PROGRAMS . . . 50,000 WATTS POWER . . CLEAR CHANNEL . . INTENSIVE ZONE 7 COVERAGE . . PLUS A NEW \$500,000 STUDIO BUILDING . . PLUS THE GREATEST MAESTROS IN THE MIDDLE WEST!

WGN is the only station in America to

carry Wayne King as an exclusive sus-

taining program. The Waltz King is

heard 10 times each week from the

great Independent of the Middle West.



BROADCASTING . November 15, 1934 rember 15, 1934 . BROADCASTING

Radio Supplies Fast Service In Covering Election Results

Split-second Results Given Listeners as Elaborate News Setups Work Smoothly Under Pressure

By J. FRANK BEATTY

FOR AN OFF-YEAR, politically speaking, radio gave elaborate coverage to the Nov. 6 elections to satisfy the intense national increst in state and local campaigns. The setup was particularly interesting as it gave the comparatively new radio news agencies their first chance to show what they can do on a national election day.

Far in advance Press-Radio Bureau, Transradio Fress Service, networks and individual stations had laid their plans to provide the radio audience with split-second bullesin service, and election night found the well-oiled systems functioning smoothly in turning out bulletins by the hundreds. That the service met with public appre-ciation was shown by the favorable response from listeners.

Gov. Pinchot's Complaint

THE PRE-ELECTION broadcasting situation was enlivened by the complaint of Governor Gifford Pinchot, of Fennsylvania, to the FCC that "buzzes" Oct. 18 had ruined a campaign speech of his so it could scarcely be heard. He added that on Oct. 26 the buzz came on again during one of his speeches, just after he mentioned the "sugar trust." The FCC is investigating. Prior to the election, networks,

stations and news services had devoted considerable time to campaign speeches and in a number of cases big programs were kept off the air to permit political exhorters to spread their message. Lastminute roundups were aired Nov. 5, on the evel of balloting, and stunt programs were staged, such as the CBS "man in the street" broadcasts at the eleventh hour from Los Angeles and San Francisco.

Far Into the Night.

FIRST RESULTS were bulletined at 10 o'clock election morning from New Ashford, Mass., and were followed by scattered returns during the day. At 6 o'clock, when many polls closed in the east, bulletin coverage got under way in earnest. The regular evening report of Press-Radio contained latest available results and bulletin service continued until 4 a.m. Far into the night Transradio Press supplied its clients with bulletins as fast as they arrived.

NBC provided a preview of the national situation late in the afternoon of election day, with John B. Kennedy analyzing available information. A special announcing setup was established in a monitoring room at Radio City, New York, adjoining the room where returns came over the Press-Radio teletype, Bulletins selected for the networks were passed into the monitoring room where John B. Kennedy waited before a microphone.

The setup was arranged so regular programs could be faded out for bulletins and then faded back

terrupted. Besides bulletins, a number of -minute periods during the evening were devoted to roundups by Kennedy, After the Democratic landslide had become evident, Kennedy, in Radio City, interviewed Chairman James A. Farley in Democratic headquarters at the Biltmore. To get final results to listeners, the networks were held open an hour later than usual, or a. m., to get late returns from the West Coast and to put on the air Governor Merriam of California and his unsuccessful opponent. Upton Sinclair.

How CBS Functioned

CBS ALSO USED reports from Fress-Radio with H. V. Kaltenborn commenting on state results and Raymond Clapper, Washington correspondent, analyzing effects of the election on the national situation, particularly membership' of the Senate and House of Representatives. Arrangements had been made to carry the network beyond the usual closing hour and frequent 5-minute broadcasts were

made after 11 p. m. by Kaltenborn. ABS used Press-Radio reports and also had microphones in the editorial rooms of the New York American and several other remete control points. Washington political observers were put on the network several times and Chairman Farley spoke four times from party headquarters in the Biltmore. A "man in the street" program was picked up from Times Square. Special election music was broadcast, being faded for election flashes.

George H. Earle, successful Democratic candidate for governor of Pennsylvania, spoke Wednesday from the Philadelphia office of J. David Stern, publisher of the Philadelphia Record and New York Evening Post and he was introduced by Benedict Gimbel, presi-dent of WIP.

Yankee Election Service

YANKEE Network News Service. under directorship of Leland Bickford, acting, editor-in-chief, used a force of 175 men to cover Massawill be on the air faster than this paper can get them to you in its broadcast." No one has tried to collect the money, the network announced later in the week.

Open house was held in WNAC-WAAB studios at 11 p. m. to welcome successful candidates and give them a chance to speak through the microphone. Studio No. 1 of WNAC was set up as a

Third Quarter for R(a Better Than Last Yea

Huev Turns Announcer

ON ELECTION night listeners received a rare treat over

WDSU, New Orleans. The

station had a participation

program scheduled during

evening, using a local orches-

tra. WDSU has never missed

broadcasting election returns

during the past 11 years.

Coupled with this Huey Long

wanted to use the station on

the same evening, so the or-

chestra was dropped and a

pickup made from the Sena-

tor's rooms in the Roosevelt

Hotel. A WDSU announcer

was sent over to Huey's

rooms with continuity on the

plugs and was supposed to

spot these on the Senator's

time. Huey was so pleased

with the sweeping returns of

victory as they came in, that

he asked the announcer to let

him turn radio announcer.

and so Huey put on most of

the announcements. The Senator not only read the

plugs but worked them into

frantic workers in the studio. Re-

sults from other states were ob-

tained through Transradio Press.

Press-Radio Setup

DURING the evening and through

to 4 a. m., Press-Radio supplied

ted to ten minutes an hour.

Using its regular news sources

How Transradio Covered

and bulletins between 6 a. m. Nov.

6 and 3:30 a. m. Nov. 7, amounting

to 44,953 words. This was in addi-

tion to general news. High-speed

printers into studios of WOR,

Newark, furnished the bulk of the

station's coverage as results be-

gan to arrive and the station stayed

on the air until 3:30 a.m. Bureaus at New York, Washing-

his own remarks.

FOR THE FIRST nine months 1934, Radio Corporation of Ame ica and subsidiaries transferred surplus a net income of \$2,17 770.78 contrasted with a loss \$1,793,370 for the first nine month of 1933, according to the consol dated statement announced David Sarnoff, RCA presiden Net income for the 1934 period, h fore deductions for interest, etc. was \$6,296,669.93 and gross incomwas \$53,415,497.68. These figure are contrasted with \$1,367,170 and \$41,744,550.55, respectively, 1933

For the third quarter of 190: the statement shows gross incom of \$16,810,790.17; net income fore interest, etc., \$1,709,0745 with \$406,189.97 transferred surplus which stood at \$11,416 861.41 on Sept. 30. For the thir quarter of 1933 gross income wa \$13,988,114.17, net income befor interest, etc., was \$562,852.12, at \$525,158.87 was deducted from surplus.

ton, Chicago, Los Angeles, Bost and New Orleans originated Tranradio election news service and returns were distributed both ity room for the news service. printer and telegraph. Return from 32 States were covered h While typewriters and tabulating machines clacked and telephones jangled, the voices of Linus Travers fore 1 a. m. and Transradio claim its calculations of Democrati and Jack Ingersoll, talking ceasegains and losses were more acc lessly into the microphones, were rate than second editions of Ne heard above the bustling of 40

York morning papers. Staff correspondents over the matter tion sent results to divisional head quarters of Transradio and % special correspondents flashed sults from 24 other States. Blend ed with flashes were interview with leading candidates and com ment from Mrs. Franklin D. Roos

250 bulletins to CBS, NBC, ABS and other subscribers. Many velt, Democratic Chairman Farle clients got service direct from GOP Chairman Fletcher and M Caroline O'Day. The entire co local newspapers, under an agreement that had been reached prior erage was directed by Herber Moore. Transradio president. to the election. Also they were permitted to forget the 50-mile

WTMJ, Milwaukee, sent a trans limit imposed in station coverage and this was extended to state mitter car around to voting place and returns were sent by shot lines. For national news, one adwave to the main studio and m ditional restriction had been imlayed to listeners on the regula wave length. posed that broadcasting be lim-

Receipts at Low Point

-Associated Press, United Press, WITH PARTY coffers at a International News and Universal point and interest in New Yo Service-Préss-Radio had T. L. City balloting far below that Christie in the slot. He cleared 1932, stations in the metropolia bulleting to rewrite men who put area received less during the ca them in shape for broadcasting paign from political sponsors t and they passed in final form in either of the two preceding through Editor James W. Barrett WOR, Newark, profit vears. to the teletype and simplex operfrom the gubernatorial and sem ators with minimum loss of time. torial contests. Besides it receiv The regular Press-Radio staff a share of the New York Stat was supplemented by special writcampaign money, its political ers and the office looked like the come amounting to \$31,350. newsroom of a daily paper on

Total revenue of CBS was \$1 793, of which WABC, New Yor accounted for about \$3,500. WMCA the Democratic party spe \$5,825 and total revenue amou to something over \$7,000. Co plete figures for NBC's New Y stations are not available, but du ing September and October W received \$1,834 from the McGo rick compaign, and in October Republican State Committee p WEAF \$562, a total of \$2,3 Just before polling day there we network broadcasts by the natio committees.

When Democrats and Republicans agree!

 \mathbf{W} HO should know better than the smart political leaders who directed the New York Gubernatorial campaign how to reach New York City's millions-by-Radio!

It is certainly a tribute to the popularity and standing of WOR in New York City that this station was chosen to carry more political broadcasts in both the New York local and Gubernatorial campaigns this year than any other station serving New York. In fact this year, as last year (when the three-cornered mayoralty battle was waged), more time was bought on WOR by both Democrats and Republicans than on all the other metropolitan stations combined.

Whether precious votes or precious orders are at stake in America's greatest city, WOR can always be depended upon to do the SELLING job!

440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. . NEWARK, N. J. Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. Boston: James F. Fay, Statler Bldg.

Page 17

not to mention the Recovery, Constitutional and Communist Parties-all of whom bought time on WOR!

chusetts! 1,716 precincts. At 6:15 p. m., the service, replying to election night. boasts of a Boston newspaper, made this announcement: "The Yankee Network News Service TRANSRADIO PRESS delivered will post \$1,000 that its returns to its station clients 166 flashes

BROADCASTING . November 15, 1934 November 15, 1934 BROADCASTING

Dramatic Program Develops Store's Shopping Services

Popular KMBC Program Gets New Patrons, Bigger Sales

OVER - THE - COUNTER results und a big radio audience tell most effectively the success story of the ohn Taylor Dry Goods Company's broadcasting experience in the Kansas City trade area, using station KMBC, according a Retail

It was in late spring that the store started its daily 15-minute "Joanne Taylor's Fashion Flashes." Originally planned as an introducion to a personal shopping service, the program has developed into a, dramatization of the services which customers may obtain from the store's fashion consultant and it has increased business in all deparsments.

Under its policy of dignified merchandising the store did not care merely to put on entertain-ment followed by bargain 'announcements. Instead, a program was arranged which dramatizes actual incidents in the office of the shopping director, with Mrs. D. C. Wise, a combination home-maker. stylist and shopping adviser, as-suming the part of Joanne Taylor.

A Broad Service

OUT-OF-TOWN customers, invalids, men seeking gifts for women. brides, expectant mothers—all may 'obtain her personal shopping service. Besides helping buyers to buy efficiently, she suggests additional purchases and endeavors to keep them satisfied with their purchases, thus reducing the number of returns.

Surveys show that at 9 a.m., from 59 to 70 per cent of the radios in the city are tuned to the Fashion Flashes. This hour was selected on the theory that women had completed their breakfasts and might be planning shopping tours. A record theme song opens the program and then comes announcement that the listener will be taken to Joanne Taylor's shopping service in the store. Coming next is a scene with a background of office procedure such as typewriters, telephones and people coming and going.

Creating an Audience

LISTENERS hear Miss Taylor open her mail and tell secretaries now to handle shopping inquiries. They hear her confer with buyers and department heads, as well as interview customers.

An initial audience for the program was created by store displays, enclosures in monthly statements and bill-board advertising. In its first three weeks, the program mentioned black linen suits several times and more than 600 yards of black linen were sold, as well as patterns, buttons and findings. Other departments of the store have profited by the program and many women who previously had traded elsewhere have been attracted. Often they come for one article, but stay to complete their shopping under the guidance of Joanne Taylor Bolling Joins WXYZ



has been appointed assistant to H. Allen Camp-bell, commercial Mr. Bolling manager of WXYZ, Detroit, key station of the Michigan network and affiliated with the new fourstation Mutual Broadcasting System. Experienced in newspaper, radio and advertising agency work, Mr. Bolling also previously served

as Western Representative of the Westinghouse stations. He is a graduate of Annapolis, and was a member of the American swimming

Roquefort Series

team competing in the Antwerp Olympic games in 1920.

SPONSORED by the Roquefort Association of Roquefort, France, a new series titled "The Story Behind the Song" began Nov. 12 on 10 CBS stations, Mondays and Thursdays, 1:30-1:45 p. m. The dramatizations are written and roduced by Bob White, who, with Don Ameche, heads the cast. The account was placed by Morris, Windmuller & Enzinger, Inc., Chicago.

The editorial stated that although newspapers gave the details, a broadcast was different in that it probably reached more people-enough, in fact, to make it hard to find 12 persons who had not heard enough of the case to disqualify them for jury service. Business houses told KOIL that they could do practically no busi-ness during the broadcasts and the telephone company reported that phone calls almost ceased.

RADIO'S APPEAL

Press, Paper Admits _

BY A NEWSPAPER'S own admis-

sion, radio reaches more people

than it does. That is the ironical

situation in Omaha, where KOIL

recently broadcast a hearing in municipal court and business al-

most ceased for three days while

the whole city listened to the broadcasting of the procedure.

So general was the appeal of the

broadcast that counsel for two

Omaha persons charged with mur-

nearing via KOIL.

der noted an appeal on the ground

Following the broadcasts, an

Omaha newspaper gave editorial space to the appeal of the defense,

and pointed out that while such

hearings were public and theoreti-cally anyone could attend, actually

few people came to the court room.

dered by other classes of stations

Technical Data Sought

IN OPENING the sessions, Dr. Jolliffe explained that the aim of

the survey is to determine the re-

sults of the present allocations as

reflected in service to the public,

but with particular reference to

dering." He pointed out that in

the past there has been no definite

data for the country as a whole

that could be depended upon, and

that the task is so immense that

the Government naturally does not

relate this data itself.

to undertake it.

Cooperation in Clear Channel Study Promised by Engineers and Stations Equipment and Personnel to Be Made Available to FCC

In Its Inquiry Into the Broadcast Structure FULL COOPERATION, through try, supplemented by service ren-

to rural areas.

provision of equipment and person-nel, in the exhaustive clear channel study planned by the FCC to as-certain the degree of service received by listeners from the existing broadcast structure and upon which it proposes to base future policies, was pledged to the Engi-neering Department of the FCC at an informal conference Nov. 9 by engineers and representatives of some 35 stations and the networks. Called by Dr. C. B. Jolliffe, chief engineer, pursuant to the action of

the Broadcast Division Oct. 30 authorizing the investigation, the conference discussed the scope and nature of the proposed study and agreed to meet again Nov. 23, during which time a subcommittee will endeavor to formulate concrete technical plans. In addition Dr. Jolliffe, the subcommittee to will include A. D. Ring, assistant chief engimeer in charge of broad-casting; Dr. J. H. Dellinger, radio chief of the Bureau of Standards; C. M. Jansky, consulting, engineer heading the firm of Jansky & Bailey, Washington, and others to

be designated. Roughly, it is estimated that the far-reaching technical studyeclipsing anything ever before attempted-will cost about \$60,000, of which the FCC itself plans to spend one-fifth. Completion of the technical aspects of the undertaking is sought by early spring; with de-tailed data covering clear channel service to every part of the coun-

Hearing in KFI Case Continued by the F(Reaches More People Than the Until First of the Year

> ALLOWING the dozen applicants until Jan. 1 to file briefs, ft. Broadcast Division of the FCC of Nov. 2 adjourned the hearings in volving the 640 kc. clear channel after ten day and three night ses sions at which a huge volume testimony was submitted. The or more respondents were allowe until Jan. 15 to file briefs.

The hearings, the most exhau tives involving competitive static applications since the new Foi was created, brought to the lega and technical firing line a doze that it would be hard to pick an unprejudiced jury inasmuch as nearly everyone had listened to the lawyers and half that number consulting engineers. Altogethe some 75 persons participated,

cluding about 50 witnesses. The case was related to appli tions for assignment on the 640 clear channel upon which KFLL Angeles is the dominant statio Several of the applications sough "break down" the chan through duplicate operation. Three applications, sponsored by the Cleveland Plain Dealer, which en trols WHK, Cleveland, and WAIF Columbus, sought a second out in Cleveland through a three-wa: frequency shift which involved t KFI channel. That series of a plications, however, was amend to request operation on the 6401 channel in Cleveland until loc sunset, instead of until 8 o'clos Whereas KFI opposed PCT. original application, it took position, after the amendment, th it preferred that no other station be assigned on the wave, but th it did not oppose any of the atplications seeking only limited th or daylight operation on the char nel, rather than night operation Other applicants for assignme on the channel are Portland (Me. Broadcasting System; Eastlan Co., Portland, Me.; Kunsky-Tre dle Broadcasting Co., of Detr (seeking a shift for WXY2 WAAB, Boston; WFLA-WSUV Clearwater, Fla.; WORC, Worce ter, Mass.; KFUO, St. Louis; In-ing D. Sisson, Pittsfield, Mass.

Joins Drug Group

the secondary service of clear chan-nel stations. The FCC, he declared, DR. FREDERICK J. CULLE will cooperate to the fullest extent former chief of drug control of t by utilizing the field equipment it U. S. Food & Drug Administration has available in the score of field has been named Washington re offices as well as its seven field resentative for the Proprietary ! trucks equipped with measuring sociation, according to its pre-dent, Frank A. Blair. He succes apparatus. From the stations voluntarily participating in the survey, he asserted, the FCC seeks Ervin F. Kemp, who died recent after 30 years with the association only technical data, rather than Dr. Cullen served as chief of drug conclusions, as to coverage, and control from 1931 to last May. will undertake to direct and cornow will be liaison between association and the Food and Dru Administration. Offices of the as-"The broadcast industry," Dr. Jolliffe declared, "needs to know sociation are in the Washington more about the service it is ren-Star Building.

> **NBC Sales Executive** WINSLOW LEIGHTON, comme cial manager at WGY, Schenectady has been named national sales rep

have adequate equipment or staff resentative of NBC, retaining WGY connection and acting a sales contact for NBC in eastern Mr. Ring declared the general plan he had in mind for the study New York and western Massachusetts. He has been with WGY since embraced four major parts. First, he asserted, there should be con-tinuous recordings of the field inhis graduation from Yale in 1929 both as announcer and on the commercial staff. (Continued on page 39)



From the time that Florenz Ziegfeld and McClelland Barclay awarded Harriet Lee the title of "Miss Radio," her career has been a continuous story of "she came, she sang; she conquered." In joining Station WTIC Miss Lee brought new fame to one of radio's most distinguished groups of artists—a group that has long demonstrated its ability to capture New England audiences.

Now let's take à quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buving power is far above average. Distribution costs are well under average-for the area is less than 100 miles squaré.

Finally, Station WTIC offers the only way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.



November 15, 1934 • BROADCASTING

NEW YORK OFFICE: 220 East 42nd St., J. J. Weed, Manager CHICAGO OFFICE: 203 No. Wabash Avenue, C. C. Weed, Manager STATION WTIC. HARTFORD, CONN. **50,000 WATTS** Orened by the Travelers Broadcasting Service Corporation THE WTIC COMMUNITIES

A prosperous population in a compact market Facts for Food Advertisers 1,580,367 \$600.00 9,918 \$237,464,000.00 Poténtial WTIC Primary Audience

Member New England and NBC-WEAF Networks

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BROADCASTING • November 15, 1934

Personnel Makes Station Personality New To Operate KY

Careful Choice of Officials and Employes Important; Tests Bringing Good Result How Profits Ruined One Broadcaster's Influence

By PURNELL H. GOULD Commercial Manager, WFBR, Baltimore

STATION PER SONALITY like

individual per

sonality is a very

definite thing and

most buyers of

radio time, par-ticularly those

placing local and



are finding it in Gould creasingly im to familiarize themselves th this fact. Inanimate things, such as a radio station undoubt edly is, are not usually designated

as possessing a personality. How-ever, due to the very intimate character of its functions-that is the transmission of the human directly into the home, a radio station does take on a very marked personal relationship with the listener. In my opinion it, therefore, possesses what we call personality.

I have searched the dictionaries for a definition of personality, but none of them satisfies me. Web-ster's International says, "Personality implies complex being or character having distinctive and persistent' traits, among which reason, self-consciousness, and selfactivity are usually recognized as essential." Students of psychology have various methods of defining personality. The behaviorist view compares personality, as a whole, with a gas engine. The way a gas engine works is its personality. When the separate parts work together efficiently so that the engine runs smoothly, its personality is well integrated.

Variety of Personalities

SPEAKING individually, everyone has more or less of a personality. Some impress us as pleasing, others striking; some just pleasing, and a great majority, are averagethat is, nothing very definite one way or another. Then there are still others, unfortunately, who have a personality which is displeasing or irritating. Most salesmen are of the pleasing type; the most successful are possessed of a personality which is striking or very pleasing. There are also individuals calling themselves salesmen whose personality is in the average class and a few in the displeasing class. The latter do not last long, and in these days it is difficult for even the average ones to get along. The same thing is true of the personality of radio stations.

The American system of radio has made the art of broadcasting the art of selling so that every station is a salesman. In a discussion of the personality of a fadio station, therefore, we will consider it the same as we would an individual. Inasmuch as the character of a radio station is derived from those who are responsible for its operation, let us look behind the microphone and study the person-

ADVERTISERS and agencies are more and more looking to the personality of broadcasting stations as competition for business increases. Consequently, according to Mr. Gould, it behooves every broadcaster to build his entire staff with the idea of creating a distinctive personality which will make his station stand out in the prospective sponsor's analysis of advertising media. spot advertising While this advice is somewhat obvious as to the commercial department, it is just as important in the selection of every stenographer and clerk, he declares.

right, of course, to reject the fin-

ished product, but if care and judg-

ment have been used in the selec-

tion of a program supervisor whose

personality is such that his artist

spirit may at times be curbed, the

aims of the commercial department

The Commercial Staff

THE PERSONALITY of the com

mercial force has a most decided

effect upon the results any adver-

tiser will receive from his invest-

ment in radio time. We are here

concerned with personalities, not

so much with radio as an advertis-

ing medium. It is the commercial

force that will make or break a

station. It holds the key to the

purse strings and its success in the

sale of radio time determines

whether or not the best transmit-

ting equipment, merchandising and

The day is past when advertisers

While radio in a good

publicity force, etc., can be used.

flocked to radio as the genii who by

speaking solved all their sales

many cases is still the genii, now

with the so-called depression and

its consequent tightening of most

advertising budgets, the station's

ommercial force must get out and

dig, and dig deep. Personality of

that force must be as striking if not

more so than competing mediums.

Success Not Everything

AT THIS POINT I was going to

write that the more successful the

commercial department is, the

more money there will be, which

should make the whole station per-

sonnel happier with a consequent

increase in station personality. Let

me change that. I know of a sta-

tion that was most successful. The

manager was kept busy right at

his desk signing contracts that

just seemed to walk in. That

Well, it hasn't, I think.

personnel has changed

advertisers' consideration.

should have made all happier.

The manager got the idea that

His

his was the only station worth the

personality was in the irritating

class to most advertisers and

agencies. Now it seems that other

stations in that same city are out

after the business and getting it.

The station is losing its personality

because the personality of the

problems.

will be easier to attain.

ality of the personnel of the newspaper and try to direct the make-up man. He has a perfect station.

Re Station Operators

THE OWNERS of the station. What type of persons are they? Are they really interested in the welfare of the community from which they hope to derive a liveli-hood? "For public interest, convenience and/or necessity." Is that just a phrase in the law for them to observe only so long as they do so on the right side of the line, or do they observe it in spirit also? Will the station be used as a mouth piece for individual or group's beliefs? Fortunately for the business of radio broadcasting the Communications Commision is very much interested in the above, and a close check is kept on the stock-holders of each station. The head of the station has upon

is shoulders the responsibility of selecting personnel. What is the type of individual who works for the station? What is the physical appearance of the station? Its Its general make-up? No matter how

small a station, it can be decorated good taste, if only for the benefit of the performers and other employes. Our surroundings to a large extent shape our personali-More consistent and better ties. work will be done in a restful and smoothly running atmosphere.

Each Employe Counts

THE OFFICE FORCE as well as artists and announcers must be selected with good judgment. A careless stenographer or clerk in a broadcasting studio can cause a lot of trouble in no time at all. Local advertisers and agency representatives should make it a point to visit the station they are hiring as super-salesman and judge for themselves just how conscientious are the workers whose duty it is to see that everything runs as a well regulated gas engine would The manager of a station who run. makes himself easily accessible to the client and who is patient in his

explanations of the mechanics of radio will reap the reward he deserves in continued patronage. The advertiser when visiting the studio has at times been too prone to tell the program supervisor just how to put on the show. The same advertiser would not think of going

into the composing room of a

PREPARATORY to the inaugur tion of KYW as the Philadelph outlet for the NBC-WEAF new work Dec. 3, under the local mat agement of the Philadelphia Broad casting Co., early morning pr gram tests are being conducted the station with excellent technics results. The station is being removed from Chicago, and upon formal opening in Philadelph the Chicago unit will be shut down The Philadelphia Broadcasti Co. was established by Isaac and Dr. Leon Levy, operators WCAU, Philadelphia, as the ganization to direct the local p gram activities of the new station Studios in the WCAU Building w e used for KYW.

Corporati₀₁

Chicago Employes Released

While the entire slate of p sonnel appointments has not h announced, Westinghouse Electric and Manufacturing Co., license and owner of the station, has desig nated E. H. Gager, former ma ager of WENR, Chicago, as plan manager. He has been in charge of the KYW installation. Car Irwin, formerly assistant program named program manager, and corps of announcers and tech nicians has been selected.

Chicago Staff Released

WITH the exception of Home logan, manager, all employes @ KYW, Chicago, operated by th Hearst radio enterprises, have been notified of their release De 3, effective upon removal of the station to Philadelphia. While n other announcement has been forthcoming from Hearst radio head quarters in New York, this gen erally was taken to mean in th industry that prolonged efforts t procure another station to replace KYW in Chicago as the Hears outlet have failed. It is understood, however, that these negotia tions still are going forward with particular reference to WENR owned by NBC, either for purchase or lease.

Mr. Hogan, a former newspape man, and for a number of years director of the Chicago station, i understood to have had several of fers from other stations. There the possibility that he will join WLS, Chicago, as assistant man ager. Another possibility is h transfer to Pittsburgh to manag WCAE, Hearst station, in view @ the recent resignation of Jac Stewart as its general manager. With the departure of KYW from Chicago, NBC will concentrate its network programs of three stations-WMAQ, which operates full time, and WLS and WENR, which share time on the same clear channel. Some NBC programs also are broadcast over WCFL, of the Chicago Federation of Labor. NBC within the last fortnight acquired the half interest the Chicago Daily News in WMAQ for about \$500,000. Three years ago it acquired a 50 per cent interest in the station for approximately \$600,000. While fully owned by NBC the station will continue to be identified as affiliated with the newspaper.

www.ameri

CLEAR THE AIR !

--- stand by for A TRANSRADIO FLASH??

This dramatic order is being shouted by News Editors to their Master Controls in 125 stations subscribing to TRANSRADIO PRESS SERVICE, Inc.

TRANSRADIO—Gave the American People their FIRST COMPLETE news of the Democratic landslide.

TRANSRADIO-Turns the dials to those stations with T. P. franchises when flash news breaks.

TRANSRADIO—Consistently holds 67.6% of the New England audience against ALL OTHER programs simultaneously broadcast, according to a Yankee Network survey.

TRANSRADIO-Is FIRST on the air with the world's flash news, whether the assassination of a European King, the burning of a crowded ocean liner at sea, the arrest of a new kidnap suspect or the day-to-day developments in the great drama of the NEW DEAL.

> Theads the nation-wide list of stations served by Transradio, notably: The Yankee Network

WGR Buffalo **WKBW Buffalo** The Michigan Network WHO Des Moines **KFEL Denver** WCLO Janesville **WFBR Baltimore** and 92 others.

A daily volume of 30,000 words, fully authenticated and fresh up-to-the-minute, is available by high-speed printers for stations desiring a complete 24-hour-a-day flash and bulletin coverage. Flash news is also available in units of five, ten and 15-minute programs, with delivery by printer or telegraph out of New York, Chicago and Los Angeles, or by short wave telegraphy.

KNX Los Ångeles

WLS Chicago

KSTP St. Paul

KWK St. Louis

WQAM Miami

WIRE OR WRITE FOR RATES

TRANSRADIO PRESS SERVICE, Inc.

"Only What is Authentic and Airworthy."

342 Madison Avenue

New York City

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Status of Broadcasting Not Changed By World Radio Conference at Lisbon

Action Deferred on Allocation Revision and Proposal For Broadcasting on Both Long and Short Waves

DESFITE preliminary study of a to be given at another C. C. I. R. matters affecting broadcasting allocations and standard-ization of broadcast technique, vigorously supported by foreign na-tions, nothing was done at the international radio technical confer-ence in Lisbon, Portugal, Sept. 22 to Oct. 10, that will seriously affect; the status quo insofar as broadcasting is concerned, it is learned from members of the American Delegation who returned early in November.

The conference, popularly known as the C. C. I. R., is held between major administrative meetings to consider progress in all branches of the radio art and to draft technical recommendations for the International Telecommunications Conference held every five years, which has treaty making powers. Actions of the C. C. I. R. are purely recommendatory, but participating gov-ernments have the option of adopting its conclusions in advance of treaty conventions.

Action Deferred

MORE THAN a score of subjects, including revision of allocation principles and possible expansion of the broadcast band to embrace both long and short waves, were on the tentative agenda of the Lisbon sessions. But in nearly every in-stance they were designated for

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Quartet Scattered Over the -World Blend Voices-

future allocations was the adoption

of definite curves showing trans-

mission distances in broadcasting.

This, coupled with the important

wave propagation study, may yield definite formulas regarding alloca-

tions at the next international con-

ference. It was pointed out by Dr.

J. H. Dellinger, chief of the radio

section, Bureau of Standards, and chairman of the American Delega-

tion, that nearly all of the C. C. I. R. activities are interim studies.

Interference Problems

SO IMPORTANT did the nation's

broadcasters consider some of the

broadcast problems docketed for

the Lisbon meeting that the NAB delegated J. C. McNarv, technical

director, to participate in the delib-

erations. Several telegraph and

communications companies sent

representatives, who were accorded floor privileges but did not partici-

pate in the official votes. Such mat-

ters as the use of directional an-

tennas, synchronization, frequency

separation between broadcast chan-

FROM four widely separated points on the Little America-United States short wave circuit, four raconference tentatively set for Bucharest, Roumania, in 1937, just dio engineers on Nov. 14 were to turn entertainers on the Byrd Exprior to the International conferpedition program sponsored over a ence in Cairo, Egypt, in early 1938. One action identified with broad-CBS network by General Foods Corp., New York. casting that will have bearing upon

Irving Reis, CBS engineer, was to be in the WABC studios in New York; S. H. Simpson, program transmission manager of RCA Communications was to sing from his post at Broad St., New York; Bill Clark, RCAC engineer at Buenos Aires was to perform from Argentina and John N. Dyer, radio engineer of the Byrd Expedition, was to do his part of the quartet from Little America.

SWEET ADELINE

Equipped with earphones, each member of the quartet could hear chants of distant colleagues and try to keep in tune and in time. Dyer and Reis are acquainted, as are Simpson and Clark; but that is as far as the acquaintance goes. On the same program Charles J. V. Murphy and Harry von Zell again were to have a two-way conversation between the Antarctic outpost and New York.

but in most instances deferred until the next conference. It was brought out in each case that while adoption of certain methods might prove beneficial in European countries, they might work hardship in America and on other continents. Two important matters on the

agenda were accorded affirmative action. These related to curbing of so-called "man-made" interferences to all types of radio transmission and reception, and to allocation and use of short wave channels for two-way telephone communications between fishing boats, primarily those plying the North Sea fishing banks.

Survey to be Made

IN THE latter instance, it was brought out that haphazard and unregulated use of medium short waves in the North Sea area had brought about chaotic interference and it was agreed that a plan for orderly allocations should be pursued. Of the American interests, A. T. & T. alone was involved in these actions, since it maintains similar service with fishing boats operating off Cape Cod.

To alleviate the "man-made" interference situation, provoked by increased use of household electrical appliances, such as flatirons, refrigerators, and the like, it was decided that scientific study should be pursued and this task was delegated to Germany and Lithuania for centralized study.

Matters relating to broadcasting in nearly every instance had bearing upon the universal plea for more facilities for broadcasting stations. Strenuous efforts are being made to work out scientific means of enlarging the capacity of the regular broadcast spectrum, either through introduction of synchronization, use of directional antennas, or other technical means long in the laboratory. Singleside band transmission, as a means of enlarging the capacity of the

Meeting Arranged **On Child Program** Leaders in Education Radio to Discuss Broadcash

"RADIO for Children" will he subject of a symposium under auspices of the Child Study As ciation of America to be held New York Nov. 19, with a numb of speakers prominent in the fie of education and radio schedul

to participate. The "unprecedent concern" over this question on t part of broadcasters and advert ers, as well as parents and other interested in children, the Associ-tion said, "has made it a proble of national importance which is g listing the active cooperation leaders in many fields."

The symposium program will i clude discussions on "What I Known About Children's Intere in Radio"; the "Critic Listens in Children's Programs"; the "Pro lem as the Broadcaster Sees It "Possibilities and Pitfalls of Var ous Types of Program"; "Parent Attitudes Toward the Radio," at "What Can Be Done by Parent by Broadcasters, by Educational organizations The meeting, it was said, will give parents, educators, and broad casters their first opportunity come together to formulate pra ticable and constructive sugge tions for the immediate future.

Levering Tyson, Director of th National Advisory Council of Radio in Education, will be chain man of the meeting, and Mn Everett Dean Martin, president the Child Study Association, w preside. Speakers include Walte Damrosch, Merrill Denniso Franklin Dunham, John Loveje Elliott, Sidonie M. Gruenberg, Joh Martin, Sigmund Spaeth, and Frei erick Willis.

band, came in for particular heavy discussion and it was agree that this was a subject warrantin intensive consideration.

American Delegates

REPRESENTED at the confe ences were 25 nations, some commercial companies, and a ha dozen international organization identified with radio and comm nications. The American delega tion, named in September by Presdent Roosevelt, in addition to Dr. Dellinger, consisted of, Capt. S. Hooper (Navy); Maj. Roger Colton (Army); Gerald C. Gress (FCC), and William V. Whitting ton (State Department).

In addition to Mr. McNary, other American private observers at the conference were Loyd Briggs an H. O. Chadwick, RCA; A. J. Cos tigan, Radiomarine Corporation America; Lloyd Espenschied an R. A. Heising, A. T. & T.; Par Goldsborough, Aeronautical Radie Inc.; H. H. Butner, Mackey Radie & Telegraph Co.; and K. B. Warner and J. J. Lamb, International Amateur Radio Union.

BROADCASTING · November 15, 1934 ovember 15. 1934 • BROADCASTING

DAYTIME Advertising **GETS RESULTS**

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These Four Daytime Programs

are available

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Monday through Saturday. Just what the name implies . . . a fast-moving,

cheery, live-talent wakeup program . . . ten years on WLS . . . proven

record of results. One and two minute announcements available-or the

Monday through Saturday. A rib-tickling, old-fashioned minstrel show,

conducted in accordance with the best minstrel tradition . . . cast of 11

Monday through Saturday. Something different in household participation

programs . . . practical and highly entertaining . . . cast of 12 . . . novel

Monday through Friday. A comedy skit centering around the daily tele-

phone conversations that Pat Buttran, employed in Chicago, holds with

his sweetheart Melviny in Haleyville, Alabama. The midwest "listens in"

... augmented by 5 piece band. Sold as 15-minute unit.

.

participation setup. Open to six non-competitive products.

PAT BUTTRAN AND MELVINY

and laughs. Sold as 15-minute unit.

Write for THESE-TODAY

Folder of daytime data—coverage, market, rate and result

3. Night-time availabilities—a few night-time periods are also

I. Detailed descriptions of programs listed above.

data, together with some advertisers' letters,

6:00 to 7:00 A. M.

8:45 to 9:00 A. M.

10:30 to 11:00 A. M.

1:00 to 1:15 P. M.

SMILE-A-WHILE

program in its entirety.

TODAY'S KITCHEN

MORNING MINSTRELS

Here's Why!

Because of operating on a time-sharing basis, WLS for several years has concentrated on daytime presentations that equal outstanding night-time programs.

Consequently, WLS daytime broadcasts attract a vast and devoted audience in every metropolitan town and rural community in the WLS midwest area. This is reflected in the following statement from "Radio Guide" of November 3rd: "The WLS audience is every artist's goal. Many an artist has been carried on to glory by the support of that fiercely-loyal group of partisans."

And How!

For example, three early afternoon announcements recently brought 53,000 requests for a photograph. Over 266,000 box-tops have been received by a breakfast food manufacturer in response to his morning children's programs.

During the past two years WLS, operating part time, has received in listener mail an average of almost 1,000,000 letters yearly.

These examples are typical of WLS resultfulness.

And Sol

75% of WLS daytime advertisers RENEW!

50.000 WATTS



THE PRAIRIE FARMER STATION 1230 W. Washington Blvd.

CHICAGO BURRIDGE D. BUTLER GLENN SNYDER President Manager

New York Office: Graham A. Robertson, 250 Park Avenue



AMERICAN SOCIETY of Composite ers, Authors & Publishers will i move from the Paramount Build ing, 1501 Broadway, New Yor City, to the RCA Building, 3 Rockefeller Plaza, on or about

Nov. 30.

Election Complaint Investigated by FCC

Probes Gov. Pinehot's Charge His Speeches Are Sabotaged

ALLEGATIONS* by Gov. Gifford of Pennsylvania, that radio speeches he has delivered in state campaigning had been malidously interfered with through introduction of "buzzes," are being investigated by the FCC after receipt of a letter from the Governor making specific complaints. Writing the FCC Oct. 29. Gov. Pinchot, a Republican, made direct

accusations of "sabotage" in connection with a speech Oct. 18 at leroi which originated at KQV, Pittsburgh, and was relaved to four other Pennsylvania sta-He cited two other instances tions. which his speeches allegedly had been marred by transmission difficulties.

In ačknowledging receipt of Gov. Pinchot's letter, Chairman E. O. Sykes informed him Nov. 2 that the matter had been considered by the full FCC that day and that a complete investigation would be On Nov. 3, Herbert made Pettey, FCC secretary, asked KQV and the American Telephone and Telegraph Co. for detailed information regarding the incident. Further action will await replies from these sources.

The Pinchot Charges GOV. PINCHOT'S letter follows: My Dear Judge Sykes:

Last April a campaign speech



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Authentic Noise

IT WAS rehearsal time for the "Lamp Post Lyrics," dra-matic presentation of WLW, Cincinnati. All ready was the script for the immortal Casey Jones ballad. Only one sound detail remained for Lee Fletcher, sound effects engineer, to solve. He wanted a train whistle that would really be a train whis-tle. Ah! An inspiration. Why not use a train whistle? So he went to the Pennsylvania railroad and borrowed a train whistle, which he

studio to a compressed air line. mine was cut off the air on the ground

blew by connecting it in the

nume-was call of the air on the ground that it was not received properly by KDKA in Pittsburgh from the Harris-burg studios of WHP, Various charges and countercharges, were made by KDKA and by officials of the Ameri-can Telambone and Telagemin Comtrying to get into radio. It is sponsored by the L. Perrigo Co., Allegan, Mich. (manufacturing chemists) to introduce its new Edith Abell line of cosmetics. The KDKA and by officials of the Ameri-can Telephone and Telegraph Com-pany, but I do not-know to this day where or by whom the sabotage was committed. The Pittsburgh newspasponsor takes part in the program. providing many novel chances to work in plugs. I began to speak. They were clear again immediately after I ceased speaking, when the voice of another

committed. The Pittsburgh newses peas took the matter up, with the re-sult that I broadcast the same speech without KDKA the next night without additional charge. During the present campaign this

Ouring the present campaign this saliotage has started again. On Thursday, Oct. 18, my speech az Charleroi through Stations KQV. WHP, WIP, WGBI and WRAU was

ruined by a loud buzz from beginning to end of the speech. Listeners throughout the state. I am told, were basely able to distinguish what I was The lines were tested and aying. shown to be clear immediately before



WFBL, Syracuse, to take part in

a local WFBL program while at-tending the National Advisory

Council of Radio in Education in

Chicago last month. His Chicago

visit was written into the script,

a short-wave message from the

Sure enough, Shannon's voice

was heard by the WFBL audience,

but it was done with a little record

made in advance. The slightly

muffled tone gave the desired im-

The program, a sweetheart team.

is put on three times a week and

deals with the trials of a couple

campaign speaker came through as

I went on the air again at Erie on Friday, Oct. 26, over a state-wide hook-up. The first five minutes of my

speech came through perfectly, but I am informed that the moment I men-

tioned the "Sugar Trust" the buzz

Sincerely yours, E. O. SYKES,

Chairman

convention being promised.

pression.

clear as a bell.

came on again.

Hasse Report Calls for More A BIT of ingenuity enabled Jack Flexible Compensation Plan Shannon, program director of

CONCLUSION that the discount system of compensation to adver. tising agencies is too "rigid" and that the advertiser is "free to make any terms he wishes with adver-tising agent" is reached in the long awaited report on advertising agency compensation made for the Association of National Advertisers by Albert E. Haase, research specialist. The report was made public Nov. 12 by Lee H. Bristo vice president, Bristol-Myers Co. Allyn B. McIntire, vice president Pepperell Manufacturing Co.; and Stuart Peabody, director of advertising and commercial research, the Borden Co., acting as trustees o the study, which was prompted by opposition to the more or les standardized 15 per cent agen commission.

National advertisers, the ANA announcement stated, desired to obtain authoritative information a to their rights and duties with respect to advertising agency compensation. Two events last yearthe report of Prof. James W. Young on agency compensation in relation to total cost of advertising, and the filing of a proposed NRA code for advertising agencies-accentuated the need for the study, it was stated.

Summary of Results

IN A SUMMARY of the findings Mr. Hasse stated: "The points of fact established

in this study are these: (1) Advertising agent is agent of advertise (2) Advertiser pays the only. agency. (3) Agents set the preent rate of compensation. (4) Ma jor fault of discount system is its seeming rigidity. (5) The discount system has been modified in actual business practice. (6) Advertise is free to make any terms wishes with advertising agent. * * "The relationship is between ad vertiser and agent; they may de cide the division of labor between them and the rate and method of payment for the agent. There no need for the sudden overthrow of the discount system as a cove all system. As advertisers, agenti and mediums come to know and understand their own rights and dúties and act accordingly, this cover-all system will, in all probability, gradually disappear without injury to anyone. But the advertising agency has much to offer advertisers. It is the economies of cooperative effort: it is the creative ability of the trained copy writer; it is the experience of spe cialization. These are advantages that the advertiser cannot well afford to lose. It becomes, then. vitally important for both agencies and advertisers to cooperate keeping compensation method elastic enough to allow a continu ance of the close interdependence that has made the agency the important factor it is in the welfare of business."

The report has been sent to a NA members, and is available t non-members through purchase a ANA headquarters in New York at \$10 per copy.



• More than half of the broadcasting stations in the country are either partially or entirely SYLVANIA equipped.

Broadcast engineers are becoming more and more SYLVANIA minded because they recognize the notable improvements in the transmitting tubes which this company has developed and introduced.

The progressive SYLVANIA achievements came after a long period during which no appreciable progress was made in power tube engineering. Leading scien-tists have proclaimed that the SYLVANIA Graphite .

Anode development marks the first fundamental improvement in transmitting tube design since the advent of broadcasting.

Engineers in steadily increasing numbers are specifying -SYLVANIA. This is true not only in the broadcast field but in all other fields of radio communication and for industrial applications where dependable heavy duty service is demanded.

The SYLVANIA line spans the entire range of popular air-cooled and water-cooled types.

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HYGRADE SYLVANIA CORPORATION ELECTRONICS DEPARTMENT CLIFTON, N. J. FACTORIES: SALEM, MASS. EMPORIUM, PA. ST. MARYS, PA. WAREHOUSE FACILITIES IN: PORTLAND, ORE. CHICAGO, ILL. PHILADELPHIA, PA. LOS ANGELES, CAL. CLIFTON, N. J. ATLANTA, GA. PITTSBURGH, PA. DENVER, COL

BROADCASTING • November 15, 1934

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Shades of Tugwell

IN ABOUT SIX WEEKS a new Congress convenes. Shortly thereafter Senator Copeland of New York, just reelected to a six-year term, aided and abetted by Undersecretary Tugwell, will introduce his latest version of legislation to regulate the sale and advertising of foods, drugs and cosmetics. Simultaneously, there will be an uprising of several major industries, including broadcasting, in opposition to the measure, and the turbulent scenes of last year which resulted in the shelving of the legislation will be re-enacted. But there is no certainty this time that the tide of opposition will be sufficiently strong to kill off the legislation.

Any legislative effort to straitjacket unreasonably the sale and advertising of these basic commodity groups would be disastrous. The broadcasting industry realizes about onethird of its gross, or roughly, some \$30,000,-000, from these commodity groups. Publications are similarly dependent upon such advertising. Literally millions of people are employed by the manufacturers in these fields. To interfere seriously with these industries would further retard economic recovery. *

There is admittedly a need for remedial legislation in foods, drugs and cosmetics. Indications are that the initial efforts of proponents of such legislation will be to propose a drastic measure similar to the original Tugwell-Copeland drafts. The counter-movement should be for sound legislation, rather than none at all.

Reaching the Housewife

HOW EFFECTIVE a dash of showmanship plus a portion of clear-thinking can be as a recipe for an effective program that appeals both to women and to sponsors, is demonstrated in the development of "The WCAU Women's Club of the Air." Through lean and troublesome days this program was nursed, and now it stands as another example of what the alert broadcaster can do.

Pure showmanship is not enough, as WCAU early learned in developing its program for women. But showmanship plus good management and initiative told an entirely different story. For example, a tieup with a Philadelphia grocery chain and contacting of women's clubs solved many of WCAU's difficulties, and now the program packs a big auditorium in addition to drawing a huge audience to the loudspeakers. And to clinch the deal, WCAU

has figures to show that its program has a sales appeal that moves goods for sponsors. On top of that, the WGAU "Better Homes Course" is a neat example of holding the listener's interest. Those in the radio audience who take this radio course in home building must work out definite assignments for which they receive a diploma. Still more, they must attend meetings of affiliated women's clubs.

One Man's Ideas

And to top it off, the station has gained an

immense amount of good will in its trade area.

HEARINGS on the proposals for class allocations of broadcast facilities are over. It now remains for the Broadcast Division of the FCC to draft its report to Congress in conformity with the provision in the law that it investigate and report on the demands of certain groups for a portion of the facilities for "nonprofit" use.

To us it seems that the case built by the broadcasters, and by the scores of recognized leaders in art and industry who voluntarily commended the educational and cultural services now rendered over the air, is infallible. The Broadcast Division leaned over backward to give the proponents of new legislation every opportunity to present their case in any way they saw fit. Rules of procedure were disregarded to fit the whims of these groups.

Yet this small array of educators has already begun to cry "wolf" and insinuate unfair treatment. Their spokesman, in appearing to present the "rebuttal" to the broadcasting industry case, went so far as to warn the Broadcast Division that its predecessor, the Radio Commission, had been accused of bias and discrimination and that it should guard against similar accusation.

In retrospect, it appears that much of the controversy about class allocations can be traced to one individual-Joy Elmer Morgan, chairman of the National Committee on Education by Radio. That his is a forlorn hope was seen in the fact that the overwhelming majority of reputable educational groups favored continuance of the existing system in appearing to testify before the FCC.

We hope the Payne Fund, which endows the NCER, will study the record of the recent hearings, and we are willing to let it, as well as the FCC, stand in judgment on what has been shown. We would like particularly to have it note the latest action of Mr. Morgan in sending out far and wide a letter urging "friends of better radio" to lobby the FCC and Congress in favor of the now famous but

The RADIO **BOOK SHELF**

LISTING all broadcasting stations in the world that operate in the regulation medium and long wave bands, Foreign Radio Broad. casting Services has just been published by the Department of Commerce and is available from its Bureau of Foreign and Domestic Commerce at 25 cents. Like the world short wave radiophone log, the broadcasting log lists stations by countries, and was compiled on the basis of reports from American trade agents abroad by Lawrence D. Batson, of the Bureau's electrical equipment division.

"THE EXTENT to which use is being made of broadcasting facilities for various public service objectives is not realized," says the foreword to a booklet, entitled "Some Public Service Broadcasting," by Cline M. Koon, who shows just what has been done along this line As Senior Specialist in Education by Radio. of the U. S. Department of Interior, he has been in close touch with radio and education. His newest work is published by the University of Chicago Press, Chicago, and costs 35 cents.

"RADIO as a Cultural Force" titles a booklet published by CBS, embodying the remarks of William S. Paley, CBS president, before the FCC Oct. 17 during the hearings into proposals that a fixed percentage of broadcasting facilities be allotted to non-profit groups. The talk outlines the continuing progress being made in the use of radio for educational purposes, and defines the policies and practices of CBS in these fields.

"RADIO-Keystone of the 20th Century" is the title of a four-page leaflet written by John Ness, promotion manager of KNX, Hollywood for distribution to service and women's clubs and similar groups. It is the first of a series of promotional ideas for KNX.

thoroughly repudiated Tennessee Valley Ass ciation's alleged proposal for a government radio chain.

Mr. Morgan's letter was sent out three days after the chairman of the TVA had wired the FCC to state that Dr. Reeves' testimony did not represent the TVA's attitude toward radio and to request that Dr. Reeves' statement be expunged from the record. If there is any doubt about Mr. Morgan's real purpose, it is dispelled by this incident. If he knew about the repudiation, he made no mention of the fact in his letter. If he did not know about it, he was guilty of gross negligence as chairman of NCER. When the matter was called to his attention by Mr. Loucks of the NAB he failed to explain, although several other members of his own committee did reply to Mr. Loucks to condemn the Morgan letter. We think there is need for committees @ radio education, properly endowed, to utilize the generous time on the air still open t them without cost and to advise on educational radio if not actually to stage programs. We believe the educational stations have ever right to band together for their mutual benefit and protection. But the educational in terests need constructive leadership of the highest standing and irreproachable purpose

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We Pay Our Respects To-



EDWARD ARMOUR BYRON

ONE OF THE MOST distinguished graduates of the WLW school of broadcasting executives, ence in various subdivisions of the business of broadcasting. Before long he had not only written and built programs, but had announced Edward Byron, at the age of 29. head of the radio department of William Esty & Co., Inc. New and produced them, announced out-York. Though radio is the only occupation in which he has engaged, he is familiar with many the features he originated to combranches of it from personal exmercial sponsors. perience, and now, as radio director for a comparatively young agency, he is responsible for the air campaigns of the R. J. Reyfirst formed, and it was not just coincidence that one of the Esty nolds Tobacco Co., (Camel cigarettes) and other important national

Born in Newport, Ky., Byron was slated by his father, who was in business there, for a career at the bar. He attended Ohio State University and the University of Cincinnati, and the College of Law affiliated with the latter. But campus theatrical activities of the "Fresh Painters" appealed to him more, and after writing the book and lyrics for the society's production in the spring of 1927, he abandoned his studies for the entertainment field.

advertisers.

ing & Grocery Co. while it was a client of WLW. Neither is the WLW, then operating with 5,000 watts, had no regular continuity writer, and Byron worked out a plan with John Clark, then commercial manager, to write a complete show for submission to a sponsor. The idea was sold, and the interests of Crosley radios. the station got a staff continuity writer. After the station was boosted to 50,000 watts, Byron was appointed program director, having charge of talent and program personnel. Under his guidance, the "nation's station" inaugurated coming" at WLW during the period Byron directed its programs. many of its best-known programs. some of which have become network features, and engaged many dividual programs on the station at the time was "The Maxwell artists who have since been graduated to New York and to top bill-House Cotton Queen," precursor of the present "Maxwell House Show-

Probably the first radio stock company was "The Crosley Thewhich ran for three years and had the distinction of being repeated on different nights at difatre Co. Joseph A. Chambers, WLW chief engineer, is married ferent hours to reach the maximum audience. For a long time to Byron's sister, Cecilia. the program was presented on Sundays with repeats Wednesdays and to New York and became program Saturdays. The position gave Byron an op-

ing on the chains.

adiohistory.com

Inc., thereby rounding out his gen-November 15, 1934 • BROADCASTING

PERSONAL NOTES Sin Francisco, succeeding Miss Doro-thy Gillespie, who resigned to become Mrs. Donald A. Garry. Miss Newlin was promoted from the position of hostess. Mrs. Catherine Ballou, for-merly in the program department of KFI. Los Angeles, is the new hostess. She is the wife of David Ballou, who is a new addition to the San Fran-cisco NBC production staff. KTAB has also added Fred Hegelund and Dan Lussier to its staff. Hegeland has been assigned to sales promotion and

MISS BLENDA NEWLIN has been appointed traffic manager of KTAB, San Francisco, succeeding Miss Doro-

been assigned to sales promotion and continuity. Loussier, who was for-merly with KOMO, Seattle, as con-

tinuity writer and producer, will con-

MAX JORDAN, Continental Euro-pean representative of NBC, arrived in New York Nov. 1 to discuss with officials of NBC European relay pro-grams and to visit with friends there and in Washington. He departs at the end of November for his headquarters in Basle, Switzerland

BARRON H. HOWARD, general sales manager of WRVA, Richmond, addressed the Advertising Club at the University of Richmond Extension Nov. 6 on "Radio as a Prime Medium of Advertising."

CESAR SAERCHINGER, CBS Eu-

ropean representative, sailed Nov. 9 on the S.S. Rex for Genoa, Italy, after

JOHN McCORMMICK, who became

JOHN McCORMMICK, who became production manager at WKRC, Cin-cinnati in September, has been ap-pointed acting manager to succeed E. S. Mittendorf, who resigned Nov. 1 to go to California. Maynard Craig, formerly with WBNS, Columbus, has joined WKRC as continuity writer and announcer.

C. C. PYLE, general manager and vice president of Radio Transcription Co., of America, Chicago, arrived at the company's Hollywood office Nov.

GERALD KING, manager of KFWB

GERALD KING, manager of KEWD, Hollywood, is making a trip to Wash-ington this month in connection with the station's application for a boost from 2,500 to 5,000 watts.

EDWARD de SALISBURY, for four

years advertising art director for the NBC advertising and sales promotion

department, has been named sales promotion manager of the NBC Artists Service Bureau. Before join-ing NBC he had been with Barron Collier, Inc., New York car card ad-vertising concern.

LELAND BICKFORD has been ap-pointed editor-in-chief of the Yankee Network News Service.

JERRY AKERS, formerly manager

in Basle, Switzerland.

a visit in this country.

and announcer.

1 for a month's stay.

tinue in that capacity with KTAB.

R. M. BROPHY, veteran radio executive who resigned as assistant general manager of Canadian Marconi Co., to join NBC, has been named assistant manager of NBC station relations under Donald Withycomb.

F. G. TAYLOR, advertising manager of BRADCASTING Magazine, was stricken suddenly with appendicitis Nov. 6 and operated on the following day. He is convalescin Hospital in Washington. convalescing at Sibley

CHARLES C. CALEY of Peoria has been named manager of national ad-vertising for WMBD, Peoria, Ill. He has had nearly a decade of newspaper and agency experience.

ERNEST ROGERS, radio editor ERNEST ROGERS, radio editor of the Atlanta Journal, operating WSB, has been appointed public relations director of the newspaper with the duty of coordinating all its depart-ments with the radio station.

NAYLOR ROGERS, general manager of KNN, Hollywood, discussed "Radio -Keystone of the 20th Century" in an address Oct. 20 before the round table of the Los Angeles Advertising Club. John Ness, KNX promotion ticularly the news angle, saying that radio has sounded the death knell of the newspaper extra.

GERALD NORTON, of the sales staff of KHJ, Los Angeles, became service manager of the department Nov. 1, succeeding Jack Fonda.

H. T. SCHRADE, formerly on the West Coast for Columbia Phonograph Co., and last year stationed in the Orient for the firm, has been named general manager for Columbia's soundon-disc department in Hollywood.

PHILIP G. LOUCKS, NAB manag-MILLIP G. LOUCENS, NAB manag-ing director, and Harry Shaw, former NAB president and former operator of WMT, Waterloo, I.a., left Nov, 10 for a 10-day deer hunting trip in Can-adá, near the international border. company's accounts became the

KARL A. SMITH, associated with the law firm of John W. Guider and Duke M. Patrick, Washington radio already in their hands when the attorneys, is recovering from an emernew association became effective, ency appendicitis operation performed and the series was inaugurated Oct. 19. Byron had remembered

HARRY CARLSON, formerly assistthe effectiveness of the old group. ant to Robert Feldman in charge of the Dance Parade on WNEW, New-Tailor-made networks are no ark, has been appointed night man-ager of WNEW. Edward R. Pater-son and Stephen L. Fuld have been added to the sales staff. station chain for the Kroger Bak-

of WRBX, Roanoke, Va., has become general salesymanager of Affiliated Ra-dio Networks, Inc. 606 Lake Shore Drive, Chickgo, WCFL, of the Chi-cago Federation of Labor, is identified as the station. "kidding" of sponsors by the talent they pay for an entirely new thing. eral experience with a first-hand acquaintance with recording meth-It was done regularly on the "Crosley Follies," which ran four years ago on the Cincinnati station, in ods. Afterwards he did free-lance production work, and in this caas key station. pacity was called in by the Esty EDWARD JANSEN, sales manager at KVI, Tacoma, recently addressed the student body of the College of Puget Sound, describing his radio excompany in November, 1933, to produce "The Camel Caravan." A census recently taken in New York showed no fewer than 87 About Jan. 1 of this year he was prominent artists now heard on periences appointed radio director of the the networks or leading metropoli-tan independents had been "up and JOHN E. HASTY, production manaency. ger of MacGregor and Sollie electrical transcription studios, San Francisco, is recovering from a severe illness that

He now builds and personally produces, in addition to Camel, the George Gershwin programs for Feenamint, "Bar-X Days and Nights," and the Baume Bengue shows.

Francisco, sates department account-executive, has been transferred to KHJ, Los Angeles, to a similar ca-pacity. Eckley-originally came to KFRC eight months ago from Los Angeles, where he was associated with Byron believes in allowing the. principal character in a show to carry the burden of the commercial announcements as well as the en-In April, 1931, Byron married tertainment-a technique, which he Gertrude Dooley, who had been tried out early with "Singin' Sam" when he was locally sponsored by the Great States Lawn Mower Co. He measures the success of a program by the small town response rather than that of Broadway,

MacGREGOR & SOLLIE, San Francisco transcription firm, has produced a series of "Doc Savage" programs, dramatized, from a Street and Smith publication, for keeps at least one eye on the prothe Knox Co., Kansas City (Cysduct's sales curve and for recretex). The programs will be reation listens to radio programs. leased over about 70 stations.

confined him to his home.

an advertising agency.

AMORY ECRLEY, KFRC, San

first client of the group as recently reconstituted. Arrangements had been made to hook up WLW, WOR, WGN and WXYZ for Baum Bengue, before the stations had announced their plans for the new Mutual Chain. The contract was

novelty to him. He built a nine-

One of the most successful in-

leading woman in the Crosley The-

In the fall of 1932 Byron moved

counsel for Scott Howe Bowen,

boat.

portunity to round out his experi-

side events such as football games.

and negotiated the sale of many of

He built the inaugural program

for the Quality Group, when it was

BEHIND THE MICROPHONE

LOUIS LACEY, formerly rice prosi-dent and concred manager of KVA, Say Francisco, and http://with/NBC and KPRC, Houston, Tex, has re-turned to San Autonio, his native effy, to become manager of KTSA, He success Rulph Notes.

ULES WHITE has assumed charge of continuities at KPRC, Houston, Tex. Miss Lucilli Seeley directs dien's programs.

JAMES SANDERS, announcer, formerly with KPRC, Honston, Tex., has joined the staff of WMC, Meinbis. His place has been taken by Fort Pierson, formerly with KTRS, Shreveport, La.

JOHN THORBAHNS of WNAC-WAAB, Beston, will join the newly organized staff of KYW in Philadelwhite Dec. 3.

THOMAS ROCKWELL and Segar Ellis, of the staff of Rockwell-O'Keefe, Inc., New York, are spending several weeks in Hollywood, opening a west coast office for the tirm.

CHARLES SMITHGALL, staff an-nouncer of WGST, Atlanta, was married recently to Lessie Bailey of the WGST staff, whose continuity he has been reading on the air. Mrs. Smith-gall will continue as a continuity writer. The couple spent their honeymoon in New Orleans.

CHARLES D. ISAACSON, program director of WLTH, WARD, WVFW, Brooklyn, has resigned.

JACK McGREW, formerly chief anbuncer of KFIM, Belmerty chief and houncer of KFIM, Belmont, Tex., nor a law student at the University of Texas, has been named office man-ager of KNOW, Austin, Tex.

One Minute.

Mr. Advertiser!

Station WLAC, featuring the outstanding programs of the Columbia Broadcasting System and of our own studio, is heard regularly by more than 80% of the radio homes of this section.

WLAC delivers this intensive coverage of the Nashville market at lowest cost. On a "listeners—per-dollar" basis, this station offers you an easy choice, whether for a chain program, spot broadcast, local program or announcement.

May we furnish you information on available time, rates, and the Nashville area?





"IN THE HEART OF THE TENNESSEE VALLEY" Member Station Columbia Broadcasting System Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

WARDE ADAMS, Jr., publicity director and announcer of WRVA, Richmond, addressed the Hi-Y Club of John Marshall High School Nov. 6. in the studios, giving a history of radio and a discussion of station

IRVIN G. ABELOFF of the anno ing staff of WRVA, Richmond, is the father of a boy born Nov. 9. ALEXANDER MeDONALD.

merly a member of the WGY players. Scheneetady, has been named to the WGY sales force. Miss Crystal Finch becomes stenographer in the sales

TOMMY OTT has been named pro-gram manager and Russ Hodges chief announcer of WHBF, Rock Island, III, by James L. Hughes, general manager. Mr. Ott was formerly with WLW, Cincinnati, but joined the Rock Island station last April. Mr. Hodges Weas formerly sports anouncer at WCKY, Cincinnati, and has been with WHBF since last May.

RALPH HUSTON and Leonard Lev-enson have replaced Claude Binyon as script writers for Woodbury's Bing Urosby programs on CBS. HUSTON RAY, formerly with the

CBS Artists Bureau, has opened his own radio talent agency in Beverly Hills, Calif. DAVE TAYLOR, production manager of American Radio Features Syndi-

or American Ridio realtices syna-cate. Los Angeles transcription-pro-duction concern, writes the series and takes the male lead in the new pro-gram of Rocket Oil Co., on KHJ, Los-Angeles, with Charles Bullotti, of the KHJ staff announcing.

National Representatives

Radio Sales, Inc.

HENRY SUTTON, Jr., former pro-gram director of CKLW, Detroit-Windsor, and announcer on several other stations as well as entertainer, has been named to the staff of WXYZ. Detroit, in charge of commercial production.



"Mike Bites Dog"

IT WAS Mark Hanna, famous editor, who told his fledgling reporters that when a dog bites a man it isn't news, but when a man bites a dog-that's news. And radio has revealed that when a dog talks into a mike so the listeners can understand it, that's also news. So it happened with KJR, Seattle, which "discovered" and interviewed "Boots," Tacoma's talking dog over the station. Promptly all three of Seattle's newspapers sent reporters and photographers to cover this "news broadcast." So did the Associated Press and United Press. On the air the listeners heard "Boots" say in his doggy dialect: "I want my mop." Earlier, at a "press conference," "Boots" spoke more of his-repertoire, which in-

cluded "My, My" and "I want out." After the 15-minute broadcast, 105 telephone calls were received asking for more information about the

dog. SAM BERNARD BROWN, formerly on the NBC announcing staff in Wash-ington, and later with WRBX, Roanoke. Va., has joined the announcing staff of KYW, effective Dec. 3 when



cies, has been appointed assistant pro-gram and production manager of WINS, New York. DEL KING, formerly with KMBC Kansas City, has joined the announ-ing staff of KMOX, St. Louis, GEORGE GIBSON DAVIS, who conducts the Saturday morning Junior Artist series on KFRC, San Francis, o, has published a new song entitled, "When a Man Comes Home." HARRY ROGERS, widely known Pacific Coast newspaperman, has joined Hearst's KYA in San Francisco as exploitation manager. WAYNE MILLER, of the KFI-KECA continuity-news staff, Los Angeles, has been transferred to the

announcing department. BILL HAY, announcer for Amos 'n' Andy, was guest of honor in Andy, was guest or nonor at a luncheon given by Frederick R. Huber, director of WBAL, Baltimore, while in Baltimore with the comedy team

on their road tour COLIN REYNOLDS, has been as-signed to commercial writing for Earle C. Anthony, Inc., operators of KFI-KECA, Los Angeles. He will prepare copy for the Hudson-Terra-plane accounts. The Anthony organ-ization is state distributor for these cars, as well as Packard.

WSYR, Syracuse, and several agen-

S. A. (ROXY) ROTHAFEL on Not. 17 observes his 12th anniversary as a radio showman, a career that began in the pioneer days of 1922 when he started his own program two weeks after first hearing a broadcast.

DALE ARMSTRONG has been a pointed news reader for the Los Angeles Times programs broadcast from its studios over KHJ. Los Angeles. and KMTR, Hollywood.

HELEN OSBORN has resigned as director of WFBL, Syracuse, to live in Umtali, Africa, with relatives.

TROY ORR, formerly publicity manager for Lowe's State Theatre, Lo Angeles, has taken charge of KFWB, Hollywood, programs calling attention to bills at Warner houses, and also is directing Warner-First National transcriptions over Los Angeles stations.

and conductor of the new WGN con-cert orchestra, Chicago, will conduct several operas to be given in the Civi Opera House during the season by the Chicago Grand Opera Company.

Totten on Special Events HAL TOTTEN, supervisor of announcers and assistant to Sid Strotz, program manager of NBC in Chicago, has been relieved of his duties with the announcers and will devote all of his time to special events and sports broadcasts. Maurie Wetzel, production man, becomes supervisor of announcers under the new set-up. Totten made the sound on the Universal newsreel pictures of the world series and is announcing college football games over WLS-WENR for the



NEW RADIATOR-Put into oper-

ation in October by WTOC, Savan-

nah, this mast is 206 feet high,

tapering from a 7-inch sectional

steel tubing at the base to 3 inches

WALTER DAMROSCH, NBC mu-

sic counsel, has added one more

honorary collegiate degree to his.

list, having been honored Oct. 18

by the University of the State of

New York, Albany, with the title of Doctor of Humane Letters.

Already he has received Doctor of

Music degrees from Columbia.

Pennsylvania, Princeton and

Brown universities.

at the tip.

Western finished within a month. Electric apparatus is being installed. Electric apparatus is being instatien, including dyndmic microphones, am-plifying and monitoring panels. An additional studio also is being built to accommodate individual speakers, and for the origination of transcription brograms

IN THE

CONTROL ROOM

MRS. J. R. DONOVAN, wife of the chief engineer of WTOC; Savannah. Ga., is recovering from a major operation.

JERRY ZAZVORKA has been added to the technical staff of KNOW, Austin, Tex., as part-time operator. WILLIAM EGERTON SBC chief engineer in the San Antonio district, is supervising installations and changes in equipment at KTSA, San Antonio.

J. M. BALDWIN, chief engineer of KDYL, Salt Lake City, has directed installation of an RCA-Victor cathode ray modulation indicator

ROBERT POTTS, of the NBC tech-nical department, and Miss Mary Thomas, new secretary of WDEL, Wilmington, Del., were married Nov. 10, Mrs. Potts replaced Ruth Aulen-bach as WDEL secretary.

H. S. (Dook) LUCY, technical su-pervisor of WRVA, Richmond, re-cently had as his guest F. H. MacIn-tosh, radio engineer of the Bell Laboratories.

RESERVE space now for the 1935 YEARBOOK OF BROADCASTING. Advertising forms close Dec. 15.





 \dots The logical choice of over 70% of all National Advertisers who have used Radio to thoroughly cover this lucrative market, for these combined stations

OFFER YOU^{*}

CLEAR UNDISTORTED POWER Operating on 50,000 watts on the ONLY nationally

cleared channel in this area, WFAA-WBAP assure your programs and advertising message of 100%

DEPENDABLE COVERAGE

Field intensity surveys show WFAA-WBAP's 100 microvolt contour has a radius of 185 miles, the primary coverage area being twice that of the average 50,000-watt station. It includes the most productive portions of the four states making up the great Southwest market.

. LOW COST PER LISTENER

Four and one-half million people live within the primary area of these Stations, and the program prestige is so firmly established, ONLY through the voice of WFAA-WBAP can you reach the ears of the Southwest

. . . . COMPETENT SERVICE

WFAA-WBAP maintain a trained staff of experts in the separate program, production, and merchandising departments, capably handling your program and care-fully checking every possibility to assure it of maximum productivity.

. . TWO GREAT MARKETS-ONE PRICE .

The transmitter of WFAA-WBAP is located equidistantly between Dallas and Fort Worth, and hence these combined metropolitan 'areas constitute the LOCAL market. The Dallas-Fort Worth trade area includes the rich east Texas oil fields, (which pour over \$1,000,000 of NEW wealth into this section every day), as well as the secondary markets of Waco and Wichita Falls. "Sales Management" survey of spending power ranks the combined Dallas-Fort Worth area 15th in the nation and ahead of Cincinnati, Buffalo, and Indianapolis. You get FULL coverage of this entire market for one price!

EVERY NATIONAL SURVEY LISTS WFAA-WBAP AS UNDISPUTED LEADERS IN LISTENER POPULARITY

Represented Nationally by Edward Petry Co. NEW YORK CHICAGO DETROIT SAN FRANCISCO

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KATHERINE DRAKE, formerly of the publicity staff of CBS in Chicago, and Jim Cook, formerly of the NBC press department, have joined the staff of Tom Fizdale, radio publicity, P. GALLICHIO, NBC announcer in Chicago, who left recently, has re-turned to his job.

GARY BRECKNER, program di-rector of KGB, San Diego, and sports announcier. has been doing the an-nouncing of Pacific coast football games HENRY WEBER, musical director

nouncing of racine coast football games for the Associated Oil Co., released over the CBS-Don Lee network. Be-fore entering radio, Breckner had been haltback for the University of Iowa and football coach at Whittier Col-

FLORENCE BUTNER, for three years secretary of the commercial de-partment at KFWB, Hollywood, Calif., has resigned. Her place has been taken by Alice Banby. STRICKLAND GILLILAN, humorist and commentator, began a series of quarter-hour chats for ABS Oct. They will run three times a week FREEESLEININGER

Radio Station Representatives Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winner eigarettes), NEW YORK CHICAGO DENVER handled by Ruthrauff & Ryan, Chi-LOS ANGELES SAN FRANCISCO SEATTLE cago.

that station begins operations in Philadelphia after its removal from Chicago. BEN JACKSON and Harold Leyton, formerly with Fox Studios, have formed Jackson & Leyton, Inc., with offices at 9168 Sunset Boulevard, Hollywood, to handle talent and writers for radio, stage and screen. New York office is to be opened.

Chicago.

of 14.

out of WOL, Washington.

DEPENDABLE

WATCH THEE STATIONS their popurity is mounting because of KOMO-KJR Seattle, Wash. KXRO Aberdeen, Wash. KFBB Great Falls, Mont. **BIG IDEA!** A WDAY Fargo, N. Dak KIT Yakima, Wash. WCSH Portland, Me. WORL KOIN-KALE Portland, Ore. Welluth, Minn. KGVO Missoula, Mont. WOKO Albany, N. Y. WIAG Worcester, Mass. WORLD STP St. Paul, Minn. PROGRAM WHAM Rochester, N. Y. WEEl Boston, Mass. SERVICE WHBY Green Bay, Wisc. WGR-WKBW Buffalo, N. Y. WTIC Hartford, Conn. KFJI Klamath Falls, Ore. WISN Milwaukee, Wisc. KIDO Boise, Idaho WFBL Syracuse, N.Y. WJAR Providence, R. I. CKLW Detroit, Mich. WKBO Harrisburg, Pa. WOR New York, N.Y. WMT Waterloo, Ig. WCBA Allentown, Pa. WHK Cleveland, O. KWalar Rapids, la. WCAU Philadelphia, Pa. WGN Chicago, Ill, WCAE Pittsburgh, Pg. KOIL Omaha, Neb. KIEM Eureka, Cal. WSPD Toledo, O. WHBF Rock Island, III. WEEU Reading, Pa. WOC-WHO Moines, Ia. WGBI Scranton, Pa. WBAL Baltimore, Md. WLBC Muncie, Ind. WTAD Quincy, []]. KFAB Lincoln, WCHS Charleston, W. Va. WAIU Columbus, O. KDYL Salt Lake City, Utah **KFEL Denver, Col.** WEHC Charloffesville, Va. WJBL Decatur, III. WCKY Cincinnati, O. WTAX Springfield, Ill. KVOR Colorado Springs, Colo. WBOW Terre Haute, Ind. WRVA Richmond, Va. KMB(bas City, Mo. WGBF Evansville, Ind. KGGF Coffeyville, WDBJ Roanoke, Va. WLAP Lexington, Ky. KGHF Pueblo, Colo. KWK St. Louis, Mo. KLX Oakland, Cal. ADVERTISERS WBIG Greensboro, N. C. WOPI Bristol, Tenn. Springfield, Mo. YOU CAN NOW WSJS Winston-Salem, N. C. WLAC Nashville, Tenn. KNX Los Angeles, Cal. WNOX Knoxville, Tenn. WSOC Charlotte, N. C. UOA Fayetteville, Ark. -use first class talent KVOO Tulsa, 0 at a cost so nominal WREC Memphis, Tenn. WFBC Greenville, S. C. KFPW Fort Smith, Ark. ALSO that it is negligible. WDAG Amarillo, Tex. WGST Atlanta, Ga. WIS Columbia, S. C. KGGM Albuquerque, N. M. KGMB Honolulu, Hawaii -broadcast in any KOMA (ma City, Okla. 2 GB Sydney, Australia territory where it is WTFI Athens, Ga. KLRA Little Rock, Ark. KGKO Wichita Falls, Tex. desired to advertise, These more than 100 stations in every part of the country have taken a WCSC Charleston, S. C. WAPI Birmingham, Ala. and nowhere else. progressive step of GREAT IMPORTANCE TO ADVERTISERS. Sales from KRUks, Tex. WRDW Augusta, Go. radio advertising are in direct proportion to the popularity of the station. -localize sales mes-KTAT Ft. Worth, Tex. WQBC Vicksburg, Miss. WMAZ Macon, Ga. Listeners to these stations are being treated to an unprecedented variety sages and tie-ups KTSM El Paso, Tex. with dealers at no of the finest programs on the air through a new plan called THE WORLD KWKH-KWEA Shreveport, La. WCOA Pensacola, Fla. PROGRAM SERVICE. These stations are winning greater and greater extra cost. Wate, Tex. KNOW Austin, Tex. WAML Laurel, Miss. popular approval. When considering radio advertising - national, -test a radio campaign WMBR Jacksonville, Fla. regional, or local-WATCH THESE STATIONS! KTSA San Ariax. WDSU New Orleans, La, at modest cost. WRUF Gainesville, Fla. -supplement chain broadcasting in a

WORLD BROADCASTING SYSTEM, INC

50 WEST 57th STREET, NEW YORK, N. Y. Other Offices and Recording Studios at

400. West Madison Street, Chicago, III. 555 South Flower Street, Los Angeles, Cal. Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee THE WORLD PROGRAM SERVICE offers a medium as flexible as newspaper space for national, local or regional advertisers. Auditions and full information at any World Office, or ask the manager of any of these associated stations. territory not other-

-go on the air imme-

diately without long

and expensive delays

wise available.

of preparation.

WQAM Miami, Fla.

WNAC, Boston

Coward Shoe, Inc., New York, 26 a thru Inselbuch Advertising Service

Boston. E. I. Du Pont de Nemours & Co. Inc., Wilmington, Del., Bosto branch (Zerone radiator fluid), & sa, thru Harry M. Frost Co., In. Boston.

Boston. Kellogg Co., Battle Creek, Mid. Boston Branch. (Pep cereal), 184 thru Chambers & Wiswell, Ing. Boston.

WGY, Schenectady, N. Y.

Comfort Mig. Co., Chicago (Craig-

Durkee-Mower, Inc., Lynn, Mass. (In-stant 'cocoa dessert, Marshmallow

Fluff), 26 sa. direct. Morton Salt Co., Chicago, 60 sa, thru

KNOW, Austin, Tex.

San Antonio Brewing Assn., San An-tonio (Pearl beer), 300 sa, thru Pitluk Advertising Co., San An-

tonio, La Gerardine, Inc., New York (wave lotion), 52 t. thru World Broad-casting System, N. Y. Lur-Eye Products, Inc., New York (eye, Iotion), 52 t. thru World Broadcasting System, N. Y.

Inc., Chicago.

hoff, Inc., Chicago,

Sade Advertising Agency, Chicago,

Martin toothpaste), 12 ta, thru Street & Finney, Inc., N. Y.

Ben-Burk Inc., Boston (Old Mr. Be ton Gin), 364 sa, thru Badger i Browning, Inc., Boston.

WBBM, Chicago

C. D. Owens, Chicago (toot provder), 3 sp weekly, thru Phely-powder), 3 sp weekly, thru Phely-Engle-Phelps, Inc., Chicago, Allen D. Wrisley Distributing (o, Chicago (Oliv-ilo soap), sg thr Behel & Waldie, Chicago,

E.

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FOOTBALL SCORES

10 (1 JE: SWAWIII U

Scoops the Papers! WSM BROADCAST FOOT-

BALL SCORES ARE TUNED IN EVERY SATURDAY EYENING AND POSTED ON 15,000 SPECIAL-BUILT WSM MUSICAL SCORE

BOARDS LOCATED IN DRUG AND GROCERY STORES IN 21 STATES!

THE NATIONAL LIFE AND ACCIDENT INSUMANC We Shield Millions

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WSM INSTEAD OF INSURANCE PROE INSURANCE SHOW PROGRAM SCHEDULES

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KFI, Los Angeles
Adlerika Co., St. Paul (Adlerik, remedy), 78 ta. thru st. Paul & vertising Co., St. Paul.
Beech-Nut Packing Co., Canajohari, N. Y. (chewing gum), 24 sa, th: McCann-Erickson, Inc., N. Y.
Comfort Mfg. Co., Chicago (Criz: Martin toothpaste), 12 ta, th: Street & Finney, Inc., N. Y.
Scott & Bowne, Elmira, N. Y. (Scott) Emulsion), 39 ta, thru Marschä & Pratt, Inc., N. Y.
United Drug Co., Boston (Beal products), 5 t, thru Street & Finney, Inc., N. Y.
A. C. Gilbert Co., New Haven, Con (Erector toys), 5 t. thru Chains W. Hoyt Co., Inc., N. Y.
Procter & Gamble Co., Cincinna (Ivory soap), 90 t. thru the Blab

WEAN, Providence; R. I.

WEAN, Frovidence; K. I. Great Atlantic & Pacific Tea & Boston (chain groceries), 6 week sa. 1 year, thru Radio Broadess-ing Co., Boston. Carter Medicine Co., New Yor (liver pills), 3 weekly recording 1 year, Street & Finney, N.Y. Loose-Wiles Biscuit Co., Bost. (cookies, biscuits), 3 weekly re cordings, 117 programs, th. Newell-Enmett Co., Boston.

WNAX, Yankton, S. D.

Hamlins Wizard Oil Co., Chiese (Wizaroyal), 6 weekly t, direct. Mantle Lamp Co. of America, Chiese (Aladdin lamps), 2 weekly t. Adlerika Co., St. Paul (Adlerika 39 t, thru St. Paul Advertising C

MERCHANDISING St. Paul. Omaha Flour Mills Co., Omah (Omar flour), 26 t. thru Rossel (Omar flour), 26 t. Kafs

William R. Warner & Co., Inc. Nr. Sport (Sloan's Liniment), 26 t. th William Esty & Co., Inc. Nr. Sport (Sloan's Liniment), 26 t. th William R. Warner & Co., Inc., Nr. York (Sloan's Liniment), 26 t, the Win. Esty & Co., Inc., Nr. Red Top Brewing Co., Cincinnati, 19 sa, thru Jesse M. Joseph Adrens ing Agency, Cincinnati, KTSA, San SUP THE ADDRESS AND THE ADDRES

The second secon Hotel Governor, Clinton, New Yor 42 sa, thru Rose-Martin Inc. N. Skinner Mfg. Co., Omaha (Rais-Bran), 300 sa, thru Buchani-Thomas Advertising Co., Omaha.

Modern Food Process Co., Philadel

STRANGE FACTS ABOUT RADIO

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TEXASU. (11 '41 2'

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4 M

NEW WING TO CARE FOR NEW BUSINESS, THANKS TO WSM!

In 1933, our parent, the National Life, showed the greatest sales increase of any life insurance company in America or Canada! And it is still leading the field with such an increase that a new wing had to be added! This year!

And the only new ingredient in the company's sales kit was the direct use of WSM for the specific selling problems of the company's 3000 agents in 21 states!

You ought to know the WSM story.

A Petry man will tell you,

(WSM's new auditorium studio seating 500 people occupies entire top floor of the new wing.)

NOT STRANGE IS THE FACT THAT PROVE THEIR SUPERIORITY. FRANKLY DISSATISFIED WITH RADIOS STEREOTYPE MERCHANDISING, WE ARE CONSTANT LY WSTING, REVISING, REACHING OUT FOR NEW METHODS, OUR MERCHANDISING ADVANTAGES ARE UNIQUE AND EFFECTIVE - YOU OUGHT TO KNOW 16502 USES ENOUGH TO KNOW UNIQUE AND EFFECTIVE - YOU OUGHT TO KNOW TO HEAT 125 ELECTRIC WARDE A BOUT THEM . FOR COMPLETE DETAILS WRITE WSA OR ENABLES WRITE WSM OR EDWARD PETRY & COMPANY.

Page 33

filiate	
· 🛋 💡	A new factor in the movement
	of merchandise.
	are pulling for you l
Channel	are pulling for yes

Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

25 GALS.

(H2O) per Minute

650 Kilocycles

50,000 Watts Cleared

CIRCULATE XROUND THIS TUBE, ONE OF TWO TUBES USED TO AMPLIFY WS M'S

RADIO WAVE FROM 5.000

TO 50,000 WATTS IT COSTS

\$1650° USES ENOUGH CURRENT

NBC A

DWARD PETRY & CO., New York, Chicago, San Francisco, Detroit, Exclusive National Representatives BROADCASTING · November 15, 1934 ovember 15, 1934 · BROADCASTING

STATION ACCOUNTS American Molasses Co., New York, 13 sp. thru Charles W. Hoyt Co., Inc., N. Y. sp—scudio programs t—transcriptions sa—spot announcements a—transcription_announcements Inc., N. Y.
Protere & Gamble Co., Cincinnati (Ivory soup), 78 t, thru the Black-man Co., N. Y.
Coleman Lamp & Stove Co., Wichita, *Kam, 26 ta, thru Ruthrauff & Ryan, Inc., N. Y.
Benjamin Moore Paint Co., New York, 12 Son

The Business of Broadcasting

WHAM, Rochester, N. Y.

Dengamin More Linn Co., New Tork, 13 sp. United Drug Co., Boston, (Rexall products), 5 t, thru Street & Finney, Inc., N. Y.

WACO, Waco, Tex.

Magnolia Petroleum Co., Dallas, 13 sa, thru Johnson Advertising Co., y Dallas,

t, thru Dillon & Kirk Advertising Agency, Kansas City,

Knox Co., Kansas City (Cystex), 26

San Antonio Brewing Assn., San An-tonio (Pearl beer), 210 sa. thru Pitluk Advertising Co., San An-

Chevrolet Motor Co., Detroit, S foot-ball games, thru Campbell-Ewald

tonio.

Co., Detroit.

Agencies and Representatives; Notes from the Stations

Current News About Accounts, Pending Schedules, Transcriptions,

WMBD, Peoria, Ill.

Laboratories, St. Louis Dequalment Laboratoriles, St. Louis Four Way tablets), 6 to weekly to May 17, thrm H. W. Kastor & Sons, Ce., Inc., Chicago, Know Co., Kansas City, (Cystex), 1 ; weekly to April 30, thru Dillon & S. Krick, Kansas City, Kellogg Co., Battle Creek, Mich. ; corn flakes, rice krisples), 6 st. ; bages

Best Foods, Inc., New York (Nacoa), 39 t. John Morrell & Co., Ottumwa, Ia.

John Morrell & Co., Ottuniwa, Ia, (dog food), 26 t. thru Henri, Hurst & McDomaid, Inc., Chicago, Comfort Mfg, Co., Chicago (Craig Martin toothpaste), 36 t. thru Street & Finney, Inc., N. Y. Nisley Shoe Co., Columbus, O. (shoes), S f. direct. direct. Java Soap, Co., Burlington, Ia. Magie Washing Powder, Protex Soap, 78 ra, thrn R. J. Potts & Co., Kansas City. Phillips Petroleum Co., Bartlesville, Okla, 4 ra weekly to March 25, thru Lambert & Feasley, Inc., N. Y.

Ralston Purina Co., St. Louis (Purina feed), 3 sa weekly to Dec. 4. thru Gardner Advertising Co., Inc., St.

ouis. Sheets-Rockford Silver Co., Rockford, Ill., 18 sa, thru Howard H. Monk,

Advertising, Rockford. Bunte Brothers, Chicago (candy), 4 sa weekly Oct. S-Dec. 2, and Jan. 7-March 30, thru Fred A. Robbins, Inc. Chicago

Inc., Chicago. Vick Chemical Co., Greensboro, N. C. Varronol) 13 sa thru Morse Inter-national Inc., N. Y.

WTMJ, Milwaukee

Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 29 sa. thru Lawrence C. Gumbinner, N. Y. Lawrence C. Gumminner, N. I. Vick Chemical Co., Greensboro, N. C. (Vatronol), 30 sa, thru Morse In-ternational, Inc., N. Y. Mantho-Kreoamo Co., Clinton, Ill. (M-K for colds), 104 sa, thru Wade Advertising Agency, Chicago.

Advertising Agency, Chicago,
A. C. Gilbert Co., New Haven (tors),
S t, thru Charles W. Hoyt Co., N. Y.
Phillips Petroleum Co., Bartlesville,
Okla, 120 ta, thru Lambert & Feas-ley, Inc., N. Y.
Fruit Dispatch Co., New York (ba-nanas), 16 sa, thru Barten, Barton,
Durstine & Osborn, Inc., N. Y.

WNEW, Newark

K. Arakelian, Inc., New York (wines) 364 ta, thru Hudson Advertising Co., N. Y.

Gold Dust Corp., New York (Silver Dust), 26 sa, thru Batten Barton, Duistine & Osborne, Inc., N. Y. Vick Chemical Co., Greensboro, N. C. (Vatronol), 13 sa, thru Morse In-ternational, Inc., N. Y.

Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 65 sa.

KTAT, Fort Worth

Montgomery Ward & Co., Fort Worth. 3 weekly sa. La Gerardine, Inc., New York (cos-metics), 52 ta, thru WBS. Sherwin-Williams Co., Forth Worth (paint). 300 sa. American Airways, Inc., Fort Worth,

weekly sp.

KGO, San Francisco

Carnation-Albers Co., Seattle (Albers Flapjack Flour), 3 weekly f. thru Erwin, Wasey & Co., Inc., Seattle,

WEAF, New York

Knempfer's Chicago (bird seed), 2 sp. weekly, thru C. Wendel Muench & Co., Chicago,



Announcing Football Games for Chevrolet

FIFTY-SEVEN important college Jack Quinlan, Journal sports cditor, Halsey Hall and Rollie Johnson; (4) Howard "Nig" Berry, football games are being broadcast this season by the Chevrolet Motor Co., the account being placed former Pennsylvania All-American through Campbell-Ewald Co., Inc., fullback, who started for WIP, Philadelphia; (5) Jack Ryan, of Detroit. Shown above are an-KYW, Chicago; (6) Ty Tyson, of WWJ, Detroit; (7) Jerry Mann, nouncers of the games: (1) Bill Mundy, Atlanta Journal sports authority who broadcasts over All-American at Southern Metho-WSB, Atlanta; (2) Neal Barrett, dist 1927, KTRH, Houston, Texas, former football star, KOMA, Oklaand Southwestern network; (8) homa City; (3) the staff of WCCO, Bob Longstreet, of WXYZ, Detroit, Minneapolis-St. Paul, left to right, and Michigan network.

WAAB, Boston

The Thomas', Chicago (scalp treatment, Boston branch), 315 sa, the Harry M. Frost Co., Inc., Boston WJZ, New York

phia (Thrivo dog food), 1 # weekly, thru The Clements (& Philadelphia.



(Ivory soap), 90 t. thru the Blatt man Co., N. Y.



Virginia's No. 1 Market EX 6



NO LESS an authority than the good S. Department of Commo says it's sq. For, as per the figures their final retail census for 1933. For, as per the figures in find that in terms of net sales. Rich-mond's \$65,982,000,00 is more than the combined net sales of Virginia's next two best metropolitan areas! So



WRVA carries these big A WRVA carries these bir national commercials exclusively in Virginia: Kansas City Philharmonic: Eddie Cantor: The Album of Familiar Music: Joe Penner: Clara, Lu and Em: Today's Children: Gene and Glenn: Joe Cook's House Party: Betty and Bob: Lowell Thomas: Anac's Auder Beauty Box Theatre Betty and Bob: Lowell Thomas: Amos'n Andy: Beauty Box Theatre: Mary Pickford and Company; Fred Allen's Town Hall; Harry Richman; Rudy Vallee: Show Boat: Paul Whiteman's Music Hall; Jessica: Dragonette: Warden Lawes: Phil Baker: First Nighter: Pick and Pat: Little Orphan Annie: Floyd Gibbons; curd the Dartica Parada and the Pontiac Parade.



WE wanted to know "what's what" about listeners-we wanted to know the naked truth, good or bad. With

pads and pencils we sent 'em out in Virginia, and found that WRVA was favorite even a hundred miles from Richmond. Right in the primary lis-tening area of another Virginia star tion, f'rinstance, 10% of those can-vassed said they listened to WRVA most; 18% said next-to-most; and 23% said next to next-to-most!

Represented by Paul H. Raymer Co. New York Chicago San Francisco



NETWORK ACCOUNTS All times EST unless otherwise specified)

ÉFORT ASSOCIA-TION, Roquefort, France (cheese), on Nov. 9 started "The Story Behind the Nov. 5 started The Story bennd the Song" on 10 CBS stations, keyed from WBRM, Chicago, Mondays and Thurs-days, T:30-1:45 p.m. Agency: Mor-ris, Wandmuller & Enzinger, Inc., Chicago.

TYPEWRITER EDUCATIONAL RESEARCH BUREAU, New York. RESPARCH DERFAC, New 1078, on Nov. UI started "Americans To-morrow," with Mrs. Franklin D. Rossevelt,"on 36 CBS statioss, keyed from New York and Washington, Sun-days, 7:45-8 p. m. Ageney: Batten, Barton, Durstine & Osborn, Inc.

TASTEEAST, Inc., Trenton, on Dec. 2. stufts "Charles King and Pogy Flynn" on 12 · NBC-WJZ stations, Sundays, 12-12 (30.4), m. Agency: Dorland International, Inc., N. Y.

GENERAL FOODS Corp., New York (Grape-Nuts) on Nov. 14 re-newed two-way broadcasts from Little America on 60 CBS-Don Lee stations. Wednesdays, 10-10:30 p. m. Agency: Young and Rubicam, Inc., N. Y.

LANGENDORF UNITED. BAK-ERIES, San Francisco (bread land pastry); on Oct. 1 renewed the "Lan-gendorf Pictorial" on special NBC-KPO network comprising KPO, KFI and KOMO, Mondays thru Fridays. 3-3:15 p.m. PST. Agency: J. Wal-ter Thompson Co., San Francissol

E. C. EDWARDS Co., Boston (Wax-F. C. EDWARDS Co., Boston (Wax-rite koor polish), on Oct. 11 started the Twentieth Century Ensemble, or-chestra and voice, on 3 Yankee Net-work stations, Thursdays, 4:4:15 p. m. Ageney: Kenyon Advertising, Ine., Boston.

H. J. HEINZ Co., Pittsburgh (food products), has added two Thursday schedules, 10-10:15 a, m. and 12:15-12:30 noon, to its thrice-weekly economies program over an NBC-WJZ network.

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

> > REPRESENTING THESE TRANSCRIPTION PRODUCERS

Standard Radio Advertising, Inc.

IN NEW ENGLAND & UPPER NEW YORK STATE

Radio Productions, Inc.

MacGregor & Sollie, Inc.



Radio City's New Organ

for broadcasting. It has three

keyboards of 61 notes each, with

Park Ave. and 39th St., Xe York, by the time its fourth is of public exhibition had come to a end. The house will be open ever day through to next Septembe possibly longer if arrangement can be made with owners of the property, who, incidentally, get cents from each visior in lieu formance in an auditorium. rent for the site. The organ is specially designed

Contois Joins Gotham

20 pedals, chimes which can be played on all three manuals and a GEORGE COMTOIS, who has bee harp. Various effects and combiassociated with Bruce Quisenber nations can be produced instantly in the radio management of W from the many sets of couplers and pipes are to be fed with washed air. Already a program is being arand other celebrities of the ranged for the first performance, has been named radio director scheduled for the near future. Spethe Gotham Advertising Co., No cial organ concerts are to be broad-York. Eric M. Beach, sales m cast and the organ also will be used motion specialist, who for seven in other programs with orchestras vears has been active in the eleand choral ensembles. trical field, is now associated w Gotham.

ABS Names Kettlewell

APPOINTMENT of John Kettlewell, station representative, as Chicago manager of American Broadcasting System, was announced Nov. 13 by George B. Storer, ABS president. Simultaneously, it was learned that commercial prospects for approximately three hours of network time are being auditioned with likelihood of contracts in the immediate future. Mr. Kettlewell, now repre-sentative for WWVA, Wheeling, and WSFD, Toledo, among others, will establish new offices in the Carbon & Carbide Bldg., Chicago, and hire additional personnel. He will continue his station representation. Mr. Kettlewell was formerly identified with the Paul Block or-ganization, the Chicago Herald-Examiner, Chicagoan and at one time was advertising manager of

Smooth

ship methods.

ordon Studios

College Humor.

Appointment of Representatives COX and TANZ New York and Philadelnhia

AS CLOCKWORK

Are the programs planned by our organ

We operate CONFIDENTIALLY as part of

the agency's set-up, building merchandising

plans as part of the production. Program

costs are less through decreased overhead of the part of the agency . . . results are in-

creased through PROFESSIONAL showman

Over 200 Musical-Comedy-Dramatic-

140 BOYLSTON ST.

BOSTON

www.americal

Children's Programs, in Flesh and Transcrip

tion form . . . NOW AVAILABLE.

zation for leading agencies, radio stations,

and advertisers all over the country.

WALTER BIDDICK CO. Los Angeles San Francisco

Seattle-Denver

KFJZ

Announces the

Visit "Little House" NEARLY 10,000 persons from , RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

> FREE & SLEININGER have been appointed national representatives of WOC, Davenport, Ia., which opened WOC, Davenport, 1a., which opened there as a CBS outlet Nov. 11. The same organization represents WHO, Des Moines, operated by the same in-terests. J. L. Free, C. L. Sleininger and Hugh Feeley attended the open-

GRIEG, BLAIR & SPIGHT, have been appointed national representa-tives of WMT, Waterloo, Ia., recently purchased from Harry Shaw by the Des Moines Register & Tribune.

Rogers, Fred Stone, Mrs. Am R. S. BISHOP, president and man-Roosevelt Dall, Doctor Rockie, ager of KFJZ, Fort Worth, announces age of N. 22, Fort worth, announces appointment of the following repre-sentatives: Cox & Tanz, New York and Philadelphin; Walter Biddick Co., Los Angeles; San Francisco, Seattle and Denver.

JERRY CADY, who left Fletcher & Ellis, Inc., New York, early in the summer to return to KFI, Los Angeles, is back with the agency as a

FRANK G. WAGGETT, formerly with J. Walter Thompson Co., and more recently with WGN, Chicago, is now associated with C. Wendel Muench & Co., Chicago agency. FORT WORTH, TEXAS

ED KRAFT, manager of Northwest Radio Advertising Co., Seattle, is back at his desk after an airplane trip in the Midwest and East.

THOMAS R. COOPER has been added to the San Francisco staff of J. Walter Thompson Co. as an assistant in the research department. He was formerly associated with F. E. Booth Co., and The Emporium, San Francisco, and ution to that Procter & Gamble Co., in Los Angeles.

S. P. HARTER, western division vice president for Pet Milk Co., Salt Lake City, was in San Francisco Nov. 12. He conferred with Stanley G. Swanberg, vice president of Botsford, Con-stantine & Gardner, advertising agency. and Miss Edith Abbott, copy writer, who is also in charge of production for the milk company's transcription programs in the Rocky Mountain dis-

R. CALVERT HAWS, manager of R CALVERT HAWS, manager of radio production for Henri, Hurst & McDonald, Chicago agency, on Nov. 8, was made an honorary member of the Scottish Rite Bodies in the Valley of Chicago, for producing a series of plays by the Oriental Consistory Players in the last two years.

H. PUMPHREY, manager of the radio department of Fuller & Smith & Ross, Inc., New York, has resigned to join the NBC production depart-ment in New York ment in New York. UTHRAUFF & RYAN, Inc., New

lork, has been designated to handle he advertising of R. M. Graves Corp., Portland, Ore. Radio will be used long with newspapers.

BOTSFORD, CONSTANTINE & GARDNER, Portland Agency, has moved its San Francisco office to larger quarters on the tenth floor of the Russ Building. The San Fran-tisco office was established in 1927 and numbers among its officient Size Million umbers among its clients Sego Milk, ational Biscuit Co., Folger's Coffee, burke Famous Foods and Shredded

heat Bakeries. ORRIS PLAN INDUSTRIAL BANK of New York is placing its ad-rertising through the Gotham Adver-lising Co., New York. Arthur A. Iron is the account executive.

acGREGOR & SOLLIE, San Franactine GON & SOLLIE, San Fran-sco, is making a transcription series br Sego Milk Products Co. (Sego hilk), San Francisco. The account 5 placed through Botsford, Constan-ine & Gardner, Portland. HARRY W. CLIFFORD, formerly with Reynolds-Hitzgerald, Inc., Chi-cago, has joined Skelgas, Inc., Kansas City, subsidiary of Skelly, Oil Co., Kansas City, as advertising manager. BOURJOIS SALES CORP., New York (Barbara Gould toiletries, Chanel perfume) has appointed Lord & Thomas, New York, to handle its

advertising. GILMORE-BURKE. Inc., Seattle (tablets), is placing its advertising through Milne & Co., Inc., Seattle. GREAT ATLANTIC & PACIFIC TEA CO., Detroit, (groceries) has appointed Simons-Michelson Co., De-troit, to handle its radio advertising for the Central Western Division. RIO GRANDE DIL CO., San Francisco, has named Barnes-Hill Co., Los Angeles, as its advertising counsel. UBIKO MILLING Co., Cincinnati, is placing its advertising through Fred-erick W. Ziv, Inc., Cincinnati. STRANG & PROSSER Advertising Agency, Seattle, has organized a radio department. J. R. Lunke is in charge.

KELLY, NASON & ROOSEVELT, Inc., New York agency, has placed Frank J. Mannix in charge of its new offices in the Monadnock Bldg., San Francisco

First

Radio

Station

In the

World

to Broadcast

Regular

Daily Programs

HEMMETER CIGAR Co., Detroit UNITED STATES ADVERTISING Corp., Toledo, will open an office in Detroit with Henry Koch and Leon-(Champion cigars) has named B. J Trembley vice president in charge of ard M. Keating in charge. advertising.

ATLAS ADVERTISING CO., has been organized by William D. Scully, with offices at 6 Church St., New WILLIAM S. SCULL Co., Camden N. J. (Boscul food drink and coffee), has appointed Kenyon & Eckhardt, Inc., New York, to handle its adver-Haven. WM. S. MERRELL Co., Cincinnati, tising.

has named The Geyer Co., Dayton, O., MOSER & COTINS, Inc., Utica, N. E., has been named to handle ad-vertising, by Ivanhoe Foods, Inc., Au-burn, N. Y. (Ivanhoe Mayonnaise). to handle its advertising.

IOWA SOAP Co., Burlington, Ia. (washing powder and soap) has placed its advertising with R. J. Potts & Co., Kansas City.

POCAHONTAS OIL Corp., Cleve-land, has appointed Richardson-Plant Inc., Cleveland, to handle its advertising.

PITTSBURGH PLATE GLASS Co., Milwaukee (paint, varnish and lac-quer) has named N. W. Ayer & Son, Inc., Philadelphia, to handle its advertising.

E. GRIFFITH HUGHES, Inc., Rochester, N. Y. (Kruschen Salts) has appointed Amalgumated Advertis-ing Agency, Inc., New York, to handle its radio advertising. DeSOTO MOTOR CORP., Detroit.

has appointed T. G. McCormick as assistant advertising and sales promotion manager.

VAN SANT, DUGDALE & CO., Inć., Baltimore, agency has been named by McCormick & Co., Inc., Baltimore, to handle the full line of advertising of Bee Brand and Red Arrow insecticide, and food products. C. E. RICKERD ADVERTISING AGENCY, Detroit, has been chosen to direct advertising of Rheingold beer by the Voigt Brewing Co., Detroit.

VAN SANT, DUGDALE & CO.

watts.

.DAYTIME power of 1,000 watts was granted WISN, Milwaukee, by the FCC on Nov. 13 in a decision reaffirming the original grant after the withdrawal of the protest of WTMJ, Milwaukee, which recently was granted day power of 5,000

IN LISTENER INTEREST AMERICA'S TH MARKE

During the 1934 World Series, 90% of Detroit's listening audience was tuned to WWJ which was broadcasting the games independently of the chains. Even in Cleveland, WWJ was voted by actual newspaper poll the second most popular station during the World Series despite local Cleveland and chain competition. Your program on WWJ will reach more and better homes in the Detroit area.

National Representatives GREIG, BLAIR & SPIGHT, INC. New York Chicago San Francisco Los Angeles

WBT. THE PIONEER RADIO VOICE OF THE SOUTH

One advertiser's program on WBT drew 5000 letters from more than 10 states. The next highest station in the South pulled 1500 letters for the same program. A thick file of similar records is available. Ask to see it.



SCOOP FOR WBT!

New equipment more than doubles power

The tallest man-made structure in the Carolinas is now going up-for Station WBT. A new "voice" for WBT's 50,000 watt transmitter-a vertical radiator antenna. Engineers report that its efficiency will correspond to more than doubling the present power. Signals will be sharper—clearer. Miles will be added to coverage. Only the rates will stay the same, <u>1</u> This "vertical radiator" is a single tower, soaring 429 feet into the air. It is not a mast for an antenna-it IS the antenna. Two hundred tons of steel balanced on a ten inch insulatorradiating the full volume of speech and music throughout its entire length. I Today there are only fourteen "vertical radiators" in the world. Now Charlotte, N. C., follows the example of New York, Philadelphia, Boston . . . serving the South's swiftly growing radio audience with the newest, most effective equipment. This is the latest chapter in a fast-moving story of success. WBT was the first station in the South - on the air in 1921 with 250 watts. By 1934, its power had been multiplied two hundred fold. Today 50,000 watts penetrate one of the South's richest markets for WBT advertisers.

With the new radiator doubling its advertising power, WBT invites you to discover the Carolinas (and their surrounding states) as a profitable, radio responsive market.



WBT is the only station with in 200 miles of Charlotte with more than 5000 watts

STUDIO NOTES

MEMORIES at Twilight" has rewww.rs.] Sinshy affertaens on W 2011 Shannah Gal in respense Shannah For resumption We reacte brothin which the an organ recital with quartet.

TO REACH Polish Esteners in Syra-use, the diminish Furniture Co., of that dip genesors "A Visit to Poland" Similar alternoons over WFBL, Comneerda, announcements are made in both Polish and English but singing is all in Polish.

AN AIR contest over KMOX. St. Louis, by Iceal Hudson-Terraplane lealers, sold 10 ears last month. Spot coments were used for the conconnection with a ruggedness and listeners were asked to suggast h si gon for the car.

"STAR SPANGLED Melodies" "STAR SPANGLED Melodies" on KFAC, Los Angeles, with music and drama, depicts important periods in the lives of American composers. Scripts are written by Edward Lynn, who wrote the "Catherine the Great" series. The program is under auspices of State Pollef authorities cooperating, with the Los Angeles Herald-Express.

WITH a new 50 kw. transmitter. KOA. Denver. NBC outlet. now is spending \$100.000 modernizing a six-story downtown building for studios and offices. Dedication is plauned Dec. 15.

FEATURES On Transcriptions Available to Stations and Agencies Samples on Request STANDARD RADIO ADVERTISING CO. HOLLYWOOD. CALIF.



Angeles. A SERIES of 52 half-hour transcrip-tions by the "Sunday Players" is be-ing distributed by Funetal Founda-tion, Inc. Los Angeles. Technical work is done at the Hollywood studios work is done at the Hollywood studios Recordings, Inc. The dramas are difficul in nature.

"PHANTOM of the Future" is the title of a new mystery athriller on WLW. Cheinnait, It deals with re-markable events timed a millionmillion years hence in a scientific era. KFI. Los Angeles, has started "La-des Laugh Last," a series of drawing room comedies, with Forrest Barnes doing scripts and production.

ARTHUR SEARS HENNING, head of the Chicago Tribune Washington bureau, on Nov. 4 started a new series oureau, on No. 4 started a new series of "Capitol Comment" programs over WGN, Chicago. The programs are broadcast from 9:30 to 9:45 Sunday evenings via a special land line.

A COMPLETE line of radio condensers and resistors is shown in its new 1935 catalogue just published by Aerovox Corp., Brooklyn.

WSYR. SYRACUSE, has purchased w S1R. S1RACUSE, has purchased an 0-P amplifier, inductor microphone and velocity lapel microphone from RCA-Victor Co. One engineer does nothing but handle remote programs. of which there are 30 a week from 18 agations.





FROM, A MOVIE BOOTH-Parts of feature pictures are broadcast direc from the projection booths of two local theatres by WOKO, Albany, The programs last a half hour and whet listeners' desire to see the picture Left to right. Forrest L. Willis, announcer; James H. Corey, remote engineer; and two Palace theatre operators.

store.

EXCLUSIVE rights to broadcast

of Jack London's literary work have been obtained by MacGregor & Sol

San Francisco transcription studie Production has been started by the

from on a new musical mystery series. "Paper Moon," written and produces by John E. Hasty.

KTUL, Tulsa, Okla., is conducting

WBIG, Greensboro, N. C., and in National Theatre of that city are

New Publicity Bureau

THE BUREAU of Radio Press

press agent for artists, announcers

FIVE NBC men in Chicago became fathers within the past few weeks. They are Don McNeil and Pat Gallicchio, announcers: Charles Butler and Harold Jackson, engineers, and Jack Owens, tenor.

GUGLIEMO MARCONI, inventor of wireless, inaugurated a series of "American Hours" for short wave listeners in October over an NBC-WEAF network. Marconi explained the importance of short wave opera pro-grams and other features, speaking from 2RO in Rome, Only short wave sets can pick up the programs, al-though Marconi's opening address was heard also on the regular broadcast band. He described micro-waves, band. which he believes will ultimately expand radio service.

opérating in a search for radio talen. The theatre devotes one evening : THREE stations have been added to the Sunday morning "Comic Strip of the 'Air" of the Los Angeles Times. The theatre devotes one evening : week for auditions in front of the audience, and winners are to be give a commercial icontract with a lac sponsor. A big radio show of all wi-ners is planned at the end of the already on KHJ, Los Angeles, and KMTR, Hollywood. Additions are KGER, Long Beach: KGB, San Diego, and KDB, Santa Barbara. campaign.

DENIED the right to broadcast home town college football games, WFBL, Syracuse, and WSMB, New Orleans, present sponsored reviews of games shortly after the final whistle blows.

TORONTO radio stations will have their own hockey league this winter, with engineers, announcers and pos-sibly artists as members. Four teams will play, CKCL each having a team and CRCT-CKNC having one team of employes and one of musicians.

Los Angeles Examiner, now with and New York; Henry M. Haney PROGRAMS broadcast from Seattle theatres by KOMO and KJR pick up feature pictures on opening days. An announcer in the balcony describes scenes as they are cut into and a microphone on the stage carries the musical accompaniment picked up from the screen.



WKRC, WORC, WPEN, WPRO, WORK, W1XBS

A SYSTEM WHICH WILL: Reduce interfering signals with neighboring stations on same

channel.

Increase service area in non-interfering zones.

Designed, constructed and installed to meet your requirements. WASHINGTON INSTITUTE OF TECHNOLOGY Washington, D. C. McLachlen Building

BROADCASTING • November 15, 1934

Southwestern Agencies Form Association for Improved Advertising

FORMATION of the Southwestern Association of Advertising Agencies, designed to establish a "better inderstanding and appreciation of advertising in the Southwest, to bring about a closer personal contact among agencies and to clarify an understanding as to what constitutes standard agency practices," has been announced by Alfonso Johnson, Dallas, executive secretary. The organization was completed Oct. 25 at Houston.

Officers are Miles F. Leche, vice president of Hanff-Metzger, Inc., Houston, president; Otto Bruck, vice president of Johnson Advertising Co., Dallas, vice president; Alfonso Johnson, Dallas, secretarytreasurer. The executive committee comprises Jay H. Skinner, of Houston; P. C. Franke, Jr., of Franke - Wilkinson - Schiwetz, Inc., Houston; Victor Lemay, of Albert Evans, Inc., Fort Worth; C. B. Wakeley, secretary, Tracy - Locke -Dawson, Inc., Dallas; Jack N. Pitluk, San Antonio, and J. Richard Brown, of Brennan, Brown & Co.,

successful quarter hour Inquiring Re-porter, daily except Sunday, une sponsorship of a shoe repair shop and drug store. It is broadcast at not All bona fide agencies in the TWO POPULAR announcers, PL Silverson and Lee Little, are feature in "the Tick-Tock Revue," a new her and a quarter morning program, spa-sored on KMOX, St. Louis, by Hél rung and Grimm, St. Louis furnitue Southwest, it was announced, will be invited to join the organization in a cooperative effort to eliminate house and other pseudo-agencies. The membership now includes:

Binkley Advertising Agency, Ft. Worth and Sherman, Tex.; Bren-nan, Brown & Co., Inc., Houston and Dallas; Carpenter-Rogers Co., Dallas; Wilson W. Crook Advertising Agency, Dallas; J. P. Dewey Advertising Agency, Dallas; Edwards Advertising Agency, Dallas; Albert Evans, Inc., Fort Worth; Franke - Wilkinson - Schiwetz, Inc., Houston; Haggard-Hague Advertising Agency, Houston; Hanff-Metzger, Inc., (Southern) Houston; Hubbard Advertising, Fort Worth; Johnston Advertising Co., Dallas; Relations has been formed in Los J. B. Payne, San Antonio; Pitluk Angeles to act as exploitation and Advertising Co., San Antonio; Ratcliffe Advertising Agency, Dallas; agencies, sponsors and others conagencies, sponsors and others one Rogers-Gano Advertising Agency, nected with radio. Organizers an of Texas, Houston; Jay H. Skinner Wayne Miller, formerly rain Advertising Agency, of Houston; editor of the Hollywood News and Tracy-Locke-Dawson, Inc., Dallas

> BROADCASTING announces the 1935 YEARBOOK edition. See pages 42 &

have extended us," writes Dillon & Kirk.

WAPI

www.americanradiohistory.com

BROADCASTING

CORPORATION

Clear Channel Study (Continued from page 18)

"High Fidelity" tensities of clear channel stations TOO MUCH realism, plus at points 1,000 to 3,000 miles from the great increase in auto the transmitters. Recording apparatus, he asserted, should be kept constantly turied to these stations during the night to produce this data. A second suggestion was that an analysis of high power station service on "duplicated" chan-nels be made to ascertain the coverage, such as that existing on the 790 kc. clear channel upon which WGY, Schenectady and KGO, Oakland, operate simultaneously. Portable apparatus would have to be fires occur. used in this study, he declared, to determine where the interference

J.

M

sets in on duplicated operating. A third proposal was that cars equipped with field intensity equipment be started from a given point, such as Washington, and continue on to New Orleans, for example, making measurements en route. In that way, Mr. Ring explained, a "running story" as to reception in each town and area between these two points would be procured. Other cars could be routed through different portions of the country to equivalent data. Finally, he said the Engineering

Department would send out 100,000 simple questionnaires to a representative group of rural listeners, procured from the rolls of the Agricultural Adjustment Administration. The questions, he said, would be simply whether the farmer had a receiving set, and which stations he heard regularly. Thus, he pointed out, the FCC would obtain a cross-section of station coverage from farmers themselves.

The 'study will be concentrated largely on night coverage of clear channel stations under winter meteorological conditions. The FCC, Dr. Jolliffe brought out, will do its utmost to check the recording apparatus employed by cooperating stations and organizations to insure maximum accuracy. Data admittedly procured by apparatus which does not meet precision requirements will be used as supplemental rather than basic material, it was agreed, and field surveys already made by many stations will be considered along with other measurement data.

Attending the meeting were Dr. J. H. Dellinger and K. A. Norton, Bureau of Standards; J. C. Mc-Nary, NAB; J. H. De Witt, WSM; Paul A. DeMars, Yankee Network; I. R. Baker, RCA-Victor; Philip G.

RENEWALS

PROVE

RESULTS!

... in sending you this renewal, you may consider it as a compli-

ment to the ability of WAP1 to produce business and, at the same

time, we want to extend our appreciation of the cooperation you

Renewal orders are real proof of a station's ability "to deliver.

Popularity PLUS power, with cleared channel, has made WAPI FIRST in Alabama. Get facts before you buy radio results in Dixie!

5000 WATTS

N.B.C NETWORK

BIRMINGHAM ALABAMA

BASCOM HOPSON, President

ovember 15, 1934 • BROADCASTING





80% LISTENED TO THIS LOCAL PROGRAM

A Louisville agency, telephoning at random through the directory, recently found that 80% of all the people called were listening to their Theorem on the Kernel program for "Down on the Farm" program for Honey-Krust Bread (Station WAVE; local) Of course, Station WAVE local).... Of course, Station wave only reaches about a million or so people hereabouts. But 80% of a million birds in the hand are better than lots of millions in the bush!

FREE & SLEININGER, INC.

STATION LOUISVILLE, KY. 1000 WATTS ... 940 K.C.

Steps Taken to Stop SPEAKS FOR RELIEF **Radio Interference** All WSMB Programs Are Piped Engineers Seek Protection for

SOME months ago when WSMB, Service on High Frequencies New Orleans, moved its trans-TELEVISION, facsimile and other mitter to Algiers, La., it occupied radio services destined for the short the quarters which once were part of the Algiers naval station. A waves, will be materially retarded short time after, the Government in their development unless proper set up a transient relief camp and steps are taken for suppression of within a few days a town of some "man-made" interferences to recep-700 sprang into existence in this area, which is legally a part of tion which are particularly severe in the higher frequencies, it was New Orleans. Out of a WSMB engineering agreed by leading radio engineers at the coening meeting of the first staff huddle came an idea for the national conference for reduction entertainment of occupants of the of electrical interference in radio

relief camp, and a big loudspeaker reception, held in Rochester, N. Y., was constructed to face the grandstand of the baseball field. All pro-Meeting under the auspices of grams go through the speaker. While music and dramatic pro-grams have a universal appeal the Radio Manufacturers Association, the purpose was to enlist the cooperation of automotive, elecamong the men, sporting events trical and public utility companies draw the largest crowds to the in properly shielding their equipbig speaker. ment so it, will not transmit inter-fering noises. Dr. W. R. G. Baker, chairman of the RMA engineering

facturers and makers of electrical appliances have already shown a division, and vice president and willingness to cooperate, he asgeneral manager of the RCA serted it is now necessary to in-Victor Co., stressed the importance tensify this cooperation to clear of a combined attack under the the air waves for the new short guidance of the RMA to remedy wave entertainment and communications service. Among the chief interference sources are automobile

_To Transient's Haven-

Two ways of copying with electrical interference in radio recep-tion were mentioned by Dr. Baker. ignition systems, dial telephones, and home electrical appliances. The_first, he said, is to eliminate The opening sessions of the con-ference included a symposium prethe interference at its source by proper suppression methods, and senting the viewpoints of the conthe second is to use a scientifically sumer, manufacturer, retailer, FCC designed noise-reducing antenna system. While automobile manuand the public utilities. Speakers included Dr. O. H. Caldwell, former Radio Commissioner and now editor



Nov. 14.

the condition.

Electronics; J. O'R. Coleman. Edison Electric Institute; L. F. Muter, president, RMA; Benjamin Gross, Gross Sales, Inc.; Dr. C. B. Jolliffe, FCC chief engineer; and Dr. Alfred N. Goldsmith, consulting engineer. Other speakers in-clude H. O. Merriman, Department of Marine, Canada, and Dr. J. H. Dellinger, radio chief, Bureau of Standards, who headed the American Delegation to the C. C. I. R.

More Stations to Install K-A-X Antenna System

THE NEW K-A-X antenna excitation system, developed by F. G. Kear of the Washington Institute of Technology, has been installed for W1XBS, Waterbury, Conn., one of the new "high fidelity" stations assigned to the 1530 kc. channel, and installation of such a system also will begin shortly for WORK, York, Pa., according to an announcement Nov. 12 by the In-

According to Col. Sidney Mashbir, president of the Institute, this new development in radiation has been effective in reducing crossinterference with stations operating on the same channel, and also has made possible increased signal strength in areas previously under-served. The system has been employed for some time on the airway radio range beacon stations and only recently was adopted for broadcasting. Among the stations using the system are WKRC, Cincinnati; WORC, Worchester, Mass.; WPRO, Providence; WREN, Philadelphia, and W1XBS.



UTAHNS

Santa Claus!

64

ounce

ing.

Detroit

Believe in

HEARINGS on the long-debated proposals for mergers of the communications companies in the landline telegraph, cable and wireless fields have been scheduled by the FCC to begin Dec. 3. The hearings ordered by the FCC Telegraph Division recently are expected to bring views of communications company executives, labor, federal and state officials and representafives of the general public to aid the Commission in determining whether or not it should recommend an amendment to its Act to permit such consolidations. It is report to Congress Feb. 1. Such a provision was proposed or inclusion in the Communicams Act during the last Congress w Interstate Commerce Commis-sioner W. M. W. Splawn in his

report to the House Interstate and LAST Christ-Foreign Commerce Committees, but was not incorporated in the mas old St. aw, so as to allow further investigation by the new Commission. Nick gave Utah All persons, interested in submita Yuletide gift ting their views or evidence before which this minthe Commission at this hearing, were ordered, to file their notices ing state will f such intentions with that agency v Nov. 21. long remember Probably the most - discussed ... an increase merger yet proposed has been in

in the price of the wire telegraph services-that of the Western Union and Postal silver from 43e elegraph Companies. Other proto 64 1/2 c per posed consolidations have included the fusion of the two cable cariers and the merger of the Mackay

and RCA wireless communications companies. In a statement, ac-This gift has ompanying the order which fixed put millions the hearing, the Commission said more dollars hoped through these public sessions to obtain "ample material into circulation apon which to base a considered commendation to the Congress. in the territory in this important question. fully covered

by KDYL. Distributor of Hair Dye More silver Cited in FTC Complaint mines have re UNFAIR competition in sale of cently opened hair coloring preparations is alleged by the Federal Trade Com-... and all ission in a complaint it has isbusiness is con sped against United Remedies, Inc., of Chicago, distributors of "Kolorstantly improv-The FTC charges that in advertising, particularly over dio stations in Chicago, Los Anles and Dallas, the company rep-

"THE popular STATION" sents that "to end gray hair ndicaps, all you now have to do to comb it once a day'for several Salt Lake City and JUBO Station ys with a few drops of Kolorsprinkled on your comb." These assertions, the complaint lleges, are false and misleading s they tend to deceive buyers into lieving that not only does the se of the preparation restore the riginal color to the hair, but that effect is permanent. Accordto the complaint, the action of

is to color the hair tificially but its use must be intinued periodically as the hair Representatives ows. The company has until GREIG BLAIR & SPIGHT, INC. lec. 14 to reply to the complaint. New York - Chicago San Francisco - Los Angeles

BROADCASTING · November 15, 193 November 15, 1934 · BROADCASTING

ANUEL VILA, president of the Adio Corporation of Puerto Rico, perating WKAQ, San Juan, died idenly recently, according to ads just received

"Mike" Behavior

HOW to behave in front of a microphone. That is the unique course offered in the extension division of the niversity of Rochester this fall by Carmen Ogden, of WHAM, who at present is handling a daily series of morning programs for a department store. The course is designed to meet the needs of students interested in achieving the knack of making a presentable "appear-ance" before the mike. In-cluded will be lectures and discussions by broadcast and advertising experts. Classes will be held in the WHAM studios to give students practical experience.

New Cemetery Series

FOREST Lawn Memorial Park Association, turned to the air Oct. 17 over KHJ, Los Angeles, with its "Tapestries of Life" series of half-hour dramatic stories with incidental music woven around art objects in the cemetery grounds. Former Forest Lawn programs were entirely institutional but the new series in addition builds up publicity around Vera Oldham, co-creator and writer of the "Chandu" series. Southern California newspapers carried copy on the opening date, most of it built around Mrs. Oldham, who is writing and direct-ing "Tapestries of Life." The sig-nature, "Sweet Mystery of Life," is retained.

Dramatic Spots

DRAMATIZED advertising is pop ular with listeners of WHBY, Green Bay, Wis., programs. Abrupt sketches of 100 words are being presented under no false pretenses, the sponsor's name being mentioned in the first line and later providing the final shot. Skits are airy without flippancy. and don't tire the listener. However, the station does boast of one five-minute commercial dramatization which is now entering a second 13-week series, indicating that drama does the trick. Thus encouraged, WHBY is featuring morning and evening sustaining dramas.

What Detroit station is

the basic outlet for the

AMERICAN

BROADCASTING

SYSTEM?

WJBK

DETROIT

Free Time Is Donated To British Travel Group By Many Broadcasters

MORE THAN 300 American and Canadian stations are said to be giving free advertising to a commercial group in Great Britain, where radio is operated under government monopoly without advertising. The foreign group has found a way to get its message to the American audience without paying for it. The programs, weekly 15-minute travel talks, are prepared by authors of British best sellers. They were placed by the travel and Industrial Development Association of Great Britain and Ireland by corresponding with the American stations, not one of which belongs to a chain.

Scripts have a 14-minute reading time and are dated for release No plug of any kind is included but the talks are expected to encourage travel by creating Amer-ican interest in British places and British activities. The travel association is not mentioned. It 'is a private group supported by British hotels and transportation systems for the promotion of travel Offices are located in London, New York and Paris. While the broadcasts are not simultaneous, they are given within a short specified period. The New York manager is T. Atherton Dixon. The plan has been in existence

for several seasons and the lineup of stations other years was even larger.



KTAT leads on the community angle. WBAP is owned by Fort Worth Star-WBAP is Telegram and station has reputation to playing second violin to its time-sharer, WFAA, Dallas.

Represented by Greig, Blair & Spight, Inc. New York, Chicago, Detroit, San Francisco



HERE IS PICTURED the sec nd most famous leaf in his tory we'll cede first place to Mother Eve's choice when she entered the business of dressmaking . . . but who knows she may have used a golden leaf in fashioning her first sport costume ! NEVERTHELESS, the leaf

shown is famous in song and story, as well as economics. Golden leaves have been used to purchase wives; to pay for education at Cambridge and Oxford; to buy human slaves by the hundreds; to bring all by the hundreds; to bring all the comforts of Ole England to a new country; and it is said that George Washington used hogsheads of these golden leaves to pay debts of long standing. Golden leaves of tobacco played an important role in the coloni-zation of America and in frame. zation of America and in finance ing the war for independence. SINCE SIR WALTER RA-LEIGH (he has a cigarette named in his honor, but that's not why he lost his head) in-troduced this leaf into society it has brought comfort, satisfaction, peace and hours of pleas ure to countless millions. Pos the leaf wins op loses wars. Ask any soldier! Some prefer them "toasted"; all agree "they satisfy." We have been told "there's not a cough in a car-load," and if you "need a lift," you know what to do!

you know what to do: WAY DOWN SOUTH IN NORTH! CAROLINA, in the central Piedmont Section, the bright golden tobacco, mild and mellow, the kind best for instants menufacturing is cigarette manufacturing, is grown and marketed. This has been a banner year for the tobacco planters of North Caro-lina, and millions of dollaws are passing into the hands of the "tobacco farmers. And again the golden leaf provides promotics "tobacco farmers. And again the golden leaf provides prosperity, comfort and happiness for the Old North State! For North Carolina farmers in the golden belt are getting big, fat checks for small piles of tobacco on the warehouse floor ! IF YOU WOULD LIKE TO

TALK to these farmers with the big checks to spend, we'll take you to their homes and intro-duce you during the hour when they can in the more they are in the they are in the most receptive mood, and they'll listen to your story through

Radio Station NBIG GREENSBORO NORTH CAROLINA **WHERE** BUSINESS IS GOOD" Within Fifty Miles of WBIG's Transmitter Over Sixty-five Per Cent of the World's Supply of Cigarettes are Produced EDNEY RIDGE **Business** Manager

See station and network directories, maps, 1934 radio rensus, etc.

ADVERTISING

AGENCY

C-NWOA8 COMPAN MANAGER

These and a thousand other questions, arising daily in the routine of advertising managers, account executives and station operators, will be answered in the 1935 YEAR BOOK of broadcasting and broadcast advertising -all indexed and cross-indexed for ready reference.

Your advertising message in this veritable encylopedia of commercial broadcasting will reach every element in the business of broadcasting every day in the year.





is its

what

story com

www americant

BROADCASTING

The YEAR BOOK Will Be Published February 15, 1935,

FINAL ADVERTISING FORMS CLOSE DECEMBER 15, 1934

ES 2

1

-what was that successful radio campaign used last? year by the

where can &

Campaign to Cover markets

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION (Broadcast Division)

NOVEMBER 1

APPLICATIONS RETURNED: WJBC, Bloomington, Li Liense to cover moving of transmitter and studio, KLO, Oselen, Utah-CP, to increase D, power to 5, kw., bstall new equipment.

NOVEMBER 2

WKRC, c - innati-Modification of CP, to extend

WKRC, c. dimati—Medification of CP, to extend spitch in acte to Jan. 29. Ne.W. Witten E. Hall, Anderson, S. C. -CP, for new tarion 1290 key, 189, or 250, w. minited. Transmitter n1 studio at 112 E. Market St. KJBS, San Francisco– Modification of license to change 'rs from specified to limited.

NOVEMBER 3

wiston. Me.

NEW, Palmer Broadcasting Syndicate, Inc., Wilming-n, Del.--CP, for new station 1210 kc., 100 w., unlim-ed. Transmitter and studio sites to be determined at outcom M.

WNEW, Newark-Modification of license to increase between the $2^{1}_{\rm cut}$ to 5 km. WEEL Bostem-CP, to install new equipment, change rem 1 to 5 km. D. and N.

from 1 to 5 kw. D. and N. WBNX. Bronx, N. Y. C.-CP, to install new equip-ment, increase D, power from 250 w, to 2½ kw. WLBW. Dayton, Ohio-CP, to move studie from Erie to 30 So. Ludlow St. Dayton: transmitter site to be letermined: install new equipment. Amended to move transmitter to Montgomery Count, near Dayton. NEW J. C. Davids, St. 2010, 100 March 100 March NEW J. C. Davids, St. 2010, 100 March 100

transmitter to Montzomery County, near Dayton, NEW, L. C. Brothers & H. P. Ensland, Mansfield, Ohio-CP. for new station 1370 ke., 100 w., unlimited, Amended to 1300 ke., 250 w.; studio and transmitter in Richland Bank Blag. WMC, Memphis-Voluntary assignment of license to' Memphis Commercial Appeal, Inc. NEW, David Parmer, Atlanta-CP, for new station 1870 kc. 100 w. N., 250 w. D., unlimited, Studio and transmitter at 660 Peachtree St.; requesting facilities of WJTL.

WJTL. NEW, Pope Foster, Mobile, Ala.—CP. for new station 200 kc., 100 w. D. Studio and transmitter in Cawthon

NEW, William H. West, St. Louis-CP, for new sta-ion 1200 kc. 100 w., unlimited, contingent on granting i application of WIL. KSTP, St. Paul-Modification of special experimental uthorization to change N. from 10 to 25 kw. WDGY, Minneapolis-CP, to increase D, from 2¹/₂ to kw and change application

WD01; Minneapolis-CP, to increase D, from 2½ to 5 kw. and change equipment. NEW. Northern California Amusement Co., Inc., Yrcka, Calif.-CP, for new station 1500 kc., 100 w., unlimited. Transmitter and studio at Broadway St. KGA, Spokane-Modification to change from 1470 kc.⁴ to 850 kc., power from 5 kw. D, and N, to 1 kw. N., 5 kw. D.

NOVEMBER 6

NEW. The Close-Up Publishing Co., Bell, Calif.--CP. for new station 1070 kc., 100 w. D. Studio and trans-mitter at 4313 E. Gage. KPCB. Seattle-License for CP. as modified to install new equipment. increase power; modification of experi-mental authorization to operate 250 w., 710 kc. KFIO. Spokane. Wash.--CP. to move transmitter; amended to 526 W. Riverside Ave. KUJ, Walla Walla, Wash.-Extension of experimental authorization to July 1, 1935. APPLICATIONS RETURNED: NEW, General Tele-vision Corp., Boston-CP, for enerimental statEm 1570 kc. 100 w., variable. WGGM, Gulfport, Miss.-Experi-mental authorization for additional 150 w. N. and changes in specified hours. KHQ. Spokane-Modification of license to increase from 2 kw. D. to 5 kw.

NOVEMBER 7

WNBF, Binghamton, N. Y.-CP, to increase from 100 w. to 100 w. N., 250 D.; change equipment. WTAG, Worcester, Mass.-Experimental authorization to operate on 580 kc., 1 kw., unlimited, to March I. WHJB, Greensburg, Pa.-License to cover CP, for new station 620 kc., 250 w. D.; extend commencement and completion dates. WIBM, Jackson, Mich.-License to cover CP, to in-crease from 100 w. to 100 w. N. and 250 D, and change equipment.

equipment.

crease from 100 w. to 100 w. N. and 250 D. and change equipment. KMBC, Kansas City-Modification of license to use auxiliary transmitter regularly at night. NEW, D. E. Kendrick and W. E. Vogelback, Indian-apolis-CP. for new station 850 kc. 5 kw. unlimited. Transmitter one mile northwest Clermont; studio 540½ No. Meridian, Indianapolis. KHJ, Los Angeles-Modification of CP. as modified to increase from 2½ to 5 kw. D. KGW, Portland, Oreg.-Modification of CP, as modified to increase from 2½ to 5 kw. D. NEW, Richard 'Field Lewis, Del Monte, Calif.-CP. NEW, Richard 'Field Lewis, Del Monte, Calif.-CP. APPLICATION RETURNED: NEW, W. B. Glessen, Sacramento, Calif.-Experimental authorization for new station 1490 kc, 5 kw. unlimited. Amended to request limited time.

OCT. 31 TO NOV. 14. INCLUSIVE -

Applications . . .

OCTOBER 31

NEW, John R. Landenezder, Pouchkeepsie, N. Y.-P. to erect new station on 1910 Ke. Low w. D. WSPD, Tokon, Ohlo-Modification of OP, to install ew component: increase power from 1 kw. to 1 kw. N., 1, Xw. D.: Avend completion duce.

KTSA, San Antonio, Tox,---Modification special exp ential authorization to increase power D. from [2].

WSUL lown Chy, Lewis-Medidention of Meetise to prease prover from 550 w. to 500 w. N. 1 kw. D.

WNAX, Yankton, S. Dak.--CP, to increase power D. om 25g to 3 kw.: change equipment.

KOIN, Postiand, Grega-Modification of license to in-rease D, power from 1 to 5 kw.

NEW, Jack Powers, Frank C. Carman, David G. Smith & Grant Wrathall d b as Utah Broadcasting Co., Sait Lake City-CP, to erect new station 1500 kc., 100 w., unlimited

APPLICATIONS RETURNED: WCSH, Portland, Me. Modification of license to increase power from 1 kw. b_2 kw. LS. to 5 kw.

WFEA, Manchester, N. H.-Experimental authoriza-on to increase N, power from 500 w, to 1 kw, to May 1.

WHK, Cleveland-Modification to increase from 1 kw, and 22 kw, to 1 kw, N, and 5 kw, D.; also to 5 kw, D. and N.

WPHR, Petersburg, Va .- Modification of CP, to ex-

tend commencement and completion dates.

NEW, William L. Waltman, Muskogee, Okla.-CP, for new station 1200 kc, 100 w. Studio at Hotel Severs. XEW, Fast Texas Broadcasting Co., Dallas, Tex.—CP. for new station 1500 kc., 100 w., specified hours. Studio at 1415 Main St., Dallas; transmitter at Trinity River Industrial Blvd.

WJBO, Baton Rouge, La. Voluntary assignment li-cense to Capital City Press, Baton Rouge, La. Ask call letters of WBRG. Modification of CP, to extend completion date.

NEW, National Battery Broadcasting Co., St. Paul-P. for new station 680 kc., 500 w. N., 1 kw. D., unlim-ed. Studio in St. Paul Hotel.

KWCR, Cedar Rapids, Iowa-CP, to move transmitter o site near Des Moines and studio to 715 Locust St., edar Rapids.

Cedar Rapids. WEBC, Superior, Wis.--CP, to increase power from 1 kw, N., 2½ kw, P. to 1 kw, N., 5 kw, D.) and change

equipment. WIBW, Topeka-Modification of CP, to increase power from 1 kw, N. 2½ kw, D. to 1 kw, N. and 5 kw, D. NEW, Southern Minnesota Broadcasting Co., Roches-ter, Minn.-CP, for new station 1310 kc, 100 w, un-

NEW, Nu. 22, Wu S. Alid J. W. N. and J. W. D. New Y. Alid J. W. S. Borner, New Y. S. Barton, Y. Barton, Y. Barton, Y. S. Barton, Halan, S. Bart

Page 44

NOVEMBER 8

WNEL, San Juan, Puerto Rico-License to cover as modified. WNBZ, Saranae Lake, N. Y.—CP. to install new equation increase D, power from 1 to 5 kw.

WCAE, Pittsburgh-CP to install new equipment, rease D, power from 1 to 5 kw.

KARK, Little Rock, Ark,-CP, to change equips and increase power from 250 w. N., 500 w. D. to 50 N., 1 kw. D.

WHEU, Poynette, Wis, CP, to install new equipme-nercass D, power from 100 to 250 w. KWK, St, Louis-CP, to change equipment, incr. b, power from 24 to 5 kw.

b. power from 2.2 to 5 kw₃. NEW, James M. Patterson, Jr., Stillwater, Ohl₃,-G. or new station 1200 kc, 100 w. D. Amenioi to 1200 RLC Oyacan 13tab - CP to change equipment, Los Angels-NEW, Fred L. Packard, A. Rosenberg, Los Angels-TP, for new station 1460 kc, 100 w. limited us fudio at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Static at Recreation & Masonic Club, Westimited The Static Static at Recreation & Static at Recreation & Static at Recreation & Static Static at Recreation & Static at Recreation & Static at Recreation & Static Static at Recreation & Static at Recreation & Static at Recreation & Static Static at Recreation & Static at Recreation & Static at Recreation & Static Static at Recreation & Static at Recreation & Static at Recreation & Static at Recreation & Static Static at Recreation & Static at Los Angeles; transmitter to be determined. KGAR Tucson, Ariz.—Modification of license to char, from 13:0 kc. to 1450, increase N, power from 10): 250 w.

Decisions ...

NOVEMBER 6

WLIH. Lowell, Mass .- Granted license to cover (

WLIH, Lowen, MRS, Granted heense to cover G 1370 kc, 100 w. N., 250 w. D. KGHF, Pueblo, Colo.-Granted license covering (? chance equipment; increase N. power from 250 to 5 w. 1320 kc, numinited. RVL, Seattle-Granted license covering equipme: charge D Tolker, Oaned sharing with KRKO. charge D Tolker, num2 modification of CP, extending converting data to June 290.

w SPJ, 10 ato - Granted mountation of CP-extensi completion date to Jan. 29. KECA, Los Angeles-Granted modification of CP. e tending completion date to Dec. 15. WBBT, South Bend, Ind.--Granted modification of censes to change hours from specified to sharing wi

WGES. WGES, Chicago—Granted modification of license change hours from specified to sharing with WSBI. MISCELLANEOUS: On motion of Commissioner Sys MISCELLANEOUS: On motion of Commissioner Size the Commission unanimously granted application of WLBW to move from Eric, Pa., to Dayton, Ohio, and assign license to Miami Valley Broadcasting Con-transmitter site to be subject to Commission approx WGLC, Hudson Falls, N. Y.-Granted renewal license a application for facilities by Harold E. Smith has be dismissed at Smith's request. WJW, Akron-Suspense grant, designed for hearing application for CP, to screase from 100 to 500 w. NEW, Patrick J. God-New Haven-Denied petition to reconsider applica-for new station 970 kc., 250 w. SET FOR HEARING: WRDW, Augusta, Ga-Velus-tary assignment of license to Augusta Broadcasting C

SET FOR HEARING: WRDW, Augusta, Ga.-Veiz-tary assignment of license to Augusta Broadeasting (A. NEW, Joseph M. Kirby, Boston-Amended applicatin for new station 1120 kc, 250 w. N. 500 w. D. unlimiked APPLICATIONS DISMISSED AT REQUEST OF Journal), Milwauke-Authorization to use frequest requested for facsimile and transmitter of WTMJ, § kc, 1 kw, 12 noon to 6 a.m. KWEA, Shreeyort, La-CP, to move transmitter and studio to Baton Roga L500 kc, 100 w. N. 100 w. D., unlimited. NEW, Same L. Finn, Dayton, Ohio-CP, to erect new station 15

... 250 w., unlimited. ORAL ARGUMENT GRANTED: WKZO, Kalamazoo

NGAL "ARGUMENT GRANTED: WKZO, Kalamazo Mich., Nov. 19. RATIFICATIONS: WSBT, South Bend, Ind.-Grantk extension temporary authorization to operate specific hours (action taken Oct. 31). WGES, Chicago-Grantk extension temporary authorization to operate specific hours (action taken Oct. 30). WPTP, Raleigh, N.C. Granted authorization to extend test period 10 days and modification of temporary authorization to use prese-transmitter as auxiliary 30 days (action taken Oct. 30). KYW, Chicagoo-Granted temporary authorization to use duct equipment tests (action taken Oct. 29). WDB Orlando, Fla.-Granted extension temporary authoriza-tion to operate additional power of 750 w. N., Nor. i to Dec. 1 (action taken Nov. 1). KOL, Seatlle-Grante temporary authorization to use transmitter licenses thorization to operate 250 w., 710 kc, Nov. 2 to Dec. (action taken Nov. 3). WNEL, San Juan, P. E-Granted extension of temporary authorization to ex-temporary antenna pending decision in court suit (action taken Nov. 3). WNEL, San Juan, P. E-Granted extension of temporary authorization to extension temporary authorization to ex-temporary antenna pending decision in court suit (action taken Nov. 3). WNEL, San Juan, P. E-Granted extension of temporary authorization to ex-temporary antenna pending decision in court suit (action taken Nov. 3). WNEL, San Juan, P. E-Granted extension of temporary authorization to ex-temporary antenna pending decision in court suit (action taken Nov. 3). WNEL, Sarane Lake, N. -Granted temporary authorization to operate from 4:30 to 5 p.= through November (action taken Nov. 4). WNEL temporary authorization to operate from 4:30 to 5 p. through November (action taken Nov. 3). WNOI Knoxville, Tenn.—Granted temporary authorization & continue operating 560 kc, pending program tests h WIS, bùt not later than Feb. 2 (action taken Nov. 3)

NEW, H. E. Studebaker, Lewiston, Idaho-Examiner Hill recommended (111-11) that application for CP. on 1420 kc., 100 w., unlimited, be granted.

Decisions . . . (Continued)

NOVEMBER 13 NEW, J. M. Spook, Santa Fe. N. M.

wkRC, Cincinnati.—Granted modif, CP WKRC, Chrismath.—Granted modil, CP steading commencement date to Oct. 29, suppletion date to Jan. 29, 1935, WPHE, Pictersburg, Va.—Granted modif, 2 estending commencement date to Dec. 5, completion date to Jan. 15, 1835, KWW, Whitemarsh, Twp., Pa.—Granted weil, CP extending completion date to

an 10. WoXX Lowa City.—Granted CP to add mother transmitter, add frequencies and nerease power to 100 w., talso modif, jone to cover CP Kathi (a Highs): Ki W. Chicago, granited extension temp, auth. conduct eqpt. tests: WJEJ, Hagerslown, Md., granted ext. spec. auth. operate LS-11 p. m. four days a week. 50 w. to Dec. §. SET FOR HEARING-NEW, Robert H. gET FOR HEARING – NEW, Robert H. Franc N. Meriden, Minn, CP new station 130 kc, 100 w. D.; NEW, KGBX, Inc., S. Joseph, Mo., CP new station 1500 kc, for w. D., 100 w. N., unitd.; NEW, Arhar Westhand and Jules Cohn, Santa Iga, Cal. CP new station 1500 kc, 100 minit, NEW, Wm, A. Schall, Carter and M. KEW, Wm, A. Schall, Carter Applications . . (Continued)

NOVEMBER 12

WBR. Brooklyn.--CP to increase power power from 1 kw, to 1 kw, N. 5 kw, D. and chance eqlipment. WFEA, Marchester, N. H. Liechse to over CP to increase D, power from 500

WATR, Waterbury, Conn. Modification WATR, Walchury, Conf., Modification of license to dynamics from 1100 to 1200 ke, chance polyer from 100 w. D. to bus w. D. and N. hourgen D. to unitd. WARD, WVFW, WTLH, Busekyn-contors of Brocklyn, Inc. WFEA, Manchester, N. H.--Auth, to de-termine operation power by direct mea-urement of antenna power. WIMS, Nr. Waterbury, Conn.--License to cover CP for new exp. broadcast station, 1556 kc., I kw., unitd. WERC, Charliottesville, Va.--License to cover CP, to reduce maximum rated car-fier power, change power, equipment, and hours.

wCHS. Charleston, W. Va.—Spec. exp. uth. increase N. power from 500 w. to 1 kw. to 3-1-35

kw., to 3 a1-35, WHAT, Philadelphia,--Modif. license re-ducting unlimited time. NEW, Attaila Broadcasting Corp., Kos-ciu-ko, Miss.---QP new station 1210 kc., 100 w., unltd. Transmitter and studio, Cham-ber of Commerce Building, Clarksdale,

Miss, NEW, Samuel Nathanuel Morris, Stam-ford, Tex.-CP new station 1420 Rc. 100 w. specified hours, transmitter location. 2 miles east Stamford. Studies and Stamford. KWKH, Sheteyeport, La.-Modif, spec. exp. auth. to extend time for period end-ing 2-1-85, to operate daytime with con-ventional non-directive antenna and night-time unlimited time with directional an-tenna.

tenna. NEW, Mississippi Valley Broadcasting Co., Inc., Hannibal, Mo.—CP new station 1310 kc., 100 w., 250 w. D. unitd. KMBC, Kanshs City, Mo.—CP install new equipment, increase from 1 kw. and 2¹₂ kw., D. to 1 kw. N., 5 kw., D.

NOVEMBER 14

NEW, WMAN Broadcasting Co., Mans-field, O.-CP new station 1370 kc. 100 w. unitd. Amended to change name from WMAN, Inc. 16 WMAN Broadcasting Co. WOC, Davenport, Ia.-License to cover ČΡ

WOC, Davenport, Ia.-License to cover CP. APPLICATIONS RETURNED: New, Eli M. Lurie, Greenport. N. Y. applica-tion for CP new station 1200 kc. 100 w. D. WATR. Waterbury, Conn. modification of license to change from the to unlid.: NEW. B. F. Meek, Kermit, T. N. W. Alex-andria Broadcasting Co., In. NEW. Alex-andria Broadcasting Co., In. NEW. Alex-andria Broadcasting Co., In. New, Alex-andria Broadcasting Co., In. New, Alex-andria Broadcasting Co., In. New, M. unlid.; WKEU, CP move transmitter to Griffin Hotel Griffon, Ga. and change hours from specified to D.: WHC, Blower CP to move trans-mitter: KOLL, Council Bluffs, Ja., Icense to cover CP as modified to fuscing the we equipment and increase powers NEW. D. A. Gibbbs, Jr., and E. H. Sheinerry d. A. Gibbbs, Jr., and E. H. Sheinerry, J. A. Gibbbs, Jr., and E. H. Sheinerry, J. A. Gibbbs, Jr., and E. H. Sheinerry, J.

"THE GIBSON FAMILY," Saturday night musical comedy hour on NBC sponsored by Proctor & Gamble Co. (Ivory soap) was given the November award of Radio Stars Magazine for distinguished service to radio.

THE THIRD meeting of the South American Broadcasting Union, which is the counterpart there of the NAB, is scheduled to be held in Buenos Aires in March, 1935.

Air the Mails?

WLBW Move Approved

REMOVAL of WLBW from Erie,

Pa. to Dayton, O., was approved by the FCC Nov. 6 along with transfer of license from Broad-casters of Pennsylvania to Miami

Valley Broadcasting Corp., con-trolled by former Governor James

M. Cox, of Ohio, newspaper pub-

lisher. Action was taken on mo-tion of Chairman E. O. Sykes, of

the FCC, who moved reconsider-

ation of the application after it

had been set for hearing a fort-

night before. A regional station on 1260 kc. WLBW operates with

500 watts night and 1,000 watts day. The station was purchased

by Governor Cox two months ago

WKBZ in Muskegon

WKBZ, formerly in Ludington,

Mich., now is maintaining regular

operation under the same manage-

ment in Muskegon, Mich., after

having moved with authority of the

FCC. Karl L. Ashbacker is the

licensee and Grant F. Ashbacker,

the manager. Commercial manager

of the station is Philip Sanford,

formerly of WOOD, Grand Rapids;

program director, Garfield

Thatcher, formerly of WIBM, in Jackson; chief engineer, George

Krivitzky, formerly of WSPD, To-

ledo, and chief announcer. Kenne

for approximately \$100,000.

Cases of WBBR, WARD, WEBC, WVFW, WLTH, WEVD, WHAZ, WFAB, Arde Bu-lova, and Norman K, Winston, involving 1400 kc, set for hearing Nov. 18, are con-tinued to Deel 8 with Examiner Hill to tinued to Decl 3 with Examiner Hill to conduct hearing. APPLICATICSS DISMISSED (request of applicants-NEW, Bamberger Broadcast-ing Service, He., Kearney, N. J., exp. li-cense use WOR transmitter specified hours: KOL, Seattle, kxp. auth. 550 kc. 1 kw, N. 2¹e, kw, LS, unlimited; WTAG, Worcster, Massa, modified license 550 kc. 1 kw, LS, 1 kw, N., unlimited, RATIFICATIONS: KYW, Chicago, granted RATIFICATIONS: KYW, Chicago, granted With John Jomp, auth, yonduct opt. tests ("WHY NOT use radio to tell about the post office serv-ices?" suggests Maj. Edney Ridge, general manager of WBIG, Greensboro, N. C., in a letter to Postmaster General Farley in which he commends the official for the move recently made to merchandise the services of the Post Office Department in direct-by-mail promotion. "I note that the publisher of a Washington newspaper." Maj. Ridge wrote, "has criticized this movement. This is no more than could be expected from some newspapers, who resent advertising other than newspaper advertising." He added that he believed the advertising movement will he appreciated by most business men.

Dairies Cooperate

MILWAUKEE Dairy Council, composed of all Milwaukee dairies and 4,200 dairy farmers around the city, is sponsoring a cast of 42 in its weekly Milkland Melody Festival" over WTMJ. All broadcasts are staged in an auditorium, and free tickets are given 900 persons each week.

KFRO is the call assigned the new 100 watt station at Longview, Tex., operating on 1370 kc. daytime.

AN INDISPENSABLE COMBINATION

Josef



Type 237 Modulation Peak Indicator Type 234 Modulation Meter

Transmitter adjustment to maximum efficiency PLUS accurate instan-taneous, monitoring which maintains this efficiency during transmission is the indispensable combination now available by the *Radio Research* new Modulation Meter and Visible Peak Indicator. This Peak Indicator combined with the Modulation Meter is arranged to give instant, accurate, distinctly, noticeable indication of modulation peaks exceeding any desired predetermined value. Reasonably priced and designed for continuous program monitoring.

Further Information on Request

RADIO RESEARCH CO., Inc. 9th & Kearney N.E. Washington, D. C.

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www.america history.com

Examiner's Report ...



ELECTRIC CRYSTALS

We guarantee our Crystals to be ground to an accuracy of BEITER than .03% ... BUT... No Crystal ever leaves our Laboratories unless it is ground to an Accuracy of BETTER than .01% of your specified frequency in order to meet

OUR OWN specifications. Prompt Delivery Assured We maintain a Monitor Service cientific

.... Pioneers

Scientific Radio Service sup-

plied its "first" crystals com-

mercially on December 3, 1925,

RADIO SERVICE 124 JACKSON AVENUE University Park HYATTSVILLE, MARYLAND Send for our price list and booklet Dept. B-11.

Leshid, NEW, Wm, A. Schull, Cartee a, min, studio, Omahar, CP, new star-lake, new studio, Omahar, CP, new star-trast Tex, modif. Ricense from 110 to the start start of the start of the start start start, modif. Ricense from 110 to start start start of the start of the start start start of the start of the start of the MECELEANEDUS NEW. Joseph M. Rice, Boston, reconsidered and granted in ma application for CP new station 1120 me hearing docket: NEW, Patrick H. Gode, New Haven, Conn., granted mended application erect new station 900 ko 500 w. D.: WWSW, Pittsburgh, denied weign for continuance of oral argument eition for continuance of oral argumen n Ex. Rep. No. 1-3 set for Nov. 19; WOW (a) EX. Rep. No. 1-3 set for Nov. 10; WOW, Omha eranted petition to intervene ap-faction Nellie H. and W. C. Morris, who sek studio at Eagle Pass. Tex., for pro-grams to be transmitted to XEPN. Piedras Negras, Mexico: WCSH, Portland, Me.-Granted permission to intervene applica-tion Eastern Broadcasting Co., for CP new station at Portland 1210 ke. 100 w. un-imited; WISN. Milwaukee, aftirmed origi-el grant increasing D. nower to b ker

nal grant increasing D. power to 1 kw following withdrawal of WTMJ protest

Congress.

House.

himself did not acknowledge re-

ceipt of Mr. Louck's letter, several

of the committee members did, and

they unanimously condemned the

Morgan action as having been

taken without their knowledge or

Committee's Rebuttal

(Continued from page 5)

cators, elergymen and others in the forefront of art and industry who testified at the hearings, this educational faction attempted, following the testimony purported to represent the view of the TVA which subsequently was repudiated and expunged from the record, to muster new support for government ownership. Over the signature of Joy Elmer Morgan a letter was sent out Oct. 26 to a large group of educators asking the reipients to write at once to the FCC urging it to "carry out this recommendation." They were instructed also to send copies of their

FROM WHAT DETROIT **RADIO STATION DOES** THE ADVERTISER GET THE GREATEST RE-TURNS PER DOLLAR SPENT?

consent. MORE FLAGRANT charges WJBK and renewed advocacy of a govern-ment chain were made by the Morgan group through Tracy F. Tyler, DETROIT secretary of the committee, before

Here's Why WJAS IS THE BEST DAYTIME BUY In Pittsburgh:

> The daytime power of WJAS, 2500 watts, covers western Pennsylvania, eastern Ohio and the eastern territory of West Virginia like a blanket.

Over 4,000,000 people in this great area.

Compare rates of Pittsburgh stations and you'll Acadily understand why WJAS is greatest daytime buy in Pittsburgh.

Greater coverage—

Greater program popularity-

More listeners per dollar.

2500 WATTS DAYTIME

1000 WATTS NIGHT

Member Columbia Basic Network CHAMBER OF COMMERCE BLDG., PITTSBURGH, RA. National Representatives: RADIO SALES, INC.

₩JAS

A RADIO SHEPHERD Who Guides Flock From Range to —Range by KNX Forecasts letters to their representatives in

ANOTHER new use for radio: A No mention was made in the guide to sheepherders. From KNX, Morgan letter of the fact that this Hollywood, comes the story of how testimony, given by Dr. Floyd W. its weather forecasts are used by Reeves, personnel director of TVA, shepherd in moving his flock of had been withdrawn from the 6000 sheep. With three assistants record three days before, and that driving around in radio equipped a substitute statement, in the naautos, the herder keeps track of ture of a renewed vote of confithe weather through KNX. dence in commercial broadcasting,

In the autumn when sheep can't had been submitted at the instance be herded over roads bogged by and with the approval of the White rain or snow, this herder must know in advance what tomorrow's Upon learning of the Morgan. weather will be and the informaletter, Philip G. Loucks, NAB mantion is obtained from KNX foreaging director, on Oct. 31, wrote casts. For months the flock has its author asking that in all fairbeen guided around southeastern ness, a letter be addressed by Mor-Idaho and northern Wyoming. gan to all those who received the KNX learned of the sheepherder's Oct. 26 communication explaining use of radio, according to general that the Reeves testimony had been manager Naylor Rogers, from Cerepudiated. He also informed memcil Alter, U. S. meteorologist stabers of the Morgan committee of the incident. While Morgan

tioned in Salt Lake City. monished the Broadcast Division to heed criticism levelled against its predecessor, the Radio Commission and to conduct itself "with such scrupulous impartiality as to command the confidence of the Congress and the American people. He called the case of the broadcast industry a "variety show" featur

ing "black-face comedians and against commercial broadcasting dance hand maestros," and then attempted to interpret the TVA incident as one which still placed that agency in the position of supporting a government chain. He the FCC. Appearing Nov. 7 to prealso accused witnesses for the insent the "rebuttal" of the propodustry of presenting "false" testinents of class-legislation, he admonv

> From the Government's ranking educational official, Dr. John W Studebaker, U. S. Commissioner of Education, the Broadcast Division Nov. 9 heard a commendation of the existing system. He declared he saw no necessity for legislation and that the need was for cooperatively developing education by radio.

> Several other government officials identified with radio also were heard, including Morse Salisbury, radio director of the Department of Agriculture, who pointed out that 35,000 station hours had been made available over commercial stations during the past year, which at commercial rates would have cost about \$1,500,000

Labor's Position >

AS LEGISLATIVE representative of the American Federation of Labor, W. C. Hushing, appeared Nov. 7 and read into the record the resolutions adopted at the labor convention in San Francisco last month favoring allocation of 50 per cent of all facilities to nonprofit groups, and asking for assignment of a clear channel to WCFL, Chicago, operated by the

Chicago Federation of Labor. Mr. Hushing's testimony, however, was withdrawn from 'the record by President William Green, of the A. F. of L., who appeared at the closing session Nov. 12. Mr. Hushing, the chief executive of labor stated, had given his testimony in conformity with what his understanding was of the convention's action. Mr. Green explained however, that the executive council of the Federation had decided to "withhold the resolutions" relating to the action on 50 per cent of the

ANSWERING 1550 kc. PROBLEMS Radio Audience Responds Favorably to High-fidelity -Programs of W2XR, First on New Band-

tion, asked that the FCC withdraw and disregard Mr. Hushing's testi-Operator of Station W2XR New York City "fine gesture" to labor if the FC FOR THE LAST acted favorably upon the resolution three months the ion asking for a clear channel i first high-fidelity

ever, by Vice Chairman Brown, of broadcasting to the Broadcast Division, that WCFL beliensed by the now has a construction permit pending for about a year, to it width channels crease its power to 5,000 wat: in the 1500-1600 and that no other petitions for the bilocycle band station are before it seeking in has been in ex-proved facilities. WCFL is nor primertal oper-

Mr. Hogan operating under a 90-day licens tion. The call because of questionable medica etters assigned to the station are The numeral indicates W2XR.

Praise From Red Cross

facilities, and approved only th

WCFL, providing that such activ

would not interfere with KJR

Seattle, also on that channel as th

mony. He said it would be

Mr. Green, after this explana-

dominant station.

programs,

asking for a clear channel

both its location in New York City (which is included in the second ALSO APPEARING at the contradiction of the fact that the cluding session was Douglas Gistation is recognized as one which issemer, representing the American carrying on work for the development ican Red Cross, who expressed the opment and improvement of the deep appreciation of that organize and any W2XR is not just tion for the "invaluable services" nother broadcasting station; its repeatedly rendered by independent angement and staff are engaged stations and networks in time of a long-term research to find the disaster and during conventional inswers to two radio problems of Red Cross activities. He said that mimary importance. The first of these problems is to the organization and its local chap-

ters have never been refused : etermine whether or not the 1550 request for time. As an obvious publicity scheme, rond" the old broadcasting band Irving Caesar, New York song mding at 1500 kilocycles, can be writer, director of ASCAP, and one sed to render a useful broadcast of the defendants in the pending prvice to a substantial number of government suit against that or isteners. Answering that question ganization, its affiliates and mem hvolves finding the answers to a pers, appeared before the Broad number of others. For example, cast Division Nov. 8 and read an an ordinary broadcast receiving amazing statement in which he ets tune in this wave of 1550 kilocharged broadcasting with responded. which many people have sibility for the depression. All aid is entirely "off the dial"? Washington news bureaus were no. Recognizing that many of the tified of his appearance in advance id superheterodyne receivers made 1930 or before would not tune so of the presentation, and voluminous "hand-outs" were distributed to the press. "Mr. Hogan's station was the first

In substance, Mr. Caesar recomf the four authorized in the widened mended two "silent nights" a week oadcasting band, opened by the old on the air, during which time the adio Commission, actually to'go into public would go to shows, motor peration. He was asked by the edior otherwise spend money which or to state his experiences to date and or otherwise spend money war is riews of the possibilities of that he said was necessary to avent ind. Station W2XR is preparing "economic disaster." He blamed go into regular commercial operthe radio as "free entertainment" tion, carrying sponsored programs, ader the management of Murray E. ucker. The second station in the for destroying the demand for every conceivable commodity. The The second station in 00-1600 kc. band, W1XBS, operated most obvious case of the "destruthe Waterbury (Conn.) Republi-a d American, went into regular tive effect of radio on an industry" vice Nov. 2. "It is m

he said, is in the case of the entertainment industry. secret," he said, "that attendance at theatres and motion pictur palaces has been curtailed to the point of throwing ownerships into bankruptcy and hundreds of thou-

employment. With the sine die adjournment of the hearings, which began 0ct. 1, Henry A. Bellows, NAB official who aided in the preparation of the industry case, expressed the thanks of the industry to the Broadcast Division. He said it was his view that it was the most significant investigation into the conduct of American broadcasting ever conducted, and that it also stood out as the most comprehensive study of broadcasting ever undertaken in history in any country. Mr. Tyler, in behalf of the class allocation group of educator also expressed his thanks.

sands of stage-hands, musicians

electricians, actors, ushers, out of

By JOHN V. L. HOGAN* high on the scale, W2XR has been asking its listeners what kind of sets they are using when they hear

the W2XR programs. Answers tabulated up to the end of September reported 45 different models of broadcast receivers, and of course many instances of the use of most of those types, that actually "brought in" the 1550 kilocycle signals. Independent surveys show that about 90 per cent of the new receivers and about 70 per cent of those in use will get programs on this new wave

The associated question is whether or not the 1550 kilocycle wave will really get away from the transmitter and give satisfactory reception. This has been answered by the fact that over 90 per cent of the letters received state that the signal intensity is "good" or "excellent," and that over a quarter of the listener responses are from outside of Greater New York. Interesting reports from listeners have been received from the more distant states such as Maryland and Michigan, and one verified report has come in from the Pacific coast. It still remains to be determined how much the local and remote services can be improved by the utilization of some new ideas in antenna design.

Realistic Programs

THE SECOND main question is whether or not listeners will ap preciate the transmission of a high fidelity program in which they may receive a full range of eight, nine or ten octaves of tone instead of the five or six octaves to which they are accustomed. The W2XR transmitter has been designed not only to extend the sound range both downward and upward in this way, but to permit compensation for the defects of many receiving sets and thus to increase the naturalness and realism of the reproduced programs. Letters from listemers have already made it evident that they do appreciate what W2XR is doing to improve the rendition of program material. It is clear that speech and music, whether from the "live talent" studios, from transcriptions or from ordinary phonograph records, appeal to the listeners as coming



set complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

wember 15, 1934 • BROADCASTING

TEX OWENS, six-foot-two KMBC (Kansas City) singing cowboy, was kidnaped re-cently while on his way home. Two men jumped on his car and drove him to Merriam. Kans., where he was divested of auto, hat, coat, watch, guitar, chaps and a book of one thousand yodeling cowboy songs. On his program the next

morning, bright and early, Tex told his story to his rural clientele. The result was 17 phone calls offering guitars and two gold watches sent by the next mail. Local and Federal officers were notified, but Tex's broadcast had been sufficient. A devoted listener had found the car, hat, guitar and songs.

through with a higher fidelity or accuracy of reproduction than is common in broadcasting.

The job of improving coverage represents the first revolutionary change in home reception since the and tone quality is by no means completed, but the results of the past few months. have greatly encouraged those of us who have had sands of receivers now in use are faith in the possibility of applying obsolete, it was declared, and the the newest technical developments campaign is designed to "waken to the service of broadcasting. At W2XR we are carrying on with radio has made in the last few this idea, and we hope to prove beyond the slightest doubt that high fidelity in sending music to the home gives a useful and valuable added reality to program reproduction

vears. SUBSCRIBE immediately to BROADCASTING as only paid subscribers will receive the 1935 YEARBOOK edition.

Makers of All-Wave Sets

Plan Advertising Drive

LAUNCHING of a cooperative na-

tion-wide advertising campaign by

the radio manufacturing industry, stressing particularly the develop-

ment of the all-wave receiver, was

announced Nov. 2 by the Radio

Manufacturers Association, repre-

senting the majority of the re-

ceiver, tube and parts manufac-

turers of the country. The J. Wal-

ter Thompson Co., through its Chi-

cago office, was named to direct the

campaign, and it was indicated

that radio will be used along with

The amount of the appropriation

was not revealed at the time of going to press. Bond Geldes, ex-

ecutive vice president and general

manager of RMA said that all de-

tails were in the hands of the

agency and that definite plans for

media to be used had not been

was reached by the RMA board

after mature consideration. It stated that the all-wave receiver

transition from battery operated

sets in 1927. Hundreds of thou-

the public" to the strides which

Decision to launch the campaign

printed media

worked out.



BROADCASTING • November 15, 1934

Women's Program a Radio Success

(Continued from page 9)

der the head of showmanship, stores. Tickets for the broadcast However, it was immediately evilent that the serving of food. aside from the damage to the caryet, was too much trouble to be

At Last a Solution

THESE experiences were driving us inevitably toward a practical solution of the attendance prob-We made an arrangement with the American Stores grocery chain whereby posters advertising the Women's Club should be placed in over a thousand of their city



were put in the hands of the manegers of these stores and announcements of their availability were put on the air.

This helped. We began to get a certain flow from this source and we gained the good will of the American Stores Co., by announcing their connection with the project at the Club meetings. We also worked out a system whereby American Stores managers and

clerks could come to the auditorium every Tuesday night, when our home economist would talk to then on selling to women and usually the advertising manager of some manufacturer not connected

with the food industry was present to give a talk on his sales methods. The evening was concluded with a humorous skit provided by our program department. These meetings were regarded so highly that the American Stores made attendance compulsory on the part of their employes.

omething

At this point we ran into a condition that we couldn't cope with no matter how hard we tried. December came along and with it a busy shopping season that took women into the department stores instead of into the studio. To make matters worse, we were nearing the end of the 13 weeks for some of our new accounts, and although we knew we were putting on a good program, we had little to show the critical sponsor when he dropped in for a casual visit. It

WORTH

PREFER CKLW

It is quite obvious that the Detroit merchants

and Detroit advertisers are in a better position

than anyone else to judge the value of a radio

station. Detroiters know that CKLW produces

more results for their dollars than any other

radio station in town. THAT'S WHY CKLW

CARRIES MORE LOCAL ADVERTISERS

THAN ANY OTHER NETWORK STATION

COVERING THE VAST DETROIT AREA!

Detroit Offices:-

5,000 Watts

(1030 Kc.)

In the Center

of the Dial

UNION GUARDIAN BLDG.

Phone: C.idillac 7200

This is a fact, and we can prove it!

THE INTERNATIONAL STATION



whether they liked Elsie Carol, what goods they had bought as a result of hearing it advertised on the program, and whether they intended to buy any of these products.

was then that we decided to make

Some Real Results

of

15 weeks.

the

THE RESULTS supplied just what we needed. Out of 1,500 letters sent there were 300 replies, a 20 per cent return. The average number of days these women listened to the program was 3.25. Two hundred and four ladies out of 300 had tried the recipes suggested. Two hundred thirty-six were pleased with the program and, most important of all, a substantial majority of 68 per cent indicated that they had already bought some of the products advertised. A case in point was that of the

Premier Vacuum Co. This account was about to go off the air; when the survey revealed that eight women intended to buy Premier vacuum cleaners. Our enterprising salesmen on the account immediately called up the local Premier management and said he had eight prospects. The leads were quickly followed up, resulting in the immeciate sale of six cleaners. But the vay-off came when the Premier company checked up on the 14 women who claimed they had already bought Premiers. When the salesmen who had sold the machines

were lined up on the carpet, it was revealed that in every case radio had been given credit by the housewife, but the salesmen, eager to take full credit, had made no mention of this in their reports. This, of course, put us just about where we wanted to be with the Premier Vacuum Co.

Filling the Seats

BY THIS TIME we had formulated plans to attack the attendance jinx that had not been sufficiently remedied by the American Stores tie-up. We contacted over 100 women's clubs, told them of the benefits and the attractiveness of our program and offered to reserve a special day for them if they guaranteed to bring in at least 100 women.

This idea proved to be the solution for our difficulties. Within a few weeks, we were filling every seat daily and sometimes putting them in the aisles. For each organized club we would put on a special sustaining broadcast as a climax. Many'a club treasurer increased the bank balance of her organization by charging each of the members 25 cents before allowing them to attend.

Here is a typical week's setup. Elsie Carol goes on the air from 2:30 to 3:00 p. m. From 3:00 to 3:15 there is discussion in the auditorium and a musical program on the air. At 3:15 to 3.30. Dr. Houghton holds forth on subjects of general household interest, such as decoration, the maintaining of household budget, child care and subjects of general interest. The object is to build up an interesting broadcast without making it too commercial

On the other hand, they for Wide, Range Sets build their talks any way they Needed to Receive fit so that commercial copy can worked into it effectively. Fidelity Programs tinuous interest is maintained a hundred different methods kn How Station Equipment Must only to these experts who are; perienced in selling and talking Be Altered for New Standard women. For instance, they By JOHN J. LONG, Jr. take a mythical bride and see Chief Engineer, WHAM, Rochester through the first difficult days WITH "high fidelity" being achousekeeping. Elsie Carol will laimed as "the greatest advance in her what to cook and Dr. Hough radio since the invention of the will advise her on the secrets keeping house. The whole proacuum tube," it is worthy of note getting a bride established that high fidelity receivers are an probably take a month. conomic waste unless there exists Then there is a Better Her high fidelity broadcasting.

Course. This represents one Stations which have prided themthe major efforts which our selves on their ability to broadhome economists have worked to maintain interest in their br cast all sounds between 30 and casts. This course consists of is 5,000 cycles are now faced with the nite assignments which lister necessity of extending their range must fulfill to earn a diplom 10,000 cycles to secure the high The assignments may be an nitched overtones and harmonics thing from cooking to planning which owners of the new sets will well balanced meal, suggesting demand. color scheme for a room or

ning a family budget. Also, et Improvements Made student must attend the Wome SINCE WHAM is owned and oper-

Club meetings at least five times ated by the Stromberg-Carlson Co., leader in the quality receiver

Boosting Sales field, there was no question as to our procedure. We realized months FORTUNATELY the accounts ago that our setup would have to this program did not present to be radically altered to meet the same difficulties as we a new standard, and today those imcountered with the attendars provements are nearly complete. The first 13 weeks were far The Western Electric 50,000-watt good, the second 13 lagged a lim transmitter which we put into use but since that time there has be in 1933, is designed to handle all a sharp increase in the curve audio frequencies required by the have already mentioned Prems most exacting standard. It has a Vacuum Cleaner Co. Other clies capability of 100 per cent modulaare the Philadelphia Gas Won tion over the range of 30 to 10,000 RCA Victor, Carpenter Marageles, and the modulation charac-Paint Co., Wilbert's Floor Wateristic over a range of 40 decibels Oakite Products Co., Mrs. Me is well within 2 decibels. The noise ning's Hominy, National Elevel below 100 per cent modula-A Cherry Growers Association, Fra tion is minus 62 decibels. The use Dispatch Co., Junket Ice Crafof a cathode ray oscilloscope to-Mix, Red Heart Dog Food, Too gether with standard level measur-Sweetheart Soap and seven ing equipment will enable us to maintain the transmitter up to this others.

Up to the present we have new standard. ceived a good many renewals

The Control Rooms some very striking reports on sa

results. Oakite, for instance, - IN OUR studio control rooms we ports a 42 per cent increase have installed new Western Elecsales during the first ten wei tri high fidelity amplifiers capable attributable only to the Worz of passing all frequencies between club plus tie-in posters in 20 and 10,000 cycles with a devia-dealers' windows. But the partian of less than 2 decibels and less important fact is that we was than 1 per cent harmonic distorwe have developed a practical m tion. efficient formula for selling god Telephone lines connecting con-

to Philadelphia women. In the philes connecting con-tron ones with the transmitter are being changed to carry the wide can't complain. In the first of the transmitter are we incorporated the Women's the ion of more than 1 decibel. Short and made it pay rent to WCI inse used for broadcasts outside for the use of the Auditorium. The studios may be equalized to fact is, however, that we use hower the range without a devia-auditorium for many local philos of over 2 decibels. Our port-grams with an audience and while field amplifiers are capable of salesmen's meetings, group and wide range reproduction, use West-tions and other gatherings that are completely AC operated. tion the Women's Club paid salaries of the two women plusa. Some Requirements Philadelphia women. trol rooms with the transmitter are

salaries of the two women plus a Some Requirements salaries of the two would for Miss (P N A HIGH fidelity system there assistant dietician for another of A HIGH fidelity system there and a secretary who is often a tre several requirements which

sisted by part-time help. We do not know how many THE SOBY YARDSTICK counts went on the Women's that we might have obtained OF AUDIENCE VALUE Impartial and comparable data about the size and location of the audience of radio programs and stations. selling them time in some oth form. At the same time it is u deniable that we have gained Write for information and prices. tremendous amount of good BENJAMIN SOBY AND ASSOCIATES 1023 Wallace Ave. Wilkinsburg, Pa. with the most prosperous mass women in Philadelphia.

www.americal



CLAMBAKERS-With Kolin Hager, manager of WGY, Schenectady, as host, members of WGY program and engineering staffs staged a clambake recently. Front row, left to right: Allen Taylor, Robert Cragin, Edward A. Rice, Bernard Cruger, Alexander MacDonald'and Horton Mosher. Back row, left to right: Virgil Hasche, Harold Towlson, George Nelson, W. T. Meenan, Al Knapp, James Cornell, Robert Rissling, A. O. Coggeshall and Kolin Hager. Photo taken by W. J. Purcell, engineer in charge.

be present

must be met if the full efficiency of the system is to be realized.

1. Program material, of course, 2. Studio deoustics, must be cor-

3. The microphone must be free from peaks and be capable of wide range response. 4. Audio amplifying equipment must e wide range offer very little distor-

tion, and be inherently quiet. 5. Telephone circuits must be wide

ange and have a low noise level. 6. The transmitter must be capable of faithful reproduction, and must not distort audio frequencies either in amfrequencies generated by the trans-mitter. The poise level must also be 7. A high signal level must be

have you, offered to radio listeners usually keep the mail man maintained at the receiver, to override any atmospheric noise which may sort.

S. The receiver must be high fidelity and use a loudspeaker system capable of reproducing all of the required fre-quencies faithfully both in amplitude and range. The noise level in the receiver must be as low as in any other part of the system;

9. The acoustics of the room in which the receiver's loudspeaker is located must be reasonably good.

In conclusion, it is apparent that the broadcaster's effort to perfect his transmission will go for naught unless the public cooperates by demanding receivers capable of reproducing all that the transmitter puts on the air.

Owned and Operated by

The Courier-Journal. The Louisville Times.

Represented Nationally By EDWARD PETRY & CO.

New York-Chicago-Detroit-San Fr

on the jump. But when the shoe is on the other foot and you ask the listeners to do the giving, that's another matter and requires responsive listeners of a different And that brings us to our point! Wednesday, October 31, the Dol-

that glitters."

lar Crystal Company, Omaha, Nebraska, after eleven months of broadcasting over WWVA drew 557 letters from Uncle Sam's big daily delivery to the station. In that pile of 557 letters there were but 18 BLANKS! In other words, 539 envelopes out of 557 contained money, in response to a direct station sale appeal-plenty of which offered One Dollar bills.

Experience at WWVA has taught us that when you measure

the value of mail "all is not gold

Free pictures of entertainers, free

cook books, souvenirs, or what

All of which, in our opinion, proves our oft-repeated claim that WWVA's listeners are not only numerous but responsive and prosperous as well. And that's something when you demand results from the money you invest in radio advertising.

For proven results in Eastern Ohio, Western Pennsylvania and West Virginia; consult our representatives or write direct.

5000 WATTS WHAS is now providing its listeners with an almost uninterrupted chain of sterling entertainment. They quality and variety of the programmes now being broadcast over this basic 1160 KILOCYCLES Columbia outlet assure you of a constant listening audience throughout the Middle West. For best results, be West Virginia sure that your programme is spotted Broadcasting Corp. among the impressive array of stellar performers who are heard regularly Hawley Bldg. over this station. Wheeling, W. Va. Columbia Station 50,000 WATTS CLEARED CHANNEL FULL TIME Representatives

J. H. McGillvra, 485 Madison Ave., New York City John Kettlewell 634 Palmolive Bldg. Chicago, Ill.

BROADCASTING · November 15, 193 Wovember 15, 1934 · BROADCASTING

liohistory.com

Member

COLUMBIA

Basic Network

Windsor Offices:-

GUARANTY TRUST BLDG.

Phone: 4-1155

Page 49



Here are a few of the feature

Andre Kostelanetz

Rozi

Easy Aces

Boake Cartes

Red Grange

Isham Jone

Skippy

artists heard over WHAS:

Wayne King Rosa Ponselle

Myrt and Marge New York Philharmo

Bing Crosby Boake Crumit & Sanderson

True Story Red C Alexander Woollcott

Waring's Pennsylvanians

March of Time Gertrude Niesen

Nino Martini Buck Rogers Boswell Sisters

Detroit Symphony

George Gershwin Walter O'Keefe

Will Rogers

Admiral Byrd

W. Roy McCanne

W. ROY McCANNE, president of the Stromberg-Carlson Telephone Mfg. Co., for 10 years, died Nov. years of age and death was due to a cerebral hemorrhage. Born in Jacksonville, Mo., Mr. McCanne spent his early years in St. Louis where he entered the telephone field. In 1906 he joined the United States Independent Telephone Co., in Rochester, and except for two years with Eastman Kodak Co., he spent the rest of his life with the telephone concern and its associate, Stromberg-Carlson. During the war he was chairman of the signaling apparatus branch of the War Industries Board and in 1924 was named president of Stromwas named president of strong-berg-Carlson. Since the company bought WHAM seven years ago Mr. McCanne was one of the lead-ers in formulation of the NRA code under which the industry operates. 3

New Modulation Meter

INTRODUCTION of a new type modulation 'meter, with a comvanion instrument known as a 5 in Rochester, N. Y. He was 55 modulation peak indicator, is announced by the Radio Research Co., Inc., of Washington. The former device is completely A. C. operated and designated for continuous monitoring of the program at, the transmitter. Modulation percentages are indicated on a new type high speed meter that accurately follows the program while an additional meter indicates carrier shift during modulation. The peak indicator, it is stated, gives the engineer a new tool with which to work in maintaining quality transmission. It can be adjusted to give a visual indication in the form of a flashing lamp each time a predetermined limit of peak modulation is reached. The company, it was said, now offers a complete line of broadcast maintenance instruments, with the introduction of the new devices.

KJBS, San Francisco, through Ralph Brunton, owner and manager, has asked the FCC for permission to come on the air at 10 p. m. nightly during the winter and at 9 p. m. during the summer. The station now comes on at midnight, transmitting until the following sundown. The proposed time extension would give KJBS 22 hours for continuous program airing during the summer months.

All-Night Station

Marrow Disc Series W. MARROW Co., Chicago (Mar-O-Oil), is recording a series of 52 fifteen-minute transcriptions at the RCA-Victor Hollywood plant for use in the middle west and east. The company nows sponsors a daytime program on the NBC-KPO chain. The network and transcription series are part of a nation-wide merchandising cam-Hughes-Morton Agency, paign. Los Angeles, handles the account.

Millions of New Money in NEBRASKA Farm Buying Power-\$300,000,000 Rétail Buying Heaviest in 4 Years

This is the greatest year in Nebraska since 1930! Prices for grain and livestock are DOUBLED! The Government is pouring over \$37,000,000.00 into the state in AAA benefits! The money is here . . . stores are crowded with buyers . . . retail buying is the heaviest in 4 years!

Get Your Share Through Spot Radio Advertising

Any one or more of these 8 live/Nebraska radio stations will do a bang-up job for you. They will help you win distribution—build dealer sales—or, bring you heavy direct mail

Get actual examples of what radio spot-broadcasting has done for many sponsors in Nebraska and adjoining states. For details and rates address the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.

Omaha, Nebraska							
WOW Omaha, Nebr.	KOIL Omaha, Nebr., and Co. Bluffs, Ia.		KFAB , and Lincoln, Nebr.				
KFOR Lincoln, Nebr.	WJAG KGKY Norfolk, Nebr. Scotts Bluffs, Nebr.	KGBZ York, Nebr.	KMMJ Clay Center, Nebr.				

Program Rebroadcasting

With Local Spots Added Latest Chiseling Stunt WHAT he terms "one of the raw-est attempts of chiselry" that has ever come to his notice is the alleged rebroadcasting of the program of Ubiko Milling Co., Cin-cinnati, broadcast from WLW, Cincinnati, 12:30 to 1 p.m. Fridays according to Barron Howard, sales manager of WRVA, Richmond. The rebroadcasts, he says, are preceded and followed by local spot announcements.

In a letter from the Frederic W. Ziv, Inc., agency, Cincinnati, dated Nov. 1, WRVA was informed that the Richmond dealer in Ubiko Life Guard Feeds was willing to 'consider purchasing a spot announcement to tie-up with this re-broadcast." The agency called attention to the entertainment value of the WLW program, with Oklahoma Bob Albright and his cast of 40 "Kinfolk," and added that "there are some half-dozen radio stations rebroadcasting the program of our client," according to Mr. Howard. Replying to the agency, Mr.

Howard wrote: "In response to your letter of Nov. 1 you are advised that we have a custom at WRVA of expecting to be paid when commercial programs are handled through our transmitter. We are funny that way.

"In the event that your client is interested in broadcasting on our station under these conditions, you may compute the rate from the enclosed card. It will, of course, be necessary to bill you with whatever extra expense is involved in arranging the short-wage pickup."

Refrigerator Combine THREE concerns making refrigerators, commercial condensing units and air conditioning equipment have consolidated manufacturing facilities in Detroit and are laying plans for a big advertising cam-They are the Copeland Savings Association. paign. Refrigeration Corp., Mount Clemens, Mich.; Trupar Manufacturing Co., Dayton, Ohio; and Zerozone Refrigeration Corp., Chicago. New quarters will be occupied Dec. 1 in

the Detroit plant formerly used by the Lincoln Motor Car Co. Unwin Advertising Agency, Detroit, handles the account

Market With MONEY Among the fifteen largest markets, Milwaukee rates-

stock exchanges had seen the value of radio, an intelligent presentation Radio Ownership, 2nd of their business methods might Industrial Payrolls 6th have prevented passage of the re-cent federal law regulating their Covered Thoroughly ONLY by operations.

Referring to trends in all type of financial advertising, Mr. Arno takes the position that a large pe centage has been either legal THE MILWAUKEE academic.

JOURNAL STATION Until a better form is discover he feels that institutional adv tising is the most acceptable av EDWARD PETRY & CO. nue of development.

Opportunity Rap Two New Applications At Bankers' Doon In High-fidelity Band Wider Use of Radio Is Advise Before FCC on Dec. 17

to Promote Good Will BANKS have failed to take at the broadcasting stations in the vantage of radio as a means new 1500-1600 kc. "high-fidelity" vantage of radio as a means promotion and publicity, but to band already in operation, and with two others shortly to be built, time is not far distant when fines the FCC broadcast division has cial institutions will take to the ordered hearings Dec. 17 on apair on a national basis, in plications for two others. One apopinion of Frank A. Arnold, Ne plicant is D. E. Replogle, promi-York radio advertising consultar nent radio engineer, seeking a new formerly NBC director of develo station in Boston on 1570 kc. The ment and until recently with other is A. R. Montgomery, of Frank-Guenther Law, In Findlay, O., seeking a station on New York agency. Speaking 1530 kc. there. Both ask for 1,000 the 19th annual convention of watts power. Financial Advertisers Association which met in Buffalo recently, The Commission requires techni-

reviewed the history of financia cal and financial qualifications and evidence of a definite program of advertising by radio and took look into the future. In the Autumn of 1932, said & research and experiment in the development of transmitting appa-Arnold, banks began to think set, ratus and audience, placing no ban ously of broadcasting as somethin on the commercial operations of more than mere amusement as such stations during the experientertainment. After nearly even ments. The 20-kilocycle channels other business had tried radio and available are 1530, 1550 and 1570 found it productive, the financia kalfready operating are W2XR, field began to do some series Long Island City, N. Y., licensed to thinking in an effort to work of John V. L. Hogan, noted radio en-gineer, and W1XBS, Waterbury, a program that would conform ; Conn., licensed to the Waterbury the dignity of the profession. Republican & American. Holding construction permits for

The 1933 Crisis

two other stations, both on 1530 kc. SOON most objections were bye come and just as the banker was about to burst into the loudspeak with 1,000 watts power, are First National Television, Inc., Kansas City, headed by Arthur Church, on a national scale, the 1933 mon manager of KMBC, and the Pio-Arnold recalled. He does m share, however, the view of some neer Mercantile Co., Bakersfield, Cal, operator of an experimental that the moratorium deferred, po television station. sibly indefinitely, the national u



Buys American Discs 2GB, SYDNEY, Australia, has pur-

chased Australian and New Zealand rights for several, new tran-scription series. The contracts were signed by Miss Grace Gibson, who has just feturned to Australia after a month's trip to the United States. Besides using discs for its own purposes and selling them to other broadcasters, the station is New South Wales distributor for Radio Transcription Company of America.

Radio Release, Ltd., sold 2GB four series of 13 episodes each, including "Boulevard of Make Be-lieve," "Police Reporter," "Slick and His Boys" and "Royal In-trigues"; World Broadcasting System 26 episodes of "Love Making, Inc."; Tom Wallace-Universal Productions, 30 programs of "Chico de Verdi and His Gypsy Orches-tra"; R. U. MacIntosh and Associates, 7. C. Sacentosn and Asso-ciates, 71 episodes of "Bill, Mack and Jimmy"; Electro-Vox, 13 epi-sodes of "The Thirteenth Window of the Jay Pagoda"; and Freeman Lang, 50 programs of the Kay White dramatic stories.

Greist-Gardner Join

E. HAROLD GREIST, formerly with Batten, Barton, Durstine & Osborn, who recently established a new advertising agency in Chicago, has joined forces with Gardner Advertising Co., New York, St. Louis and Louisville agency. The new firm name will be Gardner-Greist Co., with Mr. Greist heading the combination's new Chicago office at 135 South La-Salle Street.

Commercial Manager



scribers.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book-looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow metal binding strip does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.



BROADCASTING • November 15, 1934 ovember 15, 1934 • BROADCASTING

General Manager

orv.com

Telling Listener What's on Air

(Continued from page 7)

with their copy, and they print it as it comes over the wire, or in the mail in "mat" form. Naturally this information is not the best available. News services are planned to serve all newspapers and the same copy is sent to each paper. In other words, their copy blankets the United States, and therefore no special treatment can be given individual newspapers. While yapers in Florida print programs of the key stations for NEC and CBS-WEAF, WJZ and WABC-iew of these programs come into the state. The other failacy of such an arrangement is that while there are two NBC programs listed, only one program an be broadcast at a time hy Florida stations, since the state is a member of the Southeastern Group and can be hooked up with either WEAF or WJZ, but not simultaneously. To use a concrete example: On Sunday at 8 p. m., the Chase and Sanborn show goes into Florida, but the General Motors program on the air at the same time, does not go anywhere near the Sunny South, yet is listed in the Florida press. It can be seen that the same situation applies to CBS programs, but to at lesser degree because it is one network

Other Confusion

THEN, SPLIT networks and rebroadcasts lead to confusion in program listings. Naturally it depends on the sponsor as to how many stat.ons comprise a split network, or what stations are hooked up for a rebroadcast, and therefore news services cannot handie them adequately. In this type of program listing are the terms describing what part of the networks are used, but there are programs listed as being only east, which really go as far west as St. Louis, while others marked basic network go into Texas. Other programs marked basic skip Boston, Chicago and Detroit.

Florida was used as a basic case but any state served by the supplementary networks would supply the same purpose. The same thing is true of cities on the basic networks, but to a much lesser degree because the three networks can be heard in this territory. Possibly the sin lies in the marking of these programs with the key station call letters. This practice dates back to the time when the networks first started broadcasting. It should be a better policy to list these programs under their respective heads -such as Southeastern Group, Mountain Group, or Florida Group, etc.

Better Publicity Needed

PUBLICITY departments of the independent and network stations in these smaller cities are lax in correcting this evil. They seem to leave it up to the New York offices of the networks. Newspaper publishers do not care whose copy they use, news service or station, so long as no more space is taken and in most cases the lineage could be reduced. The expense to stations of compiling these program schedules would be small, a half SYNDICATED RADIO PAGE-This page is sent to all Sunday Hearst days' time and a typewriter sufficing. With the day of the DX to be syndicated. The idea is spreading to other newspapers.

listener gone, the alibi that the listener may try to tune in the basic network does not hold water, nor is it likely that the present day listener goes "fishing" for his radio entertainment

Possibly the hest solution would be to discontinue the syndicated radio programs altogether and transfer this work to the stations. Let the networks furnish all the information, but let the individual station edit it, and dispense it to fit the community. Such a system would be a boon to the spot broadcaster who today does not get in the program listings of the news services. 'And this being done, let each radio station check its program schedules after they appear in the press, a task that is too large for the networks to do as often as they would like.

This would be an excellent way for each radio station to build good will and it would help clarify the question as to what stations give good service to each city, town, and hamlet. Naturally the editor of a newspaper would not list programs of a radio station located a hundred or more miles from his city, and if he had any doubts he could ask his subscribers what stations they listen to regularly. Every advertising agency today has a different idea as to what radio station is audible in a

The Loudspeaker

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Contractions of the local set of a factors and the factors (i.e., there down has been factors) is a factor of the factors o

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Machine And RCBO When the hose or provide Of all relations that Phil States a HOR POLICIPAL WITTER AN AN ADMINISTRATION That Dates of an antimeter with from Dates of an antimeter with from Dates of an antimeter with These Dates of an antipeter of an anti-

Ready for New Season

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DOMESTIC

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nate confusion in copying the. certain city. Spotlight advertiseturn address and were mailed fr ments in newspapers show this the Grand Central post office very clearly, every advertisement having a different station spotted. get the letter to the manufactu-

A Study of Premiums

ASIDE from the above survey the writer conducted another study, some six months ago, which also is a means of arriving at the above solution. This study endeavored to find out how long it took to receive replies from premium offers made over the air. Most of the offers asked for a box top or some other part of the package. Of the 12 premium offers solicited at random, 331 37 were received within one week, 66 2/3% were received within ten days, and 92% were received within two weeks. The remaining offer came in a few days later. The first offer was received in five days, but the surprising thing is it took that long, since the program consisted of a four-station hook-up, and the premium was mailed from a city not over 50 miles from New York. This is a re-order. poor policy because a radio announcer's talk arouses the listener's enthusiasm to buy the manufacturer's product. He then mails in the part of the box asked for and if no reply is forthcoming for a week or two, enthusiasm wanes. If this test had been conducted from any other city than

New York, the time taken for re-

plies probably would have been much longer. The letters in this

test were all typewritten to elimi-

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Turning the Dials

TT'S GOOD

1

DETROIT ELNOAL TINGA PROVE CHERTY MADE

Telephone Operators Are Busiest Persons in Broadcasting Salons

'If Life Begins at Forty'

S.

newspapers and run with the local radio page. It is the first radio page

A NEW ROBIN ON THE AIR Radio Personalities

in the quickest possible time. license for the single number is ad-Distribution Points IF THERE could be set up a see hering strictly to his license or of central points throughout simply using it as a cloak or subcountry to handle this premisteringe to infringe the entire reper-

mail, it should be in the hands tory of the Society." It held that the applicant within 24 to 36 h_{22} fory of the Society. It held that after the letter is received to it had no application for individual delay, no doubt, is caused by m numbers until the NAB "defeated being sent to one point and in its attempt to secure legislation pensed there—a bottleneck cause detrimental to the Society, conreived the idea of asking for single Advertising agencies say ti

numbers in negotiations with the a frequent cause of delay is shortage of premiums, manui Secrety in order to use such negoturers usually underestimating tiations as a basis of complaint." response. With central distriting points mail would be receipt Cost of Music

days before it would ordinar IN DENYING the allegation in the reach its destination. The man facturer then could be advised government suit on "restricted to the public's response and or numbers," the Burkan brief states estimate how many premiums that never in the history of ASCAP As it is today the manufacture was a request made for permission does not know how his premine w give a public performance of a

offer is being received by the raisingle number or group of numbers audience until a week after sentil recently, "when such requests original offer is made. With es were made at the instigation of the tral points, he could keep inform from day to day. More important Vational Association of Broadprom day to day. More imports pational Association of Broad-premium mail in response to laters for the sole purpose of offer made over an independe larassing the Society, and laying station should be separated in the foundation for a lawsuit." "Were it not for the existence of

network mail. Sponsors, I he "were it not for the existence of been told, are shy about submitte these letters, fearing they he society," the answer continues, how successful, or unsuccessf was their offer. network mail. Sponsors, I has musement policy) within the cost

Better Service

of what he is at present paying the society, to negotiate with individ-BUT IF ALL this mail were tab BUT IF ALL this mail were tab al copyright owners and secure as slated at central points and fur wide a selection of music as is figures sent to the main office, validable under Society's license for one would know how any individa nything like the present cost to manufacturer fared with his pre-ium offer, since all such mail we lesived Society to be dissolved, be pooled in each central point at lose its identity. All that is want here could be but one conclusion from this mail is the name and series and that would be that there dress of each applicant and the from this mail is the name and a serie and that would be that there dress of each applicant and a s an intention toward wholesale station over which the programized in a series of the works of unorganized offer was heard. A system such a dividuals."

offer was heard. A system such a dividuals." this would cost more money the dividuals." the present, but the radio audiem of the program such a dividuals." would receive better service all or than 200 musical titles in a the broadcasting industry we have the able to compile information and the day of preration, running the be able to compile information and the day of preration, running the able to compile information and the day of preration, running the able to compile information and the day of preration, running the able to compile information and the day of preration, running the able to compile information and the day of preration, running the able to compile information and the day of preration, running the able to compile information and the day of pression and the day of pression and the able to compile information and and the day of pression and the able to compile information and the day of pression and the able to compile information and the able to compile and the able to compile and the able to able the able to able the able to addite the able to able the able to addite the able to able the able to addite the able to able the able to addite to addite ing the work. In either case, he

ing better program information in rdship and hazard."

sors, advertising agencies, and Newspaper Stations broadcasting companies getting

broadcasting companies getting MISSION is made by ASCAP are popular in each community the special preferential contract two of the most important que ien to stations owned 51 per cent tions which confront the rad more by newspapers. On this broadcasting industry would the rates that the rates are solved.

A NEW local station to operated primarily for the granted the application of William purpose of obtaining revenue on commercial advertisers, but

ASCAP Replies to U.S. Suit

(Continued from page 14)

whether or not the holder of the on the contrary, such broadcasting stations are operated as semi-public media for the dissemination of news and other matters of general interest."

Instead of paying a sustaining fee plus a perdentage of gross receipts, the newspapers accepting the preferential contract pay four times their established sustaining fee which is arbitrarily fixed, and which results in a substantial reduction as compared with comparable non-newspaper stations. Originally ASCAP stated this discriminatory contract was given newspaper stations because of the contributions they had made in promoting music through news items in the newspapers. In conclusion, the petition asks

that the government suit be dismissed with costs. For the MPPA a brief petition,

categorically denying all allega-tions, was filed by the law firm of Gilbert and Gilbert, New York.

Receivers of Premiums Act as Jury to Decide Merits of Orchestras HOUSEWIVES who have sent in box-tops from Silver Dust pack-

ages to secure premiums were members of the jury in an eightway program trial which the agency, Batten, Barton, Durstine and Osborn, Inc., staged Nov. 9. Four programs from the two CBS radio playhouses in New York were fed to the ballroom of the Hotel Astor, where 2,000 housewives had been invited. Among the presentations was the one currently sponsored by the Gold Dust Corp .--Rollo Hudson's Band with Paul Keast-which therefore had a chance to succeed itself.

As in other jury trials, however, the last word did not rest with the veniremen-or venirewomen. The client expected to use the relative votes received by the eight programs, which were designated to the jury only by number, without talent identification, as guidance in choosing a presentation for the future. But if the vote should be very close between two or more programs, the sponsor reserved the right to take other factors into consideration in making the final decision.

On the other hand, the ensembles which participated in the competition were assured that the popular vote would not be ignored by any means, since the client's sole ob ject in arranging this type of audition was to get the benefit of the judgment of the audience to which the company makes its sales.

Care was taken also to see that the jury was representative of people who have bought Silver Dust as a result of visual advertising as well as those who have heard the radio campaign in the past.

UNITED AMERICAN BOSCH Corp. offers listeners a chance to join the "Radio Explorers' Club,"

Code Meet Nov. 15

THRICE postponed because of illness of members, the Code Authority of the Broadcasting Industry was to meet in Washington Nov. 15 to consider recommendations for code alterations made at the general code session in Cincinnati Sept. 20, along with routine matters. Another problem commanding the board's attention is that in connection with the movement of the American Radio Telegraphists Association to have announcers of KROW, Oakland, and KTAB, San Francisco, classified as technicians for salary and working hour purposes. A hearing on the former point was held Nov. 6 before the State Compliance Director of NRA at Los Angeles, and a hearing on KTAB was scheduled for Ndv. 13. The Code Authority is keeping in touch with the matter because of its possible effect upon the industry in general.

Albers Disc Campaign ALBERS BROS. MILLING Co., Seattle, manufacturers and distributors of flap jack and, buckwheat flour, oats, tapioca and other edibles, early in December will launch a transcription campaigh on 14 west coast stations. Campaign will be handled by the Seattle office of Erwin, Wasey & Co. The transcriptions were made by Recordings, Inc., in the form of 18 five-minute musical programs.

> SEATTLE The Northwest's Pioneer **High Powered Station** Having the Biggest Year Since Its Founding In 1922

K.JR

POWER POPULARITY

+

GUARANTEED TIME

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc. Chicago • Detroit • San Francisco New York •

Page 52



RADIO

OUTLINE MAPS

of the

United States

Every city in the U.S. having a radio station as of August 15.

1934, is shown Time zones are indicated The reverse side

of the map carries a complete

log of broadcast stations, alpha-

betically by state, city, and call

letters, with wave lengths and

The map is 171/2 x 111/4 inches,

printed on white ledger paper that permits the use of ink with-

PRICES

25 Copies..... \$2.00

50 Copies..... \$3.75

powers shown.

out smudging.

Agency Adds to Staff

LORD & THOMAS. San Francisco. has added three men-Harold David, John Eggers and Carl H. Von Breton-to the research and mierchandising staff. Under direccion of Stanley Plumb, they will work with the retail trade on the Pacific Coast from San Francisco



An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING National Press Bldg., Wash., D. C.

GLENN D. GILLETT Consulting Radio Engineer Synchronization Equipment Design. Field Synenronization Equipiter Destin Surveys Antenna Design Wire Line Problems National Press Blidg, Washington, D. C. N. Y. Office: Englewood, N. J.

PAUL GODLEY and Associates Radio Engineers Montelair, N. J. Phone Montclair 2-7859

FEDERAL TELEGRAPH CO. FAMED FOR RADIO TUBES PERFORMANCE

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manency of the oxide coating and

prevents flaking. Write for catalog.

The Other Fellow's Viewpoint ...

One of the chief values of radio

receiving sets to people in foreign

Wants More News To the Editor of BROADCASTING:

countries and particularly Ameri-I have been very much interested cans, is their facility for bringing in reading details of the controinto the homes latest and complete versy between the publishers and a group of radio broadcast ennews bulletins. Prior to the signthusiasts over the question of the ing of the existing agreement bealleged inadequacy of the news broadcasts on the long waves in the tween NBC and Columbia and the publishers, KDKA and the Pitts-United States, and without venturing to offer an opinion or to take burgh press were doing jointly, a sides either way in that controgrand job via the short waves. versy, I would very much like to Americans in the tropics were able call to your attention a situation to keep fully abreast at frequent which greatly interests all of us who are living beyond the conti-nental limits of the United States. intervals during the day of de-velopments in the United States and in other countries. This serv-ice has since been abandoned and I refer to what I regard as the inadequacy of the news broadcasts we are now forced to rely on the on the short waves from the United five-minute, service in the evening because due to atmospheric conditions there are few of us who suc-

Unfortunately, the newspapers printed south of the Rio Grande and the Gulf of Mexico do not ceed in receiving the early morning broadcast. The short evening period of a carry and can not carry as adenecessity touches only the high spots and is intended for an audiquate and as complete coverage of states news as the papers printed in the states, with the result that ence which has the opportunity to the radio of a necessity must, and should supplement United States receive more details from the sug-

gestion to "read your daily news-paper." We, in the tropics—and there is a very large English-speaking population scattered all I believe it a method can be developed whereby the foremost short-wave stations in the United States would carry fuller and more the way from Laredo and Juarez through to Santiago and Buenos comprehensive news concerning the United States, radio will be Aires—do not have the oppor-tunity to read idaily American newspapers. I feel, therefore, that performing a genuine public servif a system can be evolved whereby the short waves can carry fuller ice for our Government and will be contributing largely towards and more comprehensive reports

about the United States, a grand public service will be performed. I feel particularly keen on this subject because England, Germany, Spain and France are devoting much attention to the dissemination of information to foreign countries via the short waves. At

least twice every afternoon (Central Time) British broadcasting sends out a very comprehensive news broadcast on beams directed to Central and South America; every evening Germany not only sends a full time German broadcast but also puts on a program in English intended for overseas consumption.

The short waves have been very fine in carrying presidential speeches, the recent world series broadcasts and other major events but my complaint is directed chiefly against what I regard as the in-

66 BROAD STREET



UNION OIL Co. of California, Angeles, late in November plan release a series of 1-minute m release a series of 1-minute h scribed announcements over coast stations. The Los An-office of Lord & Thomas has the account. The campaign run through Dec. 15 with three and night announcements and hight announcements a The campaign is for the firm's motor oil, "Triton." Holly studios of RCA-Victor Co, the scribed the programs.

tions.

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daytime radio on WMAQ and WENR. Specifically for the month of September 63% of the local sponsored time on these two NBC stations was daytime (in February, 1934 the ratio was only 51%). This increase is indicative that daytime radio at one-half evening rates is producing results for advertisers of a variety of products used in the home.

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