Published Semi-Monthly • Vol. 7 No. 11

BROA

Canada and Foreign \$4.00 the Year

WOR is FIRST in the Day-time Hours!

combined with

roadcast

vertising



During the day-time hours, WOR provides programs that cover the full gamut of interests of the Metropolitanite woman—programs of such outstanding character, for example, as the Alfred W. McCann Pure Food Hour, which is now in its eighth successful season on the station. More and more, radio advertisers are finding that day time is sales time!

ASTING

10HI

WASHINGTON, D. C. DECEMBER 1, 1934

\$3.00 the Year

be the Copy

CREE

In the day-time hours they can *personalize* their products to women-the vital part of the radio audience which controls the spending of 85 percent of the family budget.

More and more, too, advertisers are finding that in Metropolitan New York, WOR is the favorite day time station with New York's great woman audience.

That is why you will find more advertisers using more day time at higher rates on WOR than on any other Metropolitan New York station!



Affiliated with Stations WLW of Cincinnati, WGN of Chicago, and WXYZ of Detroit, in the MUTUAL BROADCASTING SYSTEM—the Network that answers the need of the Advertiser for High Power, Effective Coverage of America's Major Markets; at Lowest Cost.

1440 BROADWAY, NEW YORK CITY

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

www.americanradiobistory.com

ACTUAL LISTENERS REACHED BY THE CHESTERFIELD PROGR



We big an audience can a program reach on a coast-to-coast network in a period of --say --three months of broadcasting? How high can it reach, in terms of income levels? If it hits the top (the upper economic strip of radio owning families), must it miss the bottom? If it hits the bottom, must it miss the top?

Odd, we thought, that no one had dug up any answers to these questions. Funny thing that so much emphasis was placed on the size of the audience of any program on a *single* broadcast -and so little emphasis on the whole job it does for its sponsor through a cycle of broadcasting.

The chart at the left, reprinted from "Ears and Incomes" (we hope you got your copy), gives a detailed answer to these questions for one of 70 sponsored programs on the Columbia Network: the Chesterfield Program. Translated into listeners, it means that the Chesterfield Program, in three months of broadcasting, was actually heard in:

 Homes with incomes of \$5,000 or more,
 2,400,006

 Homes with incomes from \$3,000-\$5,000,
 2,750,000

 Homes with incomes from \$2,000-\$3,000,
 3,820,000

 Homes with incomes from \$1,000-\$2,000,
 2,550,000

 Homes with incomes less than \$1,000,
 936,000

A handsome total for Chesterfield of 12,456,000

A real advertising job. But there's more to the story. Much more. You'll find it in the copy of "Ears and Incomes" (ask your secretary) which we sent to you recently.



THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO



"The client has spots on the mind, Mr. F&S

W/HETHER you want spot announcements or full-hour programs, part of our job is to get you the time you want, *when* you want it.

We can't exactly perform miracles, but we can try darned hard . . . and if we say that what you want is available, you can absolutely *depend* on it.

When you come to us, we're representing you as well as the nineteen good stations on our list. Try us-and see.



NEW YORK Chrysler Building Murray Hill 2-3030

4,389,108* /

2.069.345

300,000

WHO DES MOINES

CBS Basic Network

CBS Basic Network

WHK CLEVELAND

WAIU COLUMBUS

WOC DAVENPORT

NBC Basic Red Network

WGR-WKBW BUFFALO 1.544,828*

VAIU COLUMBUS 1.433.606 Predominant in Central Ohio

BS Basic Supplementary Group

180 N. Michigan Franklin 6373

WDAY FARGO

CHICAGO DETROIT General Motors Bldg. Madison 1423

NBC Northwestern Group

BS Northwestern Group

WKZO KALAMAZOD

KMBC KANSAS CITY

WAVE LOUISVILLE

'IIS Basic Network

SAN FRANCISCO DENVER Charles Building Keystone 6028

WIND GARY-WJJD CHICAGO 5,837,199* 928,867* (WIND) CBS Supplementary Group WTCN MINNEAPOLIS-ST. PAUL 2,137,792 346.406* The Voice of Southwestern Michigan The Twin Citics Newspaper Station KOIL OMAHA-COUNCIL BLUFFS 1,363,985* 1,394,581* KFAB LINCOLN-OMAHA 2,522,075* WMBD PEORIA CBS Basic Supplementary Group CKEW WINDSOR 925,717* (Detroit Trading Area) CBS Basic Network

Russ Building

Sutter 5415

NBC Southcentral Group Population of primary daytime coverage area. + Represented in Chicago and Middle West Territory only C. of C. Bldg.

464,352* 4,372,000*

LOS ANGELES SEATTLE Stuart Building Elliott 6662

KEWB LOS ANGELES 2,200,00 Warner Bros. Movie Studios Station KOL SEATTLE KVI TACOMA

their approval of the report re-cently submitted to the ANA by Al-bert E. Haase, research specialist. In winding up the conven-tion, President McIntire expressed his delight with the Haase criti-

stitute for fixed compensation was offered, the feeling being that no one form could meet all situations and that advertisers should be free

December 1. 1934 • BROADCASTING

BROADCASTING

Broadcast Advertising

\$3.00 A YEAR-15c A COPY

ANA Prepares for Broadened Use of Radio

WASHINGTON, D. C., DECEMBER 1, 1934

By J. FRANK BEATTY

Advertisers at Annual Convention Concentrate Attention medium of all, whereas radio is barely a decade old. On Broadcasting and Join Movement for Audit Bureau

CONVINCED that business is definitely headed toward better days, the Association of National Advertisers, meeting in Atlantic City Nov. 19-21, devoted much of its Mr. McIntire time in closed

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sessions to laying the groundwork for a more extended use of radio. Out of the closed sessions held during the first day-and-a-half of the 25th annual convention came an expressed desire for more explicit facts on station coverage and a feeling among advertisers that the cost of talent, particularly big names, was becoming prohibitive. Also, some objection was voiced to paid program listings of the network headliners type. In addition, it was proposed that a clearing house for exchange of conidential data on talent costs, after contracts expire, be established. The idea of a radio audit bureau, which had been proposed to ANA by the NAB at the Cincinnati convention in September, came out into the open when general sessions were held by the ad-

vertisers Nov. 20. Following up a vote taken at the first closed ession of the convention Nov. 19, President Allyn B. McIntire, vice sident of the Pepperell Manuacturing Co., announced that the ANA will make an exhaustive udy of the radio coverage probem, augmenting the Crossley sureys, and predicted that broadcasters would help finance and direct the development of a radio audit

Agency Compensation Report

NOTHER highlight of the convention was the consideration, also n closed session, of agency comensation, with delegates shouting cism of fixed agency pay. No sub-Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879

arises Finally, Fresident McIntire announced that the ANA plans to set up an advertising research foundation which will act in an advisory capacity and guide advertising research studies with the idea of bringing sellers of advertising. service and materials into cooperation with buyers of advertising spàce.

to deal with each situation as it

Frank discussion of radio as an advertising medium took place at the secret meetings. Broadcasters, publishers and agencies were invited guests, starting with noon of the second day, but were ex-cluded from the closed sessions which had been held prior to that time, with the exception of two agency representatives who gave addresses.

At the opening session on the morning of Nov. 20 the proposal was made that ANA set aside a fund, possibly about \$3,500, for general research on copy testing, with radio included. During the afternoon group meetings covering various types of products were held, but in these radio was scarely mentioned.

Radio Group Meeting

THE HIGH spot, from the radio standpoint, was reached at the radio group meeting on the night of the opening day. Despite the fact that advertisers had been hard at work both morning and afternoon, with scarcely time to eat, fully half of them appeared for the secret radio session and interest was intense. So that the discussion could be free and fearless, extra precautions were taken to keep out all except ANA members and no broadcasters, agency representatives or reporters were permitted to hear what went on behind closed doors.

As ANA members entered, they were given a list of topics for dis-cussion, which had been prepared as suggestions. They were based on questions which members previously had submitted but opportunity was given to bring up other questions.

George W. Vos, manager of the Advertising Division of the Texas Co., acted as chairman and led the discussion.

Officers of ANA AT THE ANNUAL convention, the ANA re-elected its officers and made several changes in the board of directors. The officers are: Allyn B. McIntire, Pepperell Mfg. Co., president; Ralph F Rogan, Procter & Gamble Co., W. B. Geissinger, Cali-fornia Fruit Growers Ex-change and Turner Jones, Cocoa-Cola Co., vice presi-dents. Stuart Peabody, Borden Co., was reelected chairman of the board of direc-William A. Hart, E. I. Du Pont de Nemours & Co., Inc., was re-elected as director. Three new directors were named: Harold Thomas, Centaur Co.; Ralph Leaven-worth, Westinghouse Electric & Mfg. Co., and A. O. Buckingham, Cluett, Peabody & Co., Inc.

The first question taken up was "What should advertisers do to get more information about station coverage?" In general, ANA members expressed a desire for additional data on coverage. Although the resolution adopted by the NAB at its convention had proposed cooperation with NAB and AAAA, this action was not brought out other than in passing mention. On the other hand, while ANA members for the most part were anxious to learn more about radio coverage, they ap-peared more interested in talent

Exchange of Talent Costs

uestions.

A NUMBER of advertisers who use radio stated that they were enthusiastic about the medium but admitted that they would like to know more about its value. After several advertisers had suggested that no one present seemed to know much about radio coverage Chairman Vos reminded them that much remains to be learned about outdoor advertising, despite the recent outdoor traffic survey, and added that, after all, outdoor advertising dates back to the days of Pompeii and is possibly the oldest

The coverage discussion more

than often was diverted to the question of talent costs, several members protesting that they were much too high. Some felt that big names were not needed, but agreed that a good program was necessary to reach a large audience. So much interest was shown in talent costs, that the group expressed a desire for the creation of a clearing house for such data. Information about talent compensation, under this plan, would be freely submitted to the clearing house by advertisers-but after the contract had expired. No information would be given out except to ANA members, and then only upon specific request. Further, they would be expected to keep any such information confidential.

Some members deplored the bid ding for talent, claiming that it has greatly increased the cost of performers. One advertiser using a costly program divulged that another concern recently had offered to pay five times as much for a particular artist in an effort to lure the artist to its own program.

Throughout the talk about an exchange of data on talent costs, members emphasized that the figures should be supplied voluntarily and that there should be absolutely no effort toward compulsion. Incidentally, suggestion was made that the figures be "actual" talent costs, and not fictional.

Joint Uses of Media

THE COMPARATIVE value of di rect and indirect advertising continuities was taken up briefly, but no particular agreement was noted on the subject.

Joint use of newspaper and radio copy was discussed briefly, a number of members finding such an arrangement effective. But definite opposition was evident to the net-work-headliner type of newspaper advertising. Here the objection was centered around the fact that any network program, costly or in expensive, good or bad, got the same display, a situation that was described as unfair to advertisers using "big" programs.

Getting back to talent costs, on advertiser observed that he had been informed that \$54,000.000 had been paid last year for time on the air and two to three times that much for talent. Then the discus-

Page 5

KOIN-KALE PORTLAND 692,45 CBS Pacific Coast Group 832,15 CBS Pacific Coast Group 728.00 CBS Parific Coast Group

www americ

sion veered to types of programs which attract the largest audience. It was brought out that only a few advertisers can afford big names out several advertisers, claimed that good programs would draw listeners, without big names.

As to the amount of advertising appropriations that should be allocated for time, talent and other items, no crystallization of thought was apparent, each advertiser having his own ideas on the subject. Nor was there any agreement on the methods advertisers use to determine the effectiveness of a program.

Agree Radio Is Effective

NO. PARTICULAR reaction was noted in the comparative value of studio and electrically transcribed programs. Briefly touched upon were children's programs, the problem of obtaining good time-spots and the trends in radio entertainment.

Out of all the exchange of opinions, the members appeared, for the most part, satisfied that radio was an effective medium and that it promises to become more and more a fixture in advertising programs? Its sales value was generally recognized, with only a few definite objections to any use of the medium which came from a handful of advertisers who had tried radio with little success.

The big action was the vote in favor of asking the ANA board of directors to conduct an exhaustive study of radio coverage. Next in importance was the plan for an exchange of information on talent costs.

At the final closed session Nov. 20, Dr. George Gallup, of Young & Rubicam, Inc., New York agency, declared that present methods of measuring coverage are not entirely satisfactory. He asserted that neither the coincidental 'nor the signal-strength method is sufficient to give a reliable index of coverage.

Measuring Coverage by Premiums

DR. GALLUP described a system he has developed by, which premiums or other inducements are offered on a program. Under this, method, he said, the station's coverage outside of the city in which it is located can be determined. Thus if a city in which there are 50,000 radio sets produces 500 requests for a premium, and 750 requests from outside the city, the ratio of 50,000 to 500 (100 to I) is used as a coefficient. In other words, multiplying the number of outside responses, 750, by 100 gives coverage of 75,000 sets outside the city.

He said that checks show that station rates based on the number of listeners, as determined by some methods, are entirely out of line. the differential sometimes running as high as 1,500 percent. Advertisers, he proposed, should buy coverage instead of time, since they may get 15 times as many listen ers for the same amount of money, as revealed by actual tests. Dr. Gallup is a member of the

Cooperative Group on Radio, which includes three advertisers and two agency representatives.

With the conclusion of closed sessions, publishers, agency representatives and broadcasters were welcomed to the convention, de-

Page 6



RADIO CONGRESSMAN_Karl Stefan, for a dozen years chief announcer of WJAG, Norfolk, Neb., Jan. 3 will take his seat in the House as the first practical broadcaster ever elected to either branch of Congress. A Republican, he was elected Nov. 6 with an overwhelming majority over Rep. Edgar Howard, Democrat.

scribed by Stuart Peabody, the Borden Co., chairman of the ANA board, at the open luncheon which followed as the most successful in ANA history. Present were 117 ANA members, 25 prospective members, and more than 150 guests.

Speakers on Business

AFTER the open luncheon, W. M. Kiplinger, editor of the Kiplinger Washington letters, reviewed the business situation in the light of government opinion and pointed out that the government is inclined to encourage advertising as an implement of competition. He pre-

dicted a big jump in advertising in 1935, particularly in the home modernization field. Mr. Kiplinger also answered questions on the relation of government and business after concluding his prepared remarks.

Among other afternoon speakers was Bernard Lichtenberg, vice president of the Alexander Hamilton Institute, who discussed "The Government, the Consumer and the National Advertiser." He delared, in the course of his remarks, that the ANA expects and is willing to accept a food and drug bill from Congress but proposed that its provisions be specific rather than general. Otherwise. explained, future administrators would have too much leeway. th crushing results on business

likely to occur if sweeping .rules were imposed. Mr. Lichtenberg added that there was no objection to federal supervision under the Wallace-Tugwell-Campbell regime but reminded that unless provisions are set down in the bill in black and white. the future may bring undesirable

control. In his address Nov. 21, closing the convention, President McIntire traced the history of ANA and explained that now it is preparing to keep in line with the pickup in business. Reviewing the growth of

Five Proposed Program research activity, he turned to radio and said: "Back in 1930, as the result of

an ANA report called "The Advertiser Looks at Radio," a number of advertisers determined to create a national system for rating radio programs. At meeting after meeting since that time you have heard of the work that has been done on that question. You are, no doubt, familiar with the fact that, although it was at first financed by advertisers, each succeeding year has brought an increasing number of agents in as financial supporters of it. Today 17 advertisers and 25 agents support it.

Foundation For Radio Audits

"THIS VERY necessary undertaking, which has expanded so rapidly that within the last year it became necessary to establish a separate organization to run it--a non-profit organization legally called "The Cooperative Analysis of Broadcasting." The direction of this new organization, by the way. is now in the hands of a governing board of five members, three of whom are appointed by the President of the ANA and two of whom by the president of the AAAA. "Thus, out of five years exper-

ience, we have laid a solid foundation for what may logically develop into an audit bureau for radio. As the scope of the work is extended, we fully expect that plans will soon be completed whereby the participation of broadcasting companies in helping to finance and direct the development toward that end will become practical."

Then Mr. McIntire lauded the Haase report on agency compen-sation and said it "will be of even greater help to advertising agents than to advertisers for, being a most practical document, it should certainly show them how to get more and more business from advertisers. Intelligently used, it should broaden the scope of agency service and increase income of

agents. As Mr. McIntire concluded his address, he announced the plan for an advertising research foundation, which would not engage in actual research, but be an advisory and guiding body. The goal is "happier relation between buyer and seller of advertising." Specifically, he stated the objectives as: 1. Conceived in the interests of mutual cooperation between all estab-lished advertising factors.

2. Dedicated to the sound develop-ment of advertising and—through the establishment of better methods and practices-the furtherance of Ameri-

an business. 3. Designed to perform the function directing, supervising, and guiding e work of those major researches which offer promise of providing re-

Many ANA members, sounded out on the Haase report during the convention, stated that it merely brought out into the open practices which had been surrounded by a veil of secredy.

FTER an illness of two months, lademar Jensen, pioneer radio station operator in New Orleans, died Nov. 19. He had operated WKBC for seven years, selling his interest to the Baton Rouge State-Times two years ago.

On Non-commercial Plan Cited by Code Authority

IN A SPECIAL bulletin to broadcasting stations, dispatche Nov. 23, James W. Baldwin, e ecutive officer of the Code Ar thority for the Radio Broadcas. ing Industry, called attention to proposed programs of three man azines and of two manufactures which the Code Authority has classified as "commercials" b which were offered on non-pap. ment bases and therefore construed as in violation of the trade practice provisions of the code Publications specified were Con mopolitan, American Magazin, and Radio Guide, weekly fa

paper. The manufacturers' a. counts were "Nomar" and Unite Remedies Co. In the latter cas Mr. Baldwin asked that full infor. mation as to any contractural a rangements be submitted by sta-The Cosmopolitan pretions. posal for exchange station time for advertising space in the marazine was declared by Mr. Bal win as in violation of the free time provision of the Code. He stated he had so informed Danie Henderson, director of promotion of the publication. An auditic "American Magazine Preof the gram" No. 1, he declared, reveale to him that it contains lines " definite commercial value to the publication," and that he there fore directed stations and net works to refuse to broadcast the programs on a sustaining basis

In additional bulletins issue Nov. 27, Mr. Baldwin declared the inquiries had been made as t whether the Cosmopolitan an American Magazine programs were open to local sponsorship. H ruled that this would be consistent with the code and is agreeabl with the publishers. In the case of the Radio Guid

proposal that stations make an nouncements drawing attention a contest conducted by that publi cation, Mr. Baldwin said it "by implication seeks to obtain free time." He asked the publication to cooperate in the stabilization of the rate structures of all stations and asserted that the most effect tive way to contribute to such stability "is for you to discontinue attempts like this one to gain free radio advertising."

Coco God's New Spots

CONTRACTS for one-minute WBS transcription announcements of five stations to be spotted mostly during periods of inclement weather, were awarded by Com Cod Corp., Evanston, Ill. (Com Cod Liver Oil) in November. The stations are KWK, St. Louis, one announcement daily, 52 times; KSTP. St. Paul, one daily, 52 times; WCFL, Chicago, two daily, 60 times; CKLW, Detroit-Windson, one daily, 24 times, and WJJD, Chicago, two daily, 30 times. The Coco Cod account is handled by H. W. Kastor & Sons, Chicago.

ALL HOME games of the Chicago Blackhawks of the National Hockey League are being carried this season exclusively by WGN, Chicago, with Bob Elson announcing.

BROADCASTING · December 1, 1934

Sweeping Revision of Code Rates Pending

Bv SOL TAISHOFF

Text of Proposed Code Changes

PROPOSED new provisions in broadcasting industry code, now

pending before NRA with Code Authority recommendations for

approval, which would outlaw newspaper-radio combination rates

radio broadcasting station or network company to offer to give or to give a special discount on radio broadcasting facilities sold in

"It shall be deemed an unfair practice under this code for any

"It shall be deemed an unfair practice under this code for any

broadcasting station or network company to offer to give or to

give a special discount or a special rate under what is commonly

Code Authority Approves Ban Against Combination Media grief in the way of unfair compe-Rates, Run-of-Schedule Time; Now Before the NRA

and "run of schedule" rates:

sion of the trade practice provisions of the code of fair competition for the broadcasting industry, definitely affecting the rate structures of a 88 A. majority of the stations, has been Mr. Shepard

DRASTIC revi-

approved by the Code Authority for the Radio Broadcasting Industry and proposed amendments to this end now are pending before the NRA, with recommendations that they

confirmed.

Most important of the proposed new provisions are (1) outlawing of special discounts on station time when sold in combination with newspapers or other advertising media, which affects a substantial portion of the more than 100 newspaper-owned and operated stations, and (2) banning of so-called "run of schedule time" sales under which special discounts or rates are given for commercial broadcasts at irregular times not specified by the advertiser. Several other code amendments, in the main relating to purely industry matters, also have been submitted

Possible Protests

of the Code Authority.

to NRA for approval, upon motion

FOLLOWING NRA procedure, William P. Farnsworth, NRA deputy administrator in charge of the radio code, has made public notices asking all interested parties to show cause why the amendments should not receive NRA approval. All interested parties are given until Dec. 17 to fill objections. to the changes.

These actions-the most important affecting trade practice provisions of the code since its promulgation last winter-were taken by the Code Authority at its meeting in Washington Nov. 15 and 16. The newspaper-radio rate resolution was based upon a resolution offered at the general code meeting held in Cincinnati Sept. 20, but that affecting "run of schedule" discounts, while a smouldering is-sue, had not been raised at the Cincinnati meeting.

Several other proposals made at the Cincinnati meeting affecting the relationship of stations with advertisers and agencies, including standardization of units of sale and merchandising practices did not receive final action.

Both of the major matters provoked widespread discussion, pro and con, at the recent NAB convention in Cincinnati, and during the general code meeting which followed. In many cases, newspapers operating stations allow an average 25 per cent discount on their

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tracts covering both newspaper space and air time. Non-newspaper stations in the same markets generally have been bitterly critical of this practice, alleging that it is "rate-chiseling" of the worst order and definitely falls in the code category of unfair competition.

Common Practice

"RUN OF \$CHEDULE" time introduced several years sales, ago, have become widespread among stations. The ordinary practice is to sell advertisers spots at discounts ranging up to onethird of the regular rate, with the proviso that such commercials will be broadcast at any time during the broadcast day. Actually, it has been contended, many stations agree "on the side" to place the ommercials on the air at the same or approximately the same time dach day.

At the code meeting Nov. 15 and grams, special events, sports events, 6 a score of matters affecting the time signals, weather reports, reli-gious and political programs, the rates onduct of the industry were con-Aside from the two idered. alient resolutions another rate tem of far-reaching importance vas given preliminary approval nd then ordered submitted to the ndustry for vote as to whether NRA approval should be sought. The purpose of the proposal is to eliminate all so-called "special ates" for time, such as those riven for broadcasts of more than an hour, like sponsored baseball games and other special events. instead the proposal is that each rate, discount, rebate, refund and ommission qupted on the station rate-card shall be in accord with the "standard units of sale" recommended by resolution at the last NAB convention.

Rate Provision E.

UPON MOTION by James W. Baldwin, Code executive officer, seconded by Frank M. Russell, NBC Washington vice president, it was agreed that should the participating members of the industry sanction the proposal, "it will be submitted to NRA with the recommendation that it be adopted.

Ballots were mailed to all stations radio rates for combination conon Nov. 23. The new special rate provision would read: Each rate, discount, rebate, refund and commission quoted shall relate to what are regarded within the industry as standard units of sale. Quotations

referred to as 'run of schedule time'.'

combination with other advertising media."

on any period of time not covered by the rate card shall be pro rata be-tween the next shortest and next longest unit covered by said rate card. Quotations for units greater than one

hour shall be furnished by supplying multipliers applicable to the one-hour multiplets applicable to the tome hold rate. It's hours, 1.16 of the hour rate; 1^{14}_{2} hours, 1.32 of the hour rate; 1^{34}_{4} hours, 1.46 of the hour rate; 2^{3}_{4} hours, 1.6 of the hour etc. These must be published on the rate card for not less than three hours in multiples of quarter hours. Each rate eard shall be identified with a number and effective date. In cases where more than one rate is provided and these are displayed on separate cards each rate card shall contain a reference to the other and each rate card shall describe clearly the users of radio facilities entitled to each rate. In cases where regular rates are not applied to participating pro-

> charged for these program must be clearly shown on the rate card. Had Been Delayed

THE CODE Authority meeting was held after three postponements caused by illness of members. Absent were M. R. Runyon, CBS treasurer and Isaac Z. Buckwalter. WGAL, Lancaster, both of whom were ill. In addition to Chairman John Shepard, 3rd, Yankee Network, Executive Officer Baldwin and Mr. Russell, others who participated were John Elmer, WCBM, Baltimore; Alfred J. McCosker, WOR, Newark; James Kiernan, WLWL, New York; Edward N. Nockels, WCFL, Chicago, and NRA Deputy Administrator Farnsworth, as government representative.

Minutes of the Nov. 15 session revealed that Mr. Nockels, one of the legislative representatives for the American Federation of Labor, led the discussion prior to adoption of the newspaper-radio combination rate resolution. He said that, as general manager of WCFL, he "considerable had experienced

tition from newspaper-owned, controlled or affiliated stations as the result of practices similar to the one complained of." He added that he heartily concurred "in every possible effort to thwart the chiseling schemes of newspapers and other publications." The motion for passage of the resolution carried by a vote of 7 to 0.

In the case of the proposed "Run of Schedule" rate ban, Mr. Elmer proposed adoption of the amendment, and was seconded by Mr. Nockels., This likewise was carried by unanimous vote.

On the question of merchandising services by stations for advertisers, and the extent to which such service should be given gratis, Mr. Elmer proposed that it be laid on the table until the next meeting, thus far unscheduled. The motion carried unanimously.

Rejected Proposals

GETTING INTO purely intra-industry matters, the code board voted down, 6 to 1, the proposal made at the Cincinnati meeting by Stanley Hubbard, KSTP, St. Paul that broadcasters representing the West. Middlewest and Southwest be appointed members of the Code Authority to give it more equal representation. Mr. Nockels proposed disagreement on the ground that the present membership was representative of all classes of stations and that the persons selected reside in sufficient proximity to Washington , as to permit the speedy call of meetings at minimum expense.

Rejected for want of a second was a motion by Mr. Kiernan that the Code Authority recommend to NRA that hours of labor for broad cast technicians be reduced from 48 to 35 per week without reduc tion in the present weekly wages. Lost in the same way was the proposal of Mr. Nockels that local or regional code enforcement committees representing each station in an area be set up to report on

code violations.

The agitated questions relating to artists and radio performers to ascertain whether they are en-titled to minimum wage scales and stipulated working hours and to determine 'whether studio audiences are unfairly competitive with the theatre, also came in for considerable discussion. It was finally agreed to accept the modified form of questionnaire relating to artists and performers offered by Deputy Administrator Farnsworth, and to proceed promptly on this investigation, pursuant to the terms of the code, which requires a study into the feasibility of setting up wage and hour provisions for such employes. Sitting with the Code Board during this discussion was Miss Emily Holt, representing artists and performers. Favorable action was taken after amend

(Continued on page 43)

Hearst Interests Buy WBAL And Seek More Radio Outlets

Plans of Publisher to Have Station With Every Newspaper Are Gradually Approaching Fruition

newspaper enterprises providing for a radio outlet in every city in which Hearst newspapers are published were brought one step nearer to fruition with the acquisition of WBAL, Baltimore, for oper-ation in conjunction with the Baltimore News & American. It is the sixth station on the Hearst list, but the organization almost simultaneously loses KYW. Chicago, which again will bring the number of Hearst operated stations down to five unless a new Chicago outlet is obtained.

From sources close to William Randolph Hearst it was stated unqualifiedly that he has no intention of establishing a network of any character, and that his sole object in acquiring stations is that of newspaper-radio tieups, in ocal which he has full confidence. For the last three years, it was said, fficials of Hearst Enterprises have been contacting stations, in most cities in which Hearst newspapers are published, and the plan still is to acquire outlets whenever satisfactory financial arrangements can be made

Long Negotiating

SALE OF WBAL to the Hearst organization culminated more than two years of intermittent negotiations. The deal finally was closed Nov. 9 between officials of the Consolidated Gas, Electric Light & Power Co. and Thomas-White, general manager of Hearst Enterprises. The purchase price has been variously estimated as between \$200,000 and \$500,000, payments extending over a period of years.

The sale becomes effective Dec. 1, with the new staff taking over about Jan. 1. No announcement yet has been made regarding the new-management of the station. One report was that Homer Hogan general manager of KYW, and with the Hearst organization for many years, will transfer to the Baltimore station upon cessation of the KYW operation in Chicago Dec. 2.

For several months prior to the Hearst purchase negotiations were in progress for disposal of WBAL to the Baltimore Sun, influential newspaper which at present has no station affiliation. Regularly assigned to the 1060 kc. clear channel one-half time, with 10,000 watts, sharing time with WTIC, Hartford, WBAL now is operating full-time under an experimental license calling for split-schedule operation. During specified evening hours it synchronizes with W.IZ. New York Blue network key on the 760 kc. channel, operating the re-mainder of the time on 1060 kc.

Former Options

ABOUT A YEAR AGO, the Hearst organization, through local publishers, acquired options on a half-dozen stations, none of which was exercised. Stations now owned

RADIO PLANS of the Hearst and operated by the organization and operated by the organization are WINS, New York; WCAE, Pittsburgh; WISN, Milwaukee, ad KYA, San Francisco; besides BAL. KYW for a number of rears was operated under lease from Westinghouse; but the station moves to Philadelphia as an NBC-WEAF outlet effective Dec. While repeated efforts have been made to align another Chicago station as a Hearst outlet, no such arrangement had been an-nounced as BROADCASTING went to press, and notice had been given all employes, save Mr. Ho-

gan, of their release. Frederick R. Huber, general manager of WBAL since its establishment nine years ago, it is understood, will leave the station. Whether other personnel will be retained has not been learned. The WBAL staff was informed of the sale on Nov. 12. Reports that Hearst proposes to

establish his own network, according to qualified officials of that organization, may be attributed to the zeal of certain local publishers of Hearst newspapers. The only plan Mr. Hearst himself has in mind, it was declared, is that of acquiring stations for affiliation with newspapers to safeguard them economically, and also because he believes that the future

California Plans

ANOTHER STATION acquisition sought by the Hearst organization is that of KELW, Burbank, Cal., and KTM, Los Angeles, now sharing time on the choice 780 kc. channel, which he proposes to establish as a full-time Los Angeles outlet.

certained, but it was said that con-

tiations were delayed.

CBS Promotes Willis

THE GRAMOPHONE. AS AN ADVERTISING MEDIUM.

Parties desiring to advertise their wares will find in the nophone a most valuable medium We will make for you any special plate, containing esides an interesting musical piece, etc., a bit of adver

ising such as you may suggest; manufacture as many hard rubber copies as you may order at regular wholesale rates; and destribute them gratis to people buying Gramo-Prices for the original plate for advertising purpose

ill vary according to the special expenses incurred in taking it, the talent to be employed, preparations, etc. When less than 1000 copies are ordered the expense for taking the matrix or press form (about \$10.) will b dded. Nobody will refuse to listen to a fine song or conco piece, or an oration-even if interrupted by

remark. "Taştar's Baking Powder is the Best," or "Wash the Baby with Orange Soap," etc. THE UNITED STATES GRAMOPHONE CO., 1410 Penasylvania Ave., N. W.,

Washington, D. C

Advertising in the '90s

LONG before voices were flashed through the ether by broadcasting stations the idea of using the reproduced voice as an advertising medium had been conceived. It was back in the 1890's, when phonographs were just taking hold of public imagination, that a Washington, D. C., maker of phonograph records decided here was a chance to put over a new advertising medium, and maybe4 make some money out of it. The original advertising folder sent out by the concern now is on display in the Smithsonian Institution, among the collection of pioneer phonographs. The idea was for advertisers to distribute records in which the entertainment would be interrupted by a "modest" commercial announcement. The original folder is reproduced here.

of journalism lies in radio.

Arrangements to purchase these stations were made, but they be-

came embroiled in litigation before the old Federal Radio Commission and still is pending in the courts. Preliminary negotiations regarding station purchases or affiliations, it is pointed out, for the most part are carried on by the local newspaper publishers. How many now are being carried on could not be as-

as

rival newspaper organizations.

versations, at least, are in more or less constant progress in key cities. Since large scale negotiations and purchase of options were carried on three years ago, the Hearst organization and many other newspaper enterprises have felt the effects of depressed business, with the result that options were permitted to expire and other nego-

FREDERIC A. WILLIS, educa-tional director of CBS, in charge of educational, religious and other public service programs, has been tion returns on Nov. 6 as soon as named assistant to the president by William S. Paley, CBS presithey were available. All stations dent. He will continue in charge accepted the offer and broadcast of educational programs in addithe returns hourly until time to tion to his new duties. "sign off."

Surveys to Begin **Of Clear Channels** Automatic Recorders to Show

Station Reception Patterns

CONCRETE plans for the ex-exhaustive study of clear channels to ascertain the service rendered by high-power stations on exclusive waves to listeners remote from local stations were laid at the second conference called by the Engineering Department of the FCC Nov. 23 and attended by more than a score of engineers and law. yers representing leading stations and networks. Adopting suggestions made by

Andrew D. Ring, assistant chief engineer of the FCC that automatic recorders be placed at stra. tegic locations throughout the country to record signal strength patterns of stations at particular localities, the conference decided also to coordinate their activity through the NAB. J. C. McNary. technical director of the NAB, will serve as the contact of the coop-

of the studies, however, will be made under the direct supervision of Dr. C. B. Jolliffe, FCC chief engineer, and Mr. Ring.

erating stations with the FCC. All

Eight Recorders

IT WAS AGREED that eight automatic recorders will be placed at each of nine locations, tentatively selected, with the equipment and personnel in most instances to be provided by the stations themselves. Expense incurred under the plan will be pro-rated among the cooperating stations. The locations tentatively designated for the automatic recorders are Boston, New York, Washington, Chicago, Dallas, Grand Island, Neb. Denver, Los Angeles and Seattle. By agreement coordinators for

Newspapers in Control each of the five zones were named, and will have the function of ar-**Of Both Dayton-Stations** ranging the studies in each zone. Named for the First Zone was C. A CORPORATE alliance between W. Horn, NBC general engineer; WSMK: Davton, O., and the Day-Second Zone, Joseph A. Chambers ton Herald & Journal, effected technical supervisor, WLW; Third Nov. 2, has been announced by that Zone, John H. DeWitt, Jr., chief newspaper and by Stanley M. engineer, WSM; Fourth Zone, Carl Krohn, Jr., owner and manager of Meyers, chief engineer WGN, the station. The details of the and for the Fifth Zone, a commitdeal were not made public. New tee consisting of Louis G. Caldwell, chairman; Duke M. Patrick and studios are being constructed, and Mr. Krohn remains as president George S. Smith, attorneys repreand managing director of the stasenting stations in these zones. tion, which is now being identified The study is being made pursu-"the Journal-Herald station."

ant to the action of the FCC last The newspaper-radio tie-up fol-October, authorizing such a study lows close upon the announced preparatory to declaration of fupurchase of WLBW, Erie, Pa., by ture policy with respect to clear former Gov. James M. Cox, pub-lisher of the Dayton Daily News, channels, 40 of which were set aside in 1928 for exclusive use of who will move the station into high-power stations during eve-Dayton before the end of this year. ning hours, but nine of which have Dayton's two stations will thus be been "broken down" since. It is directly affiliated with the city's hoped to complete technical aspects of the survey by next April The scope and purpose of the complete survey was described in the Nov. 15 issue of BROADCASTING.

> Mojave Tea's Plans MOJAVE INDIAN TRADING Co., Los Angeles (Mojave Indian Tea), following a test campaign on KNX, Hollywood, expects to take time on mid-western and eastern stations by the beginning of 1935. Fred Wesley, Inc., Los Angeles agency, handles the account.

> > www.american

Admiral Byrd–Grape-Nuts Supersalesman

By FRANK SMITH

Associate Advertising Manager, General Foods Corp., New York

Without Benefit of Office Contacts. He Swings Upward The Sales Curve With Aid of Merchandising Tie-ins

ADMIRAL BYRD has spoiled another dandy theory. His latest challenge to tradi-

tional belief has not involved the use of aviation equipment in polar exploration, nor the defining of Antarctic coast lines, but the business of selling merchandise. For although the intrepid adventurer is now more than 10,000 ice-locked miles to the south of us-badly out of contact with his market, the grocery trade, and his associates back here who have the job of increasing Grape - Nuts sales-he has earned and justifiably deserves the citation: Grape-Nuts Salesman Extraordinary. In short, that rule about the good salesman living with his prospects doesn't always hold good-if you happen to have a salesman like Admiral Byrd.

Popular from the Start

AN INSIGHT into the progress Grape-Nuts has made since Admiral Byrd and his expedition went on the air in this product's behalf-November, 1933-will readily explain why the admiral has merited such a high rating as a sales impresario in the opinion of General Foods. From the start, the broadcasts

"caught on" in a big way. Thousands of letters began pouring in declaring a new allegiance for the product. Thousands of requests were received daily in response to the premium offer - a six-color map of the Antarctic, measuring 18 by 24 inches, in exchange for two tops from Grape-Nuts packages. No spectacular gain showed up in case sales figures the first 60 days, but a general reduction in stocks in 300,000 retail grocery stores soon accelerated buying by the wholesale trade. As a result of this steadily growing interest and purchasing on the part of the consumer, Grape-Nuts this year

has turned in a healthy nine months' gain over the same period of 1933 Sales success, to a certain de-

of every Grape-Nuts advertising

history.com



IN LITTLE AMERICA-Broadcasting equipment being unloaded in the snowbound Antarctic. This transmitter originates programs for an audience 11,000 miles away. Charles J. V. Murphy, CBS communications chief for the expedition and chief broadcaster, second from left.

What was done in this direction, how these three major activities were accomplished, really is the reason for this article, as requested by the publishers of BROADCASTING. Unfortunately, we'll just have to skim the surface, leaving many details untold. for we have been limited to a telling of 1,000 words.

Started With Own People

BELIEVING that merchandising, like charity, begins at home, the first Byrd promotion was directed to General Foods' division and district sales executives, salesmen, office and factory employes, and stockholders. Following the dictates of good

showmanship, announcement of the

gree, would probably have resulted

from the Byrd expedition broadcasts even had the job ended with merely the airing of the program on the 61 Columbia stations which carry it. But it is unlikely that such a decided upward trend could have been made possible without the strong merchandising effort. which has been put behind the pro-

gram by General Foods' sales and advertising staff, both at headquarters and in the field. There were three groups that the program had to be sold to, and sold hard, if the program was to pay out its full potential dividend. For the Byrd broadcasts called for the expenditure of the greater part broadcasts was withheld until a most propitious moment. A little more than a month before the series was to begin, General Foods held a national meeting of its executives, field force, and factory heads in Chicago. At this meeting the story of the Byrd broadcast was effectively dramatized. Every man left Chicago enthusiastic over the program's possibilities and began spreading the news with

a vengeance. Hardly had the echoes of that first reception of the news died away before the organization was given the complete details in frontpage, illustrated stories in the company's two publications. Subsequent issues carried follow-up material-and continue to do so.

A special four-page publication, appropriatly clothed in tabloid format because of the news nature of the event it publicized, was issued for the information and use of the salesmen. Every phase of the broadcast and the way to merchandise it to the grocery trade was covered. Illustrations included news pictures pertinent to the expedition and the broadcast, and the materials that were to be available for store use.

An Enthusiastic Build-up

A PERSONAL letter, written by Clarence Francis, executive vice president, to the company's 26 disrict sales managers from Washington, where he was then serving as the food industry's advisor to the NRA, urged the whole-hearted support of this important group and outlined plans for their part in assuring successful promotion of the program in the field. | Carl Whiteman, vice president in charge of sales planning and operations, followed this up with a letter and a cabinet photograph of Admiral Byrd, which the admiral had autographed with a message appealing for teamwork. Later-New Year's day to be exact - every district manager received a radiogram from Admiral Byrd, then nearing Little America, wishing them a prosperous New Year and calling

for their continued cooperation. Special illustrated posters, copies of radiograms, and proofs of mat releases were — and still are 4 posted on bulletin boards at the company's headquarters, division and district offices, and in its fac-tories. Illustrated inserts were distributed in all factory pay envelopes a week before the broadcasts started. Two mailings went to stockholders. The first announce-(Continued on page 41)



WINDOW DISPLAY-Here is a closeup of a display in the Boston Store, Chicago, used in connection with the Byrd Antartic Expedition programs.

Page 8

New Orleans Election FOR THE FIRST time, in many years the New Orleans newspapers, long bitter opponents of radio, extended the hand of fellowship to various broadcasting stations by tendering them all elec-

Let Children Choose Program Parents Told by Symposium

Child Study Group Plans Clearing House to Exchange Facts on Programs for Young

for their tendency to interfere too ' the very programs which parents much with their children's listenwhat they personally do not like must necessarily be bad for children, was voiced at a symposium held under the auspices of the Child Study Association of America. in New York Nov. 19. In compari-son with the strictures levelled at narents by the various speakers, the radio industry came through with very little criticism of the programs it offers for the younger members of the audience.

The symposium followed a lunchecn in the Waldorf-Astoria, and was attended by 300 people, Mrs. Everett Dean Martin presiding. Dr. Sigmund Spaeth, author, lecturer and music critic. and himself a broadcaster for adult audiences summed up his views in the

following crisp sentences: "Their (children's) natural inclinations run towards fairly obvious music, slap-stick comedians and crime and detective stories. All of these inclinations could be guided to some extent, but it is difficult to break them down, and almost impossible to substitute something which carries the label of education or uplift.'

Mystery Programs

INSTEAD of attempting to forg this type of program down the children's ears, Dr. Spaeth declared that the real problem of radio today "is to make these educational programs sufficiently en tertaining to people-to children as well as adults-and at the same time to develop the undercurrent, of helpful and interesting information or significant basic ideas in connection with programs whose intention is merely that of entertainment_

"Both of these ideals have been proved possible, and in the long run children will react to the same materials and the same psychology as adults. The greatest mistake is to talk down to children and to treat them as though they had no minds of their own.'

Mystery programs were defended by Franklin Dunham, direceducational programs for tor of NBC: "Every healthy child enjoys mystery, it is the best possible mental exercise. It broadens his horizon of life-it captivates him and holds his attention-its art of suspense is life itself. He is always anxious to know what is going to happen next."

Psychological Angles .

AS DIRECTOR of the Child Study Association, Mrs. Sidonie Matsner Gruenberg, gave confirmatory evidence of the fact that children naturally lean to mystery and adventure stories, and suggested a psychological basis for believing that this type of entertainment is necessary to the development their experience. "It is especial significant," she said, "that chil-

through perfectly." That letter from a gracious Arkansas lady who listened to the Ford broadcasts of the world GENERAL criticism of parents dren generally pick as favorites series was quite a surprise to the agency, N. W. Ayer & as a whole view with special concern-the thriller, the mystery, the Son and to the automobile magnate, who refrains from low comedy and the melodrama. broadcasting on all his spon-

"Psychological studies, as well as the insight of competent observers, suggest that the exciting adventure programs, which leave the child trembling, but demanding more, may satisfy some corresponding need within the child, due to his stage of development, the gaps in his experience, or his particular temperament. Children themselves give unmistakable testimony of this need, this profound need of children for vicarious exverience and adventure of many kinds, not all of which seem reasorable to the adult mind, cannot be ignored in any effort to improve

he radio Child vs. Parent

"IT TOO OFTEN happens that, when groups of parents become indignant over the shortcomings of current broadcasting, they ignore these deeper drives which come from within the child himself. Then their effort to 'clean up' the radio is likely to defeat its own We shall gain nothing by ends resorting to a censorship which just as objectionable as the thing seaks to suppress. "Breadcasters are left partic-

ularly at sea because parents as a whole are much quicker to make known: their objections than their approvals, Broadcasters sometimes remove a feature generally understood to be acceptable to parents, ance from the air brings no com-(Continued on page 40)



description of the game you

gave. Your voice came

sored periods let alone any

play-by-play announcing. The

listener's confusion appar-

ently arose from the fact

that Ford Bond was one of

the announcers covering the

Mr. West

and KFRU, Columbia, Mo.

Mr. West is affiliated with Nelson

series.

WILLIAM H.

WEST, for the

last two years

manager of KSD,

St. Louis, and be-

fore that head of

KMOX St Louis.

has resigned, ef-

fective Dec. 1, to

establish his, own

office at 530 May-

air Hotel, St.

Louis, as techni-

Mo.,

Hinne

Vacancy Existing on CRC

JACQUES N. CARTIER, Montreal formerly with CKAC, and a pie neer radio man in the Dominion has just been appointed by Hon Alfred Duranleau, Minister of Mar ine, to fill the vacancy on the Canadian Radio Commission. Mr. Cartier, said to be a lineal descend ant of Jacques Cartier who 4 years ago discovered Canada. replaces Thomas Maher who resigned in August as vice chairman of the Commission, and will probably take over the program direction activity ties of the Commission. Mr. Cartier has been connected

with radio since 1908 when h joined the Marconi Wireless Tele graph Co., and was operator at the **KSD** Manager Resigns then new coastal station at Cape Sable, Nova Scotia. In 1909 h To Start New Service was transferred to the New York

office, and there with David Sar noff, installed Wanamaker's radio stations on top of the Ner York and Philadelphia stores. He operated on various liners different parts of the world for some years, was connected with the

DeForest Company of New York and the Telefunken Wireless Company, then with Commodore E. (Benedict, the then rubber king, and sailed with him as wireless expen on the vacht Alvina to the rubbe cal consultant on engineering and management. His clients include KSD, KWTO-KGBX, Springfield, plantations on the Amazon Rive where wireless stations were use to keep in touch with the planta

tions War Experience

Darraugh, St. Louis business man NEWSPAPER work was Mr. Cartier's next field, and when the way broke out he served overseas a wireless operator and with the li telligence Service. After the wa newspaper and radio work in Ne York occupied his time, and 1922 he went to Montreal who

La Presse opened CKAC and Jas ques Cartier was the first director and announcer to be Heard in two languages on this continent. While with CKAC he was heard in 192 in England by W. S. Stevenson, dealer in London, whe radio shipped him the receiver on which the first Canadian voice on regula broadcast channels was heard England

In 1925 Mr. Cartier was elected first president of the Canadia Broadcasters' Association. In 19 he was heard around the wor when he acted as French announ on the Canadian Diamond Jubik broadcast which linked up even Canadian station and WWJ in De troit, then the largest hook-up in history, which was sent out m Marconi beam short wave stations as well. Since that time he has been connected with newspape work, as organizer for the Com servative party in Quebec and pub lic relations counsel.

Rosenblatt Promoted

▼ BROADCASTING • December 1, 1934

SOL A. ROSENBLATT, divisio administrator of NRA in charge of amusement industry codes, i cluding that of the broadcastin industry, on Nov. 21 was appoint director of field administration and enforcement, in addition to h present duties.

www.america

Four-fifths of Radios Used In Daytime **CBS** Survey Analyzes Day Audience by Income Groups; **Traces Listening Habits and Ownership of Sets**

By GILBERT CANT

FROM A SURVEY throughout the United States in which more than 80,000 personal interviewers were made by investigators for Dr. Daniel O. Starch, consulting economist. it has been found that 78 percent of radio owners use their sets during the day. This figure is more than one-fourth more than the previous highest estimate, based on telephone surveys. This striking fact is contained

in a new publication of the CBS sales promotion department. The booklet also contains the first published data showing the comparative use of radio sets during the day by families in the different income levels.

Rich and Poor

NEITHER Dr. Starch's survey nor those conducted by the telephone method embrace many farmers. The former, however, covered homes in cities, towns and hamlets down to 2,500 population. "Every one of these interviews," says the booklet, "was a bona fide tete-a-tete. Sometimes Dr. Starch's associates were offered tea while they asked questions in Louis Quinze living-rooms-sometimes they gossiped in the backyard with Mrs. Jones while she hung out the

wash.' The personal call method obviously reaches a greater propor-tion of the people of the United States than the telephone check, since there are but 17,000,000 telephone subscribers in the country, it is explained. Many of these are office connections, and the home subscribers tend to be grouped in the higher income brackets, even though they are certainly not confined to the highest. The majority of interviews lasted

half an hour, and made it possible to ascertain the income group to which each home-owner belongedwhich is not possible on the telephone. In considering the following fig-

ures, it should be borne in mind that farm homes are excluded. Points Covered

SIX POINTS on which information was sought are covered in the publication:

1. How long they listen to their radio sets in upper-income, middleincome, and lower-income homes. 2. How many of them listen every day. How many of them listen every morning and afternoon (from 6 a.m.

to 6 p.m.). 3. How far up and how far down radio ownership has reached since the 1930 census, in terms of income levels. 4. How many years the habit of radio listening has been growing in each economic stratum of the U.S. 5. Does ownership of more than one radio per home follow the curve of annual family earning power? 6. How many home-radio owners also have automobile radios? Are

these found only in upper-income

December 1, 1934 • BROADCASTING

BY PRIOR ESTIMATES, the davtime audience has been estimated at not much more than 60 percent, at best. of the evening listening group. In a new survey, which takes into consideration the various income classes, Dr. Daniel O. Starch finds that 78 percent of radio owners use their sets during the day. More than 80,000 personal interviews were made in cities, towns and villages down to 2,500 population. This is the first time the daytime audience has been analyzed by income levels.

For the purposes of this study. incomes were divided into three groups: Those over \$5,000, embracing 3,420,000 families with 34.7% of the country's purchasing power; middle-income classes, from \$2,000 to \$5,000, representing 13,140,000 families and 47.1% of the purchasing power; and lower-income classes, with less than \$2,000, which covers 13,440,000 families who have 18 2% of U.S. buying nower.

How They Listen

THE DIFFERENCE that had been supposed to exist between the daily listening habits of people in differ ent income groups was found to be smaller than the lowest estimates. The average length of time for radio sets to be tuned, regardless of family income, was four hours and 25 minutes. The higherincome level was shown to listen four hours and 16 minutes, the medium-income class four hours and 27 minutes, and the lowerincome group four hours and 28 minutes

The above figures relate to listening hours in a full 24-hour period. On regularity of listening, the results were even more surprising. The first income group used the radio in 76.7% of cases; the medium and lower income groups both tallied 78.3%, giving a combined figure of 78% for all radio owners. It had been expected that there would be a more pronounced difference between income groups, since in the higher brackets the radio competes with all the other diversions which the family's resources make available. and these are admittedly more numerous than those to which the "forgotten man" can turn.

There was a more pronounced differential in the case of daytime listening, however, but even in this case it was less than many observers expected. Before 6 p.m., the radio is turned on in 50.9% of. higher-income homes; 54.3% of middle-income homes; and 56.8% of lower-income homes. If farm homes bear out these proportions, the figures would indicate that there are 14,000,000 radios turned on every day, and that 10,000,000 of these are in use during daylight hours, when the advertiser gets the benefit of the half-rate.

Replies given to interviewers

suggested that the percentage of radio ownership varies from 84.9% in the lower-income levels to 97.8% in the higher level, and is on an average 90.9% of the entire population. This conflicts with the 65% estimate of the. Census Bureau, and Dr. . Starch points out two reasons for this: First, that farm homes, not covered in this survey, are less often radio-equipped than others; second, that many indications point to the conclusion that the estimates of radio ownership based on the census figures are all

too low. It was found that a radio set (not necessarily the same set) has been owned for an average period of 51/2 years in all homes, the figure breaking down to 7.6 years in upper-income groups, 5.6 years in the middle, and 4.4 years in the lower-income classifications. Fourteen and one-half per cent

of all radio owners gave evidence of owning more than one radio. In the upper level, the figure was 34.4%; in the middle class, 13.8%; and in the lower, 5.2%, for a mean

of 14.5%. Almost the same percentages actually a little higher-show the relative ownership of automobile radios in relation to ownership of home radios. The total of 15.8% would indicate that there are already 2,000,000 mobile sets in use. This is considered high, having regard to other available figures, and is accepted with reservations by the compilers of the study. A summary of all the findings. giving figures for the six income groups recognized by Dr. Starch

instead of for the three general classifications used for the broad outlines of the study, appears in the table herewith.

New Disc Series

NATIONAL INDUSTRIAL COUNCIL, the business recovery unit set up by the National Asso-ciation of Manufacturers, has placed a series of nine 15-minute transcriptions, open for local sponsorship, upon 127 stations, to start Dec. 1. Stressing business recovery, the transcriptions carry no obligatory credit line. They were produced by World Broadcasting System.

CWA Radio Census Found Inadequate

WHOLLY incomplete and virtu-ally useless data, insofar as broadcasting is concerned, resulted from the Civil Works Administration's census of American business, it is learned at the Census Bureau, Department of Commerce. As a part of this study, undertaken primarily to provide employment for a "white collar" men, enumerators hired by the CWA were instructed to query radio stations as to their business during 1933, but misinterpretations of instructions and other evident complications pro duced data so obviously inadequate that the Census Bureau decided to withhold its publication as "offi cial" figures but has it available for whatever use it may be to the industry

The census of American business was undertaken during the first four months of the year under funds provided by CWA. It covered retail and wholesale trade along with service and amusement industries and hotels. Broadcasting was classified asoin the service group, and enumerators were instructed to procure revenue statis tics from them. Many weaknesses showed up when the figures were submitted, and the Census Bureau decided to eliminate them from consideration in the compilation of the detailed figures covering the industries.

The figures covered only 374 stations, and showed a total gross in come for them of \$55,140,000 Only a few stations in some 36 states were covered. Gross network income, amounting to some \$35,000,000, was credited to New York state alone.

No additional funds are available to the CWA or to the Census Bureau to undertake a new survey of the broadcasting industry income and correct the errors made in the earlier attempt, it was stated.

Bowen Firm To Expand Transcription Activities

REORGANIZATION of Scott Howe Bowen, Inc., under which David Hochreich, formerly identified with the motion picture industry, becomes a stockholder and chairman of the board, with Mr. Bowen remaining as president, was announced by the latter in New York, Nov. 26. The reorganized company, it was stated, will produce dramatic and musical programs for transcriptions on larger scale than it has ever attempted previously. Byers Recording Laboratories, subsidiary of the Bowen organization, is associated with the new enterprise. Mr. Hochreich's wide experience

in motion pictures, it was declared will bring "something entirely new" into radio. A number of New York producers with whom he will cooperate are expected to become members of the board of the reorganized company. In addition to the recording facilities of Byers, it was said, other recording studios also may be used for production of the new programs.

NO INCREASE in rates for th 1935 YEARBOOK. Last advertising and copy forms close Dec. 15.

Gerleral There are five studios, with individual control booths for each; two observation rooms for guests and visitors; a client's audition room; master control room; executive and staff offices; home forum test kitchen; air condition-

ing room; lobby, reception room.

Kame 20 Room 15 Obiervietion Chierraso Clients Audition 114 Cor-Toduction -Home Forum Tudio Sales Muix Lamory A MINIATURE "Radio City" now houses the studios and offices of KDKA, Pittsburgh, credited as the

world's first broadcasting station. Formally 'dedicated Nov. 2, the new headquarters of KDKA occupy 17,000 square feet on the entire third floor of the Grant Building.







New Station at Windson **Retailers Show Preference for Radio**

Sweeping Endorsement Given Broadcasting as Advertising Medium in NBC Survey of Three Types of Dealers

WHOLE-HEARTED endorsement of radio by dealers, in preference to other advertising media, is con tained in a publication of the NBC entitled "The Butcher, the Baker, the Candlestick-maker?"

Of course, these are not the exact trades in which dealers were questioned by investigators for The Psychological Corporation, which made the study. The first two. however; are covered by the broader classification of grocers. and in addition the preferences of druggists and casoline dealers were checked.

In a comparable study last year radio held an enormous lead over other media. This year the lead has been substantially increased, so far as grocers and druggists are concerned, and a drop recorded in the case of gasoline dealers is attributable to the fact that oil companies have reduced their radio appropriations in the meantime, contrary to the general trend.

The Nation's Pulse

THE IDEA underlying the dealer survey is that retailers are closest to the pulse of business, and since their reactions and preferences are based on those of their customers, a survey of a given number of dealers is equivalent to an investigation covering many times that number of consumers. The survey in question was made with elaborate precautions to insure the gathering of unbiased answers. The field workers did not know the identity of the company paying for their efforts, so they could not influence the dealers favorably to the client.

The final form of the questionnaires was developed after a series of tests, in which dealers were "Can you tell, from the asked: questions I have asked you, whether we are interested in any particular kind of advertising If the answer was affirmative, a further question was asked, to find which form of advertising the dealer thought it was, and the questions were finally revised until the smallest possible number answered radio.

Preference for Radio

IN THE FINAL'interviews of this study, this question was put to 381 drug and grocery dealers. Those who thought they could tell totaled 23.9 per cent, and 17,6 per cent guessed radio. Since there were four media-in question, it would not have been unnatural to expect per cent to guess any one of the four. The figure is particularly low in view of the fact that a much larger percentage had already indicated, in their answers to previous questions, their strong preference for radio.

Grocers, druggists and gasoline dealers were chosen because they come into contact with a greater number of customers than most other dealers; because broadcast

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HERE ARE the five key questions which investigators for NBC asked druggists, grocers and gasoline dealers, and the results obtained

On trade-marked or branded items that are nationally advertised, which one of the following four media have you found best in selling your products?

	Radio	Medium .	4 Medium B	Medium C
Druggists	68.477	10.7 %	21.942	1.7%
Grocers	53.2	13.0	32.6	4.3
· Gas. Dealers	53.8	12.1	15.6	21.2
Which one of	these four		national advert	ising do your

	marked items at			buying brand	led or trade-
	marked items at	regular pi	ices:		
		Radio	Medium A	Medium B	Medium C
į	Druggists		8.4%	17.2%	.7%
	Grocers	58.7	11.6	26.8	1.1

Gas. Dealers... 61.5 6.2 118 13.8If you had the power to choose and plan a national advertising campaign for a brand to sell at regular prices, which of the four

	media weuld you	cnose:	(Katios, not p	ercentages.)			
		Radio	Medium A	Medium B	• Medium C		
	Druggists		17.0	31.2	3:8		
	Grocers		13.6	36.9	4.3		
	Gas. Dealers	70.4	11.6	19.3	-22.2		
	If you could choose only one of these, which one would it be?						
		Radio	Medium A	Medium B	Medium C		
	Druggists	70.3%	7.1%	20.3%	1.0%		
	Grocers	62.3	8.1	27.2	2.0		
	Gas. Dealers	63.2	7.9	14.1	12.8		
What kind of national advertising has helped sales most, in							
	three of the best-	-selling b	rands? (Rati	os, not percent	ages.)		
		Radio	Medium A	$Medium B^{++}$	Medium C		
	Druggists	71.1	18.3	17.3	2.8		
	Grocers	50.8	29.4	17.8	5.9		
	Gas. Dealers	65.7	9.4	15.0	18.0		

duction, under the title "The

Butcher, the Baker, the Candle-

and presented in more popular

style than the full report of The

Psychological Corporation, which

is also available, under the title "A Study of the Relative Effective-

ness of Major Advertising Media."

This is, illustrated.

stick-maker."

advertising has been used most ex-tensively, to sell their products, and because their point-of-sale contact with customers is closer than that of most other dealers. In the answers to five key ques-

tions, radio consistently polled more votes than the other three media combined. In one case the figure rose to 80 per cent, and on the most direct question ("Which medium would you choose if you could choose only one ?"), druggists voted

63.2 per cent.

IN 1933 the comparable figures on this question were: Druggists, 65 per cent, grocers 58.3 per cent and gasoline dealers 69.4 per cent. In all cases druggists gave the tiggest vote for radio, with gasoline dealers second and grocers third. The five key questions, and the

percentages showing the dealers' preferences in answering them, are shown in the adjoining box. . Two editions of the survey are

John V. L. Hogan, now broadcasts summary of the questions and anfrom 4 to 7 p. m. daily except Sat-urdays and Sundays. swers, with an explanatory introWith 1000 Watts Power Authorized by Canada A NEW 1,000-watt station to be located across the Canadian border from Detroit at Windsor, has been authorized by the Canadian Radie Commission. It will be known as CRCW, and is scheduled to be operation early next year. The

station has not been given a de nite frequency assignment. It understood it will be used essen tially for Canadian rather than American programs. The station, to be built by Esser

Broadcasters, Ltd., which also operates CKLW, CBS basic outer was decided upon after discussion involving the use of CKLW for programs originated by the Cana dian government under its nation alization plans. The Commission made the following announceme in connection with the station: "Due to the fact that Canadian Radio Commission programs and not now heard regularly in West ern Ontario, the commission has requested and obtained authority from the Privy Council to estat lish a 1,000-watt station at Wind sor, Ont. The commission has been fortunate enough to make arrange ments with the Western Ontari Broadcasting Corp. (CKLW.) that the two transmitters will operated from the same location It will thus be possible to effect a very considerable saving in oper ating costs."

Frank E. Mullen Named As RCA Publicity Head

FRANK E. MULLEN, director of agriculture of NBC, on Dec. 3 joins the RCA in New York as official in charge of public relations and advertising. He takes over the work of Glenn I. Tucker, who're signed last month.

formation in 1926 and became it agricultural director with head quarters in Chicago. He organized the National Farm and Home Hour, which first went on the air in 1928, and is widely known in agricultural and conservation circles. The change was made by transfer from NBC to the parent company. His successor at NBC has not been named On Nov. 19, Mr. Mullen was re

lace of Agriculture and Dern d War.

Liberty Foods on Radio

New York, handles the account.

And Now For SPOT Broadcasting In San trancisco





The Only San Francisco Station, carrying big-name commercial coast-to-coast programs, on which you can buy TRANSCRIPTIONS and ANNOUNCEMENTS

Here is the Station Preference in the

Northern California Market

Everyone knows that the major portion of a radio audience habitually swings its dial between the stations of the two great networks, carrying the "big name" transcontinental commercial programs.

But in San Francisco KFRC is the only station releasing these big features which accepts transcriptions or announcements. On KFRC your program can be heard throughout an area which embraces over 80% of all the radio sets in Northern California. KFRC offers this great audience at a new low transcription rate for daytime advertisers. If you are looking for the most for your money, with complete assurance of superior audiences, adequate coverage and a rate that will fit your budget, use KFRC in San Francisco.



DON LEE Chain In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems. You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield. You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara. You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California. Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma. Spokane. Page 13

The

BROADCASTING • December 1, 1934 December 1, 1934 • BROADCASTING

Back and forth-KFRC to Station "A"

-between the two major big name

rogram outlets-there's nothing in be-

ween to stop them in the swing of the

hal. Station "A" does not accept tran-

criptions or night time announcements.

ut refers you to Station "B." Your tran-

riptions and spot announcements over

FRC are on the same station releasing

anscontinentals to the big audience

That's a point worth remembering

when buying SPOT broadcasting

M. G. GRABHORN, Sales Manager

KFRC-SAN FRANCISCO

in San Francisco.

70.3 per cent for radio, grocers 62.3 per cent, and gasoline dealers

Situation in 1933

ager for Governor-elect Curley during the recent elections. The station is authorized to operate on 1120 kc. with 500 watts power daytime, but its application requesting 250 watts at night has been

being prepared by NBC. One is a

docketed for hearing. The 20-day protest period allowed under the regulations expires on Dec. 6. W2XR, the "high fidelity" broad-caster on 1550 kc., operated by

Mr. Mullen joined NBC upon it

elected chairman of the Radio Con-New Boston Station servation Council, which he was FOLLOWING routine procedure, instrumental in forming about a the Broadcast Division of the FCC has assigned the call letters year ago to promote by radio the conservation of the nation's nat-WMFH to the new Boston station ural resources. Among those who authorized Nov. 13 upon applicaaddressed the luncheon meeting of tion of Joseph M. Kirby, underthe Council were Secretaries Wal stood to have been campaign man-

LIBERTY FOODS, Covington, Kr. (Redi-Spred, Pate de Foie, through its New York agent, B Meier & Son, Inc., has taken a Sa-urday night spot on WOR, Newar to supplement its newspaper and magazine campaign. The program features Ted Fletcher, the "Lowsome Cowboy." W. I. Tracy, In-

Tributes for European Music Demanded by Publishers' Body

Associated Music Publishers, Inc. Informs Stations Not Paving Fees That It Will Go to Court

FURTHER intensifying the aggravated radio copyright situation, Associated Music Publishers, Inc., of New York, claiming control of performing rights of a vast number of European houses, on Nov. 10 served notice upon all stations not now holding its license that it will prosecute all infringements of its numbers. The licensing campaign to exact tribute from stations follows closely upon that re-cently, undertaken by the Society of European Stage Authors and Composers among stations and is wholly apart from the licensing activities of the American Society of Composers, Authors & Publishers, now involved in an anti-trust suit filed against it by the De-partment of Justice.

In a letter to all stations save the 36 listed as licensees, M. E. Tompkins, vice president of Asso-ciated Music Publishers, made known the new policy. The or-ganization is an indirect subsid-iary of the North American Co., big public utility holding company, and originally was created to pro vide a music source for Wired Radio, Inc., a project of the utility company which has never material-

Suits Threatened

"MOST of the leading radio stations," Mr. Tompkins wrote, "are licensees with us and we are addressing this letter to you as one of those who have so far deferred action in this important matter. We have written you several times previously, offering you a license at a reasonable rate. We are now reluctantly obliged to serve notice upon such broadcasting companies as are not licensed to use our copyrighted publications that upon evidence of the use of our publications a bill will be sent the radio station so infringing our rights at the maximum charge for such use, and the failure to pay such claim within 30 days will force us to enter suit for the performance fees due us.

"We have previously avoided po-licing radio stations in the belief that licenses could be completed without the adoption of that method of collection, but we find it necessary to serve this notice upon you' which you should refer to all departments involved.

At the outset of his letter Mr. Tompkins stated that some 'confusion has developed as to the true status of his organization and the repertoire of foreign music it con-trols in this country. This has been due, he said, to the "erroneous interpretation of certain claims and representations of another agency representing certain European interests." He asserted that Associated has no connection with any other performing rights agency, European or American, and that it controls the performing rights of an important group of leading European publishers, including broadcasting rights. The list of publishers ex-

clusively represented was given as follows:

Universal Edition, Vienna. Albert J. Gutmann, Vienna. Wiener J. Guidann, Vienna.
 Ofto Maass, Vienna.
 Wiener Operetten Verlag, Vienna.
 W. Bessel & Cie, Paris.
 Ed. Bote & G. Boek, Berlin (including Lauterbach and Kuhn).
 Bining Marg Evening Maria (coron)

Editions Max Eschig, Paris (excepting symptionic works), (including Demets & Cie) Julius Hainauer, Breslau, F. E. C. Leuckart, Leipzig, B. Schott's Soehne, Mainz.

N. Simrock, Leipzig. *Wilhelm Hansen, Copenhagen. *Ludwig Doblinger, Vienna. Breitkopf & Hartel, Leipzig.

Breitkopt & Hartel, Leipzig, Associated Music Publishers, Inc., New York. Breitkopt Publications, New York. "In the case of the publishers in-dicated by the asterisk, we administer only their serious music rights, the light or popular music rights being in the custody of ASCAP.

Claims Sole Control THESE CATALOGS, he said, comprise by far the major part of standard concert music published in Central Europe. "We alone are authorized to license and/or pro-hibit the performance, including radio broadcasting of the copyrighted publication of these firms in the United States.

Stations licensed by Associated Stations licensed by Associated were enumerated as follows: KECA, KFI, KMOX, KOIN, WEAF, WJZ, KPO, WGY, KOA, KGO, WBZ, W BZA, KDKA, WABC, WMBR, KTUL, WBBM, WCAO, WENR, WMAQ, WNAC, WEAN; WAAB, WICC, WOC, WHO, WOP, WOP, WDC, WDCF, WEAN, WARE WICC, WOC, WHO, WOR, WOW, WPG, WPTF, WTAM, WTIC, WTMJ, WHK, WEEI, KNX, WLW, WSAI, WIP, WCCO, WCAU, WAIU, WINS, WGN, WNEW and WMCA.

The only development during the last fortnight relating to the gov-erament suit against ASCAP, was the distribution by the latter of a broadside, presumably to members of Congress, the Washington press galleries and others in public life, attempting to vindicate the posi-tion of ASCAP. Together with a copy of the ASCAP answer to the suit, filed last month, and obviously written for publicity purposes, was a printed "memorandum" describ-

ing the suit and soliciting recipients of the broadside to read the ASCAP answer. Also enclosed was an ASCAP membership list.

Nash Holiday Plans

NASH MOTOR Co. plans two three-hour radio shows studded with operatic, movie, theatrical and literary stars as Christmas and New Year features, 2:30-5:15 p. m., over about 100 CBS stations. An array of orchestras will provide music. The programs are declared by CBS to be "radio's greatest combination of concentrated time, talent and coverage ever attempted by a single sponsor." Fea-tures will be keyed from New York, Chicago and Hollywood. The account, which is handled by J. Walter Thompson Co., New York, is to introduce the 1935 Nash line.

Personal Breakfast To Include Analysis of Advertising Trade Costs THE MAY Co., one of Baltimore's largest department SEVERAL projects designed to stores, is sponsoring Enid Lee, the "girl with the smil-ing voice" over WBAL on a

give American business more complete information on domestic marketing are being undertaken by the reorganized Marketing Research and Service Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce according to an announcement Nov 20 by N. H. Engle, assistant direc. tor of the bureau. The hope is to develop data on the trend of consumer buying through retail stores the costs and processes involved in getting goods from the producer to the consumer, the needs and buy. ing habits of consumers, and the cooperative activities of industries through trade associations.

Survey of Retail Trends

To WOR, Mutual Press DIRECTION of the press relations of WOR, Newark, was taken over Nov. 19 by George W. (Johnny) Johnstone, former NBC press representative and one of the most widely known

Mr. Johnstone personalities in

the summer.

radio. In his new post, Mr. John-stone also will be identified with the press activities of the newly

new morning program titled "Over the Coffee Cups." Miss

Lee chats informally about

personal things that interest

women-beauty, homes, chil-

dren, etc. She was the first

woman to use a lapel micro-

phone from a department

store, and has interviewed

formed Mutual Broadcasting Sys-tem, comprising WOR, WGN, WLW, and WXYZ. With his resignation from NBC, Mr. Johnstone concluded 11 years of service in that organization. He began his radio career with WEAF when that station was operated by the A. T. & T. in March, 1923. When the NBC was organized, he became manager of its press department and served in that capacity until three years ago: At that time he was detailed as liaison between the network and special radio writers throughout the country. Prior to joining WEAF, he was well known as a pianist and

was associated with the Vincent Lopez orchestra. Mr. Joanstone will organize a complete press relations staff at WOR. Dave Casem and James Marr have resigned from the publicity staff of the Bamberger station to go to Miama, where they will launch a news-photo service.

FACA Studying Control Of Liquor Advertising

STRICT REGULATION of all liquor advertising is being consid-ered by the Federal Alcohol Control Administration following hearings Nov. 22 on control proposals. An implied warning was sounded by Administrator Choate that the industry must "reform" its advertising or face a revival of Dry sentiment. While saying that misrepresen-

tation has not been general, Mr. Choate explained that some advertisements have been deceptive. Proposed regulations were set forth at the hearing, which was attended by representatives of liquor industries, public liquor control agencies and advertising in-

hundreds of celebrities in broadcasts from Miami in the winter and Richmond in Johnny Johnstone Goes One phase of the expanded oper ations will relate directly to advertising, which also figures indirectly in virtually all of the projects. This deals with the National Retail Credit Survey, now conducted annually and which in the past covered six kinds of stores in 29 cities To be expanded to cover 12 kinds of stores in some 75 cities, the information to be gathered will

cover "some scientific measures of the total volume and distribution of advertising expenditures," Mr. Engle said. The studies to be undertaken, it was stated, follow as closely as present funds and personnel will permit, the recommendations made in the recent report on the Com-

mittee of Elimination of Waste in Distribution of the Business Advisorv and Planning Council of the Department of Commerce. The advertising study, Mr. Engle added is in line with the advisory committee's suggested program.

The survey on trends of retail sales will include data showing the trend in each region of the country. The study will be published, under present plans, for the benefit of industry generally. All newly available market data also will be published.

WLS Is Host to 10.000 Children at Chicago Fair

NEARLY 10,000 underprivileged children of Chicago and Cool County, Ill., were enabled to see the World's Fair last summer by wirtue of a project developed by WLS, Chicago, according to a re-port submitted to the FCC Nov.1 by Glenn Synder, manager of the station. Listeners and friends of the station made the undertaking

possible through contributions and other tangible help. Always cognizant of the public

ervice aspect of radio, Burridge D. Butler, president of WLS, operated by the Prairie-Farmer, arranged for the project. Homer Griffith, "The Friendly Philosopher" of the station, conducted it Monetary contributions amounted to \$3,000, while numerous business and manufacturing companies contributed such items as candies gum, transportation, and entertainment.

THE YEAR'S best advertising buy will be the 1935 YEARBOOK. Las forms close Dec. 15.



ANOTHER STRIDE FORWARD!



design and the last word in efficiency they represent another stride forward in KOA's service to advertisers.

On December 15, 1934, KOA opens its new More and more, advertisers are using KOA to studios, Denver's own Radio City. Modern in reach and sell the Mid-Rocky Mountain market. Full information on time available, rates, and results of other advertisers can be received from \wedge the station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

WRC & WMAL

WEAF & WJZ

NEW YORK ***** WASHINGTON ***** CHICAGO ***** SAN FRANCISCO WMAQ & WENR

KPO, KGO & KYA

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

December 1, 1934 • BROADCASTING BROADCASTING • December 1, 1934

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Cooperation Urged as Solution To Educatonal Radio Problem

Filing 55.000 Word Brief With FCC, the NAB Submits Final Argument for Status Quo

ENCOURAGEMENT of cooperation between commercial broadcasters and groups primarily concerned with the broader aspects of education, rather than specific allocation of broadcasting facilities to such non-profit groups, is urged in a 55,000-word brief filed with the FCC Nov. 26 by the NAB. The brief is the final argument for the broadcasting industry in the case involving proposals that fixed percentages of facilities be allocated by Congress to educational groups.

In summarizing the testimony adduced at the hearings before the Broadcast Division from Oct. 1 to Nov. 12, the NAB brief recommends that the FCC, in its report to Congress due on Feb. 1, find that "it is neither necessary nor desirable that Congress should, by statute," allocate facilities as pro-Further, it recommends, posed. based on the voluminous evidence, that the FCC should not, either under its present authority or under authority which might be conferred upon it by subsequent legislation, undertake any such preferential allocations.

Fostering Progress

THE AFFIRMATIVE recommendations are that the FCC should encourage the development of American broadcasting by increasing its stability through the granting of licenses for materially longer periods than at present, and that it should "actively encourage closer and more widespread cooperation between the commercial broadcasters and the groups primarily concerned with the broader aspects of education. to the end that American broadcasting, with all the advantages of competitive ownership and operation, may make still more rapid progress in the future toward providing a completely satisfactory service to the people of the United States.

Strangely enough, the Joy Elmer Morgan educational group which has persistently lobbied for governmentally controlled radio and which led the opposition forces at the FCC hearings, failed to take advantage of the opportunity af-forded to file a brief summarizing its arguments. The closing date for the briefs was Nov. 26.

Instrumental in drafting the NAB brief was Henry A. Bellows, legislative chairman of the NAB, and Philip G. Loucks, NAB managing director, who directed the industry case before the FCC. The record of testimony at the hearing covered 14,000 pages, or approximately 4,000,000 words, and embraces the most comprehensive portrayal of the program services of American broadcasting ever gath-

ered. Broadcast Service

The introduction of the brief, digesting the arguments advanced. follows in full text:

1. The record of the hearings be-fore the Broadcast Division of the

Federal Communications Commission pursuant to Section 307 (c) of the 1934 Communications Act constitutes the most significant statement ever made of the aims, purposes and methods of radio broadcasting as conducted on the basis of competitive private iative. Its more than 14,000 pages of testimony and evidence eloquently relate the services which American broadcasting, conceived and maintained in accordance with American traditions, is rendering to the people of this country. Long, the agency and sponsor worked puickly and the day before the context the station was in-formed that the contract was ready. Continuity was telegraphed

2. The brief submitted on behalt of the National Association of Broad-casters is a condensed digest of this pecord. It points out, from the mass off evidence presented, the salient features., Citing the testimony of scores of leaders in the use of broadcasting for the public welfare, both within and outside of the broadcasting industry itself, it shows that American broadcasting has built up and is steadily increasing that vast audience without which broadcasting is a futile

waste of invaluable facilities. 3. In every field of endeavor for human betterment, in education, in religion. in charity, in the spread of political, social and economic under-standing, in the service of the understanding, in the service of labor and agriculture and the home, the great majority of representative leaders, both national and local, are glad to testify that American broadcasting, competitive and therefore free, aids them in a manner and to an extent which under any other system would

be utterly impossible. 4. More than this, the record shows that American broadcasting, precisely because it is conducted as a highly competitive business, goes far beyond merely placing its facilities at the

IN THE V

"THE R

5689

FOR ITS 146th consecutive pro-

gram, the Liberty Bank of Buffalo,

presented a radio adaptation of the

current movie "The Richest Girl in

the World." using stage money for

an audience build-up. The day be-

fore the program a girl, richly

clad, drove around in a big auto-

Withunter FAC-SIGNE

Fan Magazine to Direct Gold Medal Award for Year's Best Announcer

PICKING HOT SPOTS

Alert Sponsors Can Cash in on

- Big Events of Moment -

TAKING advantage of the intense

interest in the recent Vanderbilt-

Louisiana football game at Nash-

ville, the Chevrolet Motor Co.

broadcast a play-by-play account

of the game over WSM, Nashville.

The idea for the program came

from Joe Spadea, of the Detroit

office of Edward Petry & Co., rep-

Observing the ballyhoo surround-

ing the L. S. U. expedition to Nash-

ville, to be led by Senator Huey

Long, the agency and sponsor

service of others, and definitely cre-ates a service of its own. It brings to every radio-equipped home the

voices of the world's leaders in thought

and action, the music that, a decade

ago, could be heard only by the privi-leged few, the best in entertainment

that the whole world affords. With this it combines a local service to

and close contact with local prob-

considerable community, a serv-

built up by years of experience

5. The record shows that this serv-

ice of American broadcasting to the public has been created 'and main-tained by the initiative of American citizens, regulated only, in so far as

the wisdom of Congress saw from the

outset that regulation was essential

to avoid chaos. It shows that under

(Continued on page 22)

BUFFALO. N. Y. NOV. 11 1934

"The Richest Girl in the World"

C

nn Goodlor

mobile with police escort and scat-

tered "money" right and left. The

bank advertises its trust and travel

services, safe deposit boxes and

other departments over WBEN

each Sunday with a dramatic pro-

10-12

that night.

LIBERTY BANK OF BUFFALO No. 3842

ORDER OF ANY RADIO LISTENER

ONFEDERATE STATES AMERICA

Will pays TEN to Bearer

((Richmond.)) September 9. 1861.

Bank Uses Mock Money to Exploit Broadcast

SSSSSSS A WEALTH OF ENTERTAINMENT SSSSSS

BECAUSE of new policies recently adopted, the American Academy of Arts and Letters has withdrawn its sponsorship of the annual gold medal award of the best radio an. nouncer of the year. Starting with the 1934 award, to be made early in January, the selection will b made under the direction of Radio Stars, fan magazine edited by Cur. resentatives for WSM, and he tis Mitchell, in collaboration with turned over the suggestion to board of review consisting of Campbell-Ewald Co., Inc., agency radio editors of leading news handling the Chevrolet account, papers. just two days before the game.

The award, as formerly, will be made to a network announcer In ad of being confined merely to action and delivery, the award hereafter will be based on enunciation, delivery, microphone personality, adaptation to the mood of the program, and versatility Awards in the last five years have been made to Milton Cross, NBC 1929; Alwyn Bach, NBC, 1930 John W. Holbrook, NBC, 1931; David Ross, CBS, 1932; and James Wallington, NBC, 1933.

The judges for the 1934 awar will be: Alton Cook, New York World-Telegram; S. A. Coleman Wichita Beacon; Norman Siege leveland Press; Andrew W Smith, Birmingham News & Age Herald; Lecta Rider, Houston hronicle; Si Steinhauser, Pitts burgh Press; Leo Miller, Bridge port Herald; Charlotte Geer, New ark News; Richard G. Moffett Florida Times-Union, Jacksonville Dan Thompson, Louisville Times R. B. Westergaard, Des Moine Register & Tribune; C. L. Kern. Indianapolis Star; Larry Wolters Chicago Tribune; James E. Chim. Washington Star; H. Dean Fitze. Kansas City Star; Vivian M. Gar-ner, Wisconsin News, Milwauke: Joe Haeffner, Buffalo News; Joh G. Yaeger, Cincinnati Enquirer, Martin A. Gosch, Courier-Post. Camden, N. J.; Oscar H. Fernbach San Francisco Examiner; Jac Barnes, San Diego Union & Trib une; and Curtis Mitchell, Radio Stars

New Disc Series

COUTHWER

MEMBER STATIONS

WICHITA FALLS

KTAT

SOUTHWE

New Rate Card in the Mail!

WACO TEMPLE

KRLD

KGRS

WITH

MACGREGOR AND SOLLIE, San Francisco transcription producers have finished a series of 15-minute transcriptions for the Moscow Movement and have been authorized to start a series for the Geppert Studios (photos) of De Moines. C. P. McGregor, presi dent, also announces that contracts for its service have been signed with nine more stations KHQ, Spokane; KID, Idaho Falls; KSL, Salt Lake City; CJOR, Vancouver, B. C.; CHWR, Chilliwack B. C.; CFJC, Kamloops, B. C. CDAC, Calgary, Alb.; CJOC, Lith bridge, Alta.; CJCA, Edmunton, Alfa.

THE CALL letters WMFI have been assigned to the new station at New Haven, Conn., authorized Nov. 13 by the FCC upon application of Patrick J. Goode. The station has been authorized to oper ate on 900 kc. with 500 watts day The protest period under the regu gram under the direction of James E. Corbett, as director. lations expires Dec. 6.

www americ

BROADCASTING • December 1, 1934



KWKH, Shreveport, Louisiana-and KGRS, Amarillo, Texas-bring the SBS Network up to 12 stations and add valuable marketing territories to the 10 regions already well covered by this System. The location of stations is shown on the map below.

Southwest Broadcasting System's Network of 12 stations gives the most complete Southwestern radio coverage available in any broadcasting system, plus localized merchandising influence in each of its 12 important market zones. Chevrolet is an example of the type of organizations that are turning to SBS to do for them in the rich Southwest market what no other network or group can do.

Agencies and advertisers are agreeably surprised to learn that Southwest Broadcasting System's 12 stations, now welded into a network of High Fidelity Lines

> which may be fed from any one or more of its studios comprise the most *flexible* network hook-up in America. Let us tell you more about SBS's coverage, listener audience, network flexibility-and some choice time still available. New rate card with general information is now being mailed to our list of agencies and general add vertisers. Be sure to write us, if you do not happen to be on our list.



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CBS to Broadcast New Foreign Series Far Points of the Earth Are to

CBS PLANS

what is described

as the most am-

bitious schedule

of international

programs ever ar-

ranged for the winter, with far

points of the

BRÓAD C A & T -

ERS everywhere

can learn much

from my recent

experience with

Supreme Court

Justice Alonzo G.

Hinkley, who cited me for

criminal con-

tempt of court,

iail sentence and

come.

for

gave me a 30-day Mr. Albertson

fined me \$250, all of which was

promptly reversed by a higher tribunal. The outcome is a victory

for radio in general. Here at

WEBR we had the courage to

stand our ground, and the formal

decision will serve as a beacon

light in similar cases for years to

Back in 1930 I originated "Ye

Old Town Crier," a weekly half-hour feature which has brought

good will and prestige to WEBR because we have made of it a ye-

hicle of public service. Among

Be Reached During Winter



globe to be brought to the Mr. White American audi-

Cesar Saerchinger, CBS European director, who recently visited this country, and Paul White, chief of the CBS public events and special features department, have outlined and arranged a series of international special features which. by the time they are completed next Spring, will have brought WABC-Columbia network listeners into contact with almost every continent and many nations of the globe, and important foreign events and cross sections of life never before broadcast.

Near East Programs

TESTS ARE now in progress between short-wave stations in Northern Africa and New York, and as soon as they are completed Saerchinger will inaugurate the series of international broadcasts with the cooperation of Radio-Niaroc, the French colonial broadcasting outpost in the northern part of the Dark Continent. Two of the principal countries of the Near East to be invaded by CBS microphones are Morocco and Egypt. Detailed plans for the Near Eastern programs will be announced later.

Proceeding on the Columbia tour of the world, Saerchinger is making arrangements for some colorful broadcasts from Spain and a series of special monthly programs to be radiated to America from Rome. These will include an outstanding opera relay from Milan. and special programs from Venice, Florence, Naples, and other points. A broadcast of particular interest is a first-hand description of the recent excavation activities at Herculaneum, revealing in startling manner the results of the catastrophe which overtook the inhabitants when Vesuvius destroyed the an-

cient Roman city. Many December programs will originate in England. These will include broadcasts from the enshrined homes and cottages of several of Britain's literary immortals. Outstanding will be a repeat broadcast Dec. 16 of the toy town program from Nuremberg, and early in January the first American relay from Luxemberg, the smallest sovereign country in Europe, will take place.

Exchanges of Views

A SERIES of exchange views on municipal problems, discussed in two-way broadcasts by officials of American and European cities, also appear prominently in the international line-up. This group will come under the general heading of "A Tale of Two Cities." Later By ROY L. ALBERTSON General Manager WEBR, Buffalo from "Ye Old Town Crier." He finally threw the case out of court by dismissing it without even filing a formal opinion.

"Ye Old Town Crier" has continued to condemn the judge's conduct. Finally, on Nov. 13, the judge issued a writ against me, compelling me to appear in Su-preme Court. This was at 3 p. m. When I informed him my counsel was 150 miles away, and could not reach Buffalo until about 8 p. m., he turned me over to the custody of a deputy sheriff until that hour, when he held a night session, an extraordinary event in the Supreme Court here.

At that hour, after my attorney had sought a reasonable adjournment in which to prepare my defense, the judge refused to allow me bail, even though the charge was only a misdemeanor. He ruled that he would try me next morning at 10 o'clock, and ordered me held in the county jail overnight.

Released and Hunted

After hearing formal objections from my counsel to the effect that

he could not act in the many-sided

role of accuser, sheriff, judge and

jury in passing upon my guilt or

innocence, Justice Hinkley imposed

sentence. In setting it down in the record he remarked to the

crowded courtroom that he wanted me confined "in a common jail"

and in "close custody." Once again I was taken to the

county jail, where I was greeted

by an impressive reception com-

mittee, headed by none other than

the Mayor of Buffalo, and many

other public officials and friends

who had come to my rescue. Soon

after I was booked there another

Supreme Court Justice—the Hon. George A. Larkin—signed a writ of reasonable doubt, and that re-

This writ was argued two days later before the appellate division

in Rochester, which dismissed the

whole matter, and, contrary to custom, issued a formal explana-

tion of its decision because of the

Freedom of Radió

"BRIEFLY, the decision upholds in New York state our constitu-tional guaranty of liberty of the

in the particular court criticized.

is unrestricted under the Constitu-

"In other words, the court holds

tion of the United States.

widespread interest in the case.

other things, "Ye Old Town Crier" I HAD NO SOONER left his courtconducted an investigation of the room than I was released on an affairs of the Niagara Share Cororder signed by City Judge Robert J. Summers. When Justice Hinkporation of Maryland, which is officered by several prominent Bufley learned from newspaper refalo bankers and financiers. When porters that I was at large he dewe had completed our independent manded that the sheriff locate me inquiry an "expose" of the Niagra at once and throw me in jail. They did not find me, and I was in Jus-Share firm was broadcast. This broadside resulted in two tice Hinkley's court at 10 the next morning.

leased me.

major developments: (1) The filing of a \$300,000,000 action by minority stockholders against the officers and directors, and (2) the launching of an official investigation by Attorney General John J. Bennett, who already has admitted in court that his inquiry is bearing out the truthfulness of many of the charges made by "Ye Old Town Crier.'

Rebuking the Judge

JUSTICE HINKLEY presided at the trial of the stockholders' action. His conduct on the bench during that proceeding brought sharp criticism time and 'again

in the season there will be a trans-Atlantic debate between students in some of the noted boarding schools of England and of the United States, and "Labor's New Deal" will be the subject of a two-way broadcast between the great leaders of labor in the United States and Great Britain. Also, Saerchinger has arranged an exchange series of an educational nature between CBS and the Soviet Russian broadcast committee, the British Broadcasting Corporation, and the EIRA in Italy and Sweden. Spring plans include an Irish Sweepstakes broadcast from Irevas the way my counsel, M. H. Cahill, described it. "One of the main points decided is that com-ment—and this includes comment on the air—upon the behavior of a court in cases fully determined

land; another songbird broadcast from the English countryside; a sunrise program from a mountain peak in Switzerland; and a midnight sun broadcast from Sweden. During the summer full coverage will be given to the great sporting. events of Europe, with one or two outstanding "first-time" broadcasts

Are Being Shifted WITH THE REMOVAL of KYW. Chicago, to Philadelphia, Dec. 3

a number of the station's features are being switched to other local stations. Most important of the changes is the Marshall Field & Co. "Musical Clock," which was originated at KYW five years ago. Up to press time no announcement had been made as to which Chicago station would get the ac-count, although WBBM at present is carrying an identical program sponsored by Armour & Co. at the same time, 7-9 a. m. week days. All of the major stations were un-derstood to have bid for the account. The "Sunshine Hour," another

Old KYW Features

feature employing phonograph rec. ords, broadcast on Sunday morn. ings, has been moved to WMA0 and will be heard 9-11 a. m. This feature was originated by Paul McClure, the present announcer, and Morgan L. Eastman at WENR in May, 1927. When that station was taken over by NBC the hour was taken to KYW.

Another program which is nearly as old as KYW itself is Uncle Bob's children's hour which shifts to WIND, the ABS outlet The program is broadcast daily at 5 p. m. Other accounts of the station have not made announcements as to where they will shift. Drug Trade Products (Peruna, Acidine, Kolorbak, etc.) has been using one hour a night for several weeks and will not likely resume on another station immediately.

where comments are made, either by oral utterances or by publication of an entirely retrospective character, they come within the sphere of authorized comment, unless they affect a judge personally, in which event he cannot resort to contempt of court proceedings, but must avail himself of his remedy in an action for libel or slander, the same as any other citizen. "In this particular case the court

properly held that the alleged statements made by 'Ye Old Town Crier,' while they might be construed as an affront to Mr. Justice Hinkley, were not legally an affront to Mr. Justice Hinkley, were not-legally an affront to the judiciary and, therefore, Judge Hinkley had no legal right to in-stitute contempt proceedings against Mr. Albertson."

So much for the rumpus with Justice Hinkley. We are going right ahead with our work as "Ye Old Town Crier," and are prepar-ing to move for impeachment of Justice Hinkley. Formal statement to this effect was made in Buf-

falo press, by me while my appeal was still pending at Rochester. Some idea of how sensational this whole affair has been can best be described by mentioning one sidelight. When I was jailed by Justice Hinkley a rival station-WBEN-broke into Jack Benny's program to flash the news.

The whole thing held Buffalo and Western New York agog for eight days straight. We have received thousands of letters, cards and calls upholding "Ye Old Town Crier.

www.american

BROADCASTING • December 1, 1934

NOW BROADCASTING FROM PHILADELPHIA

KYW

10,000 WATTS 1020 KILOCYCLES

B **RED NETWORK**

OUTLET

Further Expansion Is Planned by ABS As Sponsored Programs Get Under Way

formight.

program.

its first spon-

of Adam

Commercial Staff Enlarged: New Stations Soon to Be Added to the Network As It Is Now Constituted,

Chicago.



Co., New further expansion of the American Broad-

asting System has been instituted hrough appointment by President George B. Storer of Albert A. Cormier, well-known broadcaster.] as president in charge of sales, and of Ed. Aleshire, head of the radio department of Lord & Thomas, Chicago, as sales propotion manager. Mr. Cormier, who assumed his

her cormiter, who assumed his new post Nov. 26, formerly was general manager of WOR. New-ark, which post he left three months ago, after eight years of continuous service, primarily; as sales manager. He is credited with having originated and sold the first commercial time announcement. and is widely known in industry circles because of his pioneering efforts. Prior to entering radio, he was a newspaperman and was active in the trade journal field Mr. Aleshire has been head of

the Lord & Thomas radio department since last June. Prior to as-



use of the network by the Adam Company on future championship battles. The broadcasts to date TRAFFIC COURT BROADCASTS_Here is a broadcast from Chicago have been on Friday evenings, and Traffic Court over WBBM. Left to right, Chief Justice John Sontstehr have lasted an average of an hour. standing with papers in hand; Mayor Edward J. Kelly; seated at micro-Among other sport features phone, Judge John Gutknecht; H. Leslie Atlass; vice-president of CBS. scheduled on the network and held be of similar interest to many

classifications of sponsors, are the have been substituted except for National League hockey games, also from the Madison Square Garservice from Philadelphia to Tren-ton and Wilmington, on which den, now broadcast for an hour and Western Union lines still are bea quarter each Thursday and Suning employed. On Nov. 25, a congratulatory

day evening. Expansion of the physical netprogram for WPRO, Providence, work of ABS will soon involve in-I., outlet, was broadcast over clusion of WABY, Albany, N. Y., ABS to mark the beginning of its while other immediate prospects were said to be WROK, Rockford, operations on the 630 kc. channel with additional power. Ill., and stations in Kansas City ABS was forced to cancel its broadcast of the Army-Notre Dame and Columbus. Whereas Western Union lines heretofore have been used for the Eastern segment of

game on Nov. 24 because of the wrecking of the remote equipment the network, from New York to Washington, A. T. & T. circuits occupants of the box from which ABS was handling the broadcast.

This explanation of the incide was made by Mr. Storer: "Spectators of the game inter-

fered with our broadcasting of the Army-Notre Dame game this aft. ernoon, assaulted our announcers and engineering staff, and damaged our equipment, with the re sult that it was impossible broadcast. Subsequently arrest were made, and the matter will be prosecuted. Any profanity heard over the air was on the part of the spectators who assaulted our staff. We deeply regret this occurrence and hereafter police protection will prevent its recurrence."

RESULTS IN TEXAS! THE PRAETORIANS IFE INSURANC ALLAS, TLAAS An Unsolicited Letter That Speaks For Itself Again thanking you Details of our plan of cooperation will be mailed you upon request:

KFDM SABINE BROADCASTING CO., INC. BEAUMONT, TEXAS RADIO PUBLICITY, INC. P. O. BOX 2950 Chicago, Illinois Pacific Coast Representatives WALTER BIDDICK COMPANY San Francisco Seattle Los Angeles Denver

BROADCASTING • December 1, 1934

More Dollars Are Spent Directly on KNX than any other **Pacific Coast Station**

For Your 1935

Schedules Remember:

HERE IS WHY-

- 1. Keyed copy proves outstanding low cost pulling power.
 - (a) Magazine publisher gets subscription for 12c.
 - (b) Insurance company saves 62% on inquiry cost.
 - (c) Food manufacturer receives 58,715 package tops in 30-day contest.
 - (d) Cosmetic firm gets 10c inquiries.
 - (e) Soap manufacturer gets more results from KNX than from 3 other high powered, cleared channel stations in U. S. combined:
 - (f) Dentifrice firms get better results than any advertising in U.S.
 - (g) Medical account reduces inquiry costs 25% and increases closures 40%.
- 2. Analysis of 20,479 letters received by one KNX client from 11 western states shows the percentage from each practically parallels the percentage of radio sets in each state.
- 3. In Los Angeles, food advertiser broadcasting simultaneously over 3 stations gets 54% of total response from KNX.



- 4. In the Los Angeles market, there are 3-areas of about 300,000 families each. 500 watts reach the first (10-mile radius), 1000 watts are needed to reach the second (next 30 miles) but 50,000 watts or more are needed to reach the third area (next 100 miles). One third of KNX mail comes from each area showing KNX coverage of all three thirds, the whole market. As a bonus, you might say, KNX with 50,000 watts also gives you coverage of the entire western market.
- 5. True, there are three other 50,000 watt sta-tions in the west, but KNX is the only one that commands an audience in all coast communities (due partially to peculiar technical advantages of location of transmitter.)
- 6. As evidence of its confidence, KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city, town, or hamlet having a population of 250 families within 1,000 miles of KNX studios, from which KNX cannot produce immediate evidence of tune-in either written, wired or telephoned, with merely one request made over the air on KNX.





"---the only Radio

Would Cooperate With Educators

(Continued from page 16)

ance.

We Claim a 90% Listening

Audience—and Can Prove It!

definitely handicapped in their

efforts to promote freedom of

Toledo's Only

STATION

Representative

John Kettlewell

634 Palmolive Bldg.

919 N. Michigan

Chicago, III.

RADIO

The convert area industrial of itself, consists industrial of convert area industri

other possible system could the allie have the benefit of such wide locess to the world's best program talent, or of such freedom of expression for all that is most truly representative of our national life

DOMINATES

THE

NORTH

HEAD OF THE LAKES

BROADCASTING CO.

You HAVE an idea you

WANT to put across

You WANT an idea to

IF RESULTS are your idea of a payoff

LET

WEBC

PUT

IT ACROSS

Write or Wire

WEBC

HEAD OF THE LAKES

BROADCASTING CO.

Duluth

Superior

Page 22

put across

Duluth

Superior

64 Only a comparatively few are re-corded as recommending any essential charge in the American system of braddgesting, and among those few there is little evidence of clear arrea. ment. Against them stands the over-whelfning record of how American broadcasting serves the people, a rec-ord lostablished in large part by the testimony of those whose purpose is, in the broadest sense of the work of

7. That neither Congress nor the Federal, Communications Commission should destroy or impair this service to the public is the one conclusion to which the entire record leads. It is made manifest that any system of al location which considers the desire-and special objectives of individual organizations rather than the wishes the people as a whole would thus destroy or impair this service.

8. Nowhere in the record is it asserted that American broadcasting today rests content with its achieve-ments; rather, it is made clear that every broadcaster looks forward to still greater service to the people who as listeners, must always be the final arbiters. But the record is far more than : a vindication of American broadcasting; it is conclusive proof that the initiative and vital energy of a new and great American industry are vendering such a service in the are prendering such a service as, an bradl education of our people as, an any other basis, could not possibly have been realized. Commercial broadcasters, it is

BASIC

COLUMBIA

STATION

Representative

Jos. H. McGillyra

Room 1703

485 Madison Ave

New York, N. Y.

contended, have provided facilities

WSPD

is the ONLY producesting and its a station in constituent of the position in this a station three position in it in a

exclusive position (

exclusive position is in a class by itself.

STUDIOS:

Toledo, Ohio

Commodore Perry Hotel

speech by the provisions of the Radio Act of 1927 and the Com. munications Act of 1934 regard ing "profane, obscene or indecen for non-profit broadcasting despite language," and the decision of the repeated evidence that such broads, Nebraska Supreme Court holding casting often involves a considerthe broadcaster jointly liable with able loss of audience. This has the speaker for libel or slander even when the broadcaster is spe been done, the brief brings out, becifically denied all right of cen. cause of the broadcasters' conception, of their duty to the public.

sorship over the material thus broadcast. * * * A strong plea for enactment of "The record makes it evident law which will remove statutory that these provisions of law occalimitations relating to freedom of sion a much closer supervision of speech is made in that portion of material prepared for broadcast the brief devoted to censorship. ing than, in the interests of real "The commercial broadcasters," it freedom of speech, the broadcast is stated, "have in general, exerers themselves desire, and that it cised no censorship in restraint of the clearly expressed belief of the free speech over programs in cocommercial broadcasters that free operation with non-profit organidom of speech can best be mainzations. Editorial selection is rentained by relieving the broadcas dered absolutely necessary by the ters of such artificial legal restric fact that broadcasting time is limtions as do not, for example, apply ited, and that a broadcaster canin like instances to the newspa not add hours to the day as a newspers. paper may add pages to an edi-

On the main issue of allocations the brief brings out that in the en "The entire record does not retire record there are no specifi veal evidence of a single authenproposals, supported by either ev ticated case of censorship by any dence or argument, that the Com. broadcasting station or network. mission recommend to Congress Many programs have, of course, any form of statutory allocation been refused, because of (a) lack of a fixed percentage of broadcast of available time, (b) lack of pubing facilities. While two propos lic interest in the subject at the als-one by a man purported t moment, (c) doubt as to the repbe spokesman for the Tennesse resentative character of those of-Valley Authority, and a second by fering programs, or (d) due rethe American Federation of Labo gard for the law and for the readid suggest some form of legissonable decencies of public utterlation for class allocations, both were officially withdrawn from the "The record shows however, that the broadcasters have been record.

Administrative Duty

TO SUPPORT the conclusion that there is no qualified sentiment for statutory allocations, the brief quotes Congressional debates or radio legislation over the past dec ade showing repeated objections t such proposals. These debates, i is held, show conclusively that students of radio legislation have al ways considered allocation of fa cilities to be an administrative and not a legislative function.

"The broadcasting industry it self," the brief continues, "has repeatedly pointed out, through the NAB, that any attempt to allocate broadcasting facilities by legisla tion would completely destroy the orderly system of allocation built up by the Federal Radio Commission and substitute therefor a con dition of chaos in which the chief sufferers would be the American people

Strong Evidence

FINALLY, it is stated that since the record discloses no specific evidence or argument favoring legislative action within the scope of Section 307 (c) of the Commun cations Act, ordering the study of the FCC, "and contains ample and strong evidence against such leg islative action, the Commission may reasonably conclude that: "1. There is in the record m adequate basis for any recommendation to Congress favoring specific legislative action within the scope of Section 307 (c).

"2. Allocation of broadcasting facilities by Act of Congress not in the public interest. "3. It is assumed by those ad

BROADCASTING • December 1, 1934

vocating any material change i existing principles and practice

www.america

(Continued on page 42)

Retail Tie-up for Wholesaler's Spots A Bakery Cooperates With Its Outlets and Finds Quick Profits Cemetery Pick-up in Sales as Result of Announcements

By ROTHE D. FULKS

MAYBE IT WAS an accident, but we prefer to say that Brown, to put local spot advertising to work in a manner that has paid for itself over and over. And how do we know it has been successful? Well, any member of the haking industry will tell you that when advertising expense shows up on the monthly sales sheet in the form of greater sales, it is usually money well spent.

But Brown, Greer and Co., makers of Kern's bread and cakes and one of the large baking plants of East Tennessee, hasn't always found radio advertising a bed of roses. As a matter of fact, we have had some hard sailing in radio's stormy seas during the past three or four years.

Back on the Air

FOR A WHILE it looked as though we would have to give radio back to the Indians, especially after we had tried it a half dozen different ways, including sponsored musical programs, limerick contests, broadcasts direct from the city courtrooms, and other more orthodox methods of presentation. Most of these were excellent features, but at best were only builders of good will or institutional favor and never did we feel that they were profitable from a direct sales standpoint.

Our rennaisance in local radio advertising came in April, 1934, after we had put radio out of our minds. At that time on the face of some convincing facts from a representative of station WROL, we more or less hesitatingly agreed to place our account back on the

air. The station practically guaranteed results on an intensive announcement campaign with a mer-. chandising tie-up. As a result we contracted for five announcements daily, buy only for a period of 30 days as our initial agreement. The feature clicked from the first announcement, and the results have been such that we have continued without interruption for over eight months, and at present we have no intentions of dropping this service.

How It Worked

IN A GENERAL way the plan worked as follows: Before starting the announcements we contacted a number of retail stores in Knoxville that were stocking our line of bread and cakes, but were not as good sales outlets as we thought they should be. As an expression of cooperation with these retailers we agreed to include mention of their stores in our radio ads in exchange for certain favors on their part.

ally resulted in increased sales of For instance, we agreed to turn our products. 3 over one announcement daily for a week to a certain retailer to adcreased interest on the part of the

history com

December 1, 1934 • BROADCASTING

Sales Manager. Brown, Greer & IT WASN'T always thus, recalls a Tennessee bakery's co., Inc., Knoxyille, Tenn. sales manager, réviewing his radio experience. But from a bit of station salesmanship, plus some shrewd fully too, by Inglewood Fark Cem-Greer and Co. figured out a way planning, there developed a profitable arrangement for station. client and client's retail outlets. How the plan worked out is an interesting success story and Mr. Fulks is in the best position to narrate it. The plan started producing the moment it was placed in operation and the bakery's sales sheets offer evidence of the results.

> vertise his business. The retailer then signed a contract with us agreeing to feature our products during the week his announcements were given, to display Kern's bread and cakes, and to let us designate the position of the display in the store. He further agreed to call his store personnel together and let our sales manager go over the whole plan with them, and to have all clerks call Kern's products to the attention of all phone calls. house calls, and store customers. In addition, the retailer agreed to give us a statement of all the brands of bread and cakes sold

> > Sales Augmented

THE ANNOUNCEMENTS gave the name and address of the store. a mention of its owner and the personnel, also a brief history of the store, and in conclusion an invitation to the public to visit the store and to see the Kern's display. In that way the plan was neither a violation nor infringement of bakery or broadcasting codes.

during the month.

At first it might seem that the station would lose the business of the retailers who participated in these announcements as they could get them free in this manner. Such is not the case, however, because practically all the retailers to whom we have extended this service have been too small to be considered profitable prospects by the station. They would be extremely

submarginal. It is the opinion of WROL that their sales have been augmented, at least in a small way, as some of the participating retailers have entered into small contracts with the station, and inquiries have been received from two or three other food manufacturers as to the cost of such a service.

Beneficial Results

us in at least five different ways:

1. The announcements have given

us direct advertising for Kern's

2. Increased general sales in the

3. The store displays and in

retail stores featured have natur-

bread and cakes. ,

out of Knoxville, having found it

successful in distances up to 50

miles, with accounts at greater dis-

tances in our future plans. AS WE LOOK back on our ex-Our experience with this parperience with this particular broad; ticular type of radio advertising cast-merchandising tie-up, we can

our sales.

has been eminently successful, and see how it has been of henefit to has shown us conclusively that there is a profitable place for radio in our advertising budget. KIUJ are the call letters assigned

MR. FULKS

store personnel in Kern's products

4. The summary of sales for the

month furnished us by the retailer

show our own sales against those

of our principal competitors in this

particular store. The information

here is of great potential value as

it is an index to comparative sales

with other competing brands in

various points throughout the city.

In the stores where we are weak

in sales, we can immediately begin

to study the particular situation

and to do what we can to boost

5. The "gift" of these announce

ments to the retailer is an expres-

sion of interest on our part, and

is a means of gaining the lasting

we have already put more than a

hundred retailers on the air via

this service to our accounts radially

WROL, and we are now extending

At the rate of five stores a week

good will of the storekeepers.

necounted for additional sales.

the broadcasts." the new local station at Santa Fe, No other form of advertising is Mex., authorized Nov. 13 by the used by the Inglewood Park Ceme-FCC to operate on 1310 kc., untery Association, except newspaper limited time with 100 watts. The notices put in all the metropolitan licensee is J. H. Speck. papers the day of the broadcast.

Selling Indirectly **Through Broadcast** Los Angeles Firm Has Neat Plan of Radio Promotion

SELLING cemetery lots by radio involves delicate programming, but it is being done, and successetery Association of Los Angeles. which put on its four hundredth broadcast Nov. 8 over KHJ, Los Angeles. It is one of the oldest of all sponsored programs. The success story of Inglewood starts with the birth six years ago

of an advertising idea that has been so successful that it has not been changed materially since its inception. Similar concerns throughout the nation have written to Inglewood's agency, the Advertising Arts Service, seeking details and permission to mould it to their own needs.

Program Problems

BASICALLY, the plan was a radio concert with little sales talk and direct selling, yet one that would create an increasing amount of community good will. Working from this plan, the organization first took to the air on Labor Day, 1928, with two programs of recorded programs weekly. After a few weeks, live talent was substituted and a half-hour program broadcast once weekly, a policy that has not been interrupted.

Frederick Stark, present conductor of the orchestra, joined the program in the latter part of 1930 and has arranged each broadcast since that time. The programs are built around, a theme selected at least a month ahead to give the conductor time to choose numbers and arrange them.

Programming has been centered on a definite appeal without an oversupply of direct selling, says Paul R. Winans, radio manager of Advertising Arts Service, who hashandled the program from the beginning. "The program uses three well-chosen, one-minute commercials," he explains, "opening, middle, and closing. With few exceptions, we have adhered to the policy of presenting an all-musical program in the proven belief that

we in this manner gain a maximum of good will from the community in which we are located.

The Sales Aspect

AS TO THE SALES value & the program, V. H. Nee, sales manager of Inglewood, says: "Our job is to sell adults in their

homes, the major problem being to gain access and be accorded the opportunity for making a proper presentation. We believe our radio concerts provide the introduction needed, and their influence in completing sales is voiced by our salesmen, who consistently report voluntary comments from prospects expressing their appreciation of

We are proved the our neighbor WLW is the greatest broadcamy station in the world We are happy in se tribute that UCKY is accepted as the next hoice for covering the Cincinnati market L.BUILSON

BROADCASTING Published Semi-Monthly by BROADCASTING PUBLICATIONS. Inc.

Broadcast Advertising

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

Executive and Editorial Offices: National Press Building, Washington, D. C. Subscription Price: \$3.00 a Year - 15c a Copy - Copyright, 1934, by Broadcasting Publications, Inc. EUGENE V. COGLEY. National Advertising Representative. National Press Bldg., Washington, D. C. J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Magager

The Cost of Radio

NOW, more than ever before, national advertisers are hungry for facts about radio. This was strongly evident at the ANA convention in Atlantic City. The amazing accomplishments of numerous manufacturers who have used the air judiciously has had the effect of arousing intense interest in radio among practically all users of advertising space.

It was only natural that these national advertisers, as a group, should deplore the high cost of radio, particularly calent. After all, they are the folks who foot the bill, and they are but to strike the best bargain they can. They have been battling incessantly with publishers over space rates based on bloated circulations. At present they are arguing withagencies about fixed compensation. And now they have thrown out strong hints that radio costs too much, mainly because of the high price of good talent.

The product that the station and the network has to offer is time-the equivalent of white space in the newspaper or magazine. It is up to the advertiser himself to select his "copy" in both instances;

But on the subject of the alleged "high cost" of radio, we think the ANA might dig back into its records of only last Summer and pull out its survey titled Trend of Media Rates in Relation to Circulation and Cost of Commodities. In that survey, the ANA said unqualifieldy that radio is the best dollar-for-dollar advertising buy. It brought out that newspapers and magazines had decreased circulations in spite of their "forcing methods" while the cost of reaching this circulation had increased since 1929. But in the case of radio over the same period, there was a 50 per cent increase in "circulation," while the cost of reaching per 1,000 families decreased 10 per cent!

With that, we pass the ball to ANA.

Guiding the Child

BOYS will be boys and girls will be girls. when it comes to what they like in the way of radio entertainment. Apparently radio programmers and children know what is best for the adolescent mind, judging by the concensus of the symposium held in New York last month by the Child Study Association of America.

Of particular interest to broadcasters, agencies and advertisers was the lack of adverse criticism directed against programs to which children are attracted. Most of the criticism was aimed at parents who try to stuff their own-likes and dislikes down young ears."

National Press Bldg. . Washington, D. C.

Telephone-MEtropolitan 1022

Pointed out frequently was the fact that childish inclinations naturally run toward certain types of music, slap-stick comedy and crime stories-and apparently there isn't much to do about it. Obviously educational programs were declared to defeat their own purpose, whereas much that is educational and instructive can be made attractive to children, if properly presented. Incidentally, a few darts were directed toward parents who blame radio for their own poor handling of family discipline.

Hope for an easing of the situation is found in the deserving plan to establish a central agency for the study of matters relating to broadcasts for children.

In Self Defense

WILLIAM RANDOLPH HEARST once remarked that a great disappointment of his journalistic career was his failure to get into radio on the ground floor. The public, he is reputed to have said, is often too lazy to read; it would prefer to listen. In other words, this important publisher attested to what every radio executive knows-the public is more earminded than eve-minded. Hence much of the great success of radio as an advertising medium.

Hence also Mr. Hearst's own belated zeal in getting into radio. His fifth and latest station acquisition is WBAL, Balimore, which he has purchased from the local power company. The recognition of radio's value as a medium of "audible journalism", not only by Mr. Hearst but by former Gov. Cox, who publishes newspapers in Dayton and Miami, let alone the scores of other publishers now in radio or trying to break in, is one of the clearest endorsements of the efficacy of the radio medium yet given.

4.000.000 Words

MORE than 4,000,000 words of evidence about broadcasting, gathered during hearings which lasted from Oct. 1 to Nov. 12, are before the FCC. Upon that record it will base its report to Congress next February in reply to the mandate that it recommend whether Congress, by statute, should allocate fixed percentages of broadcasting facilities to nonprofit services.

As ably pointed out in the NAB brief, not a solitary concrete proposal was made to the FCC for statutory allocations. The two such

The RADIO BOOK SHELF

TWO highly informative booklets dealing with the problem of education by radio have ju-been published by the University of Chicag Press. as part of the series sponsored by # National Advisory Council on Radio in Educ tion. One, Widening Horizons, by Frederic: Willis, newly appointed assistant to Willis-S. Paley, CBS president, deals with opport. nities, responsibilities and problems of educ tion by radio.

The second takes up the problems confrom ing institutional stations and consists of a ticles by C. M. Jansky, Jr., consulting rad engineer; R. C. Higgy of Ohio State Unive sity, and Morse Salisbury, Chief of Rat Service, U. S. Department of Agriculture is titled The Problem of the Institutional Owned Station. The price of the first-name booklet is 25 cents, the second 40 cents,

STORIES based on the "K-7" spy drams heard over NBC networks for the last in years, are now being put in permanent for Burke Boyce, NBC continuity editor, w has been dramatizing for the micropherthese absorbing and authentic stories of is trigue during the world war, has turned w of his best dramatizations into narrative which the Appleton-Century Co., New You will publish in book form under the title Ki-Spies at War. "K-7," in reality George Zimmer, who supplied the material for t stories, is a former star operative in an intelligence branch of the United States Got. ernment and himself has witnessed war conspiracies in 20 foreign countries. He will preface each of the 16 narratives, telling the source and circumstances of each story.

METHODS of evaluating audience compiltion are described in a book Measurement in Radio, by the late F. H. Lumley, of the Bureau of Educational Research. Ohio Stat University. Described are general and special measurement methods as well as how to anlyze them. An appendix contains supplement tary notes and a bibliography. The book is published by the Bureau and the price is \$

projects that did make their appearance we stricken from the record by order of the @ecutives of the organizations first placed a record as supporting them.

On such a record it seems that the FCC can do no more than recommend retention of the status quo in broadcasting, since complete stisfaction was expressed by all qualified groups with the degree of educational, religious and other cultural service provided. All will agree that there is need for greater cooperation between broadcasters and educators, and that is recommended by the broadcasting industry itself in the brief.

It is rather strange that the small Morgal group of educators, who agitated the very issue upon which the hearings were based failed to take advantage of the opportunity to file a brief supporting their arguments. Was it because they have despaired of any hope of achieving their purpose after their appallingly weak showing or because Mr. Mergan's wings have been clipped?



FRANK ERNEST MULLEN

CULMINATING eight years of stewardship devoted to the radio interests of America's farm population of some 53,000,000, Frank Ernest Mullen moves from his post as director of agriculture of NBC to that of official in charge of public relations and advertising of effective

Dec. 3, he will transfer his head- . quarters from Chicago to Radio City in New York. His activity. among farmers and farming organizations will be turned over to others. Instead, he will direct the pervision also over the subsidiaries, including NBC, RCA Victor, RCA Communications and Radiomarine Frank Mullen numbers among

his intimate friends more of the "dirt farmer" element in this country than perhaps any other individual in radio. He calls several members of the cabinet by their first names, and in previous administrations his associations and contacts were much the same. Six years ago he planned and launched

the National Farm and Home Hour which has been radio's outstanding noon-time farm institution. Big, broad-shouldered and goodnatured, Frank Mullen assumes his new post with an excellent back-

ground both in journalism and radio. His start in journalism began in his school days, during summer vacations, and he began in radio in 1923. He also took flings at the advertising and circulation ends of farm papers during his days as a newspaper fledgling. In his new post he takes over the work of Glenn I. Tucker, director of public relations, who resigned last month. Mullen was born on a farm near Clifton, Kan., Aug. 10, 1896, the son of Sam and Nellie (Hacks)

Mullen, 'His father was a lawyer and had served as a county judge. While he was still an infant, the Mullen family moved to Presho, S. D., and there he attended country school. High school days were spent at Mitchell, S. D., about 100 miles away, and during the summer he worked on farms for his board. Selecting a career in "ag-

ricultural journalism," he enrolled at Iowa State College at Ames, and was graduated in 1922 with a B. S. degree in agricultural journalism. Two other figures prominent in radio matriculated at the same school. They were Frank M. Russell, NBC vice president in Washington, and Harry C. Butcher, CBS ashington director.

While in college, Frank Mullen Atlanta, has been appointed to the Christmas Clearing House Committee of the Atlanta Social Welfare Council. served as assistant editor of the Swine World, in Des Moines, and C. L. MENSER, NBC production later as editor of the Nevada (Ia.) manager at Chicago, recently ad-dressed the Missouri State Teachers Representative, a weekly. Other practical journalistic experience Association at Kansas City on "Dic-tion in Connection With Broadcastacquired by the young agriculturist included work on the Ames Triing." He had just concluded production of the National Corn Husking bunc, a daily, and service as the school publicity man under the show at Fairmont, Minn. John Clay publicity scholarship. He was president of the publica-FREDERICK R. HUBER, director of WBAL. Baltimore, has been named tion board of the college during his Maryland, set for Jan. 9. Mr. Huber senior year, and also served as president of Sigma Delta Chi, honorary journalistic fraternity, dur-Baltimore. ing his senior year.

THOMAS HARRISON, formerly on Young Mullen's campus activity the sales staff of Honolulu stations, has joined the staff of Radio Release. was interrupted upon the entry of the United States into the world Ltd., transcription producers, to han-dle local sales. L. C. Leslie, script writer, also has joined the staff and war. He enlisted in the army in May, 1917, and went overseas in September of the same year as a private in the 10th Engineers. will direct sales in outying territory. GEORGE D. HAY, for several years pon his return in February, 1919. publicity director of WSM, Nashville, and noted as "The Solemn Old Judge." he re-enrolled to complete his work has been named to organize the WSM Artists Service. E. M. Kirby, former at Ames.

His first job after receiving his newspaperman and for several months director of the educational department diploma was that of organizing a farm page for the Sioux City (Ia.) of the National Life and Accident Journal. After a year, he ac-cepted a post with the National Insurance ceeds Mr. Hay. tockman & Farmer, a weekly farm paper published in Pitts-Reporting March, 1923, he burgh. found his assignment was that of organizing a radio broadcasting zuela. service for farmers-the first of the kind ever undertaken in the country. "I didn't know a radio from a chick hatchery." Mullen Archie Gillis, resigned. told his chief, but he was instructed to go ahead just the same.

He arranged a program tie-up with KDKA, the first station to begin operation on regular schedule and one of the few stations then chandising. licensed. The program took hold at once and other stations began similar services.

For three years Mullen served G. O. BURKE has joined the staff of KHJ, Los Angeles, (Continued on page 36)

CRAIG LAWRENCE, formerly sales PERSONAL NOTES manager of KSO, Des Moines, has been transferred to WMT, Waterloo, ocen transferred to wAT, watefilo, I.a., as general manager. Charles Gussman, formerly with KMOX, St. Louis, and more recently with KSO, has taken over duties of program di-rector of WMT.

BERNARD J. PROCKTER, general manager of CBS owned and operated stations, and Miss Ruth Rosenthal of New York, were secretly married Nov. 19 in New York. The bride is a daughter of the late Julius C. Rosenthat, general manager of ASCAP, which he helped to found. They are honeymooning in Florida.

WESLEY M. ANGLE, vice president of the Stromberg-Carison Telephone Manufacturing Co., which operates WHAM Rochester, has been elected WHAM, Rochester, has been elected to the presidency of that company, succeeding W. Roy McCanne, who died Nov. 5. George A. Scoville was elected vice president and general man-ager, and Lee McCanne, son of the late president, was elected company director and secretary.

EDGAR KOBAK, NBC vice president, and Janet MacKorie, in charge of checking commercial programs on NBC, are among the lecturers in the sixth annual course in advertising sponsored this fail by the Advertising Women of New York, Inc.

dio editor of the San Francisso Call-Bulletin, has been appointed director of special publicity for MacGregor & Sollie. EDWARD PETRY, president of Edward Petry & Co., station representa-tives left New York Nov. 14 for a six-week business trip that will carry him to the Pacific coast.

He had just concluded produc-

so is municipal director of music for

Co., operating WSM, suc-

JOHN E. HASTY, production mana-ger of MacGregor & Sollie electrical transcription studios, San Francisco. after segural weeks illness, has re-turned to his desk. DON MILLER, of the sales staff of ABS, and Mrs. Miller, became the parents of a 7-pound son Nov. 14. JOHN KAROL, CBS research direc-

PAUL MEYER: formerly vice-presiaddressed the American Society Public Accountants and Auditors dent of World Broadcasting System, at the Advertising Club in New York Nov. 14. His topic was "Measuring the Listening Audience." is now associated with a film-producing enterprise at 551 Fifth Ave., New York, called "Onto New York, Inc," which will produce industrial talking LAMBDIN KAY, manager of WSB, pictures.

MORTIMER C. WATTERS, com-

mercial manager of WHEC, Roches-ter, has been appointed a lieutenant

P. H. PUMPHREY, formerly with

Fuller & Smith & Ross, Inc., New York, as radio director, has joined the production department of NBC in

CLYDE L. WOOD, formerly with WGAR, Cieveland, and WHAM, Rochester, on Nov, 45 returned to WJAY, Cleveland, as commercial manager. He was on the WJAY staff in its early days, having been a

musical composer and entertainer.

FRANK LUNDQUIST, manager of

WCFL, Chicago, Republican candi-date for the office of clerk of the criminal court, was defeated in the

J. CLARENCE MYERS, former ra-

Cook county Democratic landslide.

in the Army Reserve Corps.

New York

BURRIDGE D. BUTLER, president of WES, Chicago, was host recently to 50 fit a stag dinner at the Union the start a start and the blocks of westher broadcasts were discussed, with Federal officials and farm experts taking part.

ROSCOE (BOB) BARRETT, assistant manager of the order depart-ment of Blackett, Sample and Hum-mert, Ind., Chicago, is the father of a third daughter, born November 14. She has been named Judith Waller Barrett, after Judith Waller, educa-tional director for NBC in Chicago, whom Barrett worked in the NBC World's Fair office.

ARTHUR G, PEARSON, formerly with the purchasing department of A Century of Progress Exposition, has enlaced Al Nackerud, resigned, as NBC Chicago purchasing agent.

W. L. ROTHENBERGER, formerly Atlanta district sales manager of the RCA-Victor centralized sound depart-ment, has been named manager of the department, according to G. K. department, according to G. K. Throckmorton, executive vice presi-dent of RCA-Victor Co. The company is preparing to expand its activity in this field.

BARRY T. RUMPLE has been transferred from New York to the Chicago NBC statistical department EARL ROSS has joined the sales staff of Radio Productions, Inc., Los

JERE O'CONNOR, of the sales staff of KFWB, Hollywood, left late in November with his wife for a vacation Angeles. to Costa Rica, Hondura's and Vene-

Charles Gabriel, Jr.

CHARLES GABRIEL, Jr., 43, who WILLIAM WARNER, formerly in as feature editor of the Chicago charge of the classified sales force of WAAB. Boston, has been promoted Tribune was credited with helping to general sales manager, succeeding bring out "Sam 'n' Henry," now Amos 'n' Andy, died Nov. 14 at GEORGE L. YOUNG, instructor at the San Francisco Veterans' Hosthe University of Toledo, has joined the staff of WSPD; Toledo, to handle pital. At one time he was editor of Popular Mechanics. Moving to. public relations, statistics and mer-California for his health, he was program manager of NBC for sev-J. A. HENNESSEY, Los Angeles, has joined the sales staff of KDYL, Salt Lake City. eral years and then for two years program manager of KNX, Hollywood. He retired from radio work two years ago because of tubercu-

losis, to which he succumbed.

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www.americanradiohistory.com

RCA, parent company. With his promotion,

public relations activities in all fields of RCA endeavor, with su-Corporation of America.

-----WE BLANKET THE SOUTH like a handkerchief!

Draw a circle with a radius of 5000 miles around Louisville. That's only part of the territory we don't cover What we do cover is the million people who live in and near Louisville-420,000 of them virtually within sight of our tower, to whom WAVE brings an astonishing percentage of NBC's best programs. May we elucidate?

National Representatives: FREE & SLEININGER, INC.





BEHIND THE MICROPHONE

HAROLD FAIR, former manager of WBEN, Buffalo, and forithe last year in the radio department of Bozell & Jacobs, Omaha agency, has joined WHO, Des Moines, and WOC, Daven-port, Ia., in charge of programs.

WALLACE BUTTERWORTH, who handled "Gossip Beland the Micro-phone" earlier in the year over a CBS network, will return with the same three times weekly beginning Dec. 3. JOE RIPLEY, formerly with WDBJ. Kaanoke, Va., has joined the announ-cing staff of WTIC, Hartford, re-placing Paul Munroe, who has joined the NBC stations, WRC and WMAL.

Whshington. EUGENE CARR, program' director of WGAR. Cleveland, has been se-lected by the Cleveland Advertising Club as its lecturer on radio in its annual advertising school.

DON GORDON has returned to the announcing staff of KMOX, St. Louis. WARREN SWEENEY, announcer at WJSV. Washington, is the father of a son, barn Nov. 15.

ROBERT YOU'SE, former announcer at WMAL, Washington, has joined the state of WRBX, Roanole, Va. His place was taken by Paul Munroe, formerly with WTIC, Hartford.

their families.

Los Angeles.

BOCKER McCLAY, formerly

FB

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

with City News Service, Los Angeles, now is a member of the press depart-

ment of KHJ, Los Angeles.

Н

C. LAWRENCE SHERWOOD, announcer and director of voice at KMBC, Kansas City, is the father of a son, born in November. STUART AYERS, NBC continuity writer and Robert H. Eckersley, en-tertainment director of the British Broadcasting Corp., have collaborated on a popular song titled "Just One Kiss." Ayres wrote the lyrics and Eukarslow the tune.





CHARITY DRIVE-During the Kansas City Charity Drive last month. two of that city's stations-WHB and WDAF-broadcast the event from Convention Hall. Seen here is the improvised control room used by the stations. Left to right are V. S. Batton, assistant director, WDAF; Joe Flaherty, WDAF engineer; Conrad H. Mann, vice president, Kansas City Chamber of Commerce; Carl Brick, secretary, Cooperative Club, International, acting as WHB's special Charity Drive announcer; and H. E. Goldenberg, WHB chief engineer.

EARL HARPER, news and sports announcer of WINS, New York, has been elected an honorary member of the American Legion for his work in WILLIAM McGRATH, for the las two years an announcer with WFBL, Syracuse, N. Y., on Nov. 1 joined the announcing staff of WNAC, Boston, organizing the "Friends of the Vet-erans Club," which supplies books, Leo Bolley, formerly program direc-tor of WESG, Elmira, N. Y., has replaced him at WFBL. puzzles, playing cards, etc., to the vetorans and money and clothes to CHARLES GUSMAN, formerly with

KSO, Des Moines, KMOX, St. Louis and KFRU, Columbia, Mo., has been named program director of WMT, DON FORBES, formerly program director of CJOR, Vancouver, has joined the announcing staff of KHJ. *Waterloo, Ia.

FRANK GALVIN, after more than six months as continuity writer and producer for KJBS, San Francisco, has resigned. Prior to coming to KJBS, he was manager of KTAB's San Francisco studios.

HARRY SUTTON, former program director of CKLW, Detroit, has bined the production staff of WXYZ Detroit.

WILLIAM WREN, formerly con-nected with the De Forest Crossler Corp. at Toronto, has been appointed director of CKGB, Timmins, Ont.

MARTIN GOSCH, radio editor of the Camden (N. J.) Courier-Post, has resigned to become publicity manage of the Arcadia Club in Philadelphia. DON MCNEILL, Chicago NBC an-

nouncer, is the father of a 7 pound 9% ounce son, Thomas Bennett McNeill, born at St. Luke's hospital, Oct. 28. Mrs. McNeill formerly was Katherine Bennett.

LARRY DAVIDSON, formerly with WTAX, Springfield, Ill., and KFRU, Columbia, Mo., has become staff an-nouncer at WAAF, Chicago, replac-ing Dick Morenus, who will devote all of his time to script writing.

MILDRED TORRELL, secretary-arsistant to Holland Engle, CBS pr gram manager in Chicago, has a nounced her engagement to Irving A derson, of Evanston, Ill.

Two Join Southwest

LEE ARMER, president of the Southwest Broadcasting System, announces the addition of KWKH, Shreveport, La., and KGRS, Amarillo, Tex., to the Southwest Network, bringing that group's affi-iations to a total of 12. The addition of KWKH gives Southwest its first Louisiana outlet, nine of its affiliated stations being in Texas and one each in Oklahoma and Arkansas.

VIRGINIA PAYNE, NBC actress heard on the "Ma Perkins" broadcasts for Procter & Gamble Co. (Oxydol), has been elected president of Omega Upsilon, national professional dramatic sorority.

I. R. E. Elects for 1935 IN THE CONT'ROL ROOM

ROBERT F. SCHULZ, of the engi-neering department of WDAY, Fargo, X, D., is the father of a son born in November.

LUTHER BULLINGTON, operator at WBT, Charlotte, N. C., is recovering from an appendicitis operation. ering from an appendictus operation. K. G. ORMISTON, chief engineer of KXX, Hollywood, and Jack Adams, in charge of radio on the Hearst Ranch, San Simeon, have been ap-pointed to the advisory consulting bard of Universal Microphone Co., Inglewood, Cal.

XED NOLAN has been added to the technical staff of WGAR, Cleveland, as relief operator,

Phair as assistant.

vear terms: E. L. Nelson, radio de-MERRY McGEE, sound expert of the velopment engineer, Bell Labora-SIRC San Francisco studios, has been transferred to the new NBC studios in Hollywood. He was suc-ceeded by James Lyons, with Ewart tories: Haraden Pratt, chief engineer, Mackay Radio & Telegraph Co., and L. E. Whittemore, A. T

& T. Co.

Studying Radio City

NINETEEN countries have sent delegations, committees, or investigators to study Radio City, during its first year, and to find out how it was built, how it runs on splitsecond schedules, and how the programs are fed to the coast-to-coast NBC networks. According to O. B. Hanson, NBC chief engineer, foreign engineers are interested mostly in the accoustical control system, multiple switching system to shift programs instantaneously from one place to another, and the system of pre-setting network hook-ups to await the mere push of a button.

A DISTINGUISHED BROADCASTING STA

tabulations follow:

"Day Time?"

No Favorite

New York

KSD

KMOX

KWK

WII

"What is your favorite Radio Station-

Replies:

40.7%

28.7%

17.8%

8.2%

4.6%

Chicago

FIRST in Listeners' Survey

"Night Time?

KSD

WIL

KMOX

KWK

No Favorite

Detroit San Francisco

Replies:

55.0%

20.0%

14.30

5.4%

5.3%

Question cards sent to 5000 radio listeners in the St. Louis

area brought 1702 replies. Two of the questions and the reply

For 24 months KSD has shown uninterrupted gains in local

and national spot advertising.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

WITH the arrival in Los Angeles of E. M. Hartley, head of the service department of RCA Victor Co., at Camden, N. J., changes in the RCA, Victor Hollywood branch staff were_effected in November. G. Harold Porter, vice president in charge of the branch and a veteran radio man, has returned to San Francisco in charge of RCA Com-munications, Ind. G. H. Hall, general manager, has resigned. Managerial duties were divided among the administrative staff pending the appointment of a new chief executive.

STUART BAL-

LANTINE. of the Radio Fre-

quency Labora-

tories at Boonton.

N. J., has been

elected president

of Radio Engi-

neers for 1935, succeeding C. M.

Jansky, Jr., of

Washington. The

of

mail vote of the I. R. E. membership also showed that Dr. Heinrich

Berkhausen, of Germany's Dresden

Technical Institute, had been elected vice president, with the fol-

lowing named directors for three-

RCA Hollywood Changes

Mr. Ballantine

the Institute





Cleasure-Planned

BERMUDA

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

THE IDEAL CONVENTION , CHOICE

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

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



The Business of Broadcasting

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

STATION ACCOUNTS sp-studio programs t-transcriptions sa-spot announcements co-cranscription announcements

WDAY, Fargo, N. D.

- Bast Shift Mfg. Co., Des Moines (Ensy-Shift), 13 m. thru Batten-field & Ball, Des Moines.
 Lu Genradine, Inc., New York (cos-merics) 52 t. thru World Broad-casting System, X. Y.
 Lur-Eye Products, Inc. (eye lation) 13 t. thru World Broadcasting Sys-tem, N. Y.
 Remsén Corn., New York (Asnirin-

- tem, N. Y. Romson Corp., New York (Aspirin-Plus) 20 t. thru World Broadcast-ing System, N. Y. Kellogg Co., Battle Creek (cereal) 6 on dimen

- Kellorg Cs., Battle Creek (cereal) 6 so, direct.
 Northwest Fuel Co., Minneapolis (Chemnooal) 104 ta, thru Critch-field-Graves Co., Minneapolis.
 Panda Briquer Co. (P. & Moriquets) 52 sa, thru Erwin, Wasey & Co...
 Inc., Minneapolis.
 Skelly Distributors, Moorhead, Minn. (of and gas) 130 t. direct.
 Benjamin Moore Paint Co., New York, 20 sa, direct.

- Benjamin Moore Paint Co., New York, 26 sp. direct:
 Land O'Lakes Creameries, Inc., Minneapolis 2 sa. thru Campbell-Mithun, Inc., Minneapolis.
 Sisalkraft Co., Chicago (building paper) 18 sa. thru Russel T. Gray, Inc., Chicago.
 Acme White Lead and Color Works.
 Detroit (Lin-X) 26 sp. thru Henri, Hurst & McDonald, Inc., Chicago.
 Martle Learn Co. of America (Alad)
- Mantle Lamp Co. of America (Alad-din lamps) 2 sp. thru Philip O. Palmer & Co., Inc., Chicago. Chicago School of Music (instruction)
- ŝ
- General Mills, Inc., Minneapolis (Wheaties) football game, thru Blackett Sample Hummert, Inc., Chicago.

WGAR, Cleveland

WGAR, Cleveland
Frankfort Distilleries, Inc., Louisville (Four Roses, etc.), 13 sp. thru Young & Rubicam, Inc., N, Y.
Numismatic Co. of Texas, Fort Worth (coin collector) 4 sp. thru Guenther-Bradford & Co., Chicago, The Pathfinder, Washington, D. C. (magazine), 13 sp. thru First United Broadcasters, Chicago,
Vick Chemical Co., Greensboro, N. C. (Vatronol), 75 t. and 36 sa. thru Morse International, Inc., N. Y.
Norwich, Pharmacal Co., Norwich, N.Y. (Unguentine), 26 sa. thru Lawrence C. Gumblinner Co., N. Y.
Standard Oll Co. of Ohio, Cleveland. (Super-Pyro) 13 sa. thru McCann-Erickson, Inc. Cleveland.
Maryland Pharmaceutical Co., Balti-more, (Rem) 52 sa. thru Jos. Katz Co., Baltimore.
Golden Specific Co., Cincinnati (med-icine), 20 sa. thru, H. W. Kastor

Gouden Specific Co., Chromatt Tmed-icine), 26 sa. thru H. W. Kastor & Sons Co., Inc., Chicago,
 Bunte Bros., Chicago (candy), 164 sa. thru Fred A. Robbins, Inc., Chi-

WFAA-WBAP, Dallas-Fort Worth

WFAA-WBAP, Dallas-Fort Worth
J. G. Dodson Co., Atlanta (Mento-dene). 5 sa, thru Ruthrauff & Ryan. Inc., N. Y.
Mantle Lamp Co., Chicago (Aladdin lamps). 13 t. thru Philip O. Pal-mer & Co., Inc., Chicago.
United Drug Co., Boston (Rexall). 5 t. thru Street & Finney, Inc., N. Y.
Iowa Pearl Button Co., Muscatine.
Ia. (Blue Bird buttons). 52 sa. thru Beeches Advertising Co., St. Louis.

Welch Grape Juice Co., Westfield, N. Y., 3 weekly t, thru H. W. Kastor & Sons Advertising Co., Inc., Chi-

KSTP, St. Paul Central Shoe Co., St. Louis (Robin Hood' shoes). 52 t. thru Jimm Daugherty, Inc., St. Louis. Chicago & Northwestern R. R., St. Paul. 13 so. thru David, Inc., St. Paul.

Chieftain Mfg. Co., Baltimore (shoe polish), 45 sa, thru Van Sant, Dug-dale & Co., Inc., Baltimore.

 [daile & Co., Inc., San Francisco (cof-fee), 4 sa. thru Blackett-Sample-Hummert, Inc., Chicago.
 French Lick Springs Hotel Co., Ind. (Pluto water), 15 t. chru H. W., Kastor & Sons Co., Inc., Chicago. A. C. Gilbert Co., New Haven (Erec-tor tors), S t, thru Charles W. Hoyt Co., Inc., N. Y.

Ironized Yeast Co., Atlanta, 52 t. thru Ruthrauff & Ryan, Inc., N. Y. Johns-Manville, Inc., New York (building material), 13 t, thru J. Walter Thompson Co., N. Y.

Knox Co., Kansas City (Cystex), 26 t, thru Dillon & Kirk, Kansas City. Maryland Pharmaceutical Co., Baltimore (Rem), 26 sa, thru Joseph Katz Co., Baltimore.

Mid-Continent Petroleum Corp., Tulsa. Okla., 13 f. thru R. J. Potts & Co., Kansas City/

Northwestern National Life Insur-ance Co., Minneapolis, S football games, thru Hutchinson Advertising Ca. Minneapolis.

Omega Chemical Co., Brooklyn (Omega oil), 65 sa, thru Husband & Thomas Co., Inc., N. Y. Scott Paper Co., Chester, Pa. (tis-sue). 14 sa. thru J. Walter Thomp-son Co., N. X.

Shell Petroleum Corp., St. Louis, 9 sa, thru J. Walter Thompson Co., N. Y.

T. S. Tobacco Co., New York, 52 t, thru McCann-Erickson, Inc., N. Y.

William 'R. Warner & Co., Inc., New York (Sloan's liniment), 26 t, thru Cecil, Warwick & Cecil, Inc., N. Y. sa direct.

WOAI, San Antonio Willard Tablet Co., Chicago, 39 ta, thru First United Broadcasters,

Coleman Lamp & Stove Co., Wichita (lamps) 26 ta, thru Ruthrauff & Ryau, Inc., Chicago. Mantle Lamp Co. of America, Chi-cago (Mantle lamps)) 13 t, thru Philip O. Palmer & Co., Inc., Chi-

cago.
Welch Grape Juice Co., Westfield,
N. X., 32 ta, thru H. W. Kastor &
Sons Co., Chicago.
Geppert Studios, Des Moines (photo enlargements) 6 t, thru Norwest Radio Advertising Co., Seattle.

WPTF, Raleigh, N. C.

 Knox Co., Kansas City (Cystex) 26 t, thru Dillon & Kirk, Kansas City.
 Vick Chemical Co., Greensboro, N. C. (Vatronol), 75 t, and 36 sa, thru Morse International, Inc., N. Y.
 Norwich Pharmacal Co., Norwich, N. Y. (cold cure); 24 sa. thru Law-ence C. Gumbinner Advertising As a concerner, 24 section and a sector of the sector of t

KFRC, San Francisco

Adlerika Co., St. Paul (laxative), 2 weekly, t, thru St. Paul Advertising

Co. Libby, McNeit' & Libby, Chicago (food) 3 weekly, t, thru J. Walter Thompson Co., Chicago. Congoin Co., Los Angeles (tea), 6 weekly, t, thru Lockwood-Shackel-ford Co., Los Angeles.

KMAC, San Antonio Bost, Inc., New York (Bost Tooth Paste) 1260 sa. Shefford Cheese Co., Inc., Syracuse

132 sa. Smithfield Ham & Products Co., Smithfield, Va. (deviled ham), 26

Gold Dust Corp., New York (Silve Dust) 26 sa thru Batten, Barten Durstine & Osborn, Inc., N. Y. Carter Medicine Co., New York (Ca ter's Liver Pills) 6 f weekly the one year, thru Spot Broadcasting Pillsbury Flour Mills. Co., Minnes, olis (Minitmix) eight sa week then Hutchison Advertising thru Hutchison Advertising Co.

thru Hutchison Advertising Ca Minneapolis. Standard Milling Co., New Yei (Hecker's flour) 39 sa thru Be ton & Bowles, Inc., N. Y. Norwich Pharmacal Co., Norwic N. Y. (cold cure) 24 sa thru La-rence C. Gumbinner Advertisin Agency, N. Y. Perrigo Co., Allegan, Mich. (Edin Abell cosmetics) 156 ta through F. Horton.

Abell cosmetics) 150 fa through K Horton. Nunn, Bush & Weldon Shoe (a. Milwaukee, 5 t thru Neisser-Meye hoff, Inc., Milwaukee, Sisalkraft Co., Chicago (buildin supplics) 13 sg daily except Su-day thru Russel T. Gray, Inc.

Chicago.

WINS, New York

Stokely Bros. & Co., Indianapola (salad and cooking oil), 2 week sp. 26 times. Planters Nut

sp. 26 times. Planters Nut & Chocolate (a. Wilkes-Barre, Pa. (Planter's E. ible Oil), weekly sp. 13 times. Adams Hat Stores, New York (mai who came to Philadelphia. hats), Sunday football games, ew York Electrical School, Me

president of WCAU. Two of the most important posi-tions at the station are held by women. Carol Irwin, formerly of WCAU, is program director, and Helen Wood is director of advertising. Thomas Rice is director of public relations. Studios and ex-

N. Y. Columbia Conserve Co., Indianao (preserves). 3 sp weekly, 4 week thru Gundlach Advertising Agenc Chestnut St.

United States Lines, New You (travel bureau), weekly t, 1

13 weeks.

WBBM, Chicago

THE ANNUAL Powel Crosley, Jr., Without Stop in Service Id-timers Muzzle Loading Rifle KYW, WESTINGHOUSE station, Matches were staged at Rising Sun, will officially start broadcasting in Ind., Thanksgiving Day. The event was founded by Mr. Crosley, president of the Crosley Radio Philadelphia on Monday, Dec. 3, marking the first time in the history of radio that a station has Corp., Cincinnati, and moved from one city to another known radio pioneer. More than without interruption in program 500 old-timers participated. service. Since 1921 KYW has operated in Chicago.

FCC Expansion Program A special dedication program will start at 8 p. m., Dec. 3, and continue until the station signs off, **Encounters Budget Snag** CONTEMPLATED expansion of Stars of radio, stage and screen all activities of the FCC, in line will be featured, and it is expected with the provisions of the Comthat more than a hundred celebrities will appear on this program. munications Act of 1934, may be In moving KYW to Philadelphia. impeded materially by refusal of the Federal Bureau of the Budget Westinghouse engineers provided it with completely new transto accede to its dequest for an ap mitter equipment, said to approach technical perfection. As a member of NBC, KYW will be the Philadelphia outlet for the NBC-WEAF network. The engineers who will operate the new transmitter at whitemarsh, Pa., are the only

Ride the Buying Wave

That Has Hit Nebraska!

the Philadelphia Broadcasting Co., acting as program manager of KYW. He will also continue as ecutive offices of KYW are at 1622

> National Representatives: GREIG, BLAIR & SPIGHT, INC.

propriation estimate of \$2,000,000 for the 1935-36 fiscal year, which begins next July 1. Instead, the Bureau agreed tentatively to a fig-ure of \$1,500,000, and the whole issue will be aired before the House Appropriations Committee in exmembers, of the Chicago station ecutive session early next year. Dr. Leon Levy, well known in radio circles, is general manager of

With less than 200 employes when it took over the Radio Com-mission last July, the FCC per-sonnel chart calls for approximately 600, for which the \$2,000,-000 budget was asked. At the out set, the Budget Bureau proposed a \$1,000,000 estimate, but this was increased to \$1,500,000. In addition to the next fiscal year's appropriation, the FCC must produce deficiency appropriation early at the next session to cover approximately \$500,000 which will be needed for the balance of the current fiscal year.

Crosley Entertains

widely

YANKEE NETWORK Pulling Power in-X renews for

More

fin-x

PROTECTS

LINOLEUM

FLOORS

3rd consecutive year

SUPPLEMENTING its weekly Columbia Network broadcast (which includes New England), Lin-x goes on the air with two 15-minute shows weekly over five Yankee Network stations.

The manufacturers, Acme White Lead & Color Works, not only chose the Yankee Network-they bought a readymade Yankee Network feature, the Merry-Go-Round, to assure maximum audience.

You, too, can buy a similar combination-primary coverage in any or all of ten big New England markets, plus a program of proven appeal that will build a steadily increasing sales volume in this

New York Chicago and at the same time the sky-wave is reduced to a minimum, preventing interference with other stations BROADCASTING • December 1, 1934 • BROADCASTING

York weekly sp. 13 weeks, thu 1 Dresdner Agency, N. Y. General Foods: Corp., New Yei (Grape-Nuts), weekly Jewish Litte Symphony, 52 weeks, eeneral Mills, Inc., Minneapola Bisquick), daily t. 52 weeks, the Blackett - Sample - Hummert, In. General

Chicago.

weeks George F. Wieman Co., New York (Holland House Coffee), daily n

Konjola, Inc., Portchester, N. I. (proprietary) daily sp, thru & verman Advertising Co., Chicaga







WESG, Elmira, N. Y. **KYW** to Be Transferred



NETWORK ACCOUNTS All times EST unless otherwise specified

CREAM OF WHEAT Corp. Caracte Ce With AC Conf. Main nearolis, on Jan. 6 renews Alexabler Woolloc: on 48 (BS stations, Sun-days, 7-7:80 p. m. Agency: J. Wal-ter Thompson Co., Chicago.

LAMBERT Co., New York (Lister-ing), on Dec. 29 starts Metropolitan Opena series on 50 NBC-WEAF sta-tions, Saturiays, 2 to approximately 5 p. m. Agency: Lambert & Feasley, Inc. N. Y.

DR. MILES LABORATORIES. Inc., Elkhart, Ind. (Alka Seitzer), on Nov. 19 started "Unde Ezra" dramatic 19 started 1 "Uncle Ezra" dramatic n 20 NBC-WEAF stations program ndays, Wednesdays and Fridays, 5-8 p. m. Agency: Wade Adver-15.5 rising Agency, Chicago.

WHAT DETROIT RADIO STATION

leads in the number of Sports programs, and broadcasts, exclusively, all National and International Hockey Games played in Detroit?





NASH MOTORS Co., Kenosha, Wis., on Dec. 25 and Jan, 1 will present a special program, 2:30-5:15 p. m., over approximately 100 CBS staapproximately 100 CBS sta-Agency: J. Walter Thompson ver ous Co. Detroit.

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York, on Dec. 2 starts "Sweethearts of the Air" on NBC-WEAF stations. Sundays. ondays, Wednesdays and Fridays, 10:35-10:45 a. m. Agency: The Biow Co. Inc., N. Y.

NBC CHANGES: Molle Co., on Nov. 22. shifted Al Bernard and Paul Du-mont to Thursdays, 7:30-8 p. m., re-taining Mondays, 7:30-7;45 p. m., on WEAF network; J. A. Folger Co. on Nor, 12, shifted "Judy and Jane" to Mondays thru Fridays. 2:30-2:45 p. in. on special mid-western hookup of 9 NBC stations.

Frederick Landis

FREDERICK LANDIS, Congressman-elect from the Second Indiana District, a brother of Judge Kenesaw M. Landis and a featured commentator on a sponsored network program several years ago, died ov. 14 of pneumonia at his home n Logansport, Ind., at the age of in Logansport, Ind., at the age of 62. In radio he was known as the "Hoosier Editor," his whimsical style on commenting on public af-fairs being somewhat similar to that of Will Rogers. He was a well-known newspaper columnist, was long active in his state's politics and the only Republican elected to Congress from Indiana at the last election. His son, Kenesaw M. Landis II, has announced he plans to run for the congressional



T. P. JARDINE, for many years an account executive of the J. Walter Thompson Co., San Francisco, left the West Coast Nov. 15 to join the Chicago office of the organization, where he will service the Swift & Co. account. Henry Stevens, who has also been associated with the J. Walter Thompson San Francisco office for many years as account executive, is scheduled to take charge of the agency's St. Louis office Jan. 1.

BENJAMIN WAXELBAUM, publishers' representative who conducts a Jewish advertising service in New

Vork under his own name, has organized the Jewish Radio Zone Advertising Co., to represent stations between 1300 and 1500 kilocycles which de-vote daily time to Jewish broadcasts.

WILFRED BATES has joined the Guggenheim Advertising Agency, San Francisco, as an account executive. He was formerly associated with Botsford-Constantine & Gardner.

BESS FLYNN, dramatic actress who alays the part of Mother Moynihan n "Painted Dreams" over WGN, Chicago, has been engaged by the radio department of Hanff-Metzger. Inc., advertising agency, Chicago. She will concentrate on writing scripts and sales. Mrs. Flynn will handle "The Little Church Around the Corner," heard over WIAQ each Tuesday and Friday. for the Cushman Innovation tising

Bakeries of Chicago. GREIG, BLAIR & SPIGHT, national station representatives, on Nov. 22 took over the representation of WHEC, Rochester, N. Y., and has named representatives of WCAO, Baltimore.

CALVIN KUHL, radio department head for the Los Angeles office of J. Walter Thompson Co., left for New York by plane in November. He was accompanied by his wife and child and expects to return to Los Angeles early in December.

m December. SIDNEY GARFINKEL, ADVER-TISING, San Francisco, has been named to handle advertising for Ar-tists Tailors, and the California Jockey Club. Donald A. Breyer is a new account executive with Garfinkel agency, and Margaret Silver-man has joined the organization as a specialist in women's copy. ..

FRED WESLEY AND Associates Los Angeles radio agency, was incor-porated in November and will be known hereafter as Fred Wesley, Inc. Quarters will continue in the Com-mercial Exchange Bldg., with no change in personnel.

GERTH-KNOLLIN ADVERTISING AGENCY, San Francisco, has been named to handle the account of the California Redwood Association, and is using a weekly KGO program to tie in with home modernization activity.

HIXSON-O'DONNELL, INC., Los Angeles, advertising agency, has opened San Francisco offices in the rocker Building, with Robert J. James as manager.

COLGATE-PALMOLIVE-PEET Co. Jersey City, N. J., has appointed Benton & Bowles, Inc., New York, to Benton & Bowies, Inc., New York, to handle the advertising of Colgate's dental cream and Palmolive and Col-gate's shaving creams. With this ap-pointment. Benton & Bowles now handles all the advertising of this company.

BLACKSTONE PRODUCTS, Inc., New York (Tasty-Lex) has appointed Alvin Austin (Advertising Agency,



UNITED STATES ADVERTISING UNITED STATES ADVENTISING Corp., Toledo, will handle the adver-tising of Sparks-Withington Co. tising of Sparks-Withington Co., Jackson, Mich. (Spartan radios, tubes refrigerators)

NEEDHAM, LOUIS & BRORBY. NEEDHAM, LOUIS & DADAD, Inc., Chicago, is handling for Libby, McNeil & Libby, Chicago, its new "homogenized" line of fruits, resvertising Co., Chicago. tables and cereals for babies.

D'ARCY ADVERTISING Co., St. Louis, has been appointed to handle the account of Haskins Bros. & Co. Omaha (soap) GENERAL MOTORS CORP., D.

troit, is placing its institutional ad-vertising through D. P. Brother & Associates, Detroit. KERR GLASS MFG. Co., Sand

Springs, Okla., has appointed King-shall Advertising Agency, Pasadena, Cal., to handle its advertising. BOOKHOUSE FOR CHILDREN

Chicago (publications) is now plac-ing its advertising direct. NATIONAL BATTERY Co., 8 Paul (Gould batteries) has appointed Batten, Barton, Durstine & Osborn, Minneapolis, to handle its advertising

PRIMA Co., Chicago (Prima beer) has appointed Lauesen & Salomen, Chicago, to handle its advertising F. P. Wagener is account executive. SPARKS-WITHINGTON Co., Jack son, Mich. (Sparton radios) has appointed the United States Advertising Corp., Toledo, to handle its adver-

H. TRAISER & Co., Boston (Pipin and Harvard Cigars) has appointed Louis Glaser, Inc., Boston, to handle its advertising.

ADOLF GOBEL, Inc., New York (sausage products, etc.) has appointed Fletcher & Ellis, Inc., New York to handle its advertising.

FOLEY & Co., Chicago (Foley's Honey and Tar) has appointed the White-Lowell Co., New York, to han-dle its advertising. I. J. GRASS NOODLE Co., Chicare

(egg noodles) has appointed Charles A. Silver & Co., Chicago, to handle its advertising.

WESTERN STATES GROCERI Co., Oakland, Cal. (Brown Derby Beer) has appointed the J: Walter Thompson Co., San Francisco, tr handle its advertising.

D. D. D. CORP., Batavia, Ill. (medicine and toiletries), has named Fred-erick & Mitchell, Inc., Chicago, to handle its account. MARCUS-LeSOINE, Inc., San Fran-

cisco (Lovalon hair rinse), has place its advertising account with Small, Kleppner & Seiffer, Inc., New York

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

Home Ownership 3rd Automobile Ownership . 5th Radio Ownership. 2nd

Industrial Payrolls 6th Covered Thoroughly ONLY by

THE MILWAUKEE JOURNAL STATION



ANGELUS-CAMPFIRE Co., Chicago (candy), has named John H. Dunham (o. Chicago, to handle its advertising. John Drake is the account executive BIOVEGETIN PRODUCTS. Inc.

Chicago (medicine), is placing its ad-rertising through Mitchell-Faust Ad-

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour), has named Rogers & Smith Advertising Agency. Chicago, to handle its radio advertising. R. H. Reynolds is the ccount executive. EARL E. MAY SEED Co., Shenan-doah. Ia., has appointed L. W. Ram-ser Co., Davenport, Ia., to handle its

advertising DUNN & McCARTHY, Inc., Auburn. DUNN & MCCARTELL, Inc., Auburn, N. Y. (Enna Jettick shoes), has named Amos, Parrish & Co., New

York, to handle its advertising. Paul Eager is the account executive.

Three Programs at Once Feature Classical Music

THREE network programs of classical music are scheduled 'for s p. m., Sundays, starting Dec. 2, with the shifting of Eddie Cantor from the Chase & Sanborn program, NBC, to Lehn & Fink Products Co. program on CBS. Chase & Sanborn will use grand opera in English over the NBC-WEAF net-

work, with Deems Taylor directing and acting as narrator and Wilfred Pelletier conducting. The Ford Motor Co., sponsoring another 8 p. m. classical program

Sundays over a CBS network, is planning to move its show to 9 p. m. in January, reducing the competition to some extent. The General Motors Corp. program, also classical, is broadcast on the NBC-WJZ network. Rubinoff is to be featured again with Cantor.

Courtesy to Alumni ALTHOUGH it has no distribution

in the East, Associated Oil Co. San Francisco, sponsor by fee arrangements with Facific Coast colleges and universities of their 1934 football games, on Nov. 24 extended its broadcast of the California-Stanford game to 19 WEAF-WJZ stations in the East, Middle

the five NBC-KPO stations regularly scheduled. Hawaii was also ncluded. The broadcast was extended as a gesture of good will to Stanford and California alumni verywhere. Lord & Thomas, San rancisco, handles the account.

Tacoma, Washington announces the appointment of FREE & SLEININGER, Inc. as national advertising representatives Get complete information on this pioneer CBS and

Don Lee station in the Pacific Northwest

Lambert's Metropolitan FROM A LEPROSORIUM **Opera Has Special Setup** KZRM Enables Lepers to Show - Talent to Outside World -

ONE OF THE most unique broadcasts probably in the history of broadcasting anywhere in the world was accomplished in Manila, Fhilippine Islands, on the night of last Sept. 30, 1934, when KZRM, Manila, broaddast by remote control a one-act operetta in which all of the participants were lever patients in the leprosorium of San Lazaro Hospital in Manila.

The operetta was preceded by several, talks and musical numbers presented by the members and scoutmasters of Troop 131 of the Boy Scouts, one of the several troops of leprous Boy Scouts in the Philippine Islands. The Blooming Flower unit of the Campfire Girls, also lepers, were represented by several important members in the cast. The orchestra which accompanied the performance and offered incidental music, was completely made up of patients of the leper colony at San Lazaro."

In spite of the inclement weather and the fact that the operetta was presented in an open air stage, the play went on and the audience, made up entirely of patients in the leprosorium of San Lazaro, remained in their places and sat or stood under drooping umbrellas to see the play to a finish.

There were good singers in the group and good speakers, and they lived through the whole play as if it were of the utmost importance in their lives. As a matter of fact, it is, for this sort of occupation is one of the best adjuncts to medical treatment in such cases. It raises the general morale of the group and keeps up their courage until medicine can take the fullest effect. 4

Big TVA Broadcast

DURING President Roosevelt's recent trip through the Tennessee Valley, WSGN, Birmingham, and WNRA, Sheffield, Ala., had an opportunity to put on a program network-style. Seven remote con-West, and South, as well as over trol points over a 20-mile section of the Valley were used by the stations in providing a four-hour description of the visit, with land lines linking the stations. Also cooperating in the event were WSM, Nashville, and WJBY, Gadsden. Ala.



FORMAL announcement of the EDGAR A. MURRAY Co., Detroit sponsorship of the 1935 Metropoli-(Doom insecticides), will use radio with trade papers in a campaign te start next year. Bass-Luckoff, Inc., tan Opera series by the Lambert

Fharmacal Co., St. Louis (Listerine) was made Nov. 20 by M. H. Aylesworth, NBC president. About S0 stations of the combined Red and Blue networks will carry the feature. The sponsored series starts Saturday, Dec. 29, and will continue for 12, or more weeks, with NBC also staging the Christmas Day matinee. With the noted diva, Geraldine Farrar, as special commentator, and with Milton Cross as announcer, the special engineering set-up will include a glassed-in box through which they can survey the scenes and containing a piano on which Miss Farrar will accompany herself while singing certain passages to illustrate her remarks.

MONTGOMERY MILLS, Jersey City, N. J., packers of Italian Roast Saporito Coffee, no Nov. 25. started to use radio to introduce that product to the metropolitan area, taking a Sunday afternoon period on WOV, New York, for its "Saporito Serenaders." Zinn & Meyer, Inc., New York, handles the account.

FOR SALE 2,797,000 WOMEN Construction and the second That's what a KMBC-tested program offers you.

Based on 1000 listeners for every mail response. "BETWEEN THE BOOK ENDS," a KMBC Act, was listened to by 2.797.000 women in September, according to Columbia's Audience Mail Division figures

THE BIGGEST MAIL PULLER **ON THE COLUMBIA SYSTEM**

Of all the sustaining programs on the Columbia Chain, "BETWEEN THE BOOKENDS" received the biggest mail response. The program is one of thirteen KMBC acts, recorded for audition purposes. Ask for an audition from any one of the offices listed below. FOR ASSURED AUDIENCES USE TESTED KMBC SHOWS.



FREE & SLEININGER. Inc., National Representatives NEW YORK ... CHICAGO ... DETROIT ... DENVER ... SEATTLE SAN FRANCISCO ... LOS ANGELES 3

www.americai

adiohistory.com

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PROSPECTŚ

Detroit, has been appointed as its

R. GUILLERMOU & Co., San Fran-

WMCA NEW YORK

agency.

"The first three days' mail following this broadcast brought us 2215 replies. Frankly we were very surprised, but most pleas-antly so, by this unusually large, return . . . which was more than double what we had expected." CHARLES W. HOYT CO., Inc. FEDERAL BROADCASTING CORPORATION



COMPLETE N. B. C. SERVICE

25,000 WATTS TULSA, OKLA. The Most Powerful

Station between St. Louis, Dallas and Denver

TRANSCRIPTIONS

ADDITIONAL transcription accounts phreed on various stations are reported as follows by National Ad-vertising Records, these being supple-mental to the lists carried in previous ssues of BROADCASTING : Best Foods, Inc., New York (Nucoa), Campbell Cereal Co., Northfield, Minn, (Malto-Meal).

Conti Products Corp., New York (Castile soap). C. Gilbert Co., New Haven, Conn. (Erector toy sets). H. Hohner, Inc., New York (accordions). Johns-Manville Co., New York (building materials). Kreuger Brewing Co., Newark, N. J.

(Kent Ale). Magnesia Products Co., Milwaukee (West's bird seed). National Brewing Co., Baltimore

(beer). Nunn-Bush & Weldon Shoe Co., Milwaukeé. Proctor & Gamble Co., Cincinnati (Ivory soap). Rival Packing Co., Chicago (dog, food)

Scott & Bowne, Bloomfield, N. J. (Scott's Emulsion). Stasweet Laboratories, Inc., Los Angeles (deodorant): br. Johann Strasska Lab. Inc. Ltd., Los Angeles (toothpaste). S. Tobacco Co., New York (Dill's

Vick Chemical Co., Greensboro, N. C. (Vick products).

(Vick. products). UNIVERSAL RADIO PRODUC-TIONS, Chicego, has recorded a se-ries of transcriptions shortly to be placed, for "Dualens," a new type spectacle lens made by the Soft-Lite Lens Co., New York. IADIOTONE RECORDING Co., 6109 Melrosé Ave., Les Angeles, disc and radio supplies, hás added a de-



EQUIPMENT

THE HOME of the old 5-kilowatt transmitter of WLW, 'Cincinnati, located at Harrison, O., was destroyed by fire Nov. 9. It was the first re-motely controlled super-power station and was put in operation Jan. 27, 1925. At the time it was a radio sensation, but had been dismantled some time ago.

WINS, New York, is installing en-tirely new equipment in its studios and control rooms, modernizing its complete setup in accordance with latest developments. A new studio is also being built to accommodate speak-ers and transcription broadcasts. Western Electric speech input and microphone equipment is being used. Charles Pease, chief engineer, is supervising the installation.

A NEW high frequency speaker has been brought out by the Brush Devel-opment Co., Cleveland. Advantages claimed for it are compactness, low cost, and lack of need for field cur-rent or filter network. The company also is bringing out a similar unit equipped with transformer for matching to voice coil or low impedance line for use in theatres and other installations where, higher frequencies are desirable.

KOL, Seattle claims its new 490-foot tower, installed recently along with a 5-kilowatt transmitter, is the tallest self-supporting antenna in the coun-try. A. D. Gunston, chief engineer, designed the transmitter and it was built in the KOL laboratory with the aid of Clyde Bond and Albert Hen-derson, assistant engineers. The mast International Stacy Co., of Columbus, O., and the transmitter house de-signed by McClelland and Jones, architects. John L. Hall, Seattle engipeer, supervised erection of the tower by the E. & M. Transfer Co., of

CONSTRUCTION has been com-pleted on the new \$30,000 vertical ra-diator antenna of WHO, Des Moines, and the station went on the air with the new antena Nov. 20. The 532-foot tower, erected at Mitchelville, Ia., is similar in design to the antenna of the 500,000-watt WLW, Cincin-nati. It is the highest structure in

DR. LEE DE FOREST, from his Los Angeles laboratories at 5106 Wilshire Blvd., has announced the release of his "radio knife" which has been in his "radio knife" which has been and laboratory development for many

KDYL is installing the Western Electric High voltage rectifier to replace the generators on its Western Electric transmitter. This unit will permit 100 per cent modulation without distortation. Apparatus was furnished through the Graybar Electric Co.



Frank E. Mullen (Continued from page 27)

in that capacity. Then came the formation of NBC in 1926. He was invited to join the embryo net. work and was assigned to organ. ize an agricultural service. Sent to Hastings, Neb., to operate sta-tion KFKX, he was transferred soon to Chicago where he opened offices and studios for NBC. Farm programming developed rapid over the network, and in 1928 h established the National Farm and Home Hour, which has been on the air continuously since. Now about 50 farm organizations, in. cluding the U: S. Department of Agriculture, participate in the daily program, with Uncle Sam using 15 minutes of the hour

daily. Lois Coulter, of Marshalltown Ia., co-ed at the University of Iowa, became Mrs. Mullen in 1922. They have a son, Russell, aged 10. Bridge and golf are Frank's diversions, but he admits a keen interest in everything agricultural, espe-

cially conservation of the nation's natural resources. A year ago, he founded the Radio Conservation Council, to promote by radio the conservation of the nation's nat-ural resources. He was reelected chairman at a meeting of the council held in Washington Nov. 19 and attended by Secretaries Wallace of Agriculture and Dern of War.

Mr. Mullen is one of the national directors of the Izaak Walton League, and belongs to numerous farm organizations. He is a Mason, and holds membership in the University Club of Chicago, Medinah Country Club, and is vice chairman of the Agricultural Committee of the Chicago Association of Commerce. Besides Signa Delta Chi, he is a member of the Alpha Gamma Rho social fraternity. He attends the Presbyterian Church.

Stakolite Account

OVER a split Yankee network Stakolite, Inc., Boston and New York (floor finish) is sponsoring Jack Brown and his Wonder Ba Revue direct from the Wonder Bar in Boston. Production is handled by Kasper-Gordon Studios, with Ed win H. Kasper as announcer and master of ceremonies. The program is from 5:45-6 p. m., once a week, for a year, and two more programs are planned when time is cleared. Free hosiery are given women who guess the correct let-ter each week from a Stakolite can.

The account is placed by Kasper Gordon Studios.

PEPSODENT Co., Chicago, is not interested in any new show to replace its Frank Buck show, which closed Nov. 16. According to Harlow P. Roberts, advertising manager of Pepsodent, they will let Amos and Andy carry the load "until next year, anyway."



To Combat Interference A TECHNICAL committee headed

Goldsmith Heads Drive

by Dr. Alfred N. Goldsmith, con-sulting engineer, acting in behalf of the Radio Manufacturers Association, will foster a cooperative movement among electrical equipment manufacturers to reduce man-made interference to reception by utilization of proper shielding and suppression methods, under action taken Nov. 16 at a conference convened for that purpose in Rochester, N. Y. The conference will be held at the same time as a meeting of the Institute of Radio Engineers and the RMA. Dr. Goldsmith will ask a number

of agencies and organizations to name one member each to serve on the committee. Included are the FCC, Bureau of Standards, NAB, Society of Automotive Engineers, Electrical Testing Laboratories, Radio Branch of the Canadian Department of Marine, Edison Elec-Institute and American

Radio Relay League. Dr. Gold-smith said the committee will pursue "purely persuasive methods," and that no legislation will be sought.

trical

BECAUSE KDYL, Salt Lake City, has excellent coverage in southeastern Oregon, the Tax Limitation League of Oregon placed transcription talks regularly over that station during the recent political campaign. Frederick H. Schmalz, Portland agency, handled the account.

PEOPLE

MARKET



A responsive WREN audience of 11 cities with a total population of 761,535 . . . a rural audience of $2^{1/_{2}}$ million people ... Let WREN tell your story at the lowest advertising cost.





COMPLETING its staff reorgani-zation, KHJ, Los Angeles, has added G. O. Burke and Amory Eckley to its sales department, ac-cording to C. Ellsworth Wylie, general sales manager. Eckley was transferred from the San Francisco Don Lee station, KFRC. James D. Fonda, new advertising service manager, is making a market survey of 11 western states. Kenneth Niles, former KHJ chief announcer, has been promoted to be a producer. Clarence Hamilton now is chief announcer and day supervisor and Charles Bulloti. Jr., is announcer and night supervisor. William Goodwin, assistant production manager, on leave to the Los Angeles office of Lord & Thomas during the political cam-paign, has returned to his post. Arthur J. Kemp, sales manager, says increasing business requires the expansion.

Better Vision Series

PRIDHAM B. DAVIS & Associates, Los Angeles optical service, has taken a series of 26 fifteenminute transcriptions from the Better Vision Institute, Rockefeller Plaza, New York, for placement on KHJ, Los Angeles, and KFWB, Holywood, through Fred Wesley, Inc., Los Angeles agency. Series is nationally distributed by the In-stitute with background music by Leo Reisman's and Vincent Lopez's Orchestras and featuring chats by John Farrell, golfer; Clarence Chamberlain, aviator; Margaret Brainerd, beauty specialist.



EVERYWHERE



*In Canada, through the Canadian Pacific Railway Telegraphs

BROADCASTING • December 1, 1934 December 1, 1934 • BROADCASTING

YOU CAN

COVER

THE ENTIRE

DETROIT

AREA THROUGH

The Only Columbia

Outlet in This Tremendous Market

RATES PER LISTENER ARE REMARKABLY LOW

Class "A" * (7:00 p.m. to 10:30 p.m.) 1 tl. 13 ll. 26 tl. 52 tl. 100 tl. 1 br. \$20:00 \$304.00 \$258.00 \$272.00 \$256 to 1 br. \$200.00 \$190.00 \$180.00 \$170.00 \$60.00 br. 125.00 \$196.75 \$12.56 \$166.25 \$100.00 mm \$6.00 \$61.75 \$5.80 \$5.25 \$20.00 }

Class "B" (6:00 p.m. to 7:00 p.m.) (10:30 p.m. to 11:00 p.m.) 1 st. 1 st. 2 st. 3 st. 100 ti 1 h st. 240:00 st. 200 st. 2014 00 st. 2014 1 h st. 200 st. 200 st. 2014 00 st. 2014 1 h st. 200 st. 200 st. 2014 00 st. 2014 1 h st. 200 st. 2015 st. 2015 st. 2015 1 h s

Class "C"

 $\begin{array}{c} (9:00 \text{ a.m. to } 1:30 \text{ p.m.; werk days)} \\ (4:30 \text{ p.m. to } 0:00 \text{ p.m.; werk days)} \\ (4:30 \text{ p.m. to } 0:00 \text{ p.m. werk days)} \\ (1:01 \text{ p.m. to } 0:00 \text{ p.m.; semidas)} \\ (1:11 \text{ p.m. to } 26.11 \text{ p.m. to } 52.11 \text{ p.m. to } 100 \text{ t.m. semidas)} \\ (0:000 \text{ gas, 00 si} 52.00 \text{ si} 44.00 \text{ si} 36.00 \text{ si} 20.00 \text{$ Announcements

Consistently broadcasting more network and local commercial programs than any other local network station-Results do count!



Detroit Offices-UNION GUARDIAN BLDG. Phone: CAdillac 7200

Windsor Offices-GUARANTY TRUST BLDG. Phone: 4-1155

STUDIO NOTES WHEN KMBC. Kansas City, broad-

WHEN KMBC. Kansus City, broad-east from Union Station the arrival of Burlington's Zephyr on its first commorcial run. KMBC manager Ar-thur B. Church, broadcasting from in-side the train, interviewed 7-year-old Arthur B. Church, Jr. The younger Church answered all questions which permitted the reply "De Zephyr." In-cidentally, at KMBC's recent staff picnic, details were poured into un-lucky members who were on duty at the station by means of Kenneth Prahl's short-wave outit. A NOVEL method of bidding for an

Prahl's short-wave outfit. A NOVEL method of bidding for an NBC builet connection was employed by Steve Cisler, general manager of WSGN, Birmingham, last mouth. In an issue of the Sunday Birmingham News, he ran a quarter-page ad to clicit response, from listeners in sup-port of that part of NBC service which is not belog used by WAPI in that city. More than 7.3000 letters were received asking for the alternate were received asking for the alternate service.

A PROGRAM known as "A Wonder-land Tour of America" is broadcast two mornings weekly from WEXL. Royal Oak, Mich., with pupils of the fifth and sixth grades of 10 Royal Oak schools listening as part of their Weyl Weikle Weyl classroom work. Kirk Knight, WEXL, studio director, handles the feature, a historical and geographical talk, with the cooperation of N. J. Quickstadt, school superintendent.

school superimentation THE SERVICES of chemistry in emancipating woman from her kit-chen, man from week-long bondage to his business, and the child from many traditional diseases of early there are being demonstrated in a years, are being demonstrated in a series of programs over WCCO. series of programs over WCCO, Minneapolis, Many schools in the Twin Cities and Northwest are using the talks as the basis of classroom discussion.

"PARADE OF EVENTS" is the title of a dramatic news program over WLB, campus station of the Univer-sity of Minnesota, Minneapolis, Per-fermers are drawn, from members of the University Theatre. The feature is sponsored by the Minnesota Daily, campus publication.

A MODERATE admittance fee is beng charged for the Southwest Barn Ing charged for the Southwest Parn Dance feature on an eight-station Southwest Network, handled by Franklyn Ferguson, program direc-tor, and Bob Sweeney, formelly of WBAP, Fort Worth. The Fort Worth Recreation Building, where the program is staged, permits 1,500 to dance to the program.

THE "SHUT-IN ENCHANGE" has been started by WGAR, Cleveland, a program by means of which shut-ins are given information about fellow victims so they may correspond with each other.

WFBM. Indianapolis, recently celebrated its transfer to new and larger duarters, with the entire second floor the Meridian Life Building now being occupied.

DURING the Cleveland Community Fund drive. WGAR broadcast a "slice-by-slash" description of a blood transfusion and appendectomy from the Fund's medical exhibit.

WMT, Waterloo, Iowa, has started Uncle Bill Reads the Funnies," in which comic sheets of the Des Moines Register are dramatized each Sunday morning with a cast of five.

ON WDRC, Hartford, Conn., a pro-gram known as "A Newcomer's Im-pression of Hartford" is broadcast weekdays except Friday.

WBAL, Baltimore: has just published an-eight-page pamphlet listing the station's clients, products advertised and name and time of sponsor's programs.

ON A NEW program at WDAY, Eargo, N. D., titled "The Trade-Away Exchange," listeners are allowed to make swaps without cost.

ON A BIG TIME STATION IN A BIG TIME TERRITORY FOR PRODUCING BIG TIME SALES

It's the SHOW that counts!

WHAS advertisers, local, spot national and network, are being continually impressed with the sales producing strength of this super-powered Columbia outlet operating on 50,000 watts and 820 kilocycles . . .

Why?... Because WHAS is the only station in this territory that holds its audience with an almost continuous sequence of "Big Time" programs ...

Owned and Operated by THE COURIER-JOURNAL THE LOUISVILLE TIMES Represented Nationally by Edward Petry & Co.

New York Chicago Detroit San Francisco



SANTA CLAUS a la 1935" is the "SANTA CLACK a la 1000 is the title used in a Christmas program feature conceived by WSGN, Bir-mingham, for use of Loveman, Joseph & Loeb, local department store. Pre-& Loep, local department store. Pre-ceded by a week of build-up anounce-ments, the program calls for daily broadcasts from the store via "short wave" to Santa Claus at his North wave to Santa Claus at his North Pole haven. A two-way system of ables a concealed Santa Claus voice to talk back to the children at the microphone, producing the North Pole supert. A background of musical toy noises and the simulated activity of a toy factory is provided when old St. Nick speaks.

cperation.

IN THEIR FIRST personal appear-

IN ITELITY FIRST personal appear-ance outside of Chicago, the Sinclair Minstrels drew a combined total of over 6,000 people Nov. 14, at the Mil-waukee Auditorium. (The shows were arranged by The Milcaukee Journal for its Goodfellows Christmas fund.

Pennzoil Train Spots

FORTY HOURS after the Pennzoil Co., Los Angeles, thru the

Mayers Co., advertising agency,

Los Angeles, had decided to place,

spot announcements on 53 stations in connection with the cross-coun-try trip of the Union Pacific

streamlined train, the copy was on

the air. The project was not

launched until after the train had

left Los Angeles. Orders and copy

were sent by airmail, special delivery and airmail, Spots described

Must speaks. MAJ EDWARD BOWES had as his gnest of honor M. H. Aylesworth YUC president, at the 12th anniver-sary program of the Capitol Theutre Nor. 19 over an NBC-WEAF net-work. The Capitol program was first herd Nov. 19, 1922, as "Roxy and His Gang" and came under Maj. Bowes direction in 1925.

gowes uncertaint in 1925. gLDES' Inc., Los Angeles, retail shee, has found its "Steps to Happi-ness' program effective. It is a mod-emistic drama of domestic life, writ-ten by Betty Ross Clark, who also plays a part. The five-minute pro-grams are broadcast twice weekly, over KHJ. Los Angeles, with Roy Alice the account. dling the account.

COMBINING with Station WLB, of the University of Minnesota, Minne-apolis, WCCO of the same city is pre-senting a typical college program ence a week. The feature is produced in WLB studies on the campus, with student organizations participating. The program is developing talent on the campus and is arousing a new interest in radio among students. WFBL, Syracuse, N. Y., on Nov. 19

use of Pennzoil to lubricate the celebrated its twelfth anniversary with train and engine, and announced completion of the record-breaking staff party, which was addressed by Samuel Woodworth, founder and general manager of the station. run.

"SPOT" COSTS IN LOS ANGELES STATION B STATION D 1000 WATTS 50,000 WATTS STATION C 50,000 WATTS KFWB 2500 WATTS I . . . we hope this chart will

help to impress the fact that in Los Angeles, costs for transcriptions and spot announcements are 60% to 75% lower over KFWB than any of the other major . Los Angeles stations ... in other words 3 to 4 times as many spots for the same money! It's worth looking into ... write for details.

Owned and Operated by Warner Bros Motion Picture St Free & Sleininger, Inc; Exclusive Representatives





Radio and telephone use this cable TOGETHER . . .

SYMBOLIC of the co-operation between two great industries is this section of telephone cable, with its lead sheath stripped away. Some of the many wires you see are special conductors for carrying radio programs only. They have been placed in all long distance cables since 1926. Today about 59,000 miles of such cable wires are serving the networks and 68,000 miles more are provided for the future use.

With the expensive equipment which they connect, these cable wires represent a plant investment of more than twenty million dollars. An investment devoted entirely to program transmission. An investment made by the Bell System to help? bring the miracle of broadcasting into American



homes . . . clearly, on time, and without interruption.

BROADCASTING • December 1, 1934 December 1, 1934 • BROADCASTING

W com

Parents Warned at Symposium

(Continued from page 10)

plaints. Positive efforts on the part of the public are likely to be more helpful, even if they go no further than telling producers occasionally that we do like certain programs and hope they will be

family discipline."

For the past three years we have directed our efforts toward ever-increasing accuracy in our audience analysis method. We were not bonincreasing method. We were not bon-vinued of the accuracy of "random" calls. Consequently, we made a nhmber of test audience surveys, taking "allocated" calls versus "ran-dom" calls. The results convinced us that the proper allocation of telephone calls according to "radio home" population is essential to greater accuracy in the final results. Write for more information and prices on "istation" or "ispot" audi-ence surveys. selves. **BENJAMIN SOBY**

1023 WALLACE AVENUE Wilkinsburg, Pittsburgh, Pa.

ership.

PROPERLY

ALLOCATED

INTERVIEWS

MEAN

GREATER

ACCURACY

FOR THE

SOBY YARDSTICK

of

AUDIENCE VALUE

AND ASSOCIATES*



continued. Referring to the clash between children and parents on the choice of programs, Mrs. Gruenberg said: 'Children resent parental supersision and restriction in their choice of programs. But in many cases it is apparent that the bewildered and perplexed modern parent uses the radio as the latest scapegeat to carry the blame for their faulty management of the

From approximately the same point of view, Frederic A. Willis, director of educational programs for CBS, discussed the tendency of parents to introduce regimentation into the playroom. "There is danger of turning the nurseries into scientific laboratories, with a donsequent lessening of individual initiative, imagination and development of judgment and selectivity on the part of the children them-We must be careful not to durtail those fundamental qualities which make for eventual lead-

Joint Committee

desire to see some positive step

Commercial Manager



the following:

tion.

to the conclusion that a 'clearing

house' offered the simplest and

most effective means of coopera-

which has now been worked out

What Will Be Done

"It is hoped that this plan.

CARRYING OUT her expressed

taken to bridge the gap between parents and broadcasters, Mrs. Gruenberg announced the forma-



ciation and the Child Study Association, with herself as chairman. "Its purpose," she said, "is to establish some sort of central agency on all matters pertaining to radio broadcasts for children and to bring together the interested public, as represented by past 52 weeks, parents' groups, educational or-ganizations and the commercial inapproximately 67 have been intelliterests. After considering many possibilities this committee came

gibly received in New York, ac-cording to E. K.

Columbia Broadcasting System The series of Little America broad casts has just completed the fir year of transmission over a 10.000 mile short-wave circuit.

Cohan discloses that the voice signals as received here have had an average of 66.75 per cent intel ligibility. In three of the weeks however, New York radio engineers failed to pick up the expedition's signals, so that an average of per cent intelligibility has been maintained in the remaining # broadcasts.

This has been accomplished i the face of many impossible and "AMONG the investigations and experiments to be undertaken are often grimly humorous obstacles a recorded by Charles J. V. Murph in an entertaining log of what goe "To develop experimental programs on in the radio shack 10,000 mile with the cooperation of national asso-ciations, independently where neces-'down under" the civilized world Murphy, former New York news scry, for the purpose of demonstrating types of programs that appeal, that paper man, as combination comare educationally sound, and that are munications officer, radio announce not already in use. "To study the effect of current radio programs for children and of the exand showman of the Byrd Antantic Expedition, each Wednesday marshals to the microphone every-"To give advisory service to broad thing of human interest in iLttle America.

A Piano Amuck

"To give advisory services to con-To give advisory services to con-stituent organizations in planning national and local programs. "To act as a clearing house for all information in connection with radio programs for children, The whole effort of the many mational agencies who are cooperating in the establishment of this clearing house is directed toward pooling their knowledge and their facilities. We the second secon its anchorage and left them high and dry on Easter Island.

parents, have worked with experts and specialists and have steadily de-veloped the kind of education which realizes the democratic ideal of serv-ing each, and at the same time serving all. I am confident that it will be possible in radio to approximate this same ideal." ships.

REGULAR rebroadcasts of outstanding daytime programs of WSGN, Birmingham, are being presented daily by WJBY, Gadsden, Ala., 65 miles away, by mutual arrangement.



386 N. 8th St., Paterson, N. J.

Antarctic Program Has 67% Audibility

Little America Broadcasts

check.

OUT of every 100 words spoken into CBS microphones by members of the Byrd Antarctic Expedition during the

Mr. Cohan trade papers during November and Cohan, technical directod of the December. Illustrated stories were released through these same gro-

cers and restaurant trade papers. Follow-up stories are sent at reguar intervals to these two lists. Helpful cooperation in developing support from both grocery and radio retailers was rendered by many CBS stations. Prior to the first broadcast, every station was supplied with display and promoion materials and suggested let-

ters which they could use in apprising the two retail groups of he broadcasts and their profitaking possibilities. To help the dealer announce the rogram in his store and identify s establishment as headquarters or Grape-Nuts, the following maerials have been provided at diferent times, both before and since he start of the series: illustrated ind colorful window posters done

n a news style; a counter jumble basket display; counter and window pieces; feature floor bin backers: electrotypes for use in hand. ills and local newspaper adver-

ery trade publications, as well as

through the merchandising sec-

tions of newspapers going to gro-

tising; "tune-in" slips; illustrated MURPHY'S LOG traces vivid rotogravure tabloids; and recipe the radio series from the initia folders. All of these materials broadcast at sea on Nov. 18, 1933 featured the broadcast rather than It describes such tense moments a butting the emphasis on Grapethat when the piano on the Jaco Nuts, although the product was Ruppert broke its moorings as the liven strong identity in each piece. ship rolled in a heavy Pacific his was done, believing that it sea and threatened to disrupt a resimpler to exact the sea and threatened to disrupt a resimpler to exact the sea and the s vas simpler to create listeners and broadcast; when Admiral Byrd ani gaving it up to the program to do Murphy almost missed their broadhe real selling job. cast as gales blew their ship from

Exploiting the Feat

THE ANTARCTIC map, primarily Murphy portrays his "local art ists" as the "most disreputable lesigned as a premium to be ofcompany that ever faced a micro- ered over the air, was also offered Saturday consumer sales conphone" because of their appearncted by General Foods salesmen ance after enduring many hard-But he lauds them for better stores. Large displays ships. But he lauds them for vetter stores. Large displays catching the spirit of the thing recreated, built around an easel readily and even developing a mich called attention to the offer "microphone manner."

As Cohan describes the plans to special electrotype for advertispick up programs at a stated time was, picturing the map and anmuncing the offer, was provided each week as "little short of sheer help stimulate interest ahead of optimism," so does Murphy see a chelp stimulate interest ahead of "suggestion of magic in the way the two young engineers, John X. An elaborate traveling win-

the two young engineers, John N. and enaorate traveling win-Dyer and Guy Hutcheson, bridge wisplay called "The Byrd Ex-the 10,000 miles to New York in the of the company's three divi-collaboration with engineers in the of the company's three divi-New York and at any of the jour ins. It is scheduled for the use



of the largest stores only, andaside from focussing attention on the broadcast -- features the 14 General Foods products which were selected for use by the Byrd expedition. These products are offered at special prices during the duration of the exhibit in each

store, the sale being conducted under the direction of General Foods salesmen. Even befpre General Foods' sponsorship of the Byrd broadcasts

Perhaps the largest initial coverage of the subject resulted from the farewell broadcast Columbia held at Norfolk on the eve of the expedition's departure. Millions of radio listeners reached by this nation-wide hook-up learned of the plan for a weekly radio contact between the expedition and "civ-

For a month before the series began, advance announcements were made on the air, building up the expectancy of the listeners and assuring a large first-night audi-ence. When the day of the inaugural arrived, we addressed our appeal to the eye as well as to the ear. taking space on the radio pages of newspapers throughout our network area to draw attention to the premiere.

Ads Follow the News

SINCE then we have used such ads when the expedition has been prominently "in the news" - as when difficulty was encountered in landing equipment, or when "Dizzy Dean, of the St. Louis Cardinals, spoke to the baseball fans then wearing snowshoes.

Program resumes are given early in the evening by many stations on our hook-up, and a few words about our broadcast are included in these. Also we have been very fortunate in being frequently highlighted in the selected radio features mentioned by Boake Carter in his Philconnews broadcasts, and in other similar features. Pre-series promotion, released by General Foods and Columbia, covored every possible outlet: radio editors of newspapers and magazines; scientific magazines; children's publications; school and club bulletins; college papers; rotogravure sections; fraternity and

WHAT DETROIT

STATION

is noted for the success-

ful advertising of food

products?

WJBK

DETROIT



HANDLES ACCOUNT - Frank Smith, associate advertising manager. General Foods Corp., has handled the Grape-Nuts series featuring Admiral Byrd from the start.

lodge bulletins; etc. There were general releases, special articles. tween members of the expedition and members of their family at home in the United States. Chilsyndicated features, mat stories, and all other forms of printed support. The material found wide and enthusiastic acceptance, and many groups willingly participated in spreading the news because of the real newsworthiness of the project, the educational value of the broadcasts, and because of interest their groups had in certain members of the expedition's per-

dren, wives and parents all have been heard, in the Antarctic by eager explorers. General Foods has renewed the contract for the broadcasts and expects to keep the program on the air until the middle of next February, when the Expedition probably will have left Little America

made effective use of a traveling

window display prepared for them,

in which blown-up photographs of

the expedition and its broadcasting

activities were used. Shown-with

the pictures were items from the

equipment taken by Byrd's previ-

ous expedition. Such items as skates, skis, ski suits, and penguin

novelties gave the stores an oppor-

tunity to tie in their merchandise

with the dramatic story of explo-

ration. The broadcasting equip-

ment, of course, readily ties in

with sales promotion for short-

wave radio sets. In the stores having grocery de-

partments, the product was fea-

standing houses which have used

the display are Bloomingdale's and

Wanamakers', New York; Shep-ard's, Boston; Gimbel's in both

Philadelphia and Pittsburgh, and

Current promotion has stressed

one of the "miracles of radio" that

has not yet become so common-

the two-way conversation over

great distances-(especially when

the distance happens to be the

10.000 miles between Big America

and Little America.) Both the

news value and the human interest

of the programs have been kept at

a high level by including talks be-

place as to lose its human appeal-

the Boston store in Chicago.

Among the out-

tured as well.

Leading department stores have for home.

sonnel.



BROADCASTING · December 1, 1934 cember 1, 1934 · BROADCASTING

www.americanradiohistory.com

General Manager

Page 41

ment to this group was contained in a booklet reporting on current conditions and plans. The next was an illustrated insert which "rode free" with the dividend Reaching the Trade

THE TABLOID newspaper, previously mentioned, was edited so that it was suitable for distribution to the trade as well as to the

salesmen. It was distributed in large quantities by the salesmen became known, CBS and the press among grocers and their clerks. A began to 'exploit "radio's most spectacular and difficult feat." page advertisement, announcing the broadcast, appeared in grocerv

ilization" at this time.

AUTUMN DAYS in Washington

The world famous parks and drives here are at their best now with beautiful autumn colors and bracing weather. Visit Washington this fall and enjoy your stay more. Stop at this distinctive hotel.

Quiet exclusiveness, downtown location, facing Lafayette Park.



Would Cooperate With Educators (Continued from page 22) governing broadcast allocations desire more programs of a strictly

to

now available.

Some Conclusions

educational type. There is no in-dication in the record that any that the Commission has under the existing law ample authority to considerable number of non-profit make such changes, or else should request such authority through they now have. The record clearly amendment of the present law.' shows that far more time than is Unqualified objection is made to now used by such groups is available to them if they want it, and

proposals for ear-marking of facilities for non-profit purposes or for assigning, by legislative mandate, specified hours over existing stations for the same purposes. In the case of the former, it is stated that "ear-marking of any facilities for future use would involve general and complete reallocation, which would in turn involve completely destroying or greatly reducing the facilities of many stations, regardless of the fact that they are now rendering an admitteally meritorious service to the posal, the brief states it would be

to deal directly with general program quality or content is bound As to the second proto result in hopeless confusion and public resentment. against the public interest that the Commission should require each commercial station to set aside a specified amount of time, or speci-FINALLY, the brief recites the fied periods, for any type of serv-

'The establishing of such a principle would inevitably imoose on the Commission the burden of ruling how and for whom such time should be allocated or used, and this would result in an indirect government censorship similar to that involved in the allocation of other broadcasting facilities on any priority basis. clusively shown that it does not



willingness to cooperate still further with many and varied types of hor-protit organizations, and in most 5. stances has done so to their complesatisfaction.

4. It is impossible to determine character or value of a broadcast pro-gram emerely by its origin or sponso-ship, and it is manifest from the rethat much of the finest service groups are seeking more time than ord ord that much of the must serve which broadcasting is rendering to de-public in the field of education $h_{\rm E}$ een instituted and is now maintains by the broadcasting companies the 5. It is manifest from the rea

will produce programs of interest that there has been a steady and progressive improvement in the generthe public and comparable in quality with the average programs quality of radio programs, correspond quality of radio programs, correspon-ing to a definite improvement in $p_{0,1}^{(i)}$ lie taste as a result largely of the q_{1} portunities which broadcasting he afforded for the enjoyment of ge-Unless," continues the brief, "it seriously proposed to abandon basic principle of democracy, and adopt a policy of giving the programs, 6, It is clear that any form

public, not what it wants, but what preferential allocation of broadcasing facilities, based either on type a small group of government officials or appointees think it ought program service or on classification-licensees, would involve the fele to have, any governmental effort government in complex problems letermining program service value necessitating a considerable degree indirect but effective government or sorshin.

507SMD. 7. The record makes it clear in: with the rapid and still unpredication development of radio communication the adoption of any governmental po-From a thorough analysis of the reached.

reached. sany destrea, S. It is apparent that the test ∈ public interest, convenience, or ness sity established by law can be pre-sity established by law can be precasting in the United States are at present definitely limited by physical present demnitely influed by paysical facts, and are used to approximately their full capacity. No material ex-tension of these facilities through the papilication of new technical methods erly applied only on the basis of dividual cases, when and as amb tions for licenses or renewals there are submitted.

9. It is clear from the record the the interests of public will best seems sufficiently imminent to war-rant present consideration. It folserved by closer and more widespre cooperation between the commerci lows, therefore, that increased broad-casting facilities for any form or type broadcasters and the many groups p marily concerned with public edu tion in its broadest sense, and the such cooperation should be direct toward the development of more a fective methods for the use of bras casting in the general service of elcation

KFKA Changes Setup

OPENING of new remote studio in Fort Colline, Col., Nov. 17 and a reorganization of its staff an announced by KFKA, Greeley Col., whose managing director, H E. Green, resigned Nov. 1 to re sume the practice of accounting. Howard Bell, band leader and dramatic star, has been promoted from program director to manager John C. Sweeney, formerly with KIDO, Boise, Iowa, and other western stations, continues as em-mercial manager, with S. E. De-Witt, as assistant. Crawford Engle, Jr., of Boise, has rejoined the Greeley staff as field and mer

chandising supervisor, and Herber E. Albright has been named to the announcing staff.

Affiliated Net Opening OPENING of Affiliated Radio Net works, Inc., a regional chain in the Middle West, of which WCFL Chicago Federation of Labor sta tion will serve as key, is sched uled for Dec. 3, according to work received Nov. 27 by the FCC. dozen stations in Illinois, Indiana and Wisconsin are listed as identified with the project. WTRC Elkhart, Ind., on Nov. 27 procue FCC authority to operate during evening hours on Dec 3 "in order to broadcast program featurin opening of Affiliated Radio works.

Revision of Code Rates Pending

another Code Authority.

cational

(Continued from page 7)

ments offered by Mr. Kierman and Mr. Nockels had been voted down. The latter had proposed that the investigation be made by NRA rather than the Code Authority. but Chairman Shepard ruled that the Code itself fixed the responsibility for the investigation upon the Code Authority, and that the amendment therefore was out of order

On the question of studio admissions, raised originally by the code authorities representing the motion picture and legitimate theatre industries, it was agreed that Mr. Baldwin be authorized to complete his report and to submit it. without recommendation, to NRA. Questionnaires on this matter to determine how seriously, if at all, free studio admissions cut into regular show attendances, were sent out by Mr. Baldwin several months ago, and now are being computed. An investigation by Executive Officer Baldwin of complaints of part-time stations operating on

clear channels against the code provision that they pay the same wages and observe the same hour requirements as full-time stations on such channels, was ordered by the Code Authority. Mr. Baldwin was instructed to report at the

next meeting of the board. and is resumed at 9:45. Meantime listeners wire in solutions in com-petition for a \$50 prize and the Also submitted to NRA by the Code Authority was a proposal for rewriting of the administrative true solution is dramatized in the final part of the program.





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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION (Broadcast Division)

NOV. 15 TO NOV. 28, INCLUSIVE

Applications . . .

» NOVEMBER 15

NEW, Sait Lake City Broadcasting Co., (Harold Bourell, Chester Gregory, R. M. Dalton, Hutchinson, Kan.)--CP new station 1500 ke 100 w, unltd. Trans-mitter and studio 501 N. Main St. Hutchinson, Kan. KFJB, Marshalltown, Iowa--CP install new equip. change from 1200 to 1230 kc. increase power from 100 w & 250 D to 500 w D & N. change hours from specified to unitd. NEW, KGBX, Inc., Sedalia, Mo.-CP new station

NEW, Dr. George W. Young, Minneapolis-CP new

KEW, DP. George W. Houng, Minneapons-Cr new station 13:0 ke 100 w, unitd. KGDM, Stockton, Cal.-CP new equipment, move transmitter, increase from 250 to 1 kw and time from D to unitd, amended to move transmitter 5 miles present site, and 1 kw D. KFWB, Hollywood-CP new equip., increase D from

KIEM, Eureka, Cal.-CP new equip!, increase power

from 100 to 500 w, change from 1210 to 1450 kc move transmitter to McFarland tract outside Eureka. KOL. Seattle-Modif. CP extend completion date to

WMPC, Lapeer, Mich .- Modif, license to change hours

WFFB. Hattiesburg. Miss.--Voluntary assignment li-cense to George T. Bishop. WKEU. LaGrange. Ga.-CP move transmitter and studio to Griffin Hotel, change hours from specified to

, amended re hours of operation. WHB, Kansas City-Modif. license increase D power rom 500 w to 1 kw. KWK, St. Louis-CP change equipment, increase D over from 91. to 5 kw. ananalat ra awimment KWK, St. Louis-CP change equipment, increase D power from 2¹₂ to 5 kw, amended re equipment. KUJ, Walla Walla, Wash.--CP change equip, change frequency from 13²₀ to 1340 kc, increase power from 100 w to 1 kw and time from D to unitd, revisesting facilities of KFPY, amended to change equip. location of transmitter to County Road & Collecte Ave. NEW, Richard Field Lew's, Del Monte, Cal.--CP new station 1210 kc, 100 w, unitd., to be considered under Rule 6, amended to change transmitter location to Field House, Del Monte Hotel. NEW, Helena Broadcasting Co., Helena, Mont.--CP new station 1420 kc, 100 w, unitd., amended location to Montana Life Ins. Bldg. 'Helena, 'APPLICATION RETURNED-WKRC, Cincipnati-APPLICATION RETURNED-WKRC, Cincipnati-Modit, CP, as modified to install 'new equipment and

Modif. CP as modified to install new equipment and increase power from 500 w & $2\frac{1}{2}$ kw to 1 kw N 5 kw D. (Transmitter location.)

NOVEMBER 19

WOV. New York-CP install directional antenna WOV. New York-CP install directional antenna, change from D to unltd, amended to unltd, except hours assigned to WLWL on 1100 kc. WNBK, Springfield, Vt.-CP change in artenna, change hours D to unltd. I kw. WMFF, Plattsburg, N. Y.-Modif, CP change equip.

nd extend commencement and completion dates. WJBK, Detroit-License to cover CP to increase power.

WJBR. Detroit-License to cover CP to increase power, change equip.
 WSMK, Dayton, O.-Exp. Auth. Unitd. time with KQV amended to change name from Stanley M. Krohn.
 Jr. to WSMK, Inc.
 WJBC. Bloomington. III.-License to cover CP to move studio and transmitter, amended re signature.
 NEW, H. LeRoy Miller, d/b as The Minnedpolis Broadcaster, Minngapolis-CP erect new station 1350 kc. 100 w D. amended to 1370 kc.
 WMAQ, New York-Modif. CP extend commencement date to 12-3-34, completion date to 4-4-35.
 WSAI. Bakersfield, Cal.-Modif. CP change type of transmitter.

f transmitter. KFWB, Hollywood—License to cover CP change equipment, increase D from 1 to 21% km

NOVEMBER 20

W2XR, Long Island City-Modif. license to change

W2XR, Long Island City-Modif. license to change name to Scientific Broadcasting Service. WNAC, Bostom-CP change equip., increase from 100 w to 1 kw N, 5 kw D. WKBZ, Muskegon. Mich.-CP change equip., increase from 100 w to 100 w N, 250 w D. WSAI, Cincinnati-Modif. license to increase from 10 w to 100 w N, 250 w D. WSAI, Cincinnati-Modif. license to increase from 10 kw to 1 kw N, 5 kw D. KGHI, Little Rock. Ark.-Voluntary assignment license to Arkansas Broadcasting Co., Little Rock. WFBC, Greenville, S, C.-CP install new equip., in-crease from 1 kw to 1 kw N, 5 kw D. NEW, Greenville, S, C.-CP install new equip., in-crease from 1 kw to 1 kw N, 5 kw D. NEW, Denton Broadcasting Co., Eugene DeBogory owner, Denton, Tex.-CP new station 1420 kc, 100 w D., studio and transmitter local hote! NEW, Mm, L, Waltman, Muskopee, Okla.-CP new station 1200 kc, 100 w unitd., studio Hotel Severs, Mikošec, transmitter Sin & Wall, amended change to MSWK, unitd. Broadcasting Co., Inc., Alstandria, NEW, Austandri Broadcasting Co., Inc., Austandria, NEW, Austandri Broadcasting Co., Inc., Austandria,

Muskogee. transmitter 5th & Wall, amended ichange to 1500 kc. unitd. NEW, Alexandria Broadcasting Co., Inc., Alekandria, /La.-CP new station 1370 kc. 100 w N. unitd., itrans-mitter and studio 3rd & DeSoto, amended to 100 w D & N. transmitter at Upper 4th St. NEW, Evangeline Broadcasting Co., Lafayette, La.-CP new station 1310 kc 100 w. unitd. Studio and transmitter 525 Jeffersor St.

Page 44

KIT, Yakima, Wash. - Voluptary assignment license

to Valley Broadcasters, Inc. NEW, Radio Service Inc., 'Las Vegas, Nev.-CP new station 1200 kc 100 k, unltd.

NOVEMBER 23

WNBX, Springfield, Vt. Eicense to cover CP change

where the set of the

WUST, Atlanta-Modif. license increase from 500 w.

WuS1, Atlanta-Moult, incense increase from and w. I. wi LS to 1 kw. KNOW, Austin, Tex.--Exp. auth, operate 1290 kc. 250 w. change equipment, amended to 1330 kc upon re-lease KTRH. NEW, Mid-Central Broadcasting Co. (J. E. Davidson, NEW, Mid-Central Broadcasting Co. (J. E. Davidson).

M. M. Smith, J. M. Davidson) Kansas City--CP station 1370 kc, 100 w unltd., requests facilities

NEW, National Battery Broadcasting Co., Minne-

polis-CP new station 1370 kc. 100 w. unltd. KIT, Yakima. Wash.-Modif. CP change transmitter

All, Takina, Wash-Joodi, Cr change channels and studio to 6 S. 2d. St. NEW, Fred L. Packard, A. Rosenberg, Los Angeles--CP new station 1160 kc, 100 w, ltd., amended to 250

KLZ. Denver-Modif. CP extend commencement date

WOC, Davenport, Ia-Modif, CP change equip. (for-nerly KICK). License to cover CP as modified. terly KICK). License to cover CP as modified. NEW, George B. Bairey, Valley City, N. D.- CP new

ation 1310 kc, 100 w, unltd. APPLICATIONS RETURNED: NEW, G. L. Burns

Brady, Tex., CP new station 1500 kc, 100 w, unltd.: KFJB, Marshalltown, Ia., Modif. license to change from 1200 to 1230 kc, increase from 100 w, 250 w LS to 500 w, change hours from specified to unltd.

NOVEMBER 26

WSAR, Fall River, Mass .- CP change equip., increase

WSAR, Fall River, Mass.-CP change equip., increase from 250 w to 1 kw. WPRO, Providence, R. L.-Extension exp. auth. to use 630 kc, 250 w, to 6-1-53. WHDL, Olean, N. Y.-License to'cover CP move transmitter and studio, change equip. WSIX, Springfield, Tenn.-Cp move transmitter to Nsshville and studio to Andrew Jackson Hotel, Nashville, NEW, Wilton E. Hall, Anderson, S. C.-CP new sta-tion 1200 kc, 106 w N, 250 LS, unltd., amended to 100 w D and N. NEW, F. N. Pierce, Taylor, Tex .-- CP new station

NEW. F. N. Pierce. Taylor, Tex.—CP new station 10 w, 10 0 w, unitd., amended to D.
 K.UF. Galveston, Tex.—Extension exp. auth. increase from 100 w, to 100 w N. 250 LS to 7-1-35.
 W.U., New Orleans.—CP install new equip., increase from 10 to 50 kw: chance hours from specified to unitd. NEW. Palestine Broadcasting Assn. (John C. Welch, Wm. M. Keller. Bonner Frazzlele; Palestine, Tex.—CP new station 1420 kc. 100 w, specified hours, studio 315 W.Spring St., trans. 1 mi. east Palestine.
 NEW. A. Garfield Tubbs. Pampa, Tex.—CP new stat-tion 940 kc, 1 kw, unitd. at 354 Foster Ave. WTRC, Eikhart, Ind.—License to cover CP new equip. WDZ, Tuscola, III.—CP change equipment, increase 100 to 250 w, amended from 1070 kc to 1020 kc when KYW moves to Philadelphia.

KYW moves to Philadelphia. NEW, Harold Rieth, Goshen, Ind.—CP new experi-

NEW, factor, mental station, KWTO, Springfield, Mo.-CP new equipment, increase

1 to 5 kw D. NEW, Black Hills Broadcast Co., Rapid City, S. D.-CP new station 1370 kc, 100 w, unlid., studio Alex John-son Hotel, transmitter, Rapid Creek. NEW, Mississippi Valley Broadcasting Co., Inc.-East St. Louis, II.-CP new station 1500 kc, 100 w N, 250 w St. amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment and D power from 550 amended to change equipment amended to

50 to 100 w. KFXD, Napa, Idaho—CP change equipment, increase

D from 100 to 250 w. NEW, Peninsula Daily Herald Co., Monterey, Cal.--CP new station 830 kc, 100 w, D, transmitter and studio Pearl & Washington Sts.

NOVEMBER 28

WPHR, Petersburg, Va.—Modif, CP, transmitter loca-tion to be Franklin & Adams Sts. WKRC, Cincinnati-Modif. CP install new equip., in-crease from 500 w, N, 2½ kw LS to 1 kw N, 5 kw LS. WGAR, Cleveland-Exp. auth. increase from 500 w N, 1 kw LS to 1 kw to 5-1-35. WBEO, Marquette, Mich:—Modif. license to change hours.

hours. WIS, Columbia, S. C.-Modif, CP change equip., in-crease from 2½ to 5 kw D. KGKY, Scottsbuff, Neb.-CP new equip., increase from 100 wto 100 w N, 250 w LS. WMBD, Peoria, III.-Modif, license from 1440 to 1410 kc and hours from sharing WTAD to unltd., requests facilities WHBL and WROK. KGYO, Missoula, Mont.-CP new equip., change from 1200 to 1260 kc. increase from 100 w to 1 kw, amended to change location transmitter.

to change location transmitter. KSEI, Pocatello, Idaho-License to cover CP move

KOOS, Marshfield, Ore .- Modif. CP change from 1200

APPLICATIONS RETURNED: WRAK, Williamsport, Pa., license to cover CP move transmitter, install new equip., increase power; KFBB, Great Falls, Mont., CP change equipment-increase from 1 kw. 2^{1}_{2} kw KS \approx 1 kw N. 5 kw KS, move studio: WIBG, Glenside, PL CP install new equip. move transmitter, increase power change hours: KOIL, Council Bluffs, Ia., license to come CP as imodified to install new equip., increase power. NEW, (CP erect new station 1070 kc, 100 w D, stude and transmitter 4313 E. Gage St.

Decisions . . .

NOVEMBER 20

WHBF, Rock Island, Ill .- Granted CP change equip.

WHBF, Rock Island, Ill.—Granted CP change equip. increase D 100 to 250 w. WHBY, Green Bay, Wis.—Granted CP install are equip. increase D 100 to 250 w. WJBO, Baton Rouse, Lat.—Granted modif. CP extent completion date to Feb. 1. KOL, Seattle, Wash.—Granted modif. CP extend com-pletion date to Dec. 25. WTAR, Norfolk—Granted modif. to increase free \$\overline{1}\over

60 w to 1 kw D. KVOA, Tucson, Ariz.-Granted modif. to change free

wDSU, New Orleans-Granted voluntary assignme-

wAGF, Dotha, Ala.—Granted voluntary assignmer WAGF, Dotha, Ala.—Granted exp. auth. operate 15

8:30 until Jan. 1. SET FOR HEARING-NEW. Jackson D. Magena: to 6:30 until Jan. 1.
SET FOR HEARING-NEW. Jackson D. Margens-Erie. Pa. CP new station 1370 kc 100 w unid.; NST
John G. Curtis, Erie. Pa., CP new station 1370 kc 16
w unitul.; NEW, F. L. Whitesell, Forty Fort, Pa., CP
9500 kc; 500 w D; NEW, E. B. Gish (Gish Radio Serrise Abilene, Tex., CP 1420 kc 100 w unitd.; NST
Abilene, Tex., CP 1420 kc 100 w unitd.; NST
J. C. & E. W. Lee (Riverside Broadcasting Co.) Rive-side, Cal., CP 820 kc 100 w, 11200 to 1250 kc
increase from 100 N, 250 LS to 250 N, 500 LS; NSE
J. C. & E. W. Lee (Riverside Broadcasting Co.) Rive-side, Cal., CP 820 kc 100 w, 100 w, D; WOKO, Albany, N. Y., modif, license from 500 w to 1 kr
WHEC, Rochester, N. Y., modif, from 500 w to 1 kr
WHEZ, Rochester, N. Y., modif, from 500 w to 1 kr
WHAZ, Troy, N. Y., modif, from 500 w to 1 kr
WHAZ, Troy, N. Y., modif, from 500 w to 1 kr
WKAR, East Lansing, Mich., modif, from 1040 to 939 kc, and specified D to D except specified Sat. & Sm
500 w N (licensed 1040 kc, 1 kw SH daytime); WGAZ
Cleveland, modif, from 1450 to 550 kc. increase free
500 w io 1 kw N, requesting facilities of WIND;
KSCJ, Sioux City, Iowa, modif, from 303 to 1299 k
hours from simul. D with WTAQ and specified Null wold, Stockton, Cal., modif, from 150 to 259 ke
hours from S00, chandroin, modif, from 150 to 299 kc
hours from Simul. D with WTAQ and specified Null wold, Stock, Stock, Stock, Stock, New Y, MSOC, Charlotte, N. C., temp, auth. change free 1210 to 380 kc, increase from 100 to 250 w.
MISCELLANEOUS-WMCA, New YON, & WSYE
Syracusc, denied petition to reconsider and grant WSGA

MISCELLANEOUS-WMC4, New York, & WSTE. Syractise, denied petition to reconsider and grant WMC4 applicit for increase from 500 w to 1 kw and WSTE applicit for increase from 250 to 500 w, install new equa-and move transmitter; NEW, Montana Broadcastier Co., Heiena, denied petition reconsider and grant applic 1420 kc, 100 w specified; WTMJ, Milwaukee, denie petition to reconsider applic, to increase N from 1 to 5 kw (lapplic, to increase from 2½ to 5 kw D grantei Oct. 30); WCSH, Portland, Me., denied petition to re-consider and grant applic, to increase from 2½ to 5 kw Cort. 307; WCSH, FORLAL, ME., denied petition to R-consider and grant applic, to increase from 2½ to 5 k prant applic, to increase from 300 w to 1 kw D; WACO, Waco, Tex., reconsidered and granted without hearing applic to increase from specified to unitd; KECA, Les Angeles, reconsidered and granted applic, to 5 kw D; KRKD, Los Angeles, reconsidered Irom 2:2 to 3, kW D; KKKD, Los Angeles, reconsidered and granted applic. to increase from 500 wto 2¹/₂ kr. dismissled applic, to increase to 1 kw N; WLLH, Lord Mass., reconsidered and granted applic. to increase from specified to unitd.; KPRC, Houston, Tex., reconsidered and granted applic. to increase from 2¹/₂ to 5 kw D at applic to increase N to remain in docket; KDYL, Sh Lake fifty granted auth to intervase in capils. This and granted applic. to increase from 2% to 5 kw 0 at applic to increase N to remain in docket; KDYL, Sk Lake City, granted auth. to intervene in applic. Un Radio Educational Society for new station at Sk Lake City 1450 kc, 1 kw unitd.; NEW, Porlasi Brdcsig. System, Inc., Portland, Me., granted petitis to intervene in hearing on applic. WCSH for moli license to increase to 5 kw D: W, J. Reynolds, Jr. Selma, Ala., granted request to take depositions in No. 2504 Dec. 6; J. D. Kolesar, Stockton, Cal., granted petitistic and the state of the state of the state of the state auth. to take depositions applic. of Norman F. Stom. Dec. 11; NEW, Abraham Shapiro, Astoria, Orce, P. designated for hearing amended applic. new states. 1370 kc, 100 w. specified, to be heard with applic. ef KSLM for unitd. time on same frequency; WSX0, Nr Mason, O., granted renewai exp. license; WTOM, Minn-apolis CP asking auth. to change transmitter to Rid-field, and change antenna, heretofore granted, returned to faigs at applicant's request. RATIFICATIONS-WDRC, Hartford, Conn., granted extension test period 30 days (action taken Nov. 10): WTAR, Norfolk, granted extension test period 30 days (action taken Nov. 13); WARD, Long Island Cit. WVFW, Brooklyn, and WLITH, Brooklyn, designated for hearing voluntary assignment license applic. (action taken Nov. 13); KTRH, Houston, Tex., granted temp. auth operate on 1 kw N. 21/2 kw D, 1290 kc, for 30 days (action taken Nov. 17). -FINAL ORDERS ENTERED—Denied applic. MWSW, Pittishurgh, CP move transmitter, change equip. change from 1500 to 890 kc, increase from 100 w, 250 w 15 to 25) w, 500 w LS, unitd.; granted applic. MWSW, Pairmont, W. Vas., renewal of license.

to 250 w, 500 w LS, unitd.: granted applic. WMMN Fairmont, W. Va., renewal of license.

.www.america

BROADCASTING • December 1, 1934

of KTAR, Phoenix, Ariz., to increase 500 Decisions . . . (Continued) MISCELLANEOUS WJJD, Chicago, MISCELLENEOUS WJJD. Chicago, applic, modif. license set for hearing Dec. 3 continued 1 new date to be fixed when WOV applic, will be heard: WBBM, Chi-curso, hearing on CP applic, continued; WBBR, Brooklyn, denied petition to con-tinue for \$9 days hearing con applic, for wVFW, Brooklyn, denied petition for modif: one Brooklyn, denied petition for modif: new Brooklyn, denied petition for modif: a set for Dec. 3: WARD and wFW, Brooklyn, denied petition for modif: a set for Dec. 3: WARD and work of forther remanding Brooklyn cases sebeduled Dec. 3: WARD and scheduled Dec. 3: at Washington, Pa.; KTUL, The Construction of the set work of the set of the set of the set hearing and gravity with the set mental basis for ond days: NEW, Carolina Radio, Inc., Anderson, S. C. CP new sta-tion 1200 kp 100 wn 255 w LS unltd. heretofore set for hearing dismissed at applicant's fequest to 5.1-35 WRAY wynerswal licenses to 5.1-35 WRAY wynerswal licenses

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

STRAIGHT FADER

CENTRALAB =

"T" PAD ATTENUATOR

CENTRALAB Series II Sound Projection Controls

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Manufacturers, service men and experimenters . . . send

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uable control data on Public Address Systems, Broadcast-

ing and Recording. Write for your free copy today.

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BUSINESS

CITY...... STATE.....

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illustrated above, represents just

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graph Co. Radio Tubes "Famed for

Performance" throughout the world.

Federal Telegraph Co. engineers

have greatly improved this type of

mercury vapor tube by shielding it.

In F-357A the arc is confined within

the shield which reduces bulb black-

ening and materially reduces the

tendency to arc back. A special

filament core material insures per-

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prevents flaking. Write for catalog.

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(BCST.)

Page 45

LONG LIFE . UNIFORM

CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Company, a Mackay Radio subsidiary, maintainy a tube service

subsidiary, maintains a tube service ization that really wants to serve you.

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CENTRAL RADIO LABORATORIES

900 E. Keefe Avenue

Milwaukee, Wis.

Federal Telegraph Co. Tube F-357A Half Waye Rectifier

U. V. 857 and W. E. 266A

extended twø months from Dec. 1 subject to action on pending applic.; KGVO. Mis-scula, Mont., license extended three months from Dec. 1 subject to action on pendinc upplic.; WABI, Banror, Me., WBRL, Red Bank, N. J., and WIP, Philadelphia, same as KGVO action: WJBW. New Orleans, KYOS. Action: WJBW. New Orleans, and the temporary renewal subject action on renewal applic. which was designated for hearing: WBNO. New Orleans, KYOS. Bellingham, Wash. same as WJBW ac-tion: WOCL, Jamestown, N.Y., granted temporary renewal subject action pending applic.: WIP, Philadelphia, spec. auth. increase 1 kw exp. extended pending to the consideration to 3:1-35. TSPECIAL A UTH ORIZATION GRANTED-WMRC. Richmond, Va., granted temp, auth. use 100 w aux trans-tion: world with use 100 w aux trans-tices of the state of the state of the state with the state of the state with KQV of 12:13:1 WBC0. Orlando, fia, granted teension temp, auth. addi-tional power of the state of the state of the state of the state with KQV of 12:13:1 WBC0. Orlando, fia, granted teension temp, auth. addi-tional power of the state opening of Affile ST Dec. 3 to broadeast opening of Affile ST Dec.

WGAR Foreign Series

Has Score of Sponsors

WITH 300,000 persons either for-

eign-born or foreign origin in and

around Cleveland, WGAR, of that city, has started a series of six

half-hour programs, daily except Saturday, and a score of sponsors

Special programs have been de-

signed for different nationalities

as the result of research into gen-

eral preferences of each group

Foreign "announcers will be used

A Bohemian program has been pre-

sented for some time, with favorable listener and sponsor reaction.

Another new WGAR feature is

the "Skip and Happiana" series.

half-hour novelty programs nightly, starting Dec. 1. A num-

ber of sponsors have been signed

NEW YORK broadcasting officials

are helping the Musicians Emer-

gency Aid in its campaign to raise

\$400,000 for needy musicians, the

radio committee assuming a quota of \$100,000 in the drive. Plans

were drawn for concerts, with lead-

ing artists participating.

will participate.

NOVEMBER 27

WKEU. La Grange, Ga.-- Granted CP move transmitter and studio to Griffin. Ga. the low moves from specified to D on un. that is the first spectrum of the spectrum of the original spectrum of the spectrum of

WNAC, Boston-Granted license for CP authorizing increase from 1 to 2¹2 kw D 1²³⁰ ke 1 kw N. WOL, Washington -Granted modif. CP extend completion date to 1-15-35. WADC, Tallmadre. O.-Granted modif. CP change equip. extend completion date 1 10.35

10.35 NAMC, Anniston, Ala .--- Granted modif. WAMC, Anniston, Ala.—Granted modif. (P approving transmitter site at 10th & Anniston St., change equip., extend com-mencement date to at once, completion date to 45 days hereafter. KYZ. Houston, Tex.—Granted license exp. acuth additional power of 250 watts. RENEWAL OF LICENSES-WLAC. Nashville. Tenn., granted renewal license tranted temporary renewal license sub-icential temporary renewal license sub-renewal and applic. for modif. of license now pending: WKOK. Sunbury, Pa., granted temporary renewal license subject to action or pending applic. for renewal any applic, for renewal incense subject well as any applic, affecting station; wranty renewal subject to action on pend-ing applic.; WHBG. Glenside, Pa., license extended two months from Dec. I subject to action on pending applic.; KGVO, Mis-scula, Mont., license extended three months from Dec. I subject to action on pending.

exp. auth automain power of 250 watts, chance equip. WSAN, Allentown, Pa.—Granted, exp. auth. 60 days increase from 250 to 500 w 1440 kc, sharing with WCBA. WCBA, Allentown, Pa.—Granted spec, auth. increase from 250 to 500 w for 60

4475. WEDC, Chicago-Granted renewal li-cense temp. subject to applic. for renewal. NEW, Bamberger Broadcasting Service, Inc. Newark-Granted exp. CP 31600, 35600, 38600, 41000 kc. 1000 w, special

and facsimile. SET FOR HEARING-WHOM, Jersey

SET FOR HEARING-WHOM, Jersey City, CP move transmitter to Hoboken, change equipment: NEW, Community Broadcasting Co., Toledo, O., CP 1200 kc, 100 w D: NEW, Lake Region Broadcast-ing Co., Lakeland, Fla., CP 1310 kc 100 w unld: WTAR, Norfolk, Va., modif. license to increase from 500 w to 1 kw; WBNO. New Orleans, consent to volun-tary assign, license to Edward R, Musso; WBHS, Huntsville, Ala., renewal. of license 1200 kc 100 w shares WFBC-WBHS 6/7 time: WROL, Knoxville, Tenn. CP change equip. increase D 100 eo 250 w.

ORAL ARGUMENT GRANTED-Applie.

SCIENTIFIC RADIO SERVICE

Can Now Supply You With

LOW

TEMPERATURE

CO-EFFICIENT

CRYSTALS

These LOW TEMPERATURE

COEFFICIENT CRYSTALS are supplied in Isolantite Air-gap Holders in the 550-1500 Kc.

\$65.00 each

PIEZO

ELECTRIC

CRYSTALS

We guarantee our Crystals to

be ground to an accuracy of

BETTER than .03% ... BUT ...

No Crystal ever leaves our

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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

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RADIO SERVICE

124 JACKSON AVENUE

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Send for our price list and

December 1, 1934 • BROADCASTING

booklet

ohistory.com

Dept. B-12.

band at

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accom-pany order. Forms close 28th and 18th of month preceding issue.

Help Wanted

Salesman for local station, small city. no competition. Good copportunity. 248. BROADCASTING.

Commercial manager local station, small place, Box 249, BROADCASTING.

Experienced commercial man with small capital to invest who can build up station in new field. Box 250, BROADCASTING.

Situations Wanted

Engineer desires to better his position by connecting with growing station. Experi-enced in all phases of broadcast engineering, including design and construction of hig, including design, and construction of high quality composite transmitting and speech equipment. Familiar all Western Electric equipment from 100, to 5,000 watts, Age 31. Best references. Box 244, BROADCASTING.

Young woman with several years experience in radio desires position as private secretary: experienced in all branches of radio including technical, commercial and hostess: excellent references. Box 245, BROADCASTING.

Experienced announcer, entertainer-at liberty. Just concluded five-year engage-ment at CBS affiliate. Locate anywhere. Box 245, BROADCASTING.

Wanted to Buy

250-500 watt, to operate 550 end of broad-cast band. Box 246. BROADCASTING.



Page 46

The Other Fellow's Viewpoint ...

Getting Business

To the Editor of BROADCASTING: . A firm foundation and logical adaptation of sound advertising principles is the "result-getter," Yeel, for the independent stations throughout the United States. We ask our advertisers to invest their money in advertising, and through numerous original merchandising ideas we obtain results for them not exceeded by any other media with a dollar for dollar expenditure of money. To a great extent, we have eliminated dissatisfaction and cancellation of con-tracts, due to this same standard

advertising formula. Qur renewal contracts have,' increased within the past six months. The bringing of a return to every satisfied advertiser is ac-

complished only by hard work and adaptation of merchandising principles to the advertising of the particular client. Our salesmen are requested not to attempt selling an advertiser on the first approach, but to find out the objective of the advertiser, the details of his business and his method of distribution. After this information has been acquired, an advertising campaign is formulated, reaching different types of listening audiences the advertiser is interested in as

consumers of his merchandise. WAIU adapts a program to his articular business. We inject particular business. merchandising to assure him of a direct pull. We insist on checking with the advertiser weekly to find out exactly what results he is obtaining for his expenditure with our organization. One advertiser reports that by using this method of advertising an 83 per cent gain shows over the same month of last year, and this organization further

EXPERT REPAIR SERVICE EAPERT REPAIR SERVICE Microphones, meters, broadcasting eouip-ment, electronic devices, instrumenta-repaired promptly. Low prices. Esti-males on request. We are designers, engineers and manufacturers of Sound and Communications Equipment; Car-bon and Condenser Microphones; Ampli-fiers; Sound Distribution and Calling Systems; Carrier Telephone Equipment; Radio Transmitting Accessories; Special Multirange and High Voltage Meters and Electrical Testing Equipment. Consulting Electrical and Radio Engi-neers.

66 BROAD STREET

SOUND ENGINEERING CORP. 2210 KINZIE ST. CHICAGO, ILL.

states that the gain is due to com-ing back on WAIU with a 15-minamateurs are being conducted simultaneously by two Chicago sta. ute daily broadcast. Other advertions. WGN, in conjunction with the Phillips Petroleum Company, tisers are reporting a like gain in percentage in different lines of business. For the first time in two years WAIU is receiving calls Bartlesville, Okla., is distributing audition blanks through the Phil lips filling stations throughout the Chicago area. The station reports that approximately 50,000 blanks daily from advertisers expressing a desire to invest in radio advertising. were called for during the last two If all station managements would weeks of November.

take their work to heart, forget the personal gain and revenues and erly an audition than a contest, in. work with their advertisers, seasmuch as no winners are chosen curing results for them, material no prizes awarded and no compen-sation given. The sponsor is congain and accumulation of money as profit will take care of itself. Such a procedure would guarantee prominence in each community and result in a tremendous profitshowing for the organization following such a course.

H. H. HOESSLY, General Manager, WAIU, Nov. 21, 1934 Columbus, O.

Cold Tablet Spots BEAUMONT LABORATORIES. Louis (Beaumont 4-Way'Cold Tablets), on Oct. 22 started a series of 312 one-minute WBS transcription announcements on WOOD - WASH, Grand Rapids, Mich.; WMBD, Peoria, Ill., and CKLW, Detroit-Windsor. Spot is carried twice daily for 26 weeks, the campaign extending to April 20, 1935. H. W. Kastor & Sons Co., Inc., Chicago, handles the account.

AUTHORITY to install a new 100-watt station to operate on 1420 kc, with 100 watts at Daytona Beach, Fla., was granted W. Wright Esch of that city by the FCC Nov. 27. Action was taken without a hearing.

on ABS.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great

value for routine observation of transmitter perform-

ance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

KONJOLA, Inc., Port Chester, N. Y., (laxatives) is planning to add WLS, Chicago, to its "Nothing but National Press Bldg., Wash., D.C. the Truth" program, now on WBBM, Chicago, seven times weekly, and is considering a program

Will pay eash for standard 50 or 100 watt W.E. or R.C.A. Broadcast Transmitter with or without power supplies and micro-phone equipment. Send full details at once to Northwestern Television Institute, Inc.,

529 South Seventh Street. Minneapolis," Minn.

NEW YORK, N. Y.

Consulting Radio Engineer Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design Wire Line Problems National Press Bldg. Washington, D. C. N. Y. Office: Englewood, N. J.

PAUL GODLEY and Associates Radio Engineers

Montclair, N. J. Phone Montclair 2-7859

FREQUENCY MONITORING SERVICE Reference frequencies derived from he National Standard of Frequency of the National Bureau of Standards by con-tinuous leased wire service. Phone GREENWOOD 2134 Making International Service Washington Institute of Technology

Washington, D. C.

Cleveland Dealers Prefer

a contract for the first first fifthere

Seventy-two grocers, druggists, and gasoline dealers in Cleveland were interviewed during a recent nationwide survey made by the Psychological Corporation. Of these, 61% said they found radio the best selling medium for nationally advertised products. The next highest medium received the vote of only 22% of the dealers. And advertisers prefer WTAM! This 50,000 watt NBC station is daily ringing up sales for Cleveland dealers. Use WTAM to

help move your product off dealers' shelves in Northern Ohio markets. Daytime rates are low and there's a large "class" market of active buyers available.

CLEVELAND 50,000 WATTS'

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

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ducting a series of "amateur night" programs, and from the applicants the most likely will be chosen for broadcasts. WBBM has offered the winner of its contest a 13-week contract at \$100 per week. The contest is limited to girl singers who have not previously received remuneration for radio work on the air. An. nouncements and blanks are being

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