

KNX MA (N	IL B IGH	REA TTI		
APEA	RADIO FA Number of Radios	MILIES <u>11 W.S.</u>	KNX NIGHT	TIME MAIL % of 11 W. S.
Los Angeles (ABC 10 mile 'city' South. Calif (Outside ABC 'city' South Calif *North. Calif. (13.2%). *Washington (7.0%) *Oregon (3.9%) *Colorado (3.4%) Montana *Utah (1.7%) Idaho New Mexico Wyoming. Nevada Total 11 Western Sta	384,962 390,438 775,400 593,965 333,236 11,103 186,598 86,011 84,293 74,284 53,518 43,394 33,522 16,370	15.4 15.7 31.1 23.8 13.3 8.6 7.5 3.5 3.4 3.0 2.1 1.7 1.3 0.7 100.9	39,468 $34,781$ $74,249$ $29,314$ $24,482$ $25,001$ $3,581$ $8,022$ $3,498$ $15,037$ $3,348$ $1,132$ $3,173$ $4,512$ $195,349$	20.2 17.8 38.0 15.0 12.6 12.8 4.1 1.8 7.7 1.7 0.6 1.6 2.3 109.0
Plus Coverage Total Other States. Total Canada Total Foreign (New Zealand, Au Japan, Hawaiian	stralia, Islands, etc.)		951	ropolitan trading of these districts

**318,568 letters were received from all programs during the period January 1st to April 30, 1935...203,350 of which were in response to nighttime programs only.

SAY WHAT YOU WILL: When a single station draws mail in such quantities from each state of the 11 Western States and the percent of mail returns per state practically parallel Radio Ownership per state...that's western "Coverage" that will *justify* any western advertising appropriation.

www.americanradiohistorv.com

50.000 WATTS KNX THE "VOICE OF HOLLYWOOD" JOHN BLAIR & CO., National Representatives

Radio's most unique merchandising system scores heavily for FAULTLESS STARCH

Executives praise results as WSM Field Men distribute 65,000 samples from house to house

SIX months ago, WSM, ready to put to a test a merchandising system entirely new to radio, invited the Faultless Starch Company, which, through its agency, the Russell C. Comer Advertising Co., had placed a contract with this station, to participate to the extent of supplying samples of its product to be distributed house to house by the station's Field Men.

Announced frankly in the January 15 issue of BROADCASTING as a "major experiment", the samples were put in the field, dealers and wholesalers were contacted, and the test to obtain sales and distribution got under way. Coupled with the distribution of 65,000 samples, the program pulled from the start. The first sixteen weeks of the campaign obtained better than 70% distribution, and sales have been consistently good. Follow two letters from Faultless Starch executives: Gordon T. Beaham, Jr., March 12: "We feel that the distribution of samples last Fall and Winter was highly successful in introducing Faultless Starch in a new territory. We, are now beginning the broadcast over your station of the second series of 52 episodes. This fact in itself bears witness to the success we have had in the use of station WSM."

D. R. Christie, Sales Manager, March 20: "Yon certainly have cooperated with us in every way in order to make not only our program a success, but the sale of Faultless Starch a success. We are quite safe in saying at this time we can heartily recommend WSM to any manufacturer who wants to go in a new market."

How WSM's merchandising system operates

The WSM Field Merchandising System (as distinguished from our work with



dealers and jobbers) consists of an a rangement with the National Life & A cident Insurance Co., Inc., owners ar operators of WSM, whereby, at no ext cost to advertisers, WSM Spot Broa casts are called to attention in approx mately 500,000 homes a week by 3,00 National Life representatives, who u WSM news and pictures as the sure means of getting themselves inside t prospects' homes.

For complete details regarding this me unusual and effective merchandising sy tem and how it can be applied to yo product, write WSM.

COMPLETE PRODUCTION FACILITIE

Edward Petry & Co., Inc., Exclusive National Representatives

Owned and Operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TEN



000000

*WAAB, Alternate Key Station

AND when you can get a primary audience in eleven major New England markets with one broadcast, THAT'S COVERAGE.

The fact is, New England is too densely populated to be reached as one audience by any single station or small group.

Coverage is not station power. Coverage is a matter of actual listeners.

Because of the density of the separate trading areas, the people of New England listen to their local stations. The Yankee Network has combined eleven of these local stations to provide complete coverage of New England's eleven major markets.

This entire network gives you the largest possible New England audience—and a primary audience in eleven centers of population.

THE YANKEE NETWORK, Inc.

21 Brookline Avenue, Boston Commonwealth 0800



EDWARD PETRY & CO., INC. clusive National Sales Representative

NEW YORK—17 East 42nd St. Murray Hill 2-3850 CHICAGO—Wrigley Bldg. Superior 7742 DETROIT—General Motors Bldg. Madison 1035 SAN FRANCISCO—865 Mission St. Sutter 6400



ay 15, 1935 • BROADCASTING

In The Fourth Marke Of The Nation — Los Angeles — The Largest Audience Listens To KHJ

In the greatest mass radio survey ever conducted in Los Angeles, KHJ, the Don Lee - Columbia station had the largest number of listeners in the Los Angeles Metropolitan District. It showed that an average of nearly one-third of the 639,895 radio families in this rich area are *habitually* tuned to KHJ.

The Los Angeles Metropolitan District has 77% of the population and 78% of the retail sales of the entire 11 Southern California counties. KHJ completely dominates this market.

Here are the Vital Statistics to Prove That Claim

64,380 radio listeners answered the question "What radio station are you listening to now?" KHJ was tuned in on over 30%of the radio sets during this test period. 30% more audience than the next leading station. Here's the score: KHJ 30%; 2nd

١

station 23%; 3rd station 12%; 4th station 11%; 11 other stations and "stations not known" accounted for 24%.

Who Made This Radio Survey... and How?

Radio Surveys, Inc., an independent research organization tested every night for seven weeks, from 6 to 9:30 p. m. $-31/_2$ hours a night until over 64,000 calls were made.

> Copy of this survey will be mailed on request

BERT A. PHILLIPS, Sales Manager of KHJ



The 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.

Published semi-monthly by BRUADCASTING 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.

www.americanradiohistory.com

BROADCASTING

Broadcast Advertising

. 8 No. 10

WASHINGTON, D. C. MAY 15, 1935

\$3.00 A YEAR-15c A COPY

Joucks Resigns As NAB Managing Director

By SOL TAISHOFF

inds Up Five-Year Term to Return to Practice of Law; aldwin, Bellows, Lafount, Hedges Mentioned for Post

TER a tenure of nearly five rs, Philip G. Loucks on May 13 dered his resignation as managdirector of the National Asso-tion of Broadcasters, to become ctive immediately following the nual convention at Colorado rings July 6-10.

n a letter to J. Truman rd, NAB president, which o was submitted to memts of the board of direcs, Mr. Loucks declared had decided to return the private practice of —a practice which he prrupted in November, 0, to assume the adistrative helm of the de association. During incumbency, the NAB w from a membership of

stations to a roster of proximately 400, and has n for itself a place in the effort of trade association ivities in the nation's capitol.

Plans Moving Forward

5 you know," Mr. Loucks wrote NAB president and his board, has long been my desire to re-n to the private practice of law ch I interrupted in November, 0, to assume the post of manng director of the association. My purpose in writing you at time is to inform you and the mbers of the board of directors t I will not be a candidate for ppointment upon the expiration my term in July of this year to give the board opportunity give consideration to a sucsor.

During the four-and-one-half rs I have served as managing sctor the membership of the ociation has grown consistent-and many services have been ituted. Many of the problems ch faced the Association at the e of my appointment have been red or are on their way to so-on and I feel that the program eloped and the policies laid n can be carried forward by successor.

It has been a distinct honor to e served as executive head of Association and I shall forr treasure the many friend-os which have developed from service.

Just as I have served to the t of my ability during my past tenure, I shall continue until the end of my present term and, for

MR. LOUCKS

my successor, I can wish for nothing more helpful than that he shall continue to enjoy the same loyal cooperation from members of the Association that I have en-joyed during my term of office."

Filling the Post

IMMEDIATELY after learning of Mr. Loucks' decision BROADCASTING inquired of a number of key broadcasters as to their views with regard to a successor. The view was expressed in several quarters that while there is no disposition to interfere with Mr. Loucks' plans, it was felt that possibly an arrangement could be made whereby the NAB would derive the benefit of his experience and counsel through his retention as NAB general counsel.

Mr. Loucks' decision, which was not unexpected by his close assonot unexpected by his close asso-ciates, did, however, provoke con-siderable conjecture as to what course the NAB would take to fill the post. There was spontaneous revival of the plan which origi-nated at the NAB convention in St. Louis in 1932 for a "czar" for the industry in the person of some the industry in the person of some outstanding public figure who perhaps would serve as salaried president of the NAB.

While it is too early to hazard any guesses as to a successor, a number of persons within the industry are considered possibilities. Among these are James W Baldwin, executive officer of the Code Authority, and for-mer Secretary of the Federal

Radio Commissior; Henry

A. Bellows, former member of the Radio Commission and an ex-vice president of CBS, now serving as NAB legislative chair-man; Harold A. Lafount, former member of the Radio Commission, and William S. Hedges, twice NAB president, and now manager of NBC operated

stations. Since Mr. Loucks' resigna-tion will not become effective until the next convention ad-journs, it is improbable that the NAB board will consider appoint-ment of a successor until it holds its board meeting during the con-vention at Colorado Springs. In the meantime, the sentiment of the in-dustry unquestionably will be sounded, and the matter probably will be roundly debated during the Colorado Springs deliberations.

Mr. Loucks' announcement adds zest to what already gave promise of being one of the most active conventions since the NAB came into being 13 years ago. A stiff battle over NAB policies, notably that having to do with radio news, ap-pears imminent at the convention. Considerable antipathy has been aroused, for example, by the NAB executive committee action in connection with the litigation involving the Associated Press and KVOS, Bellingham, Wash., regarding the right of stations to broadcast news once it is published in newspapers. The NAB, with the idea of having this issue clarified, according to the executive committee, agreed to serve as a collection agency for the industry and accept contribu-tions from stations with which to defray the cost of the appeal in

the case. This brought down upon NAB headquarters the wrath of a number of newspaper - owned stations, which maintained it was outside the scope of the trade association. The attitude was reflected in resolutions and discussions which cropped up at meetings of newspaper publishers held subsequent to the appeal. The issue is booked for an airing at Colorado Springs. The decision in the lower courts was favorable to the radio station -something the press associations and certain of the newspapers could not accept. Former Senator C. C. Dill has been retained by KVOS to handle the appeal in the Court of Appeals at San Fran-cisco, while John W. Davis, of New York, aminorth howing the wood York, eminent barrister who was Democratic presidential nominee in 1924, is understood to be head counsel for the AP, UP and INS, which have joined forces in the appeal.

Newspaper-owned Group

OF EQUAL significance, however, is the disclosure that newspaper-owned stations have been invited to hold separate sessions during the Colorado Springs convention for discussion of problems considered of mutual interest but which do not involve independent sta-tions. Walter J. Damm, manager tions. Walter J. Damm, manager of WTMJ, operated by the Milwaukee Journal, and former president of the NAB, proposed this meeting. The informal committee on ar-rangements also includes Lambdin rangements also includes Lambdin Kay, general manager of WSB, operated by the Atlanta Journal; H. Dean Fitzer, manager of WDAF, operated by the Kansas City Star; H. K. Carpenter, gen-eral manager of WHK, operated by the Cleveland Plain-Dealer: Gardner Cowles, Jr., KRNT, WMT and KSO, of the Des Moines Reg-ister. Triburg. and Lefferson Webb. ister-Tribune, and Jefferson Webb, WWJ, operated by the Detroit News.

Asked by BROADCASTING about the proposed meeting, Mr. Damm said that for some time in the past the question of the newspaperowned stations getting together has invariably been discussed. "There never has been any unanimity of opinion as to the purpose of such a get-together and it was only after considerable thought and correspondence with some of the newspaper-owned stations that the matter has come to a head,' he wrote. "With the full appreciation of

the fact that any move of this kind might readily be interpreted, by those wishing to do so, as an attempt to harm the NAB or cre-ate a schism in the NAB, we have proceeded slowly and carefully. As you know, when the matter was put up to the NAB they readily

agreed that there would be no cause for criticism or comment if the newspaper-owned stations discussed their problems at a separate meeting of the convention. It is with considerable gratification that we were able to arrange the newspaper meeting in this way and were not forced to hold it independently of the convention which, as I mentioned to you above, might readily have left the impression of dissension.

Combination Rates

"THE REASON the newspaper stations want to get together is to discuss some of the problems they are faced with, that as a whole do not affect the broadcast industry. Among these are the matter of selling radio in combination with white space, the legitimate use that the various stations are making of their operations in the promotion of the parent paper. In addition to these there has been expressed the thought that possibthe newspaper - owned stations lv in presenting a unified front on some problems affecting the industry as a whole, might be of assis-tance to the industry as a whole."

Mr. Kay declared he had felt for some time that newspaper stations could exchange ideas to advantage, but that he had flatly declined to but that he had flatly declined to join in the calling of a meeting that could possibly be construed as unfriendly to the NAB. The pres-ent plan, he added, seems to have entirely eliminated that hazard. Mr. Kay advanced the following suggested topics as among those that could be discussed to advantage at the forthcoming meeting: (1) Promotion of circulation by radio; (2) exploitation of editorial features by radio; (3) general in-stitutional promotion by radio; (4) joint station - paper advertising rates; (5) station-paper tie-ins on specific advertising projects; (6) editorial support for station activities; (7) possibility of cooperative station - paper features by syndicate of newspaper stations; (8) news broadcasting; (9) educational broadcasting; (10) what newspa-per-owned stations can do toward raising standards of commercial copy; (11) an annual award for most notable instance of public service by newspaper stations; (12) copyright, and (13) merchandising service.

Moreover, Mr. Kay said he felt such a newspaper-station meeting urgently advisable. "No such meet-ing has ever been held," he said. "Newspapers represent the largest single element in broadcasting. They hold the largest stake and share a broader common interest than any other single element. The industry's general problems are being splendidly handled by the NAB and newspaper stations are wholeheartedly supporting the NAB's aims and policies for the protection and advancement of

broadcasting. "However, in numerous specific respects, operators of newspaper stations deal with factors that affect no other type of station. These matters are of no interest to nonnewspaper stations and it would be both impractical and unfair to devote time at a general broadcasting meeting to their discussion and consideration. Yet these matters are of vital importance to the efficient management of our newspaper stations and in making newspaper investments in radio more secure and profitable."

Mentioned for NAB Executive Post



In addition to the newspaper meeting, local independent stations seeking to make a more material showing in the national advertising field, have scheduled a separ-ate meeting of their own during Colorado Springs sessions in the the hope of organizing a project under which national representa-tives may be placed in the field. Disclaiming any plan of establish-ing a separate organization, competitive with the NAB, they as-sert they merely wish to set up a sales group to promote their merits as outlets for national spot business. This movement was in-stigated by Edward A. Allen, WLVA, Lynchburg, and a preliminary meeting was held in Wash-ington May 6 at which time a steering committee, headed by Mr. Allen was created (see article elsewhere in this issue).

Agenda for the convention has not yet been completed and prob-ably will not be for a fortnight. A bumper crop of industry matters, including an ABC of radio, agency recognition, transcriptions and related questions are due for consideration, with final action contem-plated on them. The official slate, however, plus the newspaper-sta-tion developments, are likely to overshadow all other deliberations.

When Phil Loucks takes his de-parture from the NAB after the convention to hang out his shingle as a radio practitioner, he will leave behind a brilliant record of achievement in the broadcasting industry. A former newspaperman, as well as lawyer, he took the NAB managing directorship at a time when its vitality had ebbed almost to the vanishing point. It was "broke" financially and its mem-bership of 42 in good standing represented about 5% of the industry. Today the rolls read approximately 395 paying members, or about 80% of the industry.

Without a Defeat

PERHAPS the greatest tribute to his incumbency was the fact that while more than 100 separate pieces of legislation affecting radio broadcasting were introduced in the four-and-a-half years, not a solitary measure considered detrimental, and which the NAB opposed, became law.

A rapid recapitulation of NAB activities since 1930 discloses a few of the things that have been accomplished. These include the tri-industry movement for a cooperative bureau for authentication of station coverage data and audience agency recognition; surveys; monthly index of broadcasting buscost accounting system: iness: standard order blank; organization of state committees of the NAB; development of sections; coordinating of industry data and testi-



Bromo Seltzer Extending Broadcasts of News Reel

IN A TEST campaign for possible expansion of the Pathe News Reel of the Air, now twice weekly on four Mutual network stations, Emerson Drug Co., Baltimore (Bromo Seltzer) on May 7 added WCAU, Philadelphia, and on May 8, WJSV, Washington. The programs have been on the air through Mutual stations since April 8. Walter Thompson Co., New York, handles the account.

The broadcasts are taken directly from the news reel sound tracks, with comment dubbed in to achieve continuity in the sound reproduc-tion of actual news events. WCAU recently installed equipment for pickup from sound track but from sound track pickup WJSV, due to rigid fire regulations in the capital, uses Earle theatre projection equipment.

mony at a multitude of hearings like the educational conferences, international conclaves, Trade Commission surveys, Congression-al hearings, and the like and dozens of reforms in industry practice and trade association activity.

In the copyright negotiations now reaching a climax, the NAB has played an important role, with Mr. Loucks ever in the forefront. Only during the last year has this transcendently important controversy reached a head, and in it Phil Loucks has figured prominently. The information which he was largely instrumental in accumulating, at the behest of the Department of Justice, contributed in no small degree to the Government's dissolution suit against ASCAP. And the legislation now pending in Congress (Duffy Bill) which would rip from the copyright combine its greatest legal protection was launched on its way through the in-tervention of Loucks at the propitious time.

When the press-radio situation became acute in 1933 and the agreement was reached between press associations and networks for the Press-Radio Bureau service, the NAB declined to go along and Mr. Loucks was largely responsible for that attitude. At the time he was sharply criticized. Last month, however, he had the pleasure of observing that the newspaper industry, hav ing become reconciled to the failure of that project, threw open the floodgates on radio news broadcasts. This coincided with the stand

he had taken a year before. To recite all of the developments of the last five hectic years in ra-dio—the period during which Phil Loucks served as the executive head of NAB, would be almost to recite the history of commercial radio itself.

Regional Council Selected by AAAA

THE FOUR sectional councils (the AAAA have been elected for the year ending March 31, 1936, 2 follows:

New York Council-Chairman, Pa New York Council—Chairman, Pa Cornell, Geyer-Cornell Co., Inc.; vi chairman, Mark O'Dea, Mark O'De & Co., Inc.; secy-treas., Samuel V Meek, Jr., J. Walter Thompson Co governors, Richard Compton, Blac man Co.; Lawrence L. Shenfield, Pe lar & Ryan, Inc.; R. L. Strobridg Newell-Emmett Co., Inc.; H. L. Wh temore Richardson, Alley & Richar. temore, Richardson, Alley & Richard Co.

New England Council-Chairma New England Council—Chairma J. L. Lavin, Lavin & Co., Inc.; vi chairman, Ernest V. Alley, Richar son. Alley & Richards Co.; sec treas., George Merritt, Charles V Hoyt Co., Inc.; governors, S. A. Co over, S. A. Conover Co.; Henry Humphrey, H. B. Humphrey Co. Atlantic Council—Chairman. In Harold Varston Geore-Marston. In

Atlantic Council — Chairman. Harold Marston, Geare-Marston, Intvice chairman, Joseph Katz, Josep Katz Co.; secy.-treas., Florence I Dart, Simpers Co.; governor, Robe S. Simpers, Simpers Co. Western Council—Chairman, Z. Potter. Erwin, Wasey & Co., Ltic vice chairman, Merle Sidener, Sic ner, Van Riper & Keeling Inc.; sec treas., H. M. Dancer, Henri, Hurst McDonald Inc.; governors. A. B treas., H. M. Dancer, Henri, Hurst McDonald Inc.; governors, A. L. B lingsley, Fuller & Smith & Ross Int Milton J. Blair, J. Walter Thomps Co.; C. W. Brooke, Brooke, Smith French Inc.; Charles Daniel Fra Charles Daniel Frey Co.; Maurice Needham, Needham. Louis and Br by Inc.; J. F. Oberwinder, D'Ar Advertising Co.

Liquor Campaign Starts

UNITED DISTILLERS Ltd., Ne York, in May started an air cai paign with an hour transcrib program titled American Pagea on WCFL, Chicago. The campai is to be released in nine other Mi west states this month and eve tually will cover the entire cou try, according to Amalgamat Adv. Agency Inc., New York, han ling the account ling the account. A brief addre on liquor was given on the fi program by Clarence D. Ekrol technical expert, who exploded m conceptions about liquor.

Chevrolet Suspended

SUSPENSION of the 300-stati Chevrolet transcription spot p gram due to strike conditions the automotive industry, was o dered May 3 by Campbell-Ewa Co., Detroit agency handling t account. The campaign, which gether with the newspaper sche ule, involves an appropriation e ceeding \$1,000,000, will be resum as soon as the labor situation settled. Moreover, it was learn that Campbell-Ewald plans to a some 25 stations to the list for t WBS transcription campaign.

Shoe Polish Spots

CARDINAL LABORATORI Inc., of Rite-Way shoe polish, w sponsor 13 announcements, broa cast three times a week beginni June 3, over WINS, New Yo WCAE, Philadelphia; WGN, C cago; and KMOX, St. Louis. Th announcements, which will broadcast as part of the regu home-economics programs of th stations, are placed through Bla ett-Sample-Hummert Inc., Chica

ANA Centers Research Activity on Radio

By FELIX BRUNER

evotes the Greater Part of Its Semi-Annual Convention o Discussion of Broadcast Advertising Problems

R THE FIRST time, the Assotion of National Advertisers, in 23d semi-annual meeting at hite Sulphur Springs, W. Va., y 5-8, devoted a major part its program to radio advertis-

Following its custom, the asso-tion held closed meetings from tich all but members and adverer-guests were barred. In these etings on the third day of the wention, the subject of radio om the building of a program at the writing of commercials to ecking on the audience were disssed.

Radio Research

DIO also was taken up at other sions, being touched on particu-ly by Lee H. Bristol of the hstol-Myers Co. and chairman of board of governors of the Ad-rtising Research Foundation. rtising Research Foundation. is foundation was started six in the ANA conven-in in Atlantic City and has as purpose the finding of facts in-ving all kinds of advertising blems.

polems. The foundation is divided into bups, with Stuart Peabody, of a Borden Co., as head of the bup studying methods of rating lio program popularity and cov-age. The radio group also is to in conjunction with the NAB d the AAAA in developing a lio audit bureau, with the first nt meeting of these three to be d May 20 in New York when a finite program will be considered te page 8).

A new series of studies is to be rted by the ANA which will bw where the advertiser's dollar nt in 1934 and where it is bud-ted in 1935, depicting what per-atage went to different media, at percentage into production ts and administrative expense. e data will be classified by instries.

The opening speaker at the sed radio session was W. B. nton of Benton & Bowles Inc., W York, who spoke on "Build-a program to Get an Audi-re". He was followed by Duane Jones of Blackett-Sample-Humrt, Inc., whose subject was "How Make Low Cost Broadcasting y". Chester J. LaRoche of ang & Rubicam, Inc., discussed riting of Commercials That ".

Promotion Methods

OWMANSHIP is a necessary ment in merchandising a radio gram, George Bijur, CBS direcof sales promotion told the IA members. Illustrating his nts from experience, Mr. Bijur lained the technique in getting ults from radio premiums and leawavs.

Promotion outside the program plf is effective in selling broad-its, he said, suggesting that ad-tisers build listening groups by anizing local clubs and induc-



PUTTING CARES ASIDE-A bit of relaxation on the greens for these ANA conventionites. Left to right: Paul B. West, ANA managing di-rector, sinking a 3-foot putt; Stuart Peabody, Borden Co., head of radio research group; Ken R. Dyke, Colgate-Palmolive-Peet; Lee H. Bristol, ANA director, of Bristol-Myers Corp.; Allyn B. McIntire, Pepperell Mfg. Co., ANA president.

ing them to participate in pro-grams that particularly interest them. He suggested these groups could be provided with special dramatic scripts for local presenta-tion and that lectures could be given on forthcoming musical broadcasts.

Among programs which Mr. Bi-jur said had been particularly well exploited were the Maxwell House Showboat, Jack Benny for Jell-O and Gillette Blades.

Also of interest to radio advertisers was the report made by Dr. D. P. Smelser, manager of the market research department of the Procter & Gamble Co., and chair-man of the governing committee of the Cooperative Analysis of Broadcasting.

Explaining that the CAB was organized in 1930 and that it is a non-profit organization, Dr. Smel-

ser continued: "Speaking generally, the CAB has attempted to furnish to the advertiser and his agency information which indicates from week to week how his program compares in popularity with other programs. This information has been issued in the form of program ratings. A great deal of other valuable information has been given to subscribers which has assisted them in spending their radio dollar effectively.'

Confusion in Data

DR. SMELSER said that the great mass of research data had been confusing.

"Just as market research," he continued, "is not a substitute for brains in the general administration of business, so the results of research in radio can not be a substitute for ability (1) to produce programs that will achieve popularity or (2) to write commercials that will sell goods. It can only be an aid."

Some of the points made by Mr. Smelser follows:

"Those who have imitated a program having a relatively high audience rating with the expectation that their program would have a similar rating have been frequent-

"The factor which has contrib-uted most to the distrust of re-search indicating the approximate

size of a program's audience is the inability of some advertisers and agencies to understand that an audience rating is not necessarily a selling rating. A program which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as a program which is listened to by 10% of the

audience. "Naturally you want a large audience, but it is well known that there have been programs with the maximum audience which have sold very little goods while on the other hand there have been pro-grams with relatively small audiences which have been gold mines for the advertisers.

Lure of Numbers

"A CHARACTERISTIC tendency of the advertising fraternity is to succumb to the 'lure of large num-bers'. Some agencies and some publishers have always insisted upon projecting percentages to mil-lions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transport-ing them. People who have been thus trained become panicky when they see a research study showing that a mere 2% of the radio audience listened to one of their pro-

grams. "I once heard an advertiser try to prove that more than 4% listened to his program that was broadcast four times a week, by showing that over a period of several weeks he had received 100,000 replies from listeners to his program! He did not realize that he had about 15,000,000 radio sets in his area and that 4% of 15,000,000 is 600,000 to say nothing about the fact that the individuals making up the 4% daily audience were certainly not the same every day, or that the replies were not limited to one in a family. "As long as magazines and

newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains at-tempt to prove that the opposite (Continued on page 42)



Photos courtesy of Washington Post TALKING IT OVER—W. W. Wachtel, Loose-Wiles Biscuit Co., (left) discussing ANA convention problems with John H. Platt, Kraft-Phenix Cheese Corp. (center) and Marvin Harmes, Premier Pabst Sales Corp.

Formay Shortens the Route to Sales

By Consistent Use of Radio, Swift & Co. Product Makes Friends in the Kitchen, So Refinery Works Overtime

By V. M. EKDAHL General Manager, Formay Refinery of Swift & Co., Los Angeles

EVER since the spring of 1931 we have used radio to place before the women of the West our message on Formay, the perfected shortenon rormay, the perfected shorten-ing. We have used radio consist-ently, so today we feel that our afternoon period between 2 and 2:15 over the western network of the NBC really belongs to us, and we know from hundreds of letters that women falls that women folks expect to hear something worth while from us at that time.

We have used radio to establish a definite faith in our product, and we have manufactured a product to justify that faith. We have 'never overplayed to our audience. We have never oversold. We have simply told the truth in a simple way, and developed a continuity which has carried our sales story through the years. And through perfect laboratory control we have been very careful to have a product as good or better than we claimed to have in our advertising statements.

The original program featured Al Pearce and His Gang. Al was our salesman of the air. He did not have to use direct salesmanship. He used sincerity, simple facts, and personality. Through his genial approach we captured the friendship of a great audience, and we established such intimate friendship with homes in the West that we figure every time we go on the air we have an audience of 300,000 women. Folks began to look for the program as part of their daily entertainment.

Proof of the Pudding

WE WENT OFF the air one time for two weeks. Letters. and tele-grams poured in from men and women everywhere. One was signed by.20 women members of one club. It revealed that this particular club depended upon Al Pearce's Formay program as part rearce's rormay program as part of their regular entertainment. When we went back on the air the volume of applause expressed in letters was remarkable. That proved a point to us—that if we had the kind of program folks wanted they would listen to our program, and would buy our prod-uct. uct.

The direct result of our radio broadcasting was that grocers who had never carried Formay came to us and insisted on stocking our product immediately. Business leaped ahead, and we were forced to run our \$1,500,000 refinery day and night to catch up with orders. Radio accomplished most of that for us, I am sure, because women learning by radio how Formay made better pies and cakes, deter-mined to try it themselves, and cre-ated the demand for our product

in grocery stores. On our broadcast we gave spe-cial recipes. We offered prizes for recipes and for the best letters on why Formay had proved itself by test to be the better shortening. We got bags of mail. We capitalV. M. EKDAHL, general manager of Swift and Co.'s million and a half dollar Formay refinery in Los Angeles, spends a large percentage of annual advertising funds for radio. When the Al Pearce troupe went off the air on the coast several weeks ago, Mr. Ekdahl transferred sponsorship of Formay to the "NBC Magazine of the Air" several afternoons a week to "reach a large number of people with a program of human interest." On the Coast, Swift has been a big radio user for four years, mostly with daytime programs for women in the home.



Grayco in 30 Cities

STATIONS in 30 cities are broad casting the Motion Picture Column of the Air program of the Marior R. Gray Co., Los Angeles (haber dashery), with local dealers a sponsors. The series is recorder from the Gray programs on KHJ Los Angeles, by Recordings Inc. Los Angeles, with Lockwood-Shack elford Co., the agency. The dealer manufacturer arrangement is co operative. Stations include: Cali fornia—KREG, Santa Ana; KMJ Fresno; KERN, Bakersfield KFXM, San Bernardino; KTRE Modesto: Arizona — KGRA Cool rresno; KERN, Bakersheld KFXM, San Bernardino; KTRE Modesto; Arizona — KGRA, Cool idge; KTAR, Phoenix and KSUN Bisbee; Oregon — KORE, Eugen and KMED, Medford; Washingto — KIT, Yakima; KUJ, Walla Wal la; KXRO, Aberdeen and KPG Wenatchee; Montana — KGVC Missoula; KFBB, Great Falls KGEZ, Kalispel and KGCX, Wol Point; New Mexico—KGFL, Ros well; KICA, Clovis and KGGM Albuquerque; North Dakota= KDLR, Devil's Lake and KLPM Minot; WPAD, Paducah, Ky. KARK, Little Rock, Ark.; KDFN Casper, Wyo.; KFXD, Nampu Idaho; KFXJ, Grand Junction Colo.; KFRO, Longview, Texa: and WSJS, Winston-Salem, N. (

KTAB Now KSFO

CALL LETTERS of KTAB, Oal land, Calif., have been changed f KSFO upon authority of the FC

AUDIT BUREAU PLANS ADVANCE Joint Session in New York May 20 Will Go Further - Into Plans for Authentic Coverage Data

WITH the Association of National Advertisers having designated a committee to take part in the conversations looking toward creation of a cooperative independent buof a cooperative independent bu-reau to authenticate station cov-erage and audience data, a sec-ond meeting of the three groups involved has been scheduled for New York on May 20. At its annual convention at White Sulphur Springs, W. Va., May 7-8, the ANA authorized the radio division of its newly formed Research Foundation to meet with

Research Foundation to meet with the NAB and American Association of Advertising Agencies' committees to formulate the plans for a radio ABC. The committee is headed by Stuart Peabody, of the Borden Co.

Immediately after the ANA ex-ecutive committee reached the agreement, arrangements were made by Arthur B. Church, NAB commercial committee chairman and chairman of its special audit bureau committee, to meet again in New York to form definite plans, The initial meeting had been held April 22 when details were dis-cussed. Both the NAB and AAAA had definite committees desig-nated to consider this subject, but the ANA, while represented at the first meeting, did not have author-

ity to go along with the plans. The audit bureau proposal was discussed by Mr. Church, along with Philip G. Loucks, NAB managing director, with officers and members of the ANA during the White Sulphur convention. Edgar Kobak, NBC vice president in

charge of sales, and H. K. Boic CBS sales vice president, als were at White Sulphur and pa ticipated in the discussions. The were in agreement on the bas proposal for the bureau. John Be son, AAAA president, agreed the May 20 meeting on behalf his organization.

The NAB, which has taken the lead in the conversations for the audit bureau, hopes to have the independent bureau a going co cern within six months. The b reau would be maintained coope atively by the three organization with ANA and NAB having equ with ANA and NAB having equ representation in its control at the AAAA one-half the represe tation as the unit representin both advertisers and media. T scope of the bureau has not y been defined and it is hoped th the May 20 meeting will crysta lize this point.

Penn Tobacco Sports

Penn TOBACCO Sports PENN TOBACCO Co., Wilke Barre, Pa., (Kentucky Winne cigarettes), is sponsoring play-t play baseball broadcasts of bc the St. Louis Cardinals and t Chicago White Sox. The Cardin games are broadcast by Hal Par over a KSO, Des Moines, - WM Waterloo - Cedar Rapids, hook-1 and the Sox games by Russ Hods over WIND, Gary, Ind. The sa-company is also sponsoring a da company is also sponsoring a da sports review, broadcast "Dutch" Reagan over KSO-WM Agency: Ruthrauff & Ryan Ir Chicago.

MR. EKDAHL

ized on these letters of experience. We have about 2500 persons on the Swift & Company payroll on the coast. All these folks, from stenographers to plant workers and top executives, tested Formay in their own homes, and were able to tell a convincing story about its fine qualities. Besides there are a great number of the 2900 persons on pension from Swift-living out here too, and there are 55,000 Swift stockholders.

Selling an Idea

NO ADVERTISING PLAN is successful unless the entire organiza-tion knows all about it. When we launched our present advertising campaign, we bought early morning time over the NBC western network. We invited everybody in We the organization to listen in. had breakfast meetings in the principal western cities for our staffs. Thus our entire organiza-tion got all the facts about our plans, and the public likewise was able to listen in and see what pro-gressive plans were actually had. For after all, all advertising and sales campaigns are for the benefit of the ultimate buyer, and through our radio convention we sold our ideas to our personnel and to the public.

I have never thought of Formay just as a shortening. I have thought of it as an item making happier home life. There is romance in a woman preparing food for her loved ones and her friends.



ay 15, 1935 • BROADCASTING

www.americanradiohistorv.com

Page 9

Are Your Merchandising Problems 'UNSOLVED MYSTERIES' ? WLW

REMOVES THE MASK



The World's Most Powerful Broadcasting Station A letter or wire will bring you "case examples" of the successes of numerous WLW advertisers, as compared with non-WLW advertisers . . . Unsolicited statements of praise, and positive proof of results that will indeed excite you to allow WLW to 'remove the mask' !!!

THE CROSLEY RADIO CORPORATION WEL CROSLEY, Jr., President CINCINNATI



J. P. and I. N. S. Offer News to Radio New Association Formed Yankee Network and WFIL Take I.N.S.-Universal Service: WCAU Buys U. P. News; A. P. Loosens Rules for Clients

By GILBERT CANT

LESMEN for United Press and ernational News Service are ofing their facilities to broadcaststations, and Associated Press, the two associations already ntioned, has given its newspaclients carte blanche to arrange airing on a liberal schedule of very news which, a year ago, y sought to keep from the radio lience.

N. S. and Universal Service ned contracts May 8 with John pard 3d for Yankee Network ws Bureau to furnish it with plete national, international New England news reports hours a day along with WFIL, ladelphia, which also signed h I. N. S. These are the first omplishments recorded for the vately-owned press associations er the relaxation of former es was authorized by the ANPA vention.

simultaneously, the U. P. signed contract for full service with CAU, Philadelphia, to begin

y 20. (ankee Network's contract with insradio Press Service was terable at 30 days notice.

lerbert Moore, president of instadio, stated that the loss of northeastern chain from his nt list was offset by an equal nber of stations throughout the ntry added during ten days vious to Shepard's action. Morer, his contract with Yankee had tained an exclusive proviso, ich prevented Moore from sellhis service to other stations in cities where Yankee outlets located. This ban being now ed, a new field is opened to

P. guardedly sent out word "pending general action for entire association" members t tht utilize their wire reports to ke up news broadcasts, and ar-ige with local stations to have time set aside. If a station is willing to donate the time in urn for the free news, the pas are at liberty to buy the time, the news must not be spon-d. The newspaper "angel" ed. The newspaper anger ald be credited, and of course ed. P., too, must be credited.

approximately the same situa-applies to U. P. and I. N. S. nts, with the proviso that they st report to headquarters what angements they are making as heck against interference with another. It is not yet clear at action these two privately ned press associations will take regard to commercial sponsoro of such news, but it is beed they will permit this subto their approving the client the manner of presentation.

Contacting Stations

E U. P., which has in readiness ervice designed for radio, has ailed Al F. Harrison as execuin charge of radio sales and rice. Mr. Harrison was the acpioneer in the news radio field, ing launched it for the Consolied Press Association some four rs ago. This service, however,

appeared to be premature and stations then were not greatly interested. Joining the U. P. some two years ago as assistant to the president, he was detailed to organize a bulletin-printer service in Washington for other than newspaper clients, actually a service designed for ultimate sale to broadcasting stations. Mr. Harrison now is on the road contacting stations.

In the case of the I. N. S., it is known that one contract with a station already has been signed. That is with WFIL, Philadelphia. All details have been cleared up between Joseph V. Connelly, I. N. S. president and Donald Withy-comb, WFIL general manager. Shortly following the ANPA ac-tion Larger W Bernett editor of

tion, James W. Barrett editor of the Press-Radio Bureau, notified A. P. newspapers which subscribed to the service for broadcasting purposes that hereafter they would be permitted to use four 15-minute periods daily, as against the two five-minute periods previously in force. His message to such newspapers read:

"Associated Press advises that newspaper members of the Press-Radio Bureau may now use Associated Press to make up their own press reports and special bulletins. Morning papers may broadcast four 15-minute periods between 6 p. m. and 6 a. m. Evening papers between 6 a. m. and 6 p. m. This is with understanding that you will continue press radio bureau mem-bership and fees. You are hereby authorized as bureau subscribers.

General Confusion

BROADCASTING stations which do not or cannot make tie-ups with local newspapers may obtain news reports, up to an hour a day, from Press-Radio Bureau, by paying the prevailing subscription price of

\$12.50 a month, plus tolls. Since the ANPA convention in New York adopted the report of its radio committee, permitting changes in the radio-press situation as a result of which the above developments have taken place, the feeling has increased that confusion is worse than ever before, and that the whole maneuver was dictated by jealousy of Transradio Press Service. Up to that time, Herbert Moore's independent organization had almost a monopoly on profit-making distribution of news to stations and the field was closed to the private press associa-tions by the famous "program" of February, 1934.

The publishers' action seems to have precipitated a flood of news broadcasting which will probably not only satisfy, but satiate, the public's appetite. The confusion which reigns everywhere is such that it will be difficult for stations to adjust their schedules with proper balance, as they would have preferred to do if the conflict with the publishers had not been whipped up last year.

Transradio Press reported having lost no clients other than the Yankee Network since the pub-lishers' "liberalization" of the lishers' rules, and announced the addition

of the following stations, making total list about 190 in all: the the total list about 190 in all: WIBX, Utica; WBAP, Fort Worth; WOAI, San Antonio; WFAA, Dal-las; KROW, Oakland; WOL, Wash-ington; WPTF, Raleigh; WNOX, Knoxville, and WWL, New Orleans. WLW was signed just before these, taking a full service.

NBC and CBS are continuing at present with only two periods daily of five minutes each, devoted to Press-Radio news.

It seems doubtful whether it will become necessary to add to this schedule, in view of the trend towards local arrangements between stations and newspapers.

Division of the Hearst services into two branches (I. N. S. day report for evening papers and Universal Service for mornings) results in a peculiar situation for stations tying up with clients of these services. The I. N. S. report must be used on the air be-tween 6 a. m. and 6 p. m. From then until 6 a. m. Universal must be used. But I. N. S. has a great many more clients than Universal, so in a large number of cities stations might obtain news generously through the day, and find themselves without it during the peak-audience hours. In a smaller numbers of cases, where the affili-ation was with a Universal client, the reverse would be true, but stations would be exposed to the danger of missing the bulk of the news which (except for the catastrophic kind) generally during the day. breaks

Transradio Press Opens Bureau in San Francisco

TO EXPAND its news service to radio stations and sponsors on the Pacific Coast, Transradio Press Service Inc., on May 9 opened a San Francisco bureau at suite 206 Chronicle building, with Allan C. Faith, Pacific Coast newspaperman as manager. The bureau has been established on the same floor with the Associated Press headquarters. Three schedules daily, of one hour each, supplemented by flashes, are being serviced to Pacific Coast clients by short wave and wire from San Francisco. Local clients are served by teletype. A mail fea-ture service for Pacific Coast clients, to be used independent of regular short wave teletype ser-

vice, will be inaugurated. A staff of 60 string correspondents has been organized on the Coast, to be increased within the next few weeks, Faith stated. Cen-tral correspondent bureaus have been established in Seattle, Wash., and Portland, Ore., to cover the Northwest. A complete list of Pacific Coast stations carrying Trans-radio was not available, but it was learned that among those using the service are: KJBS, San Francisco service are: KJBS, San Francisco (Italian language only); KROW, Oakland; KIEM, Eureka, Cal.; KNX, Los Angeles; KVOS, Bel-lingham, Wash.; KPQ, Wenatchee, Wash.; KFPY, Spokane, Wash.; KFEL, Denver, Colo.; and KGVO, Miscoula Mart Missoula, Mont.

To Supply News Service For Radio Exclusively



FORMATION of an independent news gathering and distributing organization to supply a complete news service to radio stations and spon-sors was announced in San Francisco on

Mr. Wright

May 3. Called the American Broadcasters' News Association, it is scheduled to enter the radio news field July 1, competing with Press-Radio Bureau, the publishers flash bulletin service and with independent services, according to Frank Wright, who heads the venture.

Wright, who is head of Frank Wright & Associates, Oakland and San Francisco radio advertising agency, and former manager of KTAB, in both cities, declared that the association is a profit-sharing, membership organization, owned and operated exclusively in and for the broadcasting industry, Wright stated. Headquarters have been established at 216 Pine Street, and 544 Market Street, San Francisco, and at 1404 Franklin Street, Oakland. Representation is planned in key American cities. The association will contract with Reuter's World Wide Service, for foreign coverage, receiving this news via cable and wireless in New York and releasing it by teletype and

short wave to member clients. The ABNA expects news gathering costs to run \$2,000 weekly. It is negotiating with an initial membership group of more than 100 stations. Wright declined to disclose the backers of the venture, except to say that he was one of them and that there were several others interested.

Air - Sports Inc. Created To Supply Radio Stations

AIR-SPORTS Inc., New York, has been organized to supply sport news to radio stations, with Clem McCarthy, sports writer and announcer, as editor of the daily bulletin service. It will be available for re-sale to sponsors and merchandising aids are to be provided. Wire and wireless transmission is planned and flash bulletins will supplement the regular service.

Sport news is to be supplied for broadcasting at 1:30, 5, 7, and 11 p. m. Exclusive racing results are promised. Wireless service will be transmitted through Press Wireless and wire service will be by "timed wire" direct to the control room.

Trading Stamp Discs

SPERRY AND HUTCHINSON, Inc., New York, begins a test radio campaign for its green trad-ing stamps (a form of cash dis-count) on May 20, through five Northeastern stations. Kimball, Hubbard & Powel Inc., is the agency. Five-minute NBC trandubbed in, will be placed several times weekly on WLBZ, WSAR, WNBH, WMFF, and WJAC.

Consents Decree Now Possible Curbing Powers of ASCAP

Six-month Continuance of Present Contract Looms; Dissension and Legislation Threaten Society

CONTINUANCE of existing broadcasting station contracts with the American Society of Composers, Authors & Publishers for six months beyond the Sept. 1 deadline, when these agreements automatically expire, looms as a possible outcome of current "conferences" being held at the invitation of ASCAP. A meeting of the NAB copyright committee was held in New York May 13 and the understanding was that the broadcasters would meet with ASCAP representatives for further discussions.

Meanwhile, with ASCAP jammed between a government anti-trust suit threatening its dissolution, legislation pending in Congress which would strip it of much of its arbitrary powers, and internal dissension that appears to have reached the breaking point, talk is current of a possible consent decree in the litigation. Such a decree would mean that ASCAP, under court auspices, would con-sent to the elimination of certain practices subject to court action if violated. The government suit hinges upon alleged illegal pricefixing, and, should a decree be en-tered, it unquestionably will cover this practice and possibly set up a "per piece" basis of cost to broadcasters and other copyright users, rather than the arbitrary system now employed, and against which practically all copyright users have protested.

Per-piece Method

IT WAS ASCAP that invited the broadcasters into conference a fortnight ago to "discuss" the status of existing contracts under which broadcasters pay 5% of their "net receipts" this year, plus arbitrary sustaining fees. The over-all annual payments, it is estimated, approximate \$2,500,000. ASCAP apparently is anxious to tide over its arrangements with broadcasters pending action one way or the other in the litigation before the Federal District Court for the Southern District of New York.

On behalf of the broadcasters, Joseph C. Hostetler, NAB copyright counsel, emphasized to the ASCAP representatives that any agreement reached must be acceptable to the government since the pending anti-trust suit now is definitely involved in continuance of existing contracts. He pointed out, too, that the NAB has favored a "per piece" or measured service plan for payment of royalties and that specific mention of a similar compensation arrangement is made in the suit against ASCAP filed by the Department of Justice last year.

When the suggestion for a sixmonth license extension under present terms, but contingent upon any action which might be taken in the government suit, was made, the April 26 conference ended. a fter ASCAP spokesmen had promised that such a recommendation would be made to its board of directors. It was hoped that

the meetings beginning May 13

would develop some agreement. Those who attended the initial meeting, and who have been called for the May 13 session, in behalf of the broadcasters, are Alfred J. McCosker, WOR, chairman of the copyright committee; J. Truman Ward, NAB president; E. A. Allen, WLVA, newly appointed copyright committee member; Edward Klauber, CBS first vice president; A. L. Ashby, vice president and general attorney of NBC; Walter J. Damm, WTMJ, and Frank M. Russell, NBC Washington vice president; Philip G. Loucks, NAB managing director, and Mr. Hostetler. At the meeting for ASCAP were Gene Buck, president, E. C. Mills, ceneral manager. Otto Harbach.

At the meeting for ASCAP were Gene Buck, president, E. C. Mills, general manager, Otto Harbach, Sigmund Romberg, Louis Bernstein, Saul H. Bornstein, Walter Fischer and T. Allen, members of the committee designated by ASCAP to negotiate contract extensions or new contracts.

tensions or new contracts. In the litigation end, Andrew W. Bennett, special assistant to the attorney general, in charge of the government anti-trust suit, appeared before Federal Judge John C. Knox in New York on May 7 to argue his motion for preference and to have the court fix a definite date for trial. Indications were that the court would agree if a judge could be transferred from some other jurisdiction to hear the case. Word on the action was expected momentarily, since it was considered likely that a judge would be procured. The New York, has been unable to expedite trial.

Royalty Demands

IN HIS MOTION Mr. Bennett declared there was "great apprehension" as to what demands for royalties ASCAP would make upon the expiration of existing contracts with copyright users, including broadcasters, motion picture owners, hotels and other groups. "Past experience over many years leads the owners of the businesses involved to believe that greatly increased royalties will again be demanded and that they will be f or c e d to pay such increased amounts or go out of business," the petition said. "Deponent believes," he added, "that an early trial and decision of the legality or illegality of the pooling of individual copyright monopolies and the concerned action of individual copyright owners in eliminating competition and fixing prices or royalties is urgent" he said.

the concerned action of individual copyright owners in eliminating competition and fixing prices or royalties is urgent," he said. ASCAP's woe within its own house comes largely from the publishing houses of Warner Bros., which, it is understood, publishes nearly one-half of the numbers demanded for air use. The movie concern has indicated repeatedly that it might with draw from ASCAP and attempt to deal with broadcasters in its own right, rather than become embroiled in possible dissolution judgment with ASCAP.

The Warner Bros. houses include such well-known firms as Harms

SUNDAY MORNING Hours, Two of Them, Being Used ——On KMOX by Dodge—

A DEPARTURE in programming was inaugurated on KMOX, St. Louis Sunday, May 12, when a two-hour variety show of popular entertainment took to the air at 8:30 a. m. and continued two hours without pause, sponsored by Dodge Dealers. This will be a regular Sunday morning feature over KMOX. The broadcast will be known as *The Air Gliders* and its central theme will be to give a cheerful, pulse-quickening start to a day of rest and relaxation. The program is unique in that no sponsor heretofore has used an early Sunday morning program of twohour duration and with a popular type of entertainment.

Heading this revue will be Al Roth and his orchestra. Other talent includes Georgia Erwin, singing popular songs; the Harmonettes, girl trio; Bob Preis, lyric tenor; the Air Gliders Quartet, who recently completed a sixmonth series of programs for the CBS network. Agency: Ruthrauf & Ryan Inc.

Inc., T. B. Harms, Chappell-Harms, M. Witmark & Son and Remick. Consent decree talk has surrounded the Warner Bros. stand. In addition, several other important publishing houses might bound

In addition, several other important publishing houses might leave ASCAP if Warner Bros. takes the lead, and join it in steps to end the court litigation insofar as they are concerned. The consent decree possibility, however, involves ASCAP also, and all of its associates would agree to certain fixed practices and stipulate that they would not be violated.

On the congressional front in Washington, the Duffy Bill (S. 2465), which would drastically 2465), which would drastically amend the existing copyright law by eliminating the mandatory infringement fine of \$250 and otherwise remove from ASCAP its arbitrary powers, was still pending befor the Senate Patents Committee as BROADCASTING went to press. In executive session on May 8, the committee heard eight witas nesses who opposed certain phases of the measure; including representatives of ASCAP. The wit-nesses were given opportunity to submit briefs, after which the com-mittee will decide whether it will hold public hearings or report the measure without them. Those who conferred with the committee were Gene Buck and Nathan Burkan, general counsel of ASCAP. who objected to most of its provisions; George Creel and Louise Sillcox. representing the Authors League; John G. Paine, president of the Music Publishers Protective Asso-ciation. sister organization of ASCAP: Edwin P. Kilroe and Grabiel Hess, representing the Mo-tion Picture Producers and Distributors.

2-in-1 Spots

2-IN-1 SHINOLA-BIXBY Corp., New York (2-in-1 shoe polish) is sponsoring one-minute announcements over Yankee Network seven days a week: over WRVA, WBAL, WCAU, WGY and KDKA six days a week; over WOR five-minute announcements six days a week. Batten, Barton, Durstine & Osborn Inc. New York, is the agency.

Inter-city Hookup In East Expanding WCAP-WIPAcquiringStations,

Which Absorb Line Costs



EXPANSION of the WMCA-WIP intercity hook-up to include WCBM, B a l t i m or e b WDEL, Wilmington, and WOL, Washington, all former affiliates of A merican Broadcasting Co. and its predeces

Mr. Flamm

sors, was announced effective May 6 by Donald Flamm, president of WMCA, the key-station. Thus fan the only name accorded the project is the cue line announcement "This is an Inter-City Presentation".

While Mr. Flamm declared the station alignment was not to be construed as a network, it never theless falls into that category at a regional station tie-up along the Eastern seaboard. The combined facilities are offered to advertisers at a combination night rate of \$950 per hour, \$560 per half-hour and \$350 per quarter-hour, exclusive of frequency discounts. This is an aggregate of the card rates of the stations, with no assessment for the A. T. & T. line costs which an absorbed by the stations.

Loew's Negotiations

WITH the alignment of these sta tions, embryonic plans of th Loew's-Metro-Goldwyn-Mayer the atrical organization, which oper ates WHN, New York, evidentl go into the discard, since negotia tions were being carried on wit the same stations. WHN had i mind picking up where America Broadcasting Co. left off three months ago but its negotiation failed to bear fruit, although pro gram service was being provided t four stations in New England.

"In furnishing program servic to stations in Washington, Balt more and Wilmington," Mr. Flam asserted, "WMCA is not attemptin to become the key station of a ne network. The rendering of th program service to out-of-tow stations is merely an expression c our part of cooperation with othe broadcasters. In the case of ou tieup with WIP in Philadelphi we have found it a mutually su cessful venture. Line charges a shared by both stations and a ready more than a dozen clien have contracted for service these two great markets ov WMCA and WIP.

nave contracted for service these two great markets ov WMCA and WIP. "Under the terms of our a rangement with the Southern st tions, WMCA will sell time ov all five stations for simultaneo broadcasting. The advertisers w pay only for the station time the line charges are being absorb by the stations themselves."

Mr. Flamm declared that if new network should develop out the existing arrangement, "it w have to come into existence qu naturally, without any one gro or individual 'holding the bag. He said it was a "compliment WMCA" that these stations a picking up its programs, and th other stations in nearby star have asked for similar cooperati-"It is quite likely," he assert-(Continued on page 51)

PERSONAL SERVICE

OUR four offices, acting as direct branches of the outstanding radio stations listed below, are equipped with factual information available to agencies and advertisers. This information is made available to you by men of ex-

\star \star \star

STATIONS REPRESENTED

Location Station Chicago, Illinois______WGN* Columbus, Ohio_____WBNS Des Moines, Iowa_____KSO Des Moines, Iowa_____KRNT Detroit, Michigan_____WWJ Kansas City, Mo.____WREN Los Angeles, Calif.____KNX New York City_____WMCA

Location	Station
Omaha, Nebraska	WOW
Philadelphia, Pa	WIP
Phoenix, Arizona	KTAR
Rochester, N. Y	WHEC
St. Louis, Missouri	KWK
St. Paul-Mpls., Minn	KSTP**
Salt Lake City, Utah	KDYL
San Diego, Calif	KFSD

Waterloo-Cedar Rapids, Ia._.WMT

Southwest Broadcasting System

*Represented on the West Coast. **Represented in territory outside New York.

JOHN BLAIR & COMPANY

NEW YORK 341 Madison Avenue Murray Hill 2-6084 CHICAGO 520 North Michigan Avenue Superior 8660 DETROIT New Center Building Madison 7889 SAN FRANCISCO 485 California Street Douglas 3188

RCA to Bring Out Television **Under Million Dollar Program**

Influenced by European Efforts Deemed Inferior, High-definition Service Will Be Inaugurated



IN THE MOST significant move television in in several years, David Sarnoff, president of RCA and chairman of the NBC board, announced May 7 that "high defini-tion" television

Mr. Sarnoff

would be brought out of the laboratory for field ex-perimentation in a three-point project involving expenditure of ap-proximately \$1,000,000. The program, to be completed within 12 to 18 months, plans cre-

ation of a modern television station incorporating RCA laboratory developments in the East, perhaps New York or Philadelphia; manu-facture of a limited number of television receivers for observation purposes, and development of an experimental program service with the necessary studio technique to determine the most acceptable form of television programs.

The RCA action apparently was motivated by the fact that both Great Britain and Germany have inaugurated public television service which is considered far inferior to developments in this country. It is not unlikely that the RCA decision will be followed by similar action by other manufac-turers, notably Philco, which has been actively engaged in laboratory experimentation.

Ahead of Europe

MR. SARNOFF'S announcement was made at the annual meeting of the RCA stockholders in New York on May 7. It throws new light on RCA television experimentation, concerning which utmost secrecy has been maintained for the last two or three years. Throughout his statement, reference is made to inferiority of European television service as compared to RCA de-velopments. Thus the inference definitely is drawn that the RCA three-point plan is embarked upon, not because television is regarded technically and economically feasible, but because of the excitedertakings and the innuendos that America was falling behind in visual radio.

v.sual radio. The results attained by RCA in laboratory experiments, Mr. Sarn-off said, go beyond the standards accepted for the inauguration of experimental television service in Europe. "We believe," he added, "we are further advanced scientifi-cally in this field than any other cally in this field than any other country in the world." Mr. Sarnoff emphasized that



BULLETIN

FEDERAL JUDGE John C. Knox of New York on May 13 set the government anti-trust suit against ASCAP for trial on June 10. This granted the motion of An-drew W. Bennett, special as-sistant to the U. S. Attorney General, for an early trial. At the same time Judge Knox denied the motion of Nathan Burkan, ASCAP gen-eral counsel, for authority to take depositions throughout the country which would have delayed trial for many months. (See story on p. 12.)

television bears no relation to the present system of sound broadcast-ing and that while it promises to supplement the present service by adding sight to sound, it will not supplant nor diminish the importance and usefulness of sound broadcasting.

"In the sense that the laboratory has supplied us with the basic means of lifting the curtain of space from scenes and activities at a distance, it may be said that tele-vision is here," he said. "But as a system of sight transmission and reception, comparable in coverage and service to the present nationwide system of sound broadcasting, television is not here, nor around the corner. The all important step that must now be taken is to bring the research results of the scientists and engineers out of the laboratory and into the field.

Evolutionary Stages

"TELEVISION service requires the creation of a system, not mere-ly the commercial development of apparatus. RCA with its coordinated units engaged in related phases of radio communication services is outstandingly equipped to supply the experience, research and technique for the pioneering work which is necessary for the ultimate creation of a complete television system. Because of the technical and commercial problems which the art faces, this system must be built in progressive and evolutionary

stages. "Considering these factors and the progress already made by your company, the management of the RCA has formulated and adopted

RCA has formulated and adopted the following three point plan: 1. Establish the first modern tele-vision transmitting station in the United States, incorporating the high-est standards of the art. This station will be located in a suitable center of population, with due thought to its proximity to RCA's research labora-tories, manufacturing facilities, and tories, manufacturing facilities, and its broadcasting center in Radio City.

2. Manufacture a limited number of television receiving sets. These will be placed at strategic points of obser-vation in order that the RCA televi-sion system may be tested, modified and improved under actual service conditions conditions.

3. Develop an experimental pro-gram service with the necessary stu-dio technique to determine the most acceptable form of television programs

"It will take from 12 to 15 months to build and erect the experimental television transmitter, to manufacture the observation receivers and to commence the transmission of test programs."

To give a complete picture of the status of television, insofar as RCA is concerned, Mr. Sarnoff

Cruse to Analyze Television Abroad



TO PROCURE first - hand information on television developments abroad, Andrew W. Cruse, chief of the Electrical Division, Depart-ment of Commerce, sailed for Europe May 10 under orders

from Secretary of Commerce Roper. Due back on June 30, he will visit London, Berlin and Paris, where the main experiments are being conducted.

Orders issued by the Department to Mr. Cruse read:

"To get first-hand information on television developments in En-gland, France and Germany and to study these developments in order to present them to American industry."

In England, Mr. Cruse will devote his primary attentions to the experimental visual radio transmissions being conducted by the British Breadcasting Co., which utilizes the Baird system. Germany, which also is maintaining regular television schedules, has central-ized its work under the German Broadcasting System. Little is known about French television experimentation.

Mr. Cruse, a former naval officer, joined the Department about two years ago. He had been as-sociated with the International Telephone and Telegraph Corp., and managed its broadcasting activities in Cuba several years ago.

made the following statement, which is given in part:

"Reception: Our research and technical progress may be judged by the fact that upon a laboratory basis we have produced a 343-line picture, as against the crude 30-line television picture of several line television picture of several years ago. The picture frequency of the earlier system was about 12 per second. This has now been raised to the equivalent of 60 per second. These advances enable the reception, over limited distances, of relatively clear images whose size has been increased without loss of definition.

"Transmission: In the present state of the art, the service range of television from any single sta-tion is limited to a radius of from 15 to 25 miles. National coverage of the more than three million square miles in the United States, would require a multitude of stations with huge expenditures, and presents a great technical problem of interconnection in order to create a network system by which the same program might serve a large

territory. "Existing and available wire systems are not suitable for interconnecting television stations. Therefore, radio relays must be further developed or a new wire system created to do the job now being done by the wires which con-nect present day broadcasting sta-tions. * * *

Technical Problems

"TELEVISION is a highly complicated system of transmitting and receiving elements with thousands (Continued on page 41)



POSITION is so important to advertising that many media charge extra for it.

Through the facilities of the Mutual network and without premium of any kind you can secure high-spot sition for your advertising.

Mutual puts your program on coveted positions of the dial and gives you intensive coverage of five njor. markets.

Thus Mutual guarantees preferred position for your advertising—both on the dial and on the map.

In the five major metropolitan markets of New York, Chicago, Philadelphia, Detroit and Cincinnati, the utual network gives you direct access to the most buyers at the lowest cost.

Because of this fact an increasing number of advertisers are using Mutual. 15 advertisers are now placing otal of 10½ hours every week on the Mutual network.

Any member station representative will be glad to show you how to take advantage of Mutual's tested ility to stimulate volume sales in these markets at the minimum cost.



www.americanradiohistorv.com

News Service of KMBC Includes Wandering Auto

KMBC, Kansas City, has appointed Erle Hazlett Smith, prominent Kansas City journalist, sports writer and aviator, as news editor of its newscasting department. In his new capacity, Smith will edit all news stories received via Transradio service and all local material radio service and all local material submitted by the KMBC staff, which has been drafted as a repor-torial body. The schedule includes seven regular Newscasts daily (6:30, 7:30, 10:45, 12:00, 4:30, 6:15, 11:55).

Smith is a graduate in journalism from Kansas State College, former managing editor of the Kansas City Journal and former feature editor of the Kansas City Journal-Post. KMBC planned to announce this month the placing of the KMBC "Newscasting Car" on the streets of Kansas City to broadcast all events of news importance di-rect from the scenes.

Bird's Nest Radio

HERE'S a radio story for the book. In the vicinity of WOR's new 50,000 watt trans-mitter at Carlstadt, N. J., engineers discovered the nest of a meadow lark built inside a discarded coil of wire. It was found that the heat generated in the wire by the high powered transmitter was without any attention from the parents, except when the station was off the air for the night. But when other birds in the vicinity tried to imitate the larks by winding bits of wire around nests albits of wire around nests al-ready built, says this report, they couldn't get the right combination. They either overdo it so that the eggs are cooked in the nest, or they use too little wire and get no "electric heating" at all.

FCC Investigating Marmola Accounts Several Stations Are Affected;

Federal Policy Still in Fog

AS THE latest phase of its anti-medical program crusade, the FCC has singled out the Marmola ac-count, transcription spot program for a fat-reducing tablet produced by Raladam Co., Chicago, and placed over some 30 stations, it was learned at the FCC May 10. License renewals of a number of stations have been set down for hearing, it was learned, because of this program, among them some

hearing, it was learned, because of this program, among them some of the largest in the country. While only one of more than two score of products or services involved in "investigations" being conducted by the FCC Law Depart-ment, covering more than 60 sep-arate stations, the Marmola pro-gram apparently now is being made the spearhead of the FCC anti - medical onslaught. This course is evident because the Law anti - medical onslaught. This course is evident because the Law Department feels it can make a



This is Mr. Lilienthal...

Mr. Lilienthal is Vice-President and Treasurer of I. J. Fox, Furriers, and the "big boss" here in Boston. In 1928-seven years ago-I. J. Fox inaugurated their evening radio shows in New England over Station WEEI. Since 1928-I. J. Fox in Boston has grown from a "store" to a business institution, a truly important factor in New England's great retail activities. Throughout these last seven years I. J. Fox has used radio in Boston extensively and successfully. The backbone of their radio activities has been their outstanding evening presentations-some of the best and most costly radio shows in all New England. For such presentations, I. J. Fox through

FOR SEVEN YEARS - WEEK IN - WEEK OUT

Station WEEI

particularly strong case on the product, since the Federal Trad Commission several years ago is sued a complaint against the sam

sued a complaint against the sam company, alleging false and mis leading advertising. Official records disclose, how ever, that while the Trade Com mission complaint was issued, a appeal taken by the Raladam Co resulted in an opinion sustainin appeal taken by the Raladam of resulted in an opinion sustainin, the manufacturer's contention tha the Trade Commission had n authority since no "unfair comp tition" was involved. The cour however, in its opinion, did crit cize the product and the nature the advertising.

the advertising. Marmola, which has been on the air for a half-dozen years, is thyroid extract designed to i crease the basic metabolism of the body, the effect of which is sa to bring about weight reduction The Trade Commission complai was that it is dangerous to up this compound without specif prescription from a physician. Th prescription from a physician. The commercial continuity currentl used in the transcription serie suggests use of a prescribed num-ber of these tablets until weigh is reduced to a desired figure. Meanwhile, because of repercu-sions to the FCC campaign, firs divulged by BROADCASTING of April 1, efforts are being made

clothe its actions in utmost secrec The fear is that the FCC might find itself embroiled in a case a Ind itself emotoried in a case a leging that it is exceeding its at thority to the point where it censoring programs—a function is specifically prohibited from ex-ercising under the terms of th Communications Act.

Up to Each Station

NO SATISFACTION can be pr cured from the FCC for "advan information" as to what program or what character of programs a on the taboo list. The blanket a swer is that stations must u their own judgment, since the FC is not authorized or qualified is not authorized or qualined pass scientifically upon the me its of products or services i advance and that if a station unable to decide for itself wh falls into the category of "publ interest, convenience and nece sity" in the way of commerci-accounts it is not qualified to ho a franchise to operate a statio Within the industry, station have adopted a practice, in man-instances, of rejecting altogeth-accounts they construe to be "bo derline". They are resorting this rather than risk a citation from the FCC. The C h i c ag o Association Broadcasters picked up the pr-posal made editorially in the May issue of BROADCASTING that the NAB set itself up as a clearin house on program acceptance through designation of some qua-fied man who would pass judgme on continuities and accounts su pass scientifically upon the me

fied man who would pass judgme ned man who would pass judgme on continuities and accounts su mitted in advance. NAB has take the position, however, that it he neither the funds nor the facilitie for such an undertaking. It likely that this matter will are at the next NAB board meetin since headquarters in Washingto have been besigged with queries. have been besieged with queries.

have been besieged with queries. Another report from Chica_i states that stations represent nationally by Free & Sleining Inc., have under consideration plan to detail a man to Washin ton to advise as near as possit in advance about questionat medical accounts.

Fo Reach the Great Radio Audience in America's Second Wealthiest Market Use ...

> 2,299,300 FAMILIES *

WMAQ

CHICAGO WENR

> 2,275,400 FAMILIES *

*The potential circulations of WMAQ and WENR as determined by the new NBC Method of Audience Measurement by aireas.

NATIONAL BROADCASTING COMPANY, INC. A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK \star WASHINGTON \star WEAF & WJZ WRC & WMAL

CHICAGO ***** SAN FRANCISCO WMAO & WENR

SALES REPRESENTATIVES AT: BOSTON-WBZ . SPRINGFIELD, MASS.-WBZA . SCHENECTADY-WGY PITTSBURGH-KDKA • CLEVELAND -WTAM

DENVER-KOA

PHILADELPHIA

KGO & KPO

DETROIT

lay 15, 1935 • BROADCASTING

Ideas on Merchandising

Getting Children to Listen, and Buy—A Free Program For Druggists—Hats and Gasoline

By HOWARD J. LONDON THE PROGRAM of General Baking Co., New York (Bond Bread) titled Adventures of Terry and Ted, which is being broadcast on 13 stations in the East and Midwest, uses a number of novel merchandising ideas.

chandising ideas. To get children to listen, and to buy Bond Bread, the sponsor has woven into the continuity each week a code message. The solution is not given over the air, but listeners are told in the closing announcement they they can find it wrapped inside of every loaf of Bond Bread they buy the following day.

Increased sales of Bond Bread have been shown repeatedly on the days when the codes were featured. A map, tracing a portion of the boys' travels, is also offered free to listeners. The first 20 of the 65 episodes plug the map and tell the listeners where to obtain them —either through their local station or their neighborhood food store. The appeals for the map have found many stores in the eastern area crowded with boys and girls clamoring for copies of the map the day after the announcement had been made over the air.

Inserts in the Bond Bread wrapping, posters on all delivery trucks in the cities in which the program is being broadcast, and store display pieces are also used to promote the program.

Actual automobiles designed to appear like the "Land Cruiser" pictured in the folders and displays pieces are cruising the streets. These automobiles are equipped with loud speakers for music and sections of past adventures of Terry and Ted are broadcast.

The "Land Cruiser" is driven around the streets and talks are given to crowds of children and their parents who assemble when it stops. Schools and playgrounds are a favorite stopping place for the six cruisers and they travel from one town to another. Movie theatres located in resi-

Movie theatres located in residential districts have tied-up with this program and are allowing personal appearances of some character in *Terry and Ted.* These personal appearances are usually scheduled for Saturday afternoons.

The program is now being broadcast over WADC, WBNS, WDRC, WGAR, WHBC, WHAS, WJAR, WTAG, WWJ, WWVA, W1XBS, WOR and WRVA. It is a 15-minute transcription broadcast five days a week between the hours of 5 p. m. and 7 p. m., the best hours for a child program. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.



TONY WONS and his House By The Side of the Road played to a near capacity audience in the largest studio in Radio City on Easter Sunday afternoon, an ideal day for strolling on Fifth Avenue. This program is usually heard from Chicago.

IN THE American Mercury for May is an article under the title "Contest-Crazy". It deals with the why and wherefore of the numerous contests that are now current over the air and in printed publications. It also suggests that contests are beginning to become a "racket" for the professionals, citing a case of a Columbia University professor who quit his job to devote more time to solving contests. PRE-ANNOUNCEMENTS of the new Phillips - Jones Corp., New York, program (Van Husen collars) on an NBC-WJZ network were sent to a number of radio lis teners. The announcements were sent through the mails and asker for comments on the program. The mailing list was obtained from fan mail gathered from the previou program Van-Husen had on the air.

FOUR MILLION "Texaco Fir Chief" hats have been given awa to date. These hats have beel dispensed at the studio broadcast of Ed Wynn and through the gaso line dealers throughout the coun try. On Easter Sunday 10,000 o these hats were given away on th Boardwalk at Atlantic City. Th hat manufacturer reports this i the largest individual order eve received.

WHEC, Rochester, has a 15-mir ute program, gratis, once weekl for all the druggists in Rochester WHEC requests copy or materia from the druggist to be used o this program. It is a good-wi gesture in appreciation of the α operation the druggist gives th drug products which are adven tised over the station.

ALL New York American deliver trucks carry a poster directing a tention to the reading of the Sur day American comics over WO each Sunday at noon.

WATR, Waterbury, Conn., on Ma 8 joined Yankee Network, bringin the total number of Yankee st tions to 13.



Fifty circuits thrown out of commission! Over six thousand calls piled onto the switchboards of the Tri-State Theatres in Des Moines. And more calls—yes, thousands—sidetracked by the busy signal. Folks reported they couldn't get past the third digit on the dial. No wonder the telephone company complained.

All this occasioned by a single announcement at 10:12 a. m. over Station KSO. The Tri-State Theatres offered a free movie ticket to all listeners who called within the next forty-five minutes. There was no previous intimation that such an announcement would be made! Only twenty-nine hundred people could get their calls through within the time limits, but the calls kept up for hours. Everybody from the janitor to president did duty at the switchboard.

The program is fifteen minutes of organ music and chatter by Orville Foster, musical director of The Iowa Broadcasting System, at 10:00 a. m. daily over KSO. Nothing elaborate—just a one-man production. But like all productions of The Iowa Broadcasting System it has real "listener-appeal."

Incidents such as this reveal much about listeninghabits in Iowa. Write or wire now for rates and further information concerning The Iowa Broadcasting System, The Des Moines Register and Tribune. Des Moines Des Moines Cedar Rapids-Waterloo KSO KRNT WMT NBC Basic Blue CBS Basic NBC Basic Blue

Representatives: JOHN BLAIR & CO., Chicago, New York, Detroit, San Franciss

We're 'IN THE MIDDLE'

... and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

... And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.



Her Home Address is New York BUT...



... She Buys Her Cosmetics in New England

No, she is not boycotting New York merchants. It is simply that her *summer* home is in the WTIC Communities. Here, for the next few months, she will buy her cosmetics, food, auto supplies and a host of other things.

Over 3,000,000 well-to-do Americans spend over \$500,000,000 in New England each summer. Naturally, most of them have a radio. Naturally, too, most of them listen to WTIC. No other form of summer advertising offers so much extra value as WTIC. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures). And a guest audience of many 100,000 more. All with purchasing power far above average.

Talent is available at WTIC for the skillful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES .: PROSPEROUS POPULATION IN A COMPACT MARKET

SO,000 WATTS

HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation Member New England and NBC-WEAF Networks PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr. NEW YORK OFFICE. 220 EAST 42nd STREET J. J. WEED. Manager CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEED. Manager

May 15, 1935 • BROADCASTING





ANNIE MARKETS

Those step-child markets of yours-why neglect them?

Spot Broadcasting can change emaciated orphan territories into prosperous markets which will contribute their full share to the general family support.

If any markets listed here are Orphan Annies for you now, these stations can make their sales stories have happy endings.

They wave no magic wand—they promise no over-night miracles—but they'll do the job if intelligent showmanship, aggressive merchandising and modern broadcasting facilities can do it.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WBRC	Birmingham	CBS
	Boston	
WNAC)	
WICC	Bridgeport	CBS
	New Haven	
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBU
WBAP	Fort Worth	NBU
KLZ	Denver	UBS
WJR	Detroit	NBC
KTHS	Hot Springs_	NBC
KPRC	Houston	NDU
WFBM	Indianapolis.	
WDAF	Kansas City.	NDU
KFI	Los Angeles	NBC
KECA)	
WHAS	Louisville	
WLLH	Lowell	
WTMJ	Milwaukee	NDC
WSM	Nashville	NDC
WSMH		SNDU
WTAR		
KGW	Portland	NBC
KEX)	
WEAN	St. Louis	NRC
KSD	Salt Lake (Tity CBS
KSL	San Lake C San Antonio	NBC
WOAI		
KOMU KJR	Seattle	NRC
KTBS	Shrevenort	NBC
KIQ		NDC
KGA	Spokane	
WMA	S Springfield	CBS
WDAI	E Tampa	CR2
KV00	Tulsa	NBC
KFH	Wichita	CBS
	Also	
Тн	E YANKEE NET	TWORK
	EXAS QUALITY	
	Northwest T	
Represent	ed throughout the	e United States

by

EDWARD PETRY & COMPANY INCORPORATED NEW YORK DETROIT

CHICAGO SAN FRANCISCO



Here we are with a late Spring and allalmost forgetting that "summer is y-cumen in, loud sing cuckoo". You'll forgive our frankness, but we think people are very cuckoo indeed if they even consider passing up one of the most profitable summer markets in these United States.

For the good old Buffalo Area is just that. As we have said before—and will undoubtedly say again—Buffalo and the Niagara Frontier are one of the greatest vacation spots in the nation. All summer long we have conventions and we have tourists and we have strangers in our midst.

Everyone of them is a potential customer of yours. And everyone of them—so help us —is pretty constantly exposed to radio during his stay here. (We're leaving out Buffalonians here. According to results obtained from radio advertising, they practically hang over their radios the year round.) Now what we'd suggest is this: If you want to tap a provedly profitable market, look into the Buffalo Broadcasting Corporation pretty carefully. Remember, we have two stations—WGR—WKBW—that divide Columbia and Buffalo Broadcasting productions and give you the best kind of a break as far as choosing advantageous time is concerned.

We have some very elegant charts, data and figures we'd like to send you. They'll show you how easy, economical and very profitable it is to get your place in the sun of summer radio advertising.



MEMBER Columbia Broadcasting System National Association of Broadcasters Transradio Press Service World Broadcasting System Program Service

REPRESENTED BY FREE & SLEININGER, Inc. New York, Detroit, Chicago Denver, Los Angeles, San Francisco, Seattle

WCKY Salesmen!

HITLER, Mussolini, Huey Long and other notables are selling furniture on WCKY, Cincinnati, although they may not be aware of it. Five evenings each week WCKY broadcasts News Headliners giving intimate glimpses of personalities in the news spotlight. Stille & Duhlmeier Co., Cincinnati furniture manufacturer and retailer, is the sponsor. The program is written by Elmer H. Dressman, WCKY continuity director, and put on the air by James S. Alderman, chief announcer.

Two New Reps

TWO NEW radio station representatives were created early in May in Chicago, both planning to represent a limited number of stations. They are Ray Linton and Jackson & Moore. Linton, formerly with John Blair & Co. and WBBM, Chicago, has opened an office at 360 N. Michigan Ave. Jackson & Moore offices are at 307 N. Michigan Ave. Lowell E. Jackson formerly was in charge of sales at KYW and a member of the NBC Chicago sales force. Margaret L. Moore was station relations manager of the Midwest division of WBS and before that was with NBC sales and sales traffic departments.

No Plans for Expansion Of Basic Networks Being Considered Now by NBC

NBC does not have under consideration at this time any plan for expansion of its basic networks in any part of the country, it was stated May 8 by Frank E. Mason, administrative vice president of NBC. Reports to this effect, he said, have no basis whatever at present, although in the natural course of operations and planning, cases involving individual stations and markets arise. Because of the word-of-mouth spreading of these reports, he declared, NBC headquarters lately have been deluged with inquiries from stations throughout the country.

Mr. Mason said that 46 stations, aside from the 15 owned or managed units, already have signed the new station compensation plan and that others are being contacted. WHAM, Rochester, is the latest signer. He plans to leave for the West Coast next month to contact stations in that area along with Don E. Gilman, NBC Pacific Coast vice president.

No comment was forthcoming from NBC headquarters with respect to its negotiations for a Detroit outlet to supplant WJR, Blue outlet which moves to CBS Sept. 29. It is known, however, that conversations have been held with WXYZ and CKLW, the latter being the present CBS outlet. WMBC, Detroit local, which has an application pending before the FCC for regional status, also has been mentioned as a possibility.



The most progressive Station in St. Louis dominates this Major Market and consistently produces for its many Advertisers because it saturates the St. Louis Area.

Representatives JOHN BLAIR & COMPANY New York, Chicago, Detroit, San Francisco HOTEL CHASE ST. LOUIS, MO.

CBS Places Limit on Sponsor Credits

Laxative and Childrens Programs Are Rigidly Restricted; 10% Limit on Night Continuities; Prall Elated

IN THE most far-reaching declaration of program policy in the history of network radio, William S. Paley, CBS president, announced May 13 that restrictions would be invoked on the amount of commercial credits allowed on all network programs, that all programs deal-ing with internal medical products or proprietaries no longer will be accepted and that children's programs and sponsored features gen-

erally, will be subjected to rigid scrutiny. Under the change all laxative accounts will go off the network effective early next year.

The action is declared to involve approximately \$2,500,000 in revenue for CBS.

The new policies announced by CBS are as follows:

1. Effective July 30, a maxi-mum of 10% of the total broadcasting period may be devoted to the sponsors' commercial announcements, including contests and ofments, including contests and of-fers, on programs after 6 p. m. During the day time sponsored programs will be allowed a maxi-mum of 15% of the total broad-cast period for commercial an-nouncements. A single exception to these ratios will be made on quarter-hour programs, on which an additional allowance not to ex-ceed 40 seconds will be made in ceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

2. A new standard is to be set in children's programs by prohibiting entirely certain types of programs specified under eight dif-ferent headings. To this end CBS is engaging the services of an emiis engaging the services of an emi-nent child psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. The new policy becomes completely effective July 30.

Good Taste a Criterion

3. CBS has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functernal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy will specifically exclude from the CBS network not only all advertising of laxatives as such, but the advertising of any availy properties in any other such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, de-odorants and other advertising which by its nature presents ques-tions of good taste in connection with radio listening. As to new business, this policy becomes effec-tive immediately. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. these expires in March, 1936.

The announcement won the approbation of chairman Anning S. Prall, of the FCC, who has been leading a campaign against what he construes improper commercial programming. Mr. Prall declared in connection with the announce-



ment: "This new pronouncement of policy by the Columbia Broadcasting System is gratifying not merely because it is one of the most forward looking steps ever undertaken in the great American radio industry but also because it is the considered undertaking of a network serving more than 100 stations from coast to coast.

"Such an example of wise lead-ership can hardly fail to exert a profound influence on American broadcasting generally. The net effect of such a marked raising of broadcasting standards can only be to enhance further radio's unique influence on our modern be ways of living and thinking, and to increase at the same time the

interest of the listener and the value of the broadcast service to him."

In announcing the action, Mr.

Paley said: "We are satisfied that the best thought of many leading adver-tisers as well as of the broad-casters is reflected in these poli-cies. They set higher standards cies. They set higher standards than broadcasting has attempted before.

"CBS recognizes, with many ad-vertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent. "With the interest of the audi-

ence and the great majority of ad-vertisers in mind, CBS considers it desirable, at this time, to set maximum allowances for commer-cial announcements."

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted, CBS stated.

(Continued on page 35)

DOWN HERE IN SOUTH CAROLINA'S RICHEST MARKET

Things are Happening in the PIEDMONT SECTION of the CAROLINAS

The record of the Carolinas during the than \$1,500,000,000; Bank clearings from less than \$100,000,000 to more past thirty years may be conservatively taken as an indication of what is going than \$1,550,000,000. to happen during the next ten, twenty or thirty years. Here are some of the

686,922 of the people who are responsible for such a territorial growth reside within fifty miles of WFBC's transmitter. 72% of them own radio sets and are loyal listeners to WFBC's consistently good programs. This is a wonderful market — the possibilities are rich and the manufacturer who cultivates them will reap benefits far beyond expectation.

> 1,000 watts full time (5.000 watts authorized daytime). 1300 Kilocycles — Owned and operated by The Greenville News and Piedmont, South Carolina's leading newspapers



high spots in this thirty year record.

The number of industrial wage earners

increased from 118,705 to more than

350,000; Annual wages from \$23,324,-330 to \$235,000,000; Cotton textile

factories from 257 to 695 and furni-

The value of manufactured products increased from \$153,668,394 to more

ture plants from 69 to 146.

May 15, 1935 • BROADCASTING



LARGEST RADIO CHAIN

At the stroke of midnight on September 28, 1935, "This is the Columbia Broadcasting System" will ring out across Michigan from the towering 735-foot single mast of WJR. When it joins Columbia, the "Goodwill Station" will not merely be the only cleared channel station in Michigan, but will offer greater power and coverage in America's fourth largest market than all other. Michigan stations combined. The bigger the advertiser, the more markets in which he seeks dominance, the more reason for using Columbia facilities, for Columbia offers nearly 50% more stations than any other radio chain. The swing to the world's largest radio network has been so emphatic that more of the 100 largest advertisers broadcast on Columbia than over any other chain. Columbia not only broke all records in radio history with its dollar-volume of business during the last quarter of 1934, but immediately proceeded to eclipse this new record with an even greater volume in the quarter which has just been completed in 1935.

THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York City 410 North Michigan Avenue, Chicago, Ill.



Hold Everything!

Something New in **Program Service** is Coming Soon!

NBC has a name for it

Watch for the Announcement



FCC to Hear Plans for Cooperation **In Developing Educational Broadcasts**

TO SETTLE the problem of educational broadcasting through cooperation between broadcasters and educational, religious and other institutions rather than by possible legislation a national conference convenes before the Broad-cast Division of the FCC May 15, destined to remain in session pos-sibly a week to hear a wide vari-

ety of proposals. Called pursuant to the pledge of the FCC in its report to Congress last January, the conference has before it only the issue of methods of working out a cooperative plan of working out a cooperative plan to present more effectively and harmoniously the programs that fall into the educational, cultural and religious categories. The con-ference will be a sequel to that held last Fall when the FCC threw open its doors to hear testimony in connection with the proposal that Congress allocate fixed per-centages of facilities to such noncentages of facilities to such non-profit organizations for this char-acter of program. It was following these far-reaching hearings that the FCC recommended against class-allocations and urged solu-tion around the conference table.

Test Laboratory

WHILE the Broadcast Division has not made public any definite agenda, it is assumed that it will limit its consideration to plans for mult its consideration to plans for cooperative solution, rather than for class allocations, since that issue definitely was disposed of in the report to Congress. However, there is the likelihood that many radical plans will be thrown into the conference hopper.

From the standpoint of the broadcasting industry the issue is regarded as clear cut. It is likely that the industry, through the NAB, again will pledge its willingness to cooperate with any rep-resentative group as it has in the past, but with particular emphasis on production of programs that are air-worthy rather than the academic type that scare off the audience with the motive of cramming education down the public's throat without taking into account

radio's peculiar technique. One of the plans will be that worked out by Allen Miller, director of radio for the University of Chicago, to set up a testing labor-atory in that city through co-operation of four universities and four stations. Should his broad cooperative plan, covered in previ-ous issues of BROADCASTING, be accepted and prove successful, it then would be applied in other regions. Discussions also have been held in connection with an endowment to underwrite this experiment.

From the Joy Elmer Morgancontrolled National Committee on Education by Radio, the organiza-tion which had devoted itself al-most exclusively to an attack upon commercial broadcasting, it is en-tirely likely that a plan for a government network will be forthcoming. A project involving this was considered at a meeting of this crusading committee in Washington on March 25. Briefly, it proposed in its original form that facilities be wrested from com-mercial stations sufficient to set up a national chain paralleling the existing networks. This alone would disrupt the existing broadcasting structure.

Taxes on Radio Sets

AFTER procuring government funds for the initial construction, the plan contemplated taxes on new receiving sets and supplies and replacements, following the so-called European plan, to defray the operating overhead. As an al-ternative, it suggested licensee fees on commercial stations as compensation for the franchises they procured from the govern-ment. This plan was to have been ment. This plan was to have been the spearhead of the Morgan at-tack but its premature disclosure by BROADCASTING may have forced

Approximately 100 requests to be heard have been filed with the FCC. The hearings will be before Chairman Anning S. Prall, of the FCC, who is a member of the broadcast division, with E. O. Sykes, chairman of the Broadcast Division and Mormon S. Conce vise Sykes, chairman of the Broadcast Division and Norman S. Case, vice chairman. The NAB will present the case for the broadcasting in-dustry through J. Truman Ward, president, or Philip G. Loucks, managing director, while about 50 individual stations, through coun-cal bouc filed expression

individual stations, through coun-sel, have filed appearances. Among the stations listed are WFIL, KGW, WTMJ, KTSA, KNOW, KTAT, WACO, KOMA, KGKO, WBAP, WFAA, KFWB, KSL, WFBL, WDGY, WWAE, WMEX, KMBC, WHO, WVFW, WLWL, KOIN, WOW, WBBR, WHK, WBEN, WLBL, WHOM, WBBM, WSMB, WIRE, WFBR, WMAS, and WXYZ. Radio organizations, aside from the NAB, are listed as Yankee Network, Knickerbocker Broad-casting Co., Hearst Radio Inc.

Educational Groups

IN THE educational field, organi-zations listed as desiring to ap-pear include: National Committee on Education by Radio; Smith-sonian Institution; Ohio Radio Edsonian institution; Onio Radio Ed-ucation Association; American As-sociation for Adult Education; National Advisory Council on Ra-dio in Education; Carnegie Insti-tution of Washington; Depart-ment of Education of Massachu-setts; University of Chicago; American Vocational Association, Inc., and National Education As-sociation. Schools having radio stations include Kansas State Col-lege; St. Olaf College; Cornell; University of Wisconsin; Ohio State; University of Florida. Also the U. S. Office of Education, In-terior Department. Individuals include former Sen-ator Clarence C. Dill, of Washing-ton, Alice Kieth, of Washington, and James Rost, of Knoxville, Tenn. ucation Association; American As-

Tenn.

In the general field, those which have filed appearances include Nahave filed appearances include Na-tional Institute of Public Affairs; American Red Cross; American Civil Liberties Union; Rochester (Pa.) Daily Times; Brooklyn Daily Eagle; Chicago Civic Broadcast Bureau; American Medical Asso-ciation; International Radio Pro-gram Magazine, and International News Service. "NEW YORK'S OWN STATION"

WMCA

KEEN radio directors of America's foremost advertising agencies are acclaiming the new 2 station hook-up between WMCA in New York and WIP in Philadelphia.

Thru an "Inter-City Presentation" they can cover the 2 biggest markets of the East with only one program to plan and direct.

Their clients get a break too because there is only one program expense. And the time charge on the two stations combined is less than on a single super-power station!

No charge for line connections.

KNICKERBOCKER BROADCASTING CO.

WMCA BUILDING • 1697 Broadway • NEW YORK DONALD FLAMM, Pres. BERTRAM LEBHAR, Jr., Dir. of Sales PENNSYLVANIA BROADCASTING CO.

PHILADELPHIA'S PIONEER VOICE "

35 South Ninth Street • PHILADELPHIA BENEDICT GIMBEL, Jr., Pres. ALBERT A. CORMIER, Gen. Mgr.

JOHN BLAIR & COMPANY

CHICAGO: 520 North Michigan Avenue • DETROIT: New Center Building

IT: New Center Building • SAN FRANCISCO: 485 California Street



THE CALL letters and locations of stations affiliated with World Program Service are being brought to the attention of many national advertisers nowadays.

These advertisers (more every day, the idea is taking hold at a really surprising rate!) have discovered that the most economical way to build a first class program with top notch material is from the library of World Program Service. When special announcements are woven around these numbers the advertiser has a pro-

WHY add WBS stat

gram exclusive for his use, focussed on his product. And he has a talent vehicle as fine a anything radio has to offer.

What stations to use as outlets for these programs? The stations *must* be properly equipped to put wide-range, vertical recordings on the air. So at this point World Broadcasting System calls attention to the fact that there are 11 stations affiliated with World Program Service where the most up-to-date equipment is in dailuse! The fact is emphasized that the equipmen of World Program Service affiliated stations wa designed by Bell Laboratories for the sole pur pose of broadcasting these newest types of recordings. This means results will be *uniform* in every territory. Moreover the personnel of affili ated stations is experienced in the use of thi equipment.

When these facts are pointed out, Worl affiliated stations are given first consideratio by these national advertisers.

Here are some of the results:

One of the best known motor cars in th United States is being advertised, starting th month, over practically all World affiliated sta tions in every part of the country with a serie of THIRTY-NINE 15 minute programs from World Program Service library.

Recently the manufacturer of a well-know household product broadcast over SIXTY-FIV

Complete in Every Detail World Program Service supplies everything needed for flexible and economical broad-

casting. This includes continuities prepared by expert radio showmen; a cross reference catalogue by which any combination of numbers can be put together without delay; a filing cabinet giving instant access to the vast variety of numbers in World Program Service Library, and vertical pick-up equipment matched with the recording equipment developed by Bell Laboratories.



Other offices at: 4 SOUND STUDI

ertisers are using

ons

e of the reasons why national adverrs are turning to stations affiliated h World Program Service is that re stations have equipment which ins absolute fidelity and uniformity in

y corner of the ited States. ptograph shows of this equipt (the pick-up) ulled at station R, New York.

ons for 20 weeks with rams shipped from World ios to affiliated stations.

A manufacturer of a drug product that is a schold word has just completed a highly essful campaign of four broadcasts per week thirteen weeks over FIFTY-TWO stations. Others are now in preparation for use of time, few or many stations. Among these is a

It is a station of the second station of the second station of the second stature is a stational stature; a houseof remedy manufacturer equally well known; arden fertilizer sponsor; a maker of wellwn paint. And more are turning up every ck! (Names of these advertisers will be supd on request from authentic sources.)



ROADCASTING SYSTEM INC. WEST 57TH STREET, NEW YORK, N. Y.

dison St., Chicago, III.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal. YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE



Executive and Editorial Offices: National Press Building, Washington, D. C. Subscription Price: \$3.00 per year-15c a copy-Copyright, 1935, by Broadcasting Publications, Inc. EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C. J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

The CBS Precedent

IN THE belief that network broadcasting has reached the point where sponsors can be chosen, CBS has adopted revolutionary policies that make radio history. While the action is drastic — much more so than any one in the industry would have believed possible at this time—President Paley of CBS believes it will pay dividends in the long run. In one sweep, it appears, he has closed the door to perhaps \$2,500,000 in revenue.

The restrictions on commercial credits, when analyzed, should not prove detrimental either to advertiser or network. Most of the program sponsors, who have taken the trouble to check, have found that long-winded blurbs react unfavorably and the vast majority of the network programs along with national spot, are well under the CBS limitations. Again it is a case of placing on the books something that will block the injudicious minorities.

Much more severe are the CBS pronunciamentos as to medical and children's programs. The networks naturally must take the leadership in such program reforms. In the case of laxative accounts, both of the networks some time ago served notice that such accounts would be dropped gradually. Now CBS goes one better and excludes depilatories, deodorants and other advertising which naturally appears in bad taste.

As for children's programs, the CBS edict also is revolutionary. It states that "blood and thunder" features which arouse the child's imagination should be excluded. This is its answer to the criticism lately heard of such features.

It is our view that CBS has acted wisely. It has done so because it feels that it can afford to adopt such a drastic policy without jeopardizing its economic structure. Gradually, all stations may find in the CBS declarations of policy a pattern which they can follow and thereby place broadcasting as an industry head and shoulders above any other advertising medium for integrity and quality of service.

Loucks—A Tribute

BECAUSE he considers his job finished, Phil Loucks is leaving the NAB after nearly five years of stewardship. Those years were as full of activity, adventure and tribulation as ever were experienced by any man in any industry.

When Phil took over the managing director-

ship of the NAB, a stripling lawyer of 30, it was a trade association in name only. It had about 40 paying members and its books were one big red ink smudge. Its record of achievement was practically nil.

Today the NAB has nearly 400 members. It is one of the strongest trade associations in Washington. The record shows that not a solitary piece of legislation objected to in behalf of the NAB has become law. It has led the way in a hundred pursuits to stabilize broadcasting as a business.

All these, and more, stand as monuments to Phil Loucks. For the NAB has revolved about this genial, aggressive, persevering young fellow. NAB presidents have come and gone, but Loucks sort of runs on forever. Not only broadcasters, but advertisers, agencies and the multitude of others with whom he dealt held him in high esteem and had boundless confidence in his ability. Even his adversaries, and in radio they are legion, regarded him with respect.

We have not always agreed with NAB policies during the Loucks tenure. We have criticized when we felt it necessary. But we have never doubted the integrity of the man Loucks. It will be difficult to fill those big shoes. Whoever is selected will be doing his job well if he but follows the course charted by his predecessor.

And to Phil Loucks we say: "It was a grand job. God speed."

The License Menace

WHERE else can one find a major industry, such as broadcasting with its investment of a hundred million dollars, that survives practically on a month-to-month basis, and then is accountable to a Governmental agency for its continued existence? How can such an industry acquire the stability and self-reliance it should have?

Those are the thoughts that naturally come to mind after reading the views expressed by David Lawrence, internationally prominent journalist, which are reported elsewhere in this issue. Mr. Lawrence strikes at the very heart of the broadcasting problem when he places all the responsibility for the existing situation upon the six-month license. He advocates the issuance of licenses for the full period allowed in the law — that is, for three years. In th's he is but taking up the fight that broadcasters themselves have been waging, perhaps not vigorously enough, for nearly a decade.

With many of Mr. Lawrence's deductions

The RADIO BOOK SHELF

RADIO is helping men to reclaim their musical birthright, says Peter W. Dykema, professor of music education at Teachers College, Columbia University in a new brochure Men and Radio Music, just published by the Radio Institute of the Audible Arts, founded by Philco Radio & Television Corp., Philadelphia.

THE MAY issue of *Market Research* was devoted to radio, with articles written by Herman S. Hettinger, Dr. Daniel Starch, E. P. H. James, Archibald M. Crossley, Eddie Cantor, Paul W. Kesten, Noran E. Kertsa, Marion K. Nolan and Gerald W. Tasker. Many of the articles dealt with methods of surveying audience coverage.

and conclusions on the political complexion or domination of radio we do not agree. As a matter of fact, we disagree with him most violently with regard to his allegations of administration "intimidation" of broadcasters But with his basic argument that a three-yean license would end most of the perils that be set radio, and with his recommendation that the press should cooperate in this campaign we agree wholeheartedly.

Re Television

TELEVISION is bouncing about in the head lines again, but for appropriate reason thi time. RCA is going to spend a million within the next year or so to take this visual radiinfant out of the confines of the laborator; and expose it to the sunshine of practical open tion, to see how it behaves.

It is well that RCA makes clear that it ha no idea whatever about television being practical, and it isn't trying to delude anyone int that belief. Yet, on the other side of the At lantic they have been raising a rumpus about the public presentation of television—telev sion which, because of its primitive naturwas obsolete in this country five years ag-We have heard anti-radio agitators here poin to the English and German activity as prov of their contention that progress was bein suppressed in this country under our privadsystem. Indirectly, they have advocated aition by Uncle Sam.

Much good should come from the RC move. Other laboratory experimenters can be expected to follow suit. Unquestionably the test operations will hasten development of visual radio but how soon or when it will be come a practical entertainment medium op rating alongside radio no one will make bold as to predict. As another means of rad service, television logically will perform its best in the hands of broadcasters.

Europe is alive to television. They held secret conference there on it as report, elsewhere in this issue, with the movie peor doing their utmost to elbow in, for they ha designs on this radio-movie embryo. T same condition is evident in this country, t neath the surface. We may be a little pi mature, but there's a lot of merit in th slogan "an eye to the future and an ear the ground."

Page 30

BROADCASTING • May 15, 195

We Pay Our Respects To—



HENRY CLAY KLEIN

E ORTHODOX biographical a of Henry Clay Klein: That was born in Muncie, Ind., Nov. 899; that his formal education begun in the Muncie grade ol, continued at Virginia's fais Staunton Military Academy, topped off with a year at thwestern; that he began his ertising career with the Charles izalin Agency in Chicago—these il statistics need not concern us e.

Iore pertinent to this radio biaphy are the facts that young in was named for one of the atest orators of history; that arge part of his early life was nt doing odd jobs around the il theatres in order to see every w that came to town; and that boyhood ambition, never comtely outgrown, was to be a cirbarker. Now he is radio direcof Charles Daniel Frey Co., cago agency.

he real beginning of this story in 1930, when Henry Klein red the J. Walter Thompson as a radio cub and began writcommercials for some of their io accounts. For the first time nis life he really felt at home, the words that came from his ewriter were now being carl into thousands of homes, ken by soft-voiced announcers se cultured tones reached an ience beyond the range of a usand of the roaring barkers Henry's youth.

lenry Klein took to radio like smueller to water and before g he was writing continuities well as commercials and then ting and building entire radio paigns with such success that 1933 CBS made him continuity ctor of its western division. s, says Klein, was a real step ards, as his new office was on ninth floor of the Wrigley Iding, two stories above the ncy's quarters.

uring his three years with J. lter Thompson, Klein's work uded writing the commercials Paul Whiteman's *Music Hall* adcasts for Kraft-Phenix ese; writing appropriate comicials and building programs and Angelo Patri's talks for am of Wheat and writing both scripts and commercials for the same sponsor's Jolly Bill and Jane series; building dignified institutional programs for the Northern Trust Co. and homey dialect ones (Uncle Ezra) for the Mathieson Alkali Co. One of his last, and best, efforts at the agency was the Lone Wolf Tribe series for Wrigley's gum which included a juvenile organization complete with Kleinconstructed Indian rituals that so captivated young America that even now, two years after the final broadcast, the sponsor is still getting letters from children about the broadcasts.

At CBS, Klein continued to create and write commercial shows for clients, and began building sustaining programs for Columbia artists that would most effectively display their talents to potential sponsors. But the work he enjoyed most at the network was conceiving and producing *Public Events* and Special Features. Typical of these were Chicago Aflame, a radio presentation of the dramatic terror of Chicago's great fire with specially written symphonic music forming a vibrant background for the actors' voices, and The Romance of the Wheat Pit, which called for pickups from a halfdozen vantage points in Chicago's Board of Trade.

Probably the most effective of these public service broadcasts is the current safety campaign broadcast five mornings each week directly from the traffic court of Judge Gutknecht as an object lesson in the dangers of reckless driving.

Most dramatic, at least in its building, was the *Life and Death* of John Dillinger broadcast over a coast-to-coast hookup less than ten hours after America's Public Enemy No. 1 had met his death at the hands of government agents. Here's how it was done:

At 10:40 Sunday evening, July 22, 1934, Dillinger was killed. At 11:30 a wire from CBS, New York, requested the program for 8 o'clock the next morning. At 1 a. m. Klein had made his notes and was starting to write. At 3 the first draft was done and the cast summoned from their beds. At 6 rehearsals were started. At 7:48 Klein pulled

PERSONAL NOTES

IN RECOGNITION of outstanding achievement in their lines, the Penn Athletic Club of Philadelphia has awarded gold medals to M. H. Aylesworth, NBC, for broadcasting achievements; David Sarnoff. RCA, for international communications; Ed Wynn for amusement; Owden D. Young, General Electric Co., for contributions to industry.

STUART L. BAILEY, partner in the firm of Jansky & Bailey, Washington consulting radio engineers, was married May 1 to Miss Carol Richey. of Evansville, Ind., and Washington. They sailed May 2 for Panama, to be gone about a month.

WALTER NEFF, sales manager of WOR. Newark, addressed the Sales Executives Club of New York May 6.

JAMES W. BALDWIN. executive officer of the Code Authority, left Washington May 2 for Columbus to investigate matters incident to code affairs involving stations in that city.

G U Y E A R L E Jr., president of Western Broadcast Co., Hollywood (KNN), broke two ribs May 1 in a fall at his brother's ranch in San Fernando valley.

BURRIDGE D. BUTLER, president of WLS, Chicago, has returned from a vacation spent on his Arizona ranch. FRED WAGENVOORD, salesman of WJIM, Lansing, Mich., is the father of a boy born in April.

GEORGE ENGLES, NBC vice president and managing director of NBC Artists Service left for Hollywood early in May to open a new branch of NBC Artists Service, and to start several radio artists on screen careers.

EDWARD K. CARGILL, president of WMAZ, Macon, Ga., has been touring Western states.

KITTIE M. BENEDICT has joined the sales staff of KFAC-KFVD, Los Angeles.

LOUIS G. CALDWELL, former general counsel of the Radio Commission, and Washington radio attorney, has been clected president of the Inquirendo. an organization of Washington professional men.

the last sheet of script from his typewriter. And at 8 the program went on the air.

Some radio executives pay most of their attention to talent, others to stations or time of day. Klein's particular fetish is continuity. If the continuity is right, he believes, the program is almost sure to be a success. And just to prove that he practices what he preaches, he unblushingly admits that the CBS announcers who so vividly described the opening and closing of Chicago's Century of Progress did not ad lib a single line, but worked entirely from scripts Klein had prenared for them well in advance.

After two years with CBS Henry Klein has just returned to the agency field as director of radio for the Charles Daniel Frey Co. where he will devote less of his time to writing programs and more to supervising and directing them. But it is a safe bet that he'll always have at least one continuity on the fire.

Although Class A bridge is one of his many accomplishments; Klein's only real interest outside of radio is at home, where great plans are under way for the boy that Henry and his wife adopted last winter from Evanston's cradle. "Maybe," he says, with a sigh, "he will have that circus career that I missed out on." WILLIAM V. WHITTINGTON, of the treaty division of the State Department, has been named secretary to Commissioner Stewart, FCC telegraph division chairman.

LAWRENCE LOWMAN, CBS vicepresident, is touring Europe, having arrived in London April 30. E. K. Cohan, CBS technical director, will leave late this month for a European trip.

HARRY ANDERSON, NBC Western Division general sales manager, San Francisco, has returned to his desk after being confined to his home several weeks through illness.

JAMES D. SHOUSE, Chicago CBS salesman, on April 30 addressed Northwestern University's class in the writing of radio commercials on the subject of Radio Coverage.

RALPH S. DORSETT, of the commercial staff of KNOW, Austin, Tex., has been named grand vice president of Alpha Delta Sigma, honorary advertising fraternity.

AL TRIGGS, former commercial and program manager of KSO, Des Moines, has been named assistant manager of WJTL, Atlanta.

CHARLES 'W. VANDERBURG, San Diego newspaperman, has been named radio director for the California Pacific International Exposition, opening May 29 in San Diego.

ANDREW W. TALLEY, eight years in radio and advertising, has been named agency contact man of WINS, New York.

New York. WALTER B. EMERY, director of forensics, University of Oklahoma, has obtained a leave of absence for the summer to act as secretary to Commissioner Paul Walker, chairman of the FCC telephone division, succeeding John J. Hassler, recently named executive assistant to the assistant engineer in charge of telephones. Mr. Emery is director of WAAD, the university's station.

ETHEL DANCE, program censor, KYA, San Francisco, was married to W. W. Cartee, San Francisco business man, on Easter Sunday.

JAMES FONDA, in charge of the sales department service bureau of KHJ, Los Angeles, has been named national advertising manager of the station, a new post. William Forbes, formerly manager of the Los Angeles studios of KMI^oC. Beverly Hills, has joined the KHJ sales force.

BEHIND THE MICROPHONE

JAMES S. ALDERMAN, chief announcer of WCKY, Cincinnati, is the father of a boy born recently.

JOHN L. CLARK, formerly with KYW, and WBZ - WBZA. has been named continuity editor of KMON, St. Louis.

HAROLD E. BEAN, former KYW announcer, is replacing Norman Ross at NBC, Chicago, while Ross is on a month's leave of absence to handle the May amateur shows of the Boston Store.

FRANKLIN BINGHAM, of Washington Court House, O., has been appointed to the announcing staff of WKRC, Cincinnati.

BOB GREEN has been promoted from continuity to program director of KOMA, Oklahoma City; Bernard Macy promoted from chief announcer to studio director; Weymond Ramsey of Little Rock, and Ervin Bingham. from WNAD, Norman. Okla., added to the announcing staff; Maxine Wright transferred from continuity to commercial department.

WYNN ORR. production man at WLS, Chicago, and Angeline Hearick, radio actress, are to be married June 1.

ROBERT GILL, of the dramatic staff of WCAE. Pittsburgh, is doubling as an announcer. CECIL HOLMAN, in charge of specialty productions at W9XBY, Kansas City, is doing an announcing shift.

RICHARD WARE, formerly of KVOO, Tulsa, has joined the an-nouncing staff of WJIM, Lansing, Mich.

BOB BROWN, formerly in continui-ty for NBC on the West Coast, has joined KOIL, Omaha, as script writ-er and news editor.

GEORGE BOWE, formerly announc-er at WICC, Bridgeport, Conu., has joined the staff of WTIC, Hartford. Robert Parker, of Bridgeport. has taken his place.

JEANNINE MACY, 19-year-old blues singer, and Tom Richley, xylophonist, both of WLW, Cincinnati, were mar-ried May 4.

JOHN HUGHES, announcer at KMTR, Hollywood, is the father of a boy born late in April.

VERNE E. SAWYER has been pro-moted to chief announcer of KGVO, Missoula, Mont.

JAMES RICH has been named di-rector of the musical bureau of WNEW, Newark.

UMET

46.740 ANISTEE

204.921 GRAND RAPIDS 6/31

Map shows rela-tive population of Detroit arca and rest of Michigan

ESCAMABA

278 117 6 LL N T 5 77X

141 008 LANSIN 3 532

31.444 31.444 51.444

MARQUETTE SAULT STE MARIE

ALPENA

102 778 BAY CITY 2312

JACKSON

255.098 SAGINAW

Prizes for Errors

COMMERCIAL announcements containing errors are featured on the Comedy of *Error* program thrice-weekly on WNEW, Newark. Prizes are awarded to listeners sending in a correct list of mistakes on sponsor's announcements.

PAULINE CARRIGER, formerly traffic manager of KFRC, San Fran-cisco, resigned May 1. Her succes-sor is Cleise Boyce, new to radio.

FRANK BLACK, NBC general mus-ical director, will be awarded the de-gree of Doctor of Music May 27 by Missouri Valley College for outstand-ing accomplishments in the field of American music.

MRS. JENNIE K. ZWICK, civic worker, has joined the staff of WG 22, Cleveland, bringing with her the sponsored Guide to Happiness program.

PHILLIPS H. LORD (Seth Park-er) arrived in Los Angeles May 3 on the SS Lurine from Honolulu.



JOHN L. CLARK, general manager of WLW, Cincinnati, went to Chi-cago recently on a quest for new talent as part of the station's plan to enlarge its full-time artists staff. A trip to the New York talent mar-ket also is contemplated. The audi-tion committee includes Don Becker, assistant general manager; Bob No-lan, Arthur Chandler Jr., and David Conlon, engineer. Conlon, engineer.

RODERICK MAYS, announcer, KYA, Sau Francisco, has been ap-pointed producer of dramatics.

A R T H U R A I N S W O R T H, of WCKY, Cincinnati, has been named winner of the announcer's popularity contest conducted by *Radio Dial*, Cin-cinnati radio news and program weekly. He received 8,123 of a total of 19,599 ballots and was awarded a trip to New York.

Detroit Dominates Michigan



47% of Michigan's population, and 60% of its wealth is concentrated in the Detroit area.

WWJ has been the favorite radio station in this area from the day it pioneered broadcasting in America. Some of the reasons follow:

No fine national network program is

ever cancelled to make room for local

Several local programs originated by WWJ have a practical monopoly of listener interest while they're on.

Rigid censorship of continuity and type of program prevails. Detroit people know that WWI is fit for every member of the family to hear at all times.



IN THE CONTROL ROOM

BEN ADLER, manager of the At lanta district office of RCA Manu facturing Co., in charge of transmit ter sales, has been named manage of power tube sales at RCA heat quarters in Camden. D. A. Reeson formerly of the Chicago office, ha taken over the Atlanta vacancy.

A. S. CLARKE, in charge of the broadcast division of the Radio Re-search Co., Washington, has returne from a 14,000 mile trip through th South and Southwest in the con-pany's field car, during which tim he performed engineering services of surveys for nearly a score of station He began his trip Dec. 26, and r ported that there has been "marke improvement." in the technical qual fications of stations, attributed larg ly to improved business together with ly to improved business together with a realization of the importance high quality transmission. Amo Amon WSF. the stations served were WSF. WFLA, WDBO, WDAE. WQAM WIOD, WROL, WREC, KRLJ WFAA, WOAI, KABC. KON KPRC, KTRH, KXYZ, WBIG a WLVA.

WALLY SCHROEDER, Chica CBS master control operator, h been awarded a winning certifica in the short-wave contest conduct by Wireless Institute of Austral for sending the clearest of any "har signals in the United States. H transmitter uses 1,000 watts input the final stage and is crystal co trolled trolled.

HOWARD S. FRAZIER, for ma years chief engineer of WPE WRAX, WFAB and WTNJ. is no devoting his entire attention to t consulting practice. Offices are the Hotel Pennsylvania, Philadelph

H. COLE TALMADGE has signed as technical supervisor WIBG, Glenside, Pa.

ARTHUR H. CHANDLER, ch engineer of CJOR, Vancouver, a R. L. Hope, engineer in charge 7HO, Hobart, Tasmania, were ea May visitors in Los Angeles.

MEYER FRIEBERG, audio ami fier specialist recently with Univer studios, Burbank, Cal., has joined technical staff of WJJD, Chicago.

TED KENNEY, supervisor KDKA. Pittsburgh, is the father a boy born recently.

ARTHUR MOORE, formerly cb engineer of WBIG, Greensboro, N. has joined WMCA, New York.

Engineers Speed Pla To Extend High-fideli

MEANS of expediting techni steps to bring into operation, larger proportion of "high-fidelit arger proportion of high-hideh broadcasting stations were (cussed May 1 at the joint meet in New York of the NAB En neering Committee, IRE broadc committee and RMA Engineer Committee. The discussion de almost entirely with high-fidel standards proposed by the F Engineering Department, and 4 drew D. Ring, assistant chief er neer, elaborated on the FCC vie in this regard.

NAB committee members atte NAB committee members atte ing the meeting included J. Chambers, WLW, chairman; E. Cohan, CBS; H. A Chinn, Cl J. H. DeWitt, WSM; John E. I zer, WKZO; Edward L. Go WHK; C. W. Horn, NBC; John L. Lacre, New York consulting L. Hogan, New York consulting gineer, and J. C. McNary, tecl cal director, NAB.

commercials.

EQUIPMENT

GH-FIDELITY has equipment n installed on WBT, Charlotte, C., under the direction of J. J. oungy, chief engineer, with recep-1 showing marked improvement.

STERN district offices of the RCA Co., transmitter sales section been removed to the RKO ng, 1270 Sixth Ave., Radio Ted A. Smith is manager. ilding, 5.

IE ENTIRE plant of KSTP, St. ul has been brought up to high-lity standards, according to Lynne Smeby, technical supervisor. Ad-tages of high fidelity were shown a special program during which ers were cut in to show listeners limits in reproduction of their eivers.

VE-KILOWATT Western Electric h-fidelity equipment is being in-lled iu KHJ, Los Angeles, and RC, San Francisco, by Harold G. ery, chief engineer of Don Lee badcasting System Inc.

Lifetime Lifetime 717 EQUIPMENT of rp., Toledo, makers of Lifetime rophones, is described in literature rophones, is described in interactive ently out by the company. In-ded are a tri-unit condenser mi-phone with two-stage preamplifier ich the makers declare has broad ge, nondirectional pickup and is ally efficient for widespread and t pickup. For portable and mo-transmitters and similar pur-es, the company makes a transes, the company makes a trans-eiver hand set mounted in french ne design.

STALLATION of new RCA amying equipment under the direc-n of Charles Quentin and Don ssner, heads of the technical staff WMT, Waterloo, Iowa, and a new befoot vertical radiator, has been apleted. A special program was adcast in April when the newly-ipped studios were opened.

IVERSAL MICROPHONE Co., tlewood, Cal., in May began pro-tiou of a full frequency pickup playback of all types of discs.

LLAPHILM, a cellophane stock souud - on - film which carries six ind tracks side-by-side, is announced Freeman Lang, Hollywood trau-iption producer. The striations immerated throughout the film iption producer. The striations impregnated throughout the film I can be repolished when scratched hout loss of definition, it is med. Cost of recording are said be considerably under this system. chines for reproducing Cellaphilm being made on a production basis, ording to Mr. Lang.

RNELL-DUBILIER Corp., New the announces a new line of porce-a encased mica transmitting con-sers designed for amateur, police a line includes 13 sizes from 505 mf. to .1 mf, in voltage rat-s from 2000 to 12,5000. The ele-nts are hermetically sealed and the wer factor is said to be extremely wer factor is said to be extremely

TL, Atlanta, has erected a Bev-lge antenna 1400 feet long under supervision of W. J. Holey, con-ting engineer to pickup programs m WLW, WHAS, WSM and S for rebroadcasts. It is similar the institution at WKEU, Griffin, baying four receivers packed to having four receivers peaked to four stations whose programs are roadcast. It is operated from the canta studios.

ADING internationalists speakfrom five nations were heard an NBC network May 3 in an peal for world peace, celebrat-the 20th anniversary of the men's International League for ace and Freedom.



AMPERITE PRE-AMPLIFIER-The new model APP of Amperite Corp., is described as unaffected by weather, offering naturalness and low feedback under AC operation.

Disc Merchandising

A SEPARATE disc containing a sales talk and analysis of program and structure and merchandising plans now is provided with each series sold by R. U. McIntosh & Associates, Los Angeles transcrip-tion producers. It is for use of agencies and sponsors and is designed to insure a uniform sales message with the program whether offered for sale by a station or agency.

CBS Moves Its Offices On West Coast as NBC Studies Hollywood Plans

WEST COAST headquarters of CBS have been moved from the KHJ building, Los Angeles, to 811 W. 7th St., to operate as a separate unit and the summer is expected to bring completion of new NBC Hollywood quarters.

The new Los Angeles office of CBS is in charge of Arthur Sny-der, with Paul Rickenbacher as production manager. Mr. Snyder came from the New York office and Mr. Rickenbacher is a former program manager of KHJ. Raymond Paige, who recently resigned as music head of KHJ and the Don Lee chain, directs that department. Activities will be along program lines only. CBS has taken facili-ties of Figueroa Playhouse, Los Angeles, for programs originating in that city. These include the Bing Crosby, Hollywood Hotel, Burns & Allen and Will Rogers broadcasts

NBC's Hollywood studio problem

Syracuse Store on Air

AFTER two months on the air, Moskins, Syracuse, N. Y., cloth-iers, finds its WFBL series far ahead of expectations. A 15-minute Sunday afternoon spot is used, with a movie gossip con-tinuity. Pairs of movie tickets are given ten names picked at random each week. A trailer on the screens at two theatres helps merchandise the program. Rov Furniture Co., Syracuse, is continuing through the summer on WFBL for the first time in four years of radio advertising. Three 15-minute programs weekly are used.

will be decided late this month, according to Don Gilman, vice president and coast manager. Formal announcement of plans awaits legal formalities and blueprints already have been drawn for reno-vation of an existing building. Three sites are being considered now, with the most likely pros-pect regarded as the building once used by Consolidated Film Laboratories.



Philco Cruisers

WILLIAM C. GITTINGER, sales manager of CBS, will address the fifth annual distributors' cruise of fifth annual distributors' cruise of Philco Radio & Television Corp., during the May 18-26 voyage to Jamaica on the chartered Monarch of Bermuda of the Furness Line. Other speakers will be John T. Madden, dean of the school of com-morge of New York University merce of New York University and president of Alexander Ham-ilton Institute; Tom Beck, presi-dent of Crowell Publishing Co.; Dr. James Francis Cooke, president of Presser Foundation and editor of Etude; Curtis Wessel, editor of Radio Weckly. Regional dealer cruises on Great Lakes boats also are being planned by Philco.



New York what station they prefer and you will find that WBNX heads the list because its broadcasts "speak" all of their languages.

WBNX

New York

Broadcast Income for March Soars to Record High Level

Gross of \$8,287,740 Is Recorded During the Month; Quarterly Receipts Show Advance of 19.6%

CONTINUING its growth of recent months, broadcast advertising in March reached the highest figure in the history of the medium. Gross time sales during the month amounted to \$8,287,740 and repre-sented a gain of 18% over March of the preceding year, according to data compiled by the National As-sociation of Broadcasters.

National network advertising exceeded the March, 1934 figure by 23% while regional network volume rose 16.1%. Local broad cast advertising experienced a cast advertising experienced a gain of 25.7', as compared with the corresponding month of last year. This is particularly encour-aging since this portion of the me-dium lagged materially during the foll and apply winter showing imdium lagged materially during the fall and early winter, showing im-provement only during the last several months. National non-net-work advertising was 2.5% below the level of last March.

Gross time sales for various portions of the medium during March are found in the following table:

March National networks \$4,923,245 Regional networks 77,360 National non-network 1.470,990 Local	58,023 1,334,662 1,340,028
---	----------------------------------

Automotive, apparel, and housefurnishings were the principal fields of sponsorship to show

MANUFACTURER

2 3	DEALER
W X Y Z (KEY STATION) DETROIT W B C M BAY CITY W F D F FLINT W J I M LANSING W I B M JACKSON W E L L BATTLE CREEK W K Z O KALAMAZOO W O O D GRAND RAPIDS	What About No. 2 The dealer and his jobber — how many have you in Michigan? How many would you like to have? Are they good credit risks? TO ALL WHO BUY THE MICHIGAN RADIO DIAL OF ALL WHO BUY THE MICHIGAN RADIO NETWORK! A complete MERCHANDISING SER- VICE which secures distributors — jobbers — and de alers actually takes bona fide orders checks credit arranges demonstrations and dis- plays! This is a proven success in the food and drug field, as well as other fields.
	MEMBER MUTUAL BROADCASTING SYSTEM

KUNSKY-TRENDL

BROADCASTING CORPORATION

(Owners and Operators of Station WXYZ)

DETROIT, MICHIGAN

WM. G. RAMBEAU CO., Exclusive Representatives HOME OFFICES: Tribune tower, Chicago, Illinois

THE BROADCAST BAROMETER



MARCH · FEBRUARY · MARCH 1934 1935 1935

marked gains over the same month of last year. National network automotive advertising increased 26%, national non-network volume, 161.3% and local broadcast advertising 80%. Local clothing and apparel advertising, representing the bulk of time sales in this field, rose 64.2%

All phases of housefurnishing advertising increased over last advertising increased over last March. National network volume rose 43.7%, national non-network advertising, 31.7%, and local broadcast advertising, 70%. Gen-eral retail advertising was 65.2%greater during March than in the same month of last year.

The First Quarter

COMPLETION of the first three months of the current year finds broadcast advertising volume 19.6% greater than during the correspond-ing quarter of 1934. Total broadcast advertising during the quarter just completed amounted to \$22,-880,710. On the basis of this showing, and barring business recessions, total volume for the year should reach approximately \$85,-000,000.

A comparison of broadcast advertising volume during the first quarter of 1934 and 1935, respectively, is found in the following table:

W. M. ELLSWORTH Radio Talent and Entertainment Manager of many high class radio art-ists and acts available for employment. Scouts talent for stations and advertisers. Can fill any order— No charge for services Suite 1503, Mather Tower, Chicago, Ill.

1934 1935
 1935
 1934

 National networks
 \$14107.206 \$11.365,15'

 Regional networks
 193,299

 National non-network
 193,299

 Local

 Total

 \$22,880,710
 \$19,148,76'

National network advertising fared best as compared to the sam period of the previous year. Na tional network advertising experi enced a gain of 23.9% as compared to a rise of 10.4% in regional net work volume, an increase of 10.1% in the national non-network field and 13.3% in local broadcast ad vertising volume.

Compared to the 19.6% gain o the part of broadcast advertising national magazine volume ros 20.6%, newspaper advertising 7.8%, and national farm paper ad vertising, 6%.

Non-network Trends

LOCAL stations experienced th greatest rise in non-network ac vertising volume as compared t vertising volume as compared t the first quarter of the previou year. Gross time sales of thi group increased 22%. Stations i the 250-1,000 watt class rose 5.5° and those of stations over 1,00 watts, 14%. Heaviest gains i non-network volume were regi-tered in the South Atlantic-Sout Central, and in the Mountain an Pacific areas. Pacific areas.

Live talent volume showed marke gains as against the first three months of 1934, while electric: transcription volume fell off ma terially. National non-network liv talent volume rose 25%, and loc broadcast programs of this typ increased 20.1%.

National transcription volum on the other hand, dropped 10.75 while local volume rose to a lev but 2% above that of the fir quarter of 1934. Announceme volume increased 20.3% in the n tional non-network field and 7.8 in the local field.

Types of Sponsorship

A MARKED rise in automotiv apparel, housefurnishings, soa and kitchen supply advertish featured the first quarter of 193 National network automotive a vertising increased 43.5% whi national non-network and local ve ume increased slightly during t quarter.

Apparel advertising increas 80% in the network field, doubl in the national non-network fiel and rose 54% in the local field.

National network food advert ing rose 31.7%, confectionery a vertising, 52%, and soap and k chen supply advertising, 62.8%. National non-network househo

equipment advertising rose 47.6 as compared to the first thr months of last year, while local a vertising increased 57.6%. N tional network volume in this fie rose 13.8%.

Retail advertising during t quarter was 48.5% greater th during the corresponding period 1934. Principal gains were as f lows: clothing stores, 50.1° household equipment retaile 35.5%; furniture stores, 86.0° hardware stores, more than dou led, and department stores, 58.6

LEADERS in political and e nomic life will discuss curre problems over an NBC netwo starting May 30 in a revival the town meeting under the a pices of the League for Politi Education.

ASTERN OFFICE:

507 Chanin Building 122 E. 42nd St.,

Earl Bachman, Manager

WESTERN OFFICE: Russ Building. San Francisco, Cal. Douglas A. Nowell, Manager.

CBS Limits Sponsor Credits

(Continued from page 23)

In children's programs the anuncement lists eight specific emes and dramatic treatments hich are not to be permitted in oadcasts for children:

The exalting, as modern heoes, of gangsters, criminals and racketeers will not be alowed.

Disrespect for either parental r other proper authority must tot be glorified or encouraged. Cruelty, greed, and selfishness must not be presented as worthy notivations.

Programs that arouse harmful aervous reactions in the child nust not be presented.

Conceit, smugness, or an unvarranted sense of superiority ver others less fortunate may ot be presented as laudable.

Recklessness and abandon nust not be falsely identified vith a healthy spirit of advenure.

Unfair exploitation of others or personal gain must not be nade praiseworthy.

Dishonesty and deceit are not o be made appealing or attracive to the child.

In making this list public, Mr. tley stated: "Wide variations in viewpoint

"Wide variations in viewpoint ist among parents as to proams which they regard as suitle for their ch'ldren to hear, d similar differences exist beeen parents and children. The me divergence of opinion is freently found among authorities. "Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and location of impressionable

"CBS has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsbility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

"We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the l ss, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

compared side by side. "A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertain-(Continued on page 38)



ay 15, 1935 • BROADCASTING

Children's Programs On Radio Station WLS

In all this argument about programs for children, WLS finds no problem at all. We understand children, we love them and we consider them accordingly in our children's programs.

WLS never has broadcast children's programs involving "blood and thunder", shootings, kidnapings or any other tense, nerve-straining adventure of that sort. We don't tell such stories to our own children—why should we broadcast them? Our children's programs make boys and girls happy; inspire them to be better. Parents will tell you so, as they have told us.

Likewise, we present them in the *early morning*, and surprising as it still is to many, they have the widespread and enthusiastic approval of parents and children at that hour—and produce results for advertisers.

Two such programs long-established on WLS are "Jolly Joe and His Pet Pals" and "Spareribs' Fairy Tales".

TIDE (April, page 28) says: "Jolly Joe—informal children's and mo'hers' skit in which Jolly Joe (Joe Kelly, master of ceremonies of the famed National Barn Dance), offers a combination of nonsense and good advice on the conduct and guidance of children. Last year, the program topped the WLS sustaining list in mail, totalled 15,000 letters. Half the mail is adult (mothers), half children's. No mail-pulling efforts are used regularly, but when in December, Jolly Joe offered a small whistle to each child, 5,401 letters were received following two announcements."

Of the "Spareribs" program, The Society for the Improvement of Children's Programs stated, April 24, 1935: "The following comments on 'Fairy Tales' were made by our listeners' group during the past few months—'Good versions of excellent fairy stories well and interestingly told and making a strong appeal to children'." Charles J. Gilchrest, radio editor of the *Chicago Daily News*, wrote on April 3: "That the public is beginning to take interest in Malcolm Clair's WLS act called Spareribs is obvious from the number of letters I have received recently, either asking questions about him, or pointing out the program as one deserving favorable comment." In a mail test on this program, 4,519 letters were received following one announcement—40% grown-ups, 60% children.

Both programs are now available for worthy sponsorship. A further description of either or both these programs gladly supplied on request.



THE PRAIRIE FARMER STATION 1230 W. Washington Blvd. Chicago, III. BURRIDGE D. BUTLER, President GLEN SNYDER, Manager NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

The Business of Broadcasting

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

WBBM. Chicago

PX Products Co., Los Angeles (dis-infectant), 52 sp, thru Smith & Drum Inc., Los Angeles.
 United Retzedies Inc., Chicago (Pe-runa, Kolorbak, Calonite, Gierman-ia Tea, Acidine, Noake), 30 weck-ly, t. thru Heath-Seehof Iuc., Chi-

STATION ACCOUNTS sp—studio programs t—transcriptions spot announcements ta-transcription announcements

WFAA-WBAP, Dallas-Fort Worth

- Quaker Oats Co., Chicago (cereal), 5 weekly sp, thru Lord & Thomas,

- Quaker Oats Co., Chicago (cereal), 5 weekly sp, thru Lord & Thomas, Chicago.
 Cadillac Motor Car Co., Detroit (La Salle), 18 sa, thru Campbell-Ewald Co., Detroit.
 Bunte Bros., Chicago (candy), 4 weekly sa, thru Fred A. Robbins Inc., Chicago.
 Procter & Gamble Co., Cincinnati (Ivory soap), 2 weekly t, 4 weekly sa, thru Blackman Co., N. Y.
 Armand Co., Des Moines (Symphonie cosmetics). 2 weekly sp, thru Heath-Seehof Inc., Chicago.
 Rice-Stix Dry Goods Co., St. Louis (shirts), 2 weekly t, thru Garduer Adv. Co., St. Louis.
 Johns-Manville Corp., New York (as-bestos products), weekly t, thru J. Walter Thompson Co., N. Y.
 Colgate Palmolive Peet Co., Jersey City (Crystal White soap), 2 week-ly t, thru Benton & Bowles Inc., N. Y.
 Chieftan Mfg. Co., Baltimore (Color-chiro) 2 ortekly t, thru Scati
- Chieftan Mfg. Co., Baltimore (Color-shine), 2 weekly t, thru Van Saut, Dugdale & Co. Inc., Baltimorc,

WEAF, New York

- Empire Gold Buying Service Inc., New York, weekly sp, thru Friend Advertising Agency. N. Y.
 Sheffield Farms Co., New York (dairy products), 5 weekly sp, thru N. W.
 Ayer & Son Inc., N. Y.
 Kay Jewelry Co., Oakland, Cal., weekly sp, thru Sidney Garfinkel Adv. San Francisco

- weekly sp. thru Sidney Garfinkel Adv. Agency, San Francisco. Rieser Co. Inc., New York (hair nets), weekly sp. thru Donahue & Coe Inc., N. Y. Ford Motor Co., Edgewater, N. J., 6 weekly sp (Gallagher & Shean Jr.), thru McCann Erickson Inc., N. Y.

WESG, Elmira, N. Y.

- Detroit White Lead Works, Detroit
- Detroit White Lead Works, Detroit (lacquer), 26 t. thru Erwin. Wasey & Co. Inc., Chicago.
 Swift & Co., Chicago (Quick Arrow soap flakes), 6 t. thru J. Walter Thompson Co., Chicago.
 Ford Motor Co., Detroit (autos), 4 daily sa. thru McCann-Erickson Inc.
- daily sa. Inc., N. Y.

KPO, San Francisco

- Kay Jewelry Co., San Francisco. weekly sp. thru Sidney Garfinkel Adv. Agency, San Francisco. Golden State Co., Ltd., San Francisco (dairy products), 2 weekly sp. thru N. W. Ayer & Son Inc., San Francisco.

WFBL, Syracuse, N. Y.

John Morrel & Co., Ottumwa, Ia. (Red Heart dog food), 6 weekly sa, sp. thru Henri, Hurst & Mc-Donald Inc., Chicago.

WMAZ, Macon, Ga.

Dr. Pepper Co., Dallas (carbonated beverage), 18 t. 60 sa, thru Tracy-Locke-Dawson Inc., Dallas.

KWK, St. Louis

- Carter Medicine Co., New York (liver
- Carter Menene Co., New Tork (nee pills), 2 weekly ta, thru Street & Finney Inc., N. Y.
 United Drug Co., Boston (Rexall), 5 t, thru Street & Finney Inc., N. Y.

Armand Co., Des Moines (cosmetics)

eago.

- 39 sp, thru Heath-Seehof Inc., Chicago.
- cago. (feueral Mills, Minneapolis (Wheat-ies), baseball, thru Blackett-Sam-ple-Hunmert, Inc., Chicago. Oakite Products Inc., New York (cleanser), 26 sp, thru Calkins & Holden Inc., N. Y. Americau Druggists Syndicate, New York (milk of magnesia), 13 sp, thru Rogers & Smith Adv. Agency, Chicago.
- thru Rogers & Smith Adv. Agency, Chicago. Dodge Dealers Ass'n Inc., Chicago (automobiles), 13 sp, thru Ruth-rauff & Ryan Inc., Chicago. French Lick Springs, French Lick, Ind. (Pluto Water), weekly, sp, thru H. W. Kastov & Sons Adv. Co. Inc., Chicago.

WCKY, Cincinnati

- Gopher Granite Co., St. Cloud, Minn., 13 sp. weekly, direct. Hartz Mountain Products, New York,

- Reo Motor Co., Detroit (autos), 10 sa. thru Maxon Inc., Detroit.
 Wheeling Corrugating Co., Wheeling.
 W. Va., (iron), 26 sa, thru A. T. Sears & Son, Chicago.

KNX, Hollywood

General Electric Co., Cleveland (re-frigerators), 5 weekly sa, thru Maxon Inc., Cleveland.



- Chrysler Sales Corp., Detroit, Mich., (Dodge), 20 ta, thru Ruthrauff & Ryau Inc., N. Y. Chr. Hansen's Laboratories, Little Falls, N. Y., (Junket), 3 weekly sp, thru Mitchell-Faust Adv. Co., Chicara sp, thru Chicago.
- Chicago. California Redwood Association, San Francisco (lumber) 1 weekly sp. thru Gerth-Knollin Adv. Agency, San Francisco. Gibraltar Casualty Association, Los Angeles, (insurance), 14 sa, thru
- Gibraltar Casualty Association, Los Angeles. (insurance), 14 sa, thru Logan & Stebbins, Los Augeles.
 Chrysler Co., Detroit. Mich. (Ply-nouth automobiles) 23 ta, thru J. Stirling Getchell Inc., Detroit.
 Reo Motor Co., Lansing, Mich. (au-tos), 10 sa, thru Maxon Inc., De-teroit.

- troit. troit. Nu-Enamel-San Francisco Co., San Francisco, (Nu-Enamel paint), 2 weekly sp. thru Bob Roberts & As-sociates, San Francisco.

WMCA, New York

- Dr. Howard B. Norton Shoe Co., New York, 6 weekly sp. thru Bess & Schillin Inc., N. Y.
 Victor H. Lindlahr, New York (Seru-tan health builder), 6 weekly sp. thru Bess & Schillin Inc., N. Y.
 Vitat Behliching Co. York (in
- Fitch Publishing Co., New York (in-vestment counsel). 5 weekly sp. thru E. C. Van Dyke Inc., N. Y.

KGEZ, Kalispell, Mont.

Texas Co., New York (Texaco), 6 weekly sp, thru Hanff-Metzger Inc., Los Angeles.

WENR, Chicago

Eyeteb Inc., Chicago (mascara), 13 sp. thru Carroll Dean Murphy Inc., Chicago.



PORTABLE DISPLAY-A lobby window display has been transformed into a movable exhibit by KDKA, Pittsburgh, and will be exhibited in the Tri-state area served by the station. The diorama consists of two "rooms" representing a studio and the living room of a home, with a scale model of the transmitter. Alternate illumination is provided.

www.americanradiohistorv.com

WOR, Newark

- WOR, Newark
 Kissproof Inc., Chicago (lipstick), 3 weekly t, thru Blackett Sample-Hummert Inc., Chicago.
 National Live Stock & Meat Board, Chicago (lamb), 10 sp, thru Car-roll Dean Murphy Inc., Chicago.
 Antrol Lahoratories Inc., Los Angeles, 3 weekly sp, thru Blackett-Sample-Hummert Inc., N. Y.
 Gold Dust Corp., New York (Two-in-one shoe polish), 3 weekly sp, thru Batten, Barton, Durstine & Osborn, N. Y.
- United Drug Co., Boston (Rexall), 5 t, thru Strect & Finney Inc., Boston

- t, thru street & Finney Inc., Boston.
 Maryland Pharmaceutical Co., Baltimore (Rem), 3 daily sa, thru Joseph Katz Co., Baltimore.
 Colgate-Palmolive-Peet Co., Jersey City (Octagon soap), 2 weekly t thru Benton & Bowles Inc., N. Y.
 Frantz Distillers Inc., Pittsburgh (liquor), 3 weekly sp, thru B. H.
 Hockswender Agency, Pittsburgh.
 Simplex Diathermy Co., New York (diathermy apparatus), 2 weekly sp thru Rose-Martin Inc., N. Y.
 Stanco Inc., New York (Daggett & Ramsdell cosmetics), 3 weekly sp thru McCann-Erickson Inc., N. Y.
 Joseph Middleby Jr. Inc., Boston (Midco ice box freeze), 3 weekly sp, thru Badger & Browning Inc. Boston.
 WDRC, Hartford, Conn.

WDRC, Hartford, Conn.

- A-C Spark Plug Co., Flint, Mich., 1 weekly t, thru D. P. Brother & Associates, Detroit.
- Waitt & Bond, Newark (Blackstow cigars), 5 weekly sa, thru Batten Barton, Durstine & Osborn Inc.

- N. Y. Johnson Educator Food Co., Cam bridge, Mass. (crackers), 6 weekl sa. thru John W. Queen, Boston. Ex-Lax Mfg. Co., Brooklyn (proprie tary). 3 weekly sa, thru Josep' Katz Co., N. Y. General Baking Co., New York (Bon-bread), 5 weekly t, thru Batter Barton, Durstine & Osborn Inc N. Y.
- Barton, Durstine & ... N. Y. Graham-Paige Motors Corp., Detroi (autos), 7 weekly sa, thru Unite States Adv. Corp., Toledo. Reid, Murdoch & Co., Chicago (Mor arch food), 28 weekly sa, thr Philip O. Palmer & Co. Inc., Ch
- cago. Reo Motor Car Co., Detroit, 5 weekl sa, thru Maxon Inc., Detroit.

WLS, Chicago

- Chr. Hansen's Laboratories Inc., Li tle Falls, N. Y. (Junket), 39 so thru Mitchell-Faust Advertisin
- thru Mitchell-Faust Co., Chicago, General Motors Corp., Detroit (auto Tobiles), 4 sa, thru Campbel
- mobiles), 4 sa, thru Campbel Ewald Co. Inc., Detroit. Walker Remedy Co., Waterloo, I (Walko poultry tablets), 12 th thru Weston-Barnett Inc., Wate 100.
- 100. Murphy Products Co., Burlington Wisc., (home products), 22 s thru Wade Adv. Agency, Chicag-Chicago Gold Smelting & Refinir Co., Chicago, (old jewelry), 4 s thru Chicago Union Adv. Agenc Chicago Chicago.

WSB, Atlanta

- Porto Rican American Tobacco C (Waitt & Bond), New York (Po tina cigars), 104 sa, thru Gotha Adv. Co., N. Y. Chieftan Mfg. Co., Baltimore (Col Shine), 18 t, thru Van Sant, Du dale & Co. Inc., Baltimore. Chrysler Corp., New York (Plymou autos), 10 ta, thru J. Stirli Getchell Inc., N. Y.

KOMO, Seattle

(iraham-Paige Motors Corp., Detr. (autos), 5 weekly sa, thru U. Adv. Corp., Toledo. Northrup, King & Co., Minneapo. (seeds), 63 weekly sa, thru Oh stead-Hewitt Inc., Minneapolis. Stanco Iuc., New York (Nujol), weekly sp, thru McCann-Ericks Inc., N. Y.
KOMA, Oklahoma City

attanooga Medicine Co., Chatta-ooga, Tenn. (proprietary), weekly a. thru Nelson Chesman & Co., Chattanooga.

Chattanooga. wnsend Plan, Los Angeles (pen-ious), 2 weekly t, thru Tom Wal-ace Adv., Los Angeles. Ison & Co. Inc., Chicago (Ideal dog food), weekly t, thru Carroll Dean Murphy Iuc., Chicago. rling Products Co., New York (Dr. yon's tooth powder), weekly t, thru Blackett - Sample - Hummert nc., N. Y.

WTOC, Savannah

st Tooth Paste Co., New York, 6

St 100th Faste Co., New York, 6 reekly sp, direct. C. Remedy Co., Durham, N. C., B C powders), 6 weekly sp, thru Iarvey-Massengale Co., Atlanta. Lewis Cigar Mfg. Co., Newark Melba cigars), 6 weekly sa, direct. rthampton Brewing Co., Northamp-ne De (True Blubcoc) 6 weekly on, Pa. (Tru-Blu heer), 6 weekly a, direct.

WICC, Bridgeport, Conn.

nson Educator Food Co., Cam-ridge, Mass. (crackers), 6 weekly a, thru Newell-Emmett Co. Inc.,

K. Y. Lax Mfg. Co., Brooklyn (proprie-ary), 3 weekly sa, thru Joseph Katz Co., N. Y. nick & Ford Ltd., New York (My-P-Fine dessert), 9 weekly ta, thru Batten, Barton, Durstine & Os-orn, N. Y.

WNEW, New York

H. Pfunder Inc., Minneapolis proprietary), 18 weekly sp, direct. mas J. Lipton Inc., Hoboken, N. (tea), 6 weekly sa, thru Frank resbrey Co., N. X. I. Fox Inc., New York (furs), 100 reekly ta, thru Peck Adv. Agency nc., N. Y.

WCAE, Pittsburgh

gar A. Murray Co., Detroit (inecticides), 26 sa, thru Bass-Luck-ff Inc., Detroit. dinal Laboratories, Chicago (shoe

olish), 3 weekly sa, direct.

KHJ, Los Angeles

ox Co., Kansas City (Cystex), weekly sp, thru Dillon & Kirk, Kansas City.

rion R. Gray Co., Los Angeles Grayco shirts, cravats), weekly sp, irect.

KGMB, Honolulu

ee Minute Cereals Co., Cedar Rapids, Ia. (oat flakes), daily sa, hru Maxon Inc., Detroit, & Con-uest Alliance Co. Inc., N. Y. Cedar

NETWORK ACCOUNTS

WASEY PRODUCTS Inc., New York (Barbasol) on May 14 started Singin' Sam on 7 CBS stations keyed from WKRC, Tuesdays, 7:30-7:45 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

EX-LAX Co.. New York (proprie-tary) on June 24 renews The Big Show on 35 CBS stations, Mondays, 9:30-10 p. m. Agency: Joseph Katz Co., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (cosmetics) ou May 3 renewed First Nighter on 38 NBC-WEAF sta-tions, Fridays, 10-10:30 p.m., Agency: Aubrey, Moore & Wallace Inc., Chicago.

GENERAL MILLS Inc., Minneapo-lis (Wheaties) renews Jack Arm-strong on 16 CBS stations. keyed from WBBM, Mondays thru Fridays, 5:30-5:45 p. m. with repeat at 6:30. Ageucy: Blackett - Sample - Hummert Inc., Chicago.

WM. WRIGLEY JR. Co.. Chicago (chewing gum) on April 30 started (revised contract) Just Entertain-ment on 7 CBS stations, keyed from WBBM. Mondays thru Fridays 7-7:15 p. m., begiuning Sept. 30 with 22 stations at 7 p. m., 32 stations at 11 p. m. Agency to be announced.

GILLETTE SAFETY RAZOR Co., Boston, on April 29 started Lucky Smith on 44 NBC-WEAF stations, Mondays, 10:30-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

CLIMALENE Co., Canton. O. (water softener) on May 9 renewed Clima-lene Carnival on 13 NBC stations, Thursdays. 11:30-12 noon. Agency: W. S. Hill Co. Inc., Pittsburgh.

COTY Inc., New York (cosmetics) on May 22 renews Ray Noble orches-tra on 40 NBC-WEAF stations. Wed-nesdays. 10:30-11 p. m. Agency: Biow Co., N. Y.

Silve Co., M. T. SPERRY FLOUR Co., San Fran-cisco (flour) on June 6 renews Martha Meade - Hazel Warner on 6 NBC-KPO stations, Tuesdays. 10:30-11 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

KISSPROOF Inc., Chicago (lipstick) on May 6 started *The Love Doctor* on 3 MBS stations, Mon., Wed., Fri., 1-1:15 p. m. Agency: Blackett-Sam-ple-Hummert Inc., Chicago.

PHILIP MORRIS & Co. Ltd.. New York (cigarettes) on April 27 re-newed Madam Olvanova on 4 MBS stations, Fridays, 12:15-12:30 p. m. Agency: Biow Co., N. Y.

CRUSADERS, New York (political) on May 9 started political talks on 5 MBS stations. Thursdays, 9:45-10 p. m. Agency: Marschalk & Pratt. N. Y.



wy 15, 1935 • BROADCASTING

NBC CHANGES — Luxor Ltd. on April 14 shifted Sally of the Talkies to 2-2:30 p. m. Sundays on NBC-WEAF; United Drug Co., on May 12 shifts Rhythm Symphony to 5-5:30 p. m. Sundays on 48 NBC-WEAF stations; Shell Eastern Petroleum Products Inc. repeat programs cau-celled and western stations added to Products Inc. repeat programs cau-celled and western stations added to 9:30 broadcast; B. F. Goodrich Co., Akron. shifts *Circus Night in Silver-*toorn to 10:30-11 p. m. Fridays NBC-WEAF; Procter & Gamble Co. Song of the City adds six stations; Procter & Gamble Co. Dreams Come True adds 40 stations; Welch Grape Juice Co. adds 10 stations to Irene Rich drama

CBS CHANGES—Gulf Refining Co. extends Will Rogers to June 9.

drama.

MUTUAL CHANGES - SSS Co. Music Box changed to 8:30-9 p. m. Fridays.

Joins Missouri Group

KGFW, Kearney, Neb., has joined the Missouri Valley Broadcasting Association. Other member sta-tions are WOW, Omaha; KOIL, Council Bluffs and Omaha; KFAB, Omaha and Linzoln; KFOR Lin-Omaha and Lincoln; KFOR, Lin-coln; WJAG, Norfolk, Neb.; KGBZ, York, Neb.; KMMJ, Clay Center, Neb.; KGNF, North Platte, Neb.

Barbasol on CBS

WASEY PRODUCTS Inc., New WASEY PRODUCTS Inc., New York (Barbasol) on May 14 began a series on 7 CBS stations with Singin' Sam (Harry Frankel), who had been heard on Mutual. The program is keyed from WKRC, Cincinnati. Erwin, Wasey & Co. Inc., New York, is the agency.

Radio Preferences Of Famous People

PROGRAMS of all sorts, from symphonic to slapstick, are found in an analysis of broadcast preferences of famous people, as announced by the Radio Institute of Audible Arts, founded by the Phil-co Radio & Television Corp., and with Pitts Sanborn as director.

The data were obtained through questionnaire which divided programs into four classes, music, education, news and entertain-ment. A marked preference for symphony programs was noted, with Philharmonic preferred in many cases. Metropolitan opera broadcasts also were favorites.

News programs, comedians and specific educational broadcasts were named in most cases as popular among the famous folk. No evidence appeared of a relation between a person's profession and his radio tastes. Mme. Schumann-Heink, for example, listed Silken Strings as first choice, followed by Edwin C. Hill and Amos 'n' Andy.

SEPARATE stories have replaced the series of related episodes on the *Red Trails* program sponsored by American Tobacco Co. (Half-and-Half) on an NBC-WJZ network.



MORE THAN 100

St. Louis Firms Have Selected WIL To Bring Their Message Every Day To

MORE THAN 2,000,000

People Living In Greater St. Louis.

POPULARITY AND LISTENER INTEREST ARE NOT MEASURED IN WATTS.

Results are what Count! That's Why WIL Has More Local Sponsored Programs Than All The Other St. Louis Stations COMBINED.



CBS Limits Credits

(Continued from page 35)

ment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

"In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

every moment of its waking day. "It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved. "This policy will specifically ex-

"This policy will specifically exclude from the Columbia network not only all advertising of laxatives as such, but the advertising of laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

"Until the policy can be made completely effective, advertising

WHY YOU

SHOULD USE

WJDX

Reason No. 1

ONLY NETWORK

STATION IN

MISSISSIPPI... WJDX is the only full-time

station with network affilia-

tion in Mississippi, or within

Within the good service area

of WJDX there are more than one and one-quarter

million people with a spendable income of \$155,000,000.

 \star

₩JĐX

The LAMAR LIFE STATION

JACKSON, MISSISSIPPI A SOUTH CENTRAL NBC STATION

The summer of the second of the

4

a radius of 160 miles.

continuitles for any such product, in broadcasts carried under present commitments, are to be so worded as to conform strictly with a specific standard of new requirements. Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards. On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program

"The reason for this viewpoint is obvious: Radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper."

Dolph at WOL

WILLIAM DOLPH, for the last two years radio director of "NRA, on May 13 became manager of WOL, Washington. Leroy Mark remains as president and owner.

TO MEET the demand for better child programs, WOR on April 20 started *Rainbow House*, an hour program with Bob Emery, and presenting a stock company called "Radio Rascals" as well as child amateurs.

A NEW station at High Point, N. C., to operate on 1200 kc., with 100 watts, daytime only, was authorized April 30 by the FCC to Hart & Nelson.

KVOL is the call assigned the new station at Lafayette, La., licensed to Evangeline Broadcasting Co.

RADIO ADVERTISERS

PAUL H. BEUTER, San Francisco advertising and sales promotional executive, has been appointed advertising manager for the M. J. B. Coffee Co. in that city. He will shortly launch an extensive radio program to supplement that now in force.

CHEVROLET dealers in Washington state met in the studios of KOMO-KJR. Seattle, recently to discuss radio and sales promotion plans for the summer. A prior meeting of Seattle dealers in the studios had been so successful that the state-wide session was called.

REO MOTOR Car Co., Lansing, Mich., is using WJIM, Lansing, as a special research station to determine effectiveness of Reo's spot campaign.

THE Honor the Law transcription series has been placed by Republic Oil Co., Pittsburgh, through Conquest Alliance Co. for broadcasts in Wilkes-Barre, Altoona, Greensburg, and Johnstown, Pa.; Norfolk, Va.; Martinsburg, W. Va.; Canton, O.

KANSAS CITY ICE CREAM MFG. INSTITUTE, Kansas City, Mo., is sponsoring Adventure Bound transcriptions of R. U. McIntosh & Associates, Los Angeles, five nights weekly for 17 weeks on WDAF. Ferry-Hanley Adv. Co., Kansas City, has the account.

THE SOBY YARDSTICK OF AUDIENCE VALUE Impartial and comparable data about the size and location of the audience of radio programs and stations. Write for information and prices. BENJAMIN SOBY AND ASSOCIATES 1023 Wallace Ave. Wilkinsburg, Pa. GENERAL PETROLEUM Corp. of California, Los Angeles, is offering a \$10 gasoline coupon book for short short stories used on the Don Lee-CBS broadcast. Smith & Drum Inc., Los Angeles, has the account.

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass., is sponsoring an anateur hour on CMW, Havana, the contract being placed with Conquest Alliance Co. Inc. New York, by National Export Adv. Service Inc.

WONDER ORANGE Co.. Chicago, a newcomer in the orange drink field. has placed its advertising account with Ruthrauff & Ryan Inc., Chicago, and a national advertising campaign is now being planned. While no definite announcement has been made. it is understood that radio, newspapers and magazines will be used. Wonder Orange, which will retail at a nickle a bottle, will be shipped to bottlers directly from the orange groves, in the form of a concentrate. The company is headed by Clayton J. Howel, who organized the Orange Crush Co. in 1916 and served as its president until 1930 when he sold out his interest. Mr. Howel was also the organizer of the Southern Fruit Julep Co. in 1909.

NORTHERN TRUST Co., Chicago, sponsor of *The Northerners* programs broadcast weekly over WMAQ, Chicago, for more than four years, has shifted to WGN, Chicago. Agency: J. Walter Thompson Co., Chicago.

RADIO RESEARCH Co. Inc., Washington, makers of receiving and transmitting equipment, and station KF1M, Beaumont, Tex., have named Henry J. Kaufman, Advertising, of Washington, to handle their accounts.

UNITED REMEDIES Inc., Chicago (Germania tea, Acidine, etc.) has placed its advertising with Benson & Dall Inc., Chicago.

JUSTIN HAYNES & Co., New York (Aspirub) has placed the account with Redfield-Johnstone Inc., N. Y.

E. R. WAGNER MFG. Co., Milwaukce, (carpet sweepers) planning a campaign including radio, has named Cramer-Krasselt Co., Milwaukee, to handle the account.

MAGNESIA PRODUCTS Co., Milwaukee (West's bird food) has placed its advertising with Klau-Van Pieterson-Dunlap Associates, Milwaukee.

LOVALON LABORATORIES Inc., San Francisco (hair prep.) has placed its Pacific Coast advertising with Erwin Wasey & Co., San Francisco.

MIDWEST DRUG Inc., Chicago (Dr. Chapin's Muscletone) now is placing its advertising direct.

BUCKEYE BREWING Co., Toledo, is advertising through Grace & Bement Inc., Detroit.

DEISEL - WEMMER - GILBERT Corp., Detroit, has placed its advertising of Emerson and San Felice cigars with S. M. Epstein Co., Detroit.

IHEGER PRODUCTS Co. Inc., St. Paul (Vit-a-Song birdseed) is advertising through Gerald S. Beskin Agency, Minneapolis.

ILLINOIS MEAT Co., Chicago (Broadcast corn beef hash) has placed its account with Ernest Davids Inc., N. Y.

KALAMAZOO STOVE Co., Kalamazoo, Mich., has placed its radio advertising with Cramer-Krasselt Co., Milwaukee.

MAURY COLE Co., Memphis (Canova coffee) now is advertising thru (Jottschaldt-Humphrey Inc., Atlanta, MINNEAPOLIS BREWING Co., Minneapolis (Golden Grain Belt beer) has placed its account with Erwin, Wasey & Co. of that city.

BLUE MOON CHEESE PROD-UCTS Inc., Minneapolis, is advertising through Mitchell-Faust Adv. Co., Chicago.

Local Stations to Rush Plans for Organization To Obtain Spot Busines

DECISION to proceed with th plan to organize local independen stations for national representa tion in spot business was reache at the preliminary conference hel in Washington May 6 at the ca of Edward A. Allen, president c WLVA, Lynchburg, Va., and mov ing spirit of the enterprise. Eigh members of the organizing cor mittee of 18 were on hand and at ter a half-day's session decided t constitute themselves as a steerin committee, with Mr. Allen a chairman.

This committee, it was agreed will endeavor to procure large scale local independent attendand at the NAB convention at Colors do Springs, July 6-10, when effor will be made to perfect an organ ization. It was again stresse that there is no thought of estal lishing a local-station trade ass ciation competitive with the NA but that the sole purpose is that of procuring identity in the nation field and of elevating the statu of the local.

Those who attended the meetir held in the offices of WOL, Was ington, were Mr. Allen; Lere Mark, president, WOL; William Pote, general manager, WME Boston; Charles A. Hill, gener manager, WIBM, Jackson, Mich John Elmer, WCBM, Baltimor Steve A. Cisler, WJTL, Atlant Edward A. Bishop, WGH, Newpo News, Va., and C. W. Haye WHBC, Canton, O.

O'CEDAR Corp., Chicago (mops) advertising through Gale & Piets Inc., Chicago.

FELLOWS MEDICAL MFG. C New York (Hypophosphates) 1 placed its United States advertisi with Fishler, Zealand & Co., N. Y.

R. H. LAIRI) MFG. Co., New Ye (beauty salon) has placed its accor with Moser & Cotins Inc., N. Y.

DAWSON'S BREWERY Inc., N Bedford, Mass., is advertising n through David Matkiel Adv. Agen Boston.

CENTAUR Co., New York. 1 placed its radio advertising of Z. products with Hanff-Metzger In New York, with Thompson-Koch (Cincinnati. handling advertising this line in other media.

DRUG TRADE PRODUCTS. C cago (Acidine, etc.) is advertist through Benson & Dall Inc.. Chics

IOWA SOAP Co., Burlington, Ia Camden, N. J., is advertising r through Beecher Adv. Co., St. Lo^o DOLLAR CRYSTAL Co. Inc., On ha (Texas Mineral Water Crysta has appointed Earl Allen A Agency, Omaha, to place its adv tising, including radio.

CROWELL PUBLISHING Co., N York, has placed its Colliers acco with Ralph H. Jones Co., New Ye

OMAHAFLOUR MILLS Omaha, is advertising through Bo & Jacobs Inc., Omaha.

DURKEE FAMOUS FOODS I Elmhurst, N. Y. (salad dressing e has placed its nut margarine, co nut and related advertising with Wendell Meunch & Co., Chicago.

CONSOLIDATED BY-PRODUC (o., Philadelphia (dog food) placed its advertising with Cahall vertising Agency, Philadelphia.

AGENCIES AND **EPRESENTATIVES**

LIAN CARGILL, formerly vice resident of William Esty & Co., ew York, has been uamed to the me position with Donahue & Coe nc., New York.

REWER-WEEKS Co., San Fran-sco agency and member of the Conental Agency network, has become filiated with the Rose-Martin Inc., ew York advertising agency, which is affiliation in 12 principal cities. 'IOD Miami Fla., has named Wil-11 Babcock, New York, as national

presentative.

PRESTON PETERS, vice presi-nt of Free & Sleininger Inc., Chi-go, and manager of the New York fice, is touring Southern territory.

HARLES PERRINE, Pacific HARLES PERRINE, Pacific orthwest advertising executive, has an appointed manager of the Ruth-tuff & Ryan Inc., offices in San rancisco, succeeding J. J. Cahill, signed. Perrine was in charge of e Seattle offices.

ACK C. MESSLER, advertising anager of Union Bank & Trust Co., os Angeles, resigned May 1 to be-me account executive with Dan B. iner Co., Los Angeles.

ANFORD H. LANE, formerly sales auager of American Bank Note Co., is joined Gotham Adv. Co., New ork, as account executive.

WINIFRED LOUTHAIN, for-erly with NBC and Don Lee Broad-sting System, San Francisco, has ined Frank Wright & Associates, akland and San Francisco radio ad-rtising agency. Miss Louthain is charge of the newly opened San rancisco offices at 544 Market reet. Jean Kent, previonsly with LX, Oakland, has also joined Frank right & Associates and will super-se Oakland sales activities.

ONQUEST ALLIANCE Co. Inc., ew York, has been named Americau presentative for 3AK, Sidney and JV, Ulvertone, Australia, and RA8, Pernambuco, Brazil.

DWARD SCHAGER has heen med head of the radio department Earle Ludgin Inc., Chicago, suc-ding Louis Weinberg Jr.

ROK, Rockford, Ill., has named rial Publicizing Inc., New York, as les representatives iu that tcrritory.

HN TAYLOR, formerly with the peatre Guild in New York, has heatre Guild in New York, has ued the radio department of the ackman Co., New York.

GAN & STEBBINS, Los Augeles. been elected to membership in e AAAA.

ON ROBBINS, Pacific Coast adrtising and sales executive, became in Francisco manager of Walter iddick Co., Free & Sleininger, radio ation representatives, on May 1. e succeeds Ken Boucher who remed to become advertisiug manager ned to become advertising manager the Hawaiian Pineapple Co. In king the announcement, Mr. Bid-ck stated that for the present Pa-ic Northwest business of the or-nizatiou will be handled from the n Francisco and Los Angeles of-es, pending development of plans t further extension in that area.

KPLC Goes on the Air

PLC, new 100-watt station at ke Charles, La., on 1500 kc. was rmally dedicated last month in a ecial series of broadcasts. Local ted in the dedication. Studios d transmitter are located in the ajestic Hotel. Operating hours we 7 a. m.-2 p. m., and 5-9 p. m.

WLW on 500 kw Nights With Suppressor Antenna

ACHIEVING its purpose of cutting down interference in the di-rection of Toronto through use of a directional antenna, WLW, Cincinnati, on May 8 resumed its operation on experimental schedule with 500,000 watts both day and night by authority of the FCC. Technical observations of results of the directional, designed to cur-tail the WLW signal in the direc-tion of CFRB, Toronto, to the in-tensity of a 50,000 watt station. proved satisfactory to the FCC and Canadian authorities, and to WOR, Newark. which had protest-

ed the use of the directional. Subsequently, it was learned that WOR had withdrawn May 4 its protest on the ground that WLW had proved to its satisfaction that the directional signal toward Toronto would not intensify the signal toward New York and inter-fere with WOR's coverage. The The Canadian station had complained that the super-power used by WLW had caused severe blanketing -a move that forced WLW temporarily to reduce its power in the evenings by FCC order pending the installation of the suppressor antenna.

TRANSCRIPTIONS ADDITIONAL transcription accounts

placed on various stations are report-ed as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of

BROADCASTING: BROADCASTING: Buick Motor Co., Flint, Mich. Bunte Bros., Chicago (candy) Cal-Aspirin Co., Minneapolis (aspirin) California Perfume Co., New York International Laboratories, Rochester

(hair grower) No. American Dye Corp., Mt. Ver-non, N. Y. (Dytint) Penick & Ford Ltd., New York (My-T-Fine desserts) Proctor & Gamble Co., Cincinnati

(Dreft)

Smith Bros., Poughkeepsie, N. Y. (cough drops) Time Inc., New York (Time magazine)

Walker Remedy Co., Waterloo, Iowa (Walko poultry tablets)

ARTHUR MACDONALD, sales man-ager of Standard Radio Advertising Co., Hollywood transcription firm. re-signed effective May 11.

JEAN V. GROMBACH Inc., New York, and associated concerns, York, and associated concerns, tran-scription and program producers, have taken over the CBS and Colum-bia Concerts Corp. studios in the Steinway building, New York, and is engaged in remodeling. A con-tract was signed May 3 to do all au-dition programs and library, studio and remote control recording for CBS, it was announced. tran-

ARTHUR M. DAVIS, manager of the transcription department of S. Hoffnung & Co. Ltd., Sydney, Bris-bane and Adelaide. Australia, sailed from Sydney May 1 and is to arrive in Los Angeles May 12 and is to arrive in Los Angeles May 18. He expects to purchase transcriptions, all pur-chases to be confirmed by the Amer-ican agents, Michelson & Sternberg Inc., New York.



ASSOCIATED EXPORTERS Co., New York, representing transcription producers for foreign territories, has moved to larger quarters at 145 West 45th St.

RADIOTONE Recording Co., Los Angeles equipment firm, is marketing a line of acetate discs for instantaneous recording.

ALLIED PHONOGRAPH & REC-ORD MFG. Co., Hollywood process-ing concern, has installed an experimental laboratory and is marketing a light-weight disc called "Radio-Disc'

FUNERAL FOUNDATION Inc., FOMERAL FOUNDATION Inc., Los Angeles, producers of the Sunday Players Bible Stories transcriptions, has changed its firm name to Mer-tens & Price Inc., with Fred C. Mer-tens and George Logan Price con-tinuing as principals. A more gen-eral transcription business will be ve gen-will ' eral transcription business will be conducted, rather than confining pro-duction to morticians' programs.

COLUMBIA PHONOGRAPH & RA-DIO Co., sound-on-disc division, has moved its Hollywood quarters to 6624 Romaine St., retaining the warehouse at 6804 Santa Monica Blvd, A new building has been built for technical operations, with executive and cleri-cal offices in a separate building.

RADIO TRANSCRIPTION Co. AMPLO TRANSCRIPTION Co. of America has started production of 13 programs by the Henry Busse or-chestra at its Hollywood studios, to be part of the Transco Montmartre series series.

series. THE RADIO division of the Town-send Recovery Plan. Los Angeles, is recording a series of 15-minute talks through Recordings Inc., with Tom Wallace agency handling the account for national distribution. Additional discs are to be made in Chicago. 4BC, Brisbane, Australia, has con-tracted with Radio Recorders Inc., Los Angeles, for a year's supply of recorded programs.





17 DRUG

Briggs' Smoking Tobacco Carter's Liver Pills Colorshine Fleischmann's Yeast Half & Half Tobacco Jergens Lotion Johnson Wax Lucky Strike Lux Toilet Soap Luxor Face Powder Octagon Soap Palmolive Soap Phillip Morris Portina Cigars **Rexall** Products Teaberry Chewing Gum

WAPI with cleared channel . most powerful station in Alabama . . . gets results for national advertisers because it has coverage PLUS popularity!

BASCOM HOPSON, President





"Tell me not in mournful numbers ... " rather prove to me that my program will be listened to by an alert, open-minded audience — willing and ready to buy.

Must you make your appeal to the modern mind? Then use CKLW, whose audience, for the most part, is composed of Detroiters-the people of America's fourth largest city. CKLW caters to them with the type of entertainment appeal they prefer. CKLW alone will, therefore, cover the entire Detroit area for you completely.



WE'VE GOT "PULL" IN LOUISVILLE

Why is it that our thousand-watt station out-pulls and out-sells far more powerful stations? Dollar for dollar, the results are frequently astonishing. We can't explain it... but it's a fact which you can prove. ... Maybe it's because almost half the people in our entire primary area live virtually within sight of our tower ... a concentrated group who are tuuing in on their real neighbor. NBC—and worth hearing!

NBC-allu Weber National Representatives: FREE & SLEININGER, INC.



STUDIO NOTES

A PAMPHILET "WLS for Summer Sales" has been issued by the Chicago station, presenting results obtained in the past by summer advertisers, together with an analysis of the summer audience.

A SERIES More for Your Money is being broadcast over CBS by the consumers' committee of the National Advisory Council on Radio in Education, headed by Mrs. Emily Newell Blair.

WSM, Nashville, will close studios to the public until autumn.

WCAE, Pittsburgh, presents a comedy transcription at 6:45 a.m., repeating it during the day with an announcement that "this is the kind of program you miss by not tuning in at 6:45 every morning."

PROGRESSIVE TEXANS INC., non-profit group promoting Texas products, is presenting weekly talks on Southwest Broadcasting System.

COVERAGE of Pennsylvania, New Jersey, Delaware and Maryland is shown in an elaborate brochure and rate card by WFIL. Philadelphia, managed by Donald Withycomb. Based on a survey by Paul F. Godley, consulting radio engineer of Montclair, N. J., the brochure shows coverage by signal intensity of this populous region, and is illustrated with maps and charts.

TRANSRADIO NEWS SPOTS Established newscasts at 8:30 a. m., 12:30, 6:30 and 9:00 p. m. 5-min, periods, 6 days a week, Rates (13-week basis): \$53.60 weekly, day spots; \$87.20 weekly, night spots. Wire reservation.

WNBR MEMPHIS, TENN.



P. O. BOX 2950 • BEAUMONT, TEXAS



CAUGHT IN THE ACT—No, this isn't an optical illusion or even the leaning tower of Pisa. It is one of the old 300-foot masts of WBT, Charlotte, photographed in the act of toppling. The tower was purposely collapsed as an experiment to ascertain just how such a tower would break up or buckle when loosened from its mooring. In the background is seen WBT's new 435-foot vertical radiator, which catapults into space the station's 50,000 watts of output.

MORE than 6.000 calls were received by 6 p. m. when *The Movie Parade* program of the Tri-State Theatre Co., on KSO, Des Moines, observed its first anniversary and offered free tickets to listeners.

DON LEE stations in California are negotiating with Fox-West Coast theatres in connection with a series of weekly amateur nights, with winners to go on the network from KHJ, Los Angeles.

MORE than 60 hours were devoted to educational programs during the winter and spring season by WGN, Chicago.

IN A LITTLE more than an hour, without previous notice, Al Bates, engineer of KOIL. Omaha, set up remote control equipment at a point overlooking the center of Omaha's recent street car strike and an eyewitness account was given KOIL listeners.

REACTION of children to radio instruction is being studied during an experimental series over WTMJ. Milwaukee. A new woman's feature on WTMJ is Linda Marsh's Radio Household Magazine.

RECORDINGS of Cleveland artists available for sponsorship are made available by WGAR, Cleveland, following installation of RCA-Victor recording equipment.

W9XBY, Kansas City, new station on the 1530 kc. channel, is operating now on an 18-hour schedule. Since its opening Jan. 1 it had been operating 4-11 p. m. only.

A NEW series of programs sponsored by St. Christopher's Inn of Garrison, N. Y., a home for wayfarers operated by the Franciscan Friars of the Atonement to raise money for the institution's work, started April 28 on WOR, Newark, The series is titled *The Ave Maria Hour*, and consists of weekly half-hour dramatizations.



OUTSTANDING events in the rise of WBBM, Chicago, were broadcast in a special program May 7 celebrating the power increase to 50 kw. The program was piped to the CBS network. Participating were 25 artists, with Gov. Henry Horner, of Illinois, giving a congratulatory message. A theme song for the occasion Just One Hour was written by Director Bobby Brown and Chicago CBS Musical Director Billy Mills.

WHO, Des Moines, has issued a spiral-bound brochure showing its coverage on a state, regional and national basis and depicting listener response during 1934, before the new vertical radiator had been installed. Coverage of most of the nation's farm homes also is claimed. The primary service area is said to have a population of 5,445,703.

TED MALONE'S Between the Bookcnds had expanded its schedule to five-weekly broadcasts on CBS, coast-to-coast. The program is keyed from KMBC, Kansas City. and includes organ background by Howard Ely. Malone is program director of KMBC. Another KMBC program Happy Hollow has been put on CBS five times weekly. It is one of radio's oldest daily dramatic programs

SUMMER brings the return of three distinguished clerics to NBC Sunday programs. They are Dr. Ralph W Wockman, conducting the Sunday Forum; Dr. Charles L. Goodell, of Sabbath Reveries; Dr. Paul Scherer resuming his Sunday Vespers.

AT THE State Barn Dance and Fid dlers Convention staged by WAPI Birmingham, recently, all prizes ex cept two were won by WBRC musicians. Grand prize for the State' Rest Barn Dance Orchestra wa awarded to Brack Phillips Pioneera a daily feature on WBRC.

ARTISTS from a number of Ohi stations were presented at the open ing broadcast April 15 by WPAY new 100 watt station at Portsmouth O., on 1370 kilocycles. The statio formerly was WHBD, Mt. Orab. C It is owned and operated by Vee Be Corp., with M. F. Rubin as pres dent. Staff members include Mari Williams Vandegrift, general man ager; Gwen Sherburn, program d rector; Orville Fields, sales manager P. J. Eubanks, chief engineer; Ro I., Nourse, merchandise manager.

KPRC, Houston, is planning a 10t anniversary program for May 10 the will include about every form of r dio entertainment, with Kenneth 4 Millican, the "Old Tautologist" ac ing as master of ceremonies.

A NEW early morning program (WBIG, Greensboro, N. C., is Greensboro, N. C., is Greensboro, N. C., is Greensboro, This Is Another Day, the and nouncer taking an imaginary trip to one of 21 towns in the station's are having breakfast with prominent citizens.

WBT, Charlotte, N. C., has devis an economical and well balanced li talent show to use in the inciden spots around announcement busin in the early evening; thus doing aw entirely with the use of phonogran records. Utilizing xylophone a piano in popular fast moving self tions the announcement period night has taken on added zest and has n only increased business for the clier buying into this program, but b brought in many personal appeara dates for the duo featured.

A FEATURE of the new KTAB. S Francisco, studios, is the "audit studio" for advertisers and others the advertising profession, who des to audition prospective progra The services are available whether not KTAB is to be included in schedule, Philip G. Lasky, genemanager, stated.

WHBY, Green Bay, Wis. receu broadcast a city council meeting rect from the City Hall.

BROADCASTING • May 15, 193

RCA Television Plans

(Continued from page 14)

interlocking parts, each of hich must not only function corectly within its own sphere of acvity, but must also synchronize ith every other part of the sys-m. In broadcasting of sight, ansmitter and receiver must fit lock and key.

"On the other hand, broadcastg of sound permits a large vaty of receiving devices to work ceptably with any standard ansmitter. Notwithstanding the eat progress that has been made sound broadcast transmission, a ceiving set made ten years ago n still be used, although with eat sacrifice in quality. This is reat sacrifice in quality. This is t true in television, in which ery major improvement in the t would render the receiver inerative unless equivalent changes ere made in both transmitters d receivers.

"Important as it is from the andpoint of public policy to delop a system of television cominication whereby a single event, ogram or pronouncement of nanal interest may be broadcast sight and sound to the country

a whole, premature standardi-tion would freeze the art. It uld prevent the free play of chnical development and retard e day when television could bene a member in full standing of a radio family. Clearly, the first ge of television is field demonation by which the basis may be for technical standards.

Rapid Obsolescence

ROM the foregoing it will be in that a number of basic probas surround any effort to estabh television on a regular basis public service to the nation. The re important of these problems

1. The fact that if the new art television is to make the required hnical progress, there will be rapid colescence of both television trans-

ters and television receivers. 2. The creation of new radio or re facilities of interconnection bee a service on a national basis can rendered.

3. Further development, through erimentation in the field, of a sys-of high definition television which Is for new radio technique inside l outside the studio, and for the duction 'of home television receiv-which will increase the size of the ture and at the same time decrease price at which the receiver can be to the public. * * * "

EE & SLEININGER INC.

tional Representatives

Six-Month License Viewed as 'Cancer'

Threatens Freedom of the Air. **Declares David Lawrence**



LICENSES of broadcasting stations, now issued for only six -month intervals, should be extended to the statutory maximum of three years if the perils of "politi-cal domination" of broadcasting

Mr. Lawrence are to be eliminated, in the opinion of David Lawrence, eminent journalist and editor.

In a vigorous editorial on "Free-dom of the Air", published in his United States News, Mr. Lawrence United States News, Mr. Lawrence assailed what he described as the political control of radio, and called upon the nation's press to enlist in the crusade "with a spirit of patriotic comradeship." He pointed out that the analogy of the press to the radio is important. "Free speech and free press go together," he wrote. "They are the bulwarks of our liberty. They must protect us against dictator-ship and despotism."

Calls It a "Cancer"

AFTER expressing his views of broadcasting, which he charges is under the influence of the adminis-tration as a result of intimidation brought about through the licens-ing method, Mr. Lawrence stated: "All this is because the licensing

system is a cancer which eats in-to the judgment of the broadcast-ing companies and the stations. The President of the United States appoints the members of the Federal Communications Commission. He can remove them at will without cause. Nevertheless to free itself from suspicion of White House domination, the Commission ought to issue licenses for three years instead of six months. This can be done by the Commission under the present law whenever it wishes to exercise that discretion. "The power of intimidation, of

course, will not be completely re-moved until the Congress specifies in the law the exact technical grounds on which licenses may not be renewed and also makes the facts as well as the decisions reviewable by the courts. "This is the great crusade which

COVERING

AARKE



Public Reaction

"FOR while control of the radio may be thought by the present administration to be essential to the perpetuation of the party in power, it will lead ultimately to a public reaction. 'Freedom of the air' may, indeed, become some day an issue at the polls. "If the truth is suppressed a free

people cannot exercise their independent judgment. A radio broadcasting situation, untrammeled by Federal bureaucracy, is the biggest single need of America in its hour of crisis. The sooner the American people realize the perils in the present political domination of broadcasting, the quicker will America be saved from the most

Bay State Fish Resumes

AFTER an absence of several years from the air, Bay State Fish-ing Co., Boston (40 Fathom fish) has returned to radio and has arranged a 26-week program to be placed on 27 stations in the East. Street & Finney Inc., New York, has the account.

dangerous form of exploitation it has ever faced — exploitation by the politicians."

Mr. Lawrence criticised the networks for their purported failure to present both sides of important public issues, but then, in their de-fense, observed: "When a governmental commission has the power of life and death over a radio station or a network, it is natural that intimidation should develop in most insidious forms."

America's Fastest-Growing **Regional Network!**



These New SBS Network Accounts or Programs Show the Trend!

General Motors .	•	•	CHEVROLET
** ** .			FRIGIDAIRE
Universal Mills .	•		GOLD CHAIN FLOUR
et et .	•	•	RED CHAIN FEED
Gold Medal Flour			
Company of Texas		•	WHEATIES .
Hyral Dist. Co			HYRAL Dentifrice
Texas Co-Operative			
Drug Chains			SERVICE AND NATIONAL
			PRODUCTS

They Chose SBS on Facts -So Will You!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

Pioneer CBS Station in the **Pacific Northwest**

Sell Tacoma-Seattle economically with KVI

KVI's transmitter is located mid-way between Tacoma and Seattle,

which gives two markets at the price of one .. 1000 watts .. 570 kc.



ANA Centers Research on Radio

(Continued from page 7)

is true, radio research will be subject to conscious and unconscious misinterpretation.

"Research will not be properly appreciated as long as people ascribe more importance to the number of interviews made than to the content and details of how the individual interviews were made. One thousand interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators.

Interpreting Data

"IRRESPECTIVE of what method is used in estimating the size of the audience, the information will be misinterpreted until those using it become familiar with the peculiarities of radio. For example, pro-gram X is on a certain basic network and has an audience rating of 15. At some time X adds several supplementaries to his supplementaries to his basic network. His rating jumps This is due to the fact that to 18. in the basic area we have, gen-erally speaking, three chains, while in the non-basic area there Therefore. are only two chains. other things being equal, a greater percentage of the radio audience in the supplementary areas will listen to a given program than will be the case in the basic area.

"In interpreting figures showing the size of the audience to individual programs, irrespective of the method that is employed, one of the most important facts to be



COLORADO SPRINGS National Association of Broadcasters Convention . . . July 6-10, 1935

The de luxe equipped NAB Convention Special, over the SCENIC LIMITED ROUTE, making direct connections with the Chesapeake & Ohio's genuinely air-conditioned GEORGE WASHINGTON, your official route from the East, and connecting with trains from the East, Southeast and Chicago, leaving St. Louis at 4:15 P. M. July 5th, arriving Colorado Springs 1 P. M. July 6th.

Let us help with your trip to Colorado Springs and a delightful Western vacation after the Convention.

For reservations and complete information phone

i

ANY MISSOURI PACIFIC REPRESENTATIVE

P. J. NEFF, Ass't Chief Traffic Officer 1601 Missouri Pacific Bldg., St. Louis, Mo. Missouri Pacific Representatives in Principal Cities kept in mind is that, generally speaking, there are two kinds of

radio programs: (a) The program that is of such character that the radio owner has to listen to it or turn it off. By that I mean that the prorequires active listening. gram Jack Benny is an example of what I have in mind.

(b) The program that is sooth-ing and is easy to listen to. A considerable percentage of the lis-tening to this type of program is passive. Any rhythmic musical program would be classified under this head.

"If you would classify the people who have heard a given program

(a) Enthusiastic about the pro-

gram, or (b) the program is acceptable to them, or

(c) the program is heartily dis-

liked, or (d) they have no definite opin-ion of the program; —you will find that the people who have heard the programs which are of the type first described above, that is, those that require active listening, are divided approximately as follows: 80% between highly enthusiastic and heartily disliking and 20% between acceptable and no opinion. On the other hand, the people who have heard the second type of program, the one that induces passive listening, will be divided ap-proximately as follows: 20% between highly enthusiastic and heartily disliking and 80% between acceptable and no opinion.

Attention Value

"THIS BRINGS us to the question of attention value and memory value-one of the most debatable questions in radio. One side takes the position that one who has listened to an active program gen-erally knows the name of the entertainer or the popular name of the act or the name of the product sponsored. They feel that the program is of such a character that the listener could not have been reading or even talking when the radio was tuned on that pro-

gram. "This same school of thought further thinks that one who had the radio tuned to a passive pro-gram does not necessarily know the name of the participants or the name of the sponsor because the program was so easy to listen to that the listener could have been reading or talking while the pro-

gram was on. "The other side takes the position that in active programs such dramatic scripts, the excitement pathos, drama and human interest frequently outshines the interest of the commercial. On the other hand, this school thinks that a passive program, such as rhythmic music, in which the only talk is the incisive direct speech of the

KGIR Butte, Montana Joe McGillvra, 485 Madison Ave., New York City, Eastern Representative commercial announcer, may have greater advertising impact.

"The accumulation of sales records and research information may some day prove that neither side is wholly correct."

Public Confidence

RAYMOND RUBICAM, of Young and Rubicam Inc., and newly elected chairman of the board of AAAA, urged ANA members to take an active part in maintaining public confidence in advertising. He declared that there is a campaign, which he said is meeting with considerable success, to de-stroy this confidence and that it is up to advertisers to do something about it. He suggested the use of the radio, among other mediums in counteracting the antiadvertising drive. He blamed principally Consumers Research Inc., the Copeland bill and some blamed of the writings of Dr. Rexford G. Tugwell, Undersecretary of Agriculture.

Radio has reached the precen-sorship stage, declared John P. Cunningham, of Newell-Emmett Cunningham, of Newell-Emmett Co., in discussing good taste in ad-vertising. Made bolder by claims of competing media, he said, radio is approaching actual censor-ship and he defined good taste in advertising as the "presentation of your message in a way that attracts more people to your product than it offends away from it, without, at the same time, impairing

the standing and sales ability of advertising itself." S. Clay Williams, of the R. J. Reynolds Tobacco Co., and former chairman of the National Indus-trial Recovery Board, was the principal speaker at the semi-an-nual banquet. He defended the New Deal, but criticized those within the Government whom he termed "New Dealers Plus", people who would go much furthen than the President intends to go He said these people had caused considerable misunderstanding of the President's purposes.

Other speakers and their sub cts: "Local - National Rates" jects: "Local - National Rates" Harry J. Prudden, of Prudden King and Prudden; "The Future of the Independent Retailer in Respect to Advertising," J. P. Set Respect to Advertising, J. P. Set berling, the Seiberling Rubber Company; "Home Finance ane Business Development," John H Fahey, chairman of the Home Owners Loan Corporation; "Wha the Consumer Thinks of Advertis ing Cony." Paref Walter B. Ditkin ing Copy," Prof. Walter B. Pitkin School of Journalism, Columbia University. Among the broadcasting execu

tives attending the convention were for NBC: Richard C. Patter son, Jr., executive vice president Ed Kobak, vice president for sales Ed Konak, vice president for sales and vice presidents Niles Tram mel and Roy C. Witmer; for CBS H. K. Boice, vice president i charge of sales; John Karol, direc tor of research, and Mr. Bijun For Mutual and WOR, Theodor C. Streibert, treasurer, and Walte

C. Streibert, treasurer, and Walte Neff, director of sales of WOF Mr. Church and Mr. Loucks. Members of the ANA radi group besides Chairman Peabod are D. P. Smelser, Procter of Gamble Co.; D. B. Stetler, Stanc ard Brands; Harold Thomas, Cer taur Co.; Paul W. Garrett. General taur Co.; Paul W. Garrett, Genera Motors Corp.; Robert V. Beucu Andrew Jergens Co.; M. H. Leis ter, Sun Oil Co.

BROADCASTING • May 15, 193

ttorneys on FCC it by New Ruling earman to Resign; Others

y Leave Federal Body Soon

UL D. P. SPEARMAN, general nsel of the FCC, will resign ef-vive not later than July 1 to reto the private practice of law Vashington. While Mr. Spear-h's resignation may have been tened by the adoption of a ingent rule by the FCC barring n practice before that agency two years any attorney or emre on its staff, he has mained that it was his intention to remain with the agency for fer than a year when he as-led the general counselship July, at which time he left

crative private practice. imultaneously, it was learned several other members of the ; legal staff, and probably cerof its engineers would depart r to July 1, unless the FCC fit to modify the drastic rule, ch, in effect, would preclude yers, and even engineers now the staff, from engaging in any tice before the FCC, once they after the July 1 deadline.

nown to have under consideraseparating themselves from service are Ralph L. Walker, ran senior examiner, and Miss ny Neyman, a mainstay of the Department. Miss Neyman, joined the former Radio Comsion more than six years ago, inderstood to have received a pite proposal to practice radio Mr. Walker, who has served on the legal staff and as exher since his tenure began in , likewise is considering ening in private practice.

Possible Revision

MUCH stir has been caused by adoption of the resolution that e is some possibility of its reon, to remove its teeth, for the FCC Law Department be crippled by wholesale de-ures. Moreover, the order, as written, is interpreted to af-engineers as well as lawyers on, hires. other employes, and it is evi-that many FCC staff memincluding newcomers in all rtments, are debating serioushether they will remain after 1.

he rule was adopted by the May 1 upon motion of Com-ioner George Henry Payne. It rseded a rule also offered by Payne, which had been adopted January following the investi-on into the qualifications of members conducted by the ite Interstate Commerce Comee in connection with their con-The latter rule, which lation. ly would have prevented FCC ters from representing clients atters which were pending bethe agency at the time they on its staff, was held to be fective" by Mr. Payne. the rule adopted by the FCC ws in full text:

one serving the Federal Comcations Commission on or after 1, 1935, shall be permitted to tice, appear, or act as an attorney ent in any case, claim, contest or proceeding before the Commis-or before any division or agency of, until two years shall have ad after the separation of the person from the said service ior to offering his resolution,

For 473 Hours TO TEST its equipment under a continuous grind, WIBM, Jackson, Miss., set what it claims is a world record by broadcasting continuously for $473\frac{1}{2}$ hours. The only reason the station stopped at that time was because of a required transfer to the 1370 kc. channel. Equipment stood up well un-der the test, says Charles A. Hill, WIBM manager.

Commissioner Payne solicited the opinions of leading lawyers as to their views, and procured a sizable number of endorsements. Among those who favored the ruling were Newton D. Baker, John W. Davis, Felix Frankfurter, and some two dozen presidents of state bar associations.

Mr. Payne's Statement

THE FOLLOWING statement was issued by Commissioner Payne's office upon introduction of the proposal at the May 1 meeting of the FCC:

With the almost unanimous en-dorsement of the Presidents of the Bar Associations of the country, a resolution was introduced yesterday afternoon at the meeting of the FCC that is intended to put an end to an evil that lawyers have long been complaining about.

George Henry Payne. Federal Com-munications Commissioner, introduced this resolution after consultation with lawyers from all over the country and in so doing followed the practice set up by the Supreme Court of the United States, where there is a rule preventing any lawyer or employee from practicing before that tribunal until he had been at least two years out of the service of the court.

the service of the court. There has been a general movement throughout the bar associations of the throughout the bar associations of the country to have such a reform adopt-ed in all of the departments of the government where there has been, oc-casionally, scandalous use made of in-formation gathered by a practicing at-torney when he was in the employ-ment of the government.

The agitation for reform in the matter of attorneys leaving the commis-sion and then reappearing as repreter of attorneys leaving the commis-sion and then reappearing as repre-sentatives of private interests began with Senator Wheeler's denunciation of the practice when the Federal Com-munications Commissioners were he-fore Senator Wheeler's committee, the Interstate Commerce Committee, the Senate, last January. The Senator denounced the practice and said it had to stop and he hinted that a law might be passed to put an end to it. Among other things, Senator Wheeler said, "that it is an extremely bad practice, to say the least, for a man to step out of the Federal Radio Com-mission and then go up there before it and appear for private clients. * * * The Commission itself ought to do something about it." The resolution introduced by Com-missioner Payne following this discus-sion at the Capitol was found to be ineffective and a more stringent reso-lution was introduced yesterday.

STANDARD BRANDS Inc., New York (Fleischmann's yeast) will present Bob Ripley, "Believe It or Not" cartoonist on the Sunday Not" cartoonist on the Sunday bakers series on NBC-WJC next fall.

WFIL adelphia **Only Philadelphia outlet** for N. B. C. Basic Blue Network 1000 Watts 560 Kilocycles

Fitch Doubles Sales

ON THE BASIS of a 100% increase in business since going on the air in September, 1933, F. W. Fitch Co., Des Moines (hair lotion) is increasing its NBC-WEAF network from 21 to 57 stations and work from 21 to 57 stations and continuing the series through the summer. Western and Canadian stations are being added. Quoted in the American Perfumer & Es-sential Oil Review, Gail Fitch, ad-vertising director, said: "The re-sults of our radio program have been sufficiently successful to justi-fy our broadcasting right on through the summer months."

Chocolate Drink Discs

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink), planning an extended series, is re-cording Buddy & Ginger 15-minute programs at Mid-West Broadcastprograms at Mine-west Broadcast-ing Co. Inc., Minneapolis, with pressing done at Allied Phono-graph & Record Mfg. Co., Holly-wood. J. L. Sugden Adv. Co., Chi-cago, handles Chocolate Products advertising.

Socony Sport Parade

ALL MAJOR sports events in the South Bend, Ind., area are being sponsored over WSBT and WFAM, sponsored over WSBT and WFAM, South Bend, by Socony - Vacuum Oil Co. Inc., New York, as a year-round Parade of Sports. The sched-ule for the year includes 118 hours on the air. Local announcers will handle the broadcasts. J. Stirling Getchell Inc., Detroit, is the agency agency.





Up To The

Business is better in Washington State.

And business is much better for those firms who use KIR.

Sales managers will do well to advertise in this favored territory over this favorite station.

The Grand Coulee Dam and Bonneville Dam projects are speeding up business here.

You will get your share if you use KJR. Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult Edward Petry & Co., Inc. Chicago New York San Francisco Detroit

🕌 15, 1935 • BROADCASTING

"MENTION MY NAME"

Did you ever call on a new pros-pect with the "edge" of special permission to mention the name of someone already on the "in" with the prospect? It helps, doesn't it?

And here's a WWVA "Mention My Name" story that's mighty interesting: A direct mail advertiser using daily time on WWVA made this convincing test:

This advertiser selected thousand names, at random, from the Wheeling telephone directory and mailed each a sales letter, purposely omitting any mention of his WWVA broadcasting. Result: Very few inquiries, and closures next to nothing. Next, the advertiser selected one thousand more names from the same telephone directory and mailed them the same material which was sent to the first thousand, with this one exception: he rubber - stamped on the envelope "Tune in on the Sterling program on WWVA every morning at 6:30". Result: greatly increased percentage of inquiries which resulted in a high percentage of closures.

And so once more it is proved that WWVA has a reputation with its listeners. To "mention our name" in connection with a product does count. And all because we have built up that confidence between listener and station that "clicks" for adver-tisers. That's why we're crowded for time. Consult our representatives about the most respon-sive radio audience in Eastern Ohio, Western Pennsylvania Ohio, Western and West Virginia.

Columbia Station



West Virginia Broadcasting Corp. Hawley Building WHEELING, W. VA

Representatives L H. McGHLLVRA 485 Madison Ave., New York IOHN KETTLEWELL Palmolive Bldg., Chicago

Hearst Radio Sues Owners of WMAL Asks Performance of Contract Alleged to Have Been Signed

LITIGATION which may require six months before it can be settled, has been launched by Hearst Radio Inc., one of three bidders for WMAL, Washington, which offered \$285,000 for the station, aside from leasehold accruals for the next three years which would amount to an additional \$106,000. Other bidders were the Washington Post, and the Washington Star. The station, under a five-year lease which has three years to run at \$36,000 per year, now is operated by NBC as its Washington Blue network outlet — a lease which would not be relinquished, it is understood, even with the sale of the

The Hearst suit was filed in the Supreme Court of the District of Columbia on April 29 by T. J. White, president of Hearst Radio Inc., through attorneys Elisha Hanson and Eliot C. Lovett. It alleged that on Jan. 12 the heirs of Martin A. Leese and his widow signed an agreement whereby the station would be sold for the \$285,000 plus would be sold for the \$250,000 pills certain other considerations over a five-year period. The agreement, however, it was alleged, had not been complied with and the suit was filed to demand "specific per-formance" of this contract.

An answer will be filed for the Leese administrators on or about May 20, when it is due.

Named as defendants are Lo-raine Leese Good, daughter, Nor-William Earl man Leese and

\$1,995,000

. . . represents our investment in a

highly trained staff of men and women

whose brains, experience, and energy

... represents our investment in one of

radio's finest organizations to keep KSTP the Dominant Station in the 9th U. S. RETAIL MARKET-that metro-

politan area of Minneapolis and St. Paul where 74.3c of every retail dollar

For specific details and valu-

General Sales Office, KSTP,

National Representatives-

in New York: Paul H. Raymer

Co.; in Chicago, Detroit, San

Francisco: John Blair & Com-

Minneapolis, Minn., or our

able market data write---

make your program a success!

in Minnesota are spent!

pany.

Leese, sons, and Mrs. Fannie I. Leese, widow. It was alleged that the Jan. 12 agreement had not been complied with but that on or about Jan. 31, 1935, in lieu of the deferred payments, the defendants demanded payment of the full purchase price and that Hearst agreed. About Feb. 1, the bill recites, Hearst proposed a more formal agreement, in order to have the matter arranged for presentation to the FCC. Despite this, however, it was charged that the Leese ad-ministrators "have refused, without cause or justification, to execute it.

The Jan. 12 agreement provided that Hearst pay the \$285,000 pur-chase price by initial payment of \$50,000 upon approval by the FCC of the transfer and sale; \$20,000 each six months thereafter for three varies \$50,000 in the convince three years; \$50,000 in the ensuing year, and \$65,000 the year after that. Interest was to be paid at \$3,000 a year, or \$1,500 accompanying each payment on the principal. ing each payment on the principal. Written into the agreement was the understanding that the reve-nue from the existing NBC lease of \$36,000 per year, for the three years the contract has to run, would continue. Following expira-tion of this lease, however, Hearst would agree to nav \$6.000 a year would agree to pay \$6,000 a year rental for the WMAL studios for three additional years.

Among other considerations was one that the call letters "WMAL" be continued for 50 years, and a second that the M. A. Leese Optical Co. for five years after termination of the lease with NBC would be given as a part of the sales agreement announcements over WMAL having a value of not less than \$5,000 a year.

Network Busines Improved in Apri Well Ahead of Level of 1934

Following a Good Winter DESPITE the fact that nation: network advertising was at a remarkably high level of activity year ago, after a winter of phe nomenal recovery, both NBC an CBS nevertheless registered sul stantial gains in April this yes over the gross income for the co responding month in 1934.

In terms of percentages, the in creases are not as marked as son of those recorded during the pr ceding months, but considering th degree of recovery which had bee attained by April last year, th figures this year are considere extremely satisfactory.

Moreover, while the improv ment that can be made over good months last year is not so mark as that possible where comparise is being made with the lea months between eighteen month and two years ago, the fact th gains are still being record shows that the saturation poi

shows that the saturation point has not yet been reached. NBC took in \$2,692,073 gro this April, or 12.4% more than year ago, while CBS showed percentage gain of 16.5 over i previous April income, with 19 tallying \$1,597,283. The table shows comparisons:

The	e table	snov	ws comp	arisons
		N	BC	-
	1935	%	Increase	1934
		01	er 1934	
Jan.	\$2,890	,190	20.9	\$2,391,6
Feb.	2,757	475	20.3	2,197.2
Mar.	2,971	321	20.2	2,473,4
Apr.	2,692	,073	12.4	2,368.1
				00 400 4
	\$11,311	,059	16.6	\$9,430,4
		~	W > C 1	

	φ11,011,000	10.0	404 -0.000
	1935 %	CRS Increase	1934
Jan. Feb. Mar. Apr.	$0\\\$1,751,211\\1,638,421\\1,819,553\\1,597,283$	19.4	
24.04.	\$6,806,468		\$5,689,1

NAB Ohio Committee ORGANIZATION of the Ol state committee of the NAB w effected in Columbus May 6, w a score of broadcasters of state in attendance. Chairm Anning S. Präll, of the FCC Anning S. Frail, of the FCC i dressed the broadcasters infor ally and Philip G. Loucks, N. managing director, explained purposes of the state organizati Fred Palmer, WBNS, Columb was elected chairman, John Patt, WGAR, Cleveland, vice cha man and Warren Williamson man and Warren Williamson WKBN, Youngstown, secretary.

Thousands of Roses

RETAIL florists, members Southern California Floral Ind KHJ, Los Angeles, recently, which a dozen roses were offe free to listeners as part of a ca paign to make the radio audie "flower conscious".





POOR MAN'S COURT ON THE AIR By Amicably Settling Minor Disputes, Brooklyn Judge Has

-Developed Popular Program on WMCA-

HON. NATHAN SWEEDLER Municipal Court Judge Brooklyn, N. Y.

THESE DAYS, millions of the st cosmopolitan population of e United States listening-in over e radio realize and appreciate at broadcasting, far beyond afrding entertainment, is actually rforming diversified important blic service. Recently Station MCA, New York, initiated a susining night broadcast which, inresting and helpful as any pro-am on the air, enhances radio's rvice by bringing home to listen-s the utility of and the benefits rived through such a public in-tution as "Good Will Court".

As Judge in the Municipal Court Brooklyn, and in 20 years prebiookiyh, and in 20 years pre-bus law practice, I saw many ars ago the crying need for a oor man's court" for the settle-ent of disputes of every kind thout technicalities, delays or wsuits, free to all persons, irreective of race, nationality, or eed. In 1928 "Good Will Court", ag a fond hope, became a reality carrying out such purpose.

When the result rectifies external ficulties, when it changes hatred to love and mutual antipathy and strust into sympathetic underandings, among other altruistic fectives, then certainly the "Good ill Court" is entitled to the en-niums showered upon it by those nums snowered upon it by those ho have used such tribunal, by rists, by social workers, the ess, and, now a broadcasting sta-n in New York City. Radio stations throughout the untry, and particularly in indus-al centers, will find a "Good Will wit" broadcast a unique and use

urt" broadcast a unique and use-I program which will attract a

mendously large audience, be-les much favorable publicity. Such broadcasts will not only ex-nd direct service, by proper ad-dications by guidance to those in stress, by enlightening the public rough information imparted in ch program, but will add to comunity welfare through so arousg public opinion as to insure the eation of more "Good Will urts"

Station program directors can cept the assurance that, if confi-



JUDGE SWEEDLER

dences are observed, if identities are kept secret by presenting cases in key, it is possible, at little or no expense, to prepare and present to their listeners a most human "Good Will Court" program based on life's problems. Either on the reading of letters from those affected who cannot attend the broadcast, or by brief recital of cases by persons who are present, prominent mem-bers of the bench and bar, physicians, psychiatrists, clergymen, edi-tors, economists — those who can give expert advice and guidancewill willingly come to the studio to act as "judges" in extending such public service as at the same time aids in solving difficulties confronting unfortunates.

Leading citizens of any community will consider as a compliment an invitation to be part of the studio audience to listen to such broadcast

In my opinion, "Good Will Court" broadcasts, in addition to serving a direct purpose, will also be educational, because of the wisdom which must necessarily flow from "decisions" by men and women of the learning and experience of the "judges".



Purchase of New Radios Building of New Studios First Choice of Chicago **Families, Survey Shows**

A NEW RADIO will be the next purchase of most Chicago families, the 1935 De Paul marketing sur-vey of Chicago reveals. Tabulation of 5,931 personal interviews with families in all parts of Chicago, made by students in the marketing department of De Paul Univer-sity's College of Commerce to find out what these families want to buy next, shows radios at the top, first choice of 11.1% of those interviewed. Automobiles are in second place, first choice of 9.7%, and rugs third with 5.4%.

These findings show a consider-ably increased interest in radio over last year, when automobiles were the first choice of 14.5 per cent of the families interviewed and radio a poor second with 7.7 per cent. In 1932, when the first De Paul marketing survey was made, automobiles ranked first with 24% of the families, electric refrigerators second, 19.5%, and radios

third, 7.3%. In these surveys families were asked to indicate first, second and third choice. The 36 items covered were not listed in alphabetical or-der but were chosen rather by drawing out; for example, automo-biles came 26th on the list in the current study, which covers the month of March, 1935.

L. M. McDermott, professor of marketing at De Paul, told BROAD-CASTING'S representative that the students are now conducting a survey of radio program preference in 6,000 Chicago homes.

Of KNX Gets Under Way

WORK on new studios and quar-ters for KNX, Hollywood, started May 10, with completion expected by mid-July, according to a joint statement by Guy C. Earl Jr., pres-ident of Western Broadcast Co., and Naylor Rogers, vice-president and rearrant rogers, vice-president and general manager. The new quarters will have some 20,000 square feet of floor space, includ-ing six studios as well as rehearsal and audition halls.

The main transmitter will re-main at Sherman Oaks, in San Fer-nando Valley. K. G. Ormiston, chief engineer, is supervising installation of technical equipment and has just returned from an inspection trip in the East.



Full Time NBC Affiliate 1.000 Watts 570 Kilocycles

Spot Radio Advertising **Really WORKS in** NEBRASKA

Here's ONE case of many:

A three-times-a-week advertiser received such encouraging results he increased his time to three-PER DAY! These, again, did so well that, within 30 days, he had contracted for FIVE-PER DAYfor ONE YEAR!

If YOU need inquiries-dealers-sales-use spot radio advertising in Nebraska. Nebraska is one of the top 6 states in per capita wealth. This money is being spent. We have an abundance of proof that Nebraska folks are among the nation's best buyersand that spot radio advertising is the way to reach them.

Write for facts to the association office or any of the individual stations shown below.

MISSOURI VALLEY BROADCASTING ASSN. Omaha, Nebraska

WOW	KOIL	KFAB
Omaha, Nebr. Om	aha, Nebr. and Co. Bluffs, Ia.	Omaha, Nebr. and Lincoln, Nebr.
KFOR	WJAG	KGBZ
Lincoln, Nebr.	Norfolk, Nebr.	York, Nebr.
KMMJ	KGFW	KGNF
Clay Center, Nebr	Kearney, Nebr.	North Platte, Nebr.

¹ay 15, 1935 • BROADCASTING

Daytona Beach Staff

WMFJ, 100-watt station at Daytona Beach, Fla., on 1420 kc., owned and operated by W. Wright Esch, Florida radio pioneer, is tied up with the All-Florida chain for special broadcasts and is using WBS transcriptions after a month on the air. Selection of the staff has been completed and it consists of Russ Brinkley, chief announcer and continuity director; Roger Skelton, dramatic director; Duke Brewer, commercial manager; Roscle Beech, commercial representative; Joseph Gardberg, chief en-gineer; Bryan Wright, assistant engineer; B. B. Esch, program di-rector; Donald Hood, remote technician; Helen B. Pope, office manager.



Not Affected by Joint **Resolution in Congress**

SHOULD Congress adopt the joint resolution proposing extension of NRA until April 1, 1936, it would have no bearing whatever upon continuance of the code for the broadcasting industry, ac-cording to James W. Baldwin, executive officer of the Code Authority. As originally written, the resolution, while it would amend the existing law in drastic fashion by curtailing the powers of the NRA over certain types of industries, apparently would have no effect upon the broadcasting industry.

The measure still has to be considered in the House. As pro-posed in the Senate it is construed not to effect price-filing, which, in the case of the broadcasting industry, means the filing of rates with the Code Authority. Moreover, since radio broadcasting is definitely understood to be interstate commerce, code opera-tions would not be disturbed. Only service industries in intra-state commerce would be relieved of code obligations.

Meanwhile there is pending before the U.S. Supreme Court the suit to test the constitutionality of the National Industrial Recovery Act, creating the NRA. Should this act be held unconstitutional, then all codes automatically would be dissolved unless salvaged by some unforeseen Congressional act.



Code for Broadcasters Educators Oppose Upheaval of Radio At Ohio Sessions

Broadcasting a Neutral News Medium, Says William Hard

REFRESHING unanimity of view among educators, who apparently now appear to seek only modification of program routines and reforms in some methods of presentation rather than wholesale up-heavals in radio, was displayed by the majority of speakers at the combined meeting of the National Advisory Council on Radio in Education and the Institute for Education by Radio in Columbus, O., May 6-8.

he meeting was held on the eve of the national conference on this subject called by FCC to convene May 15 in Washington and throws light upon the proposals that will be made at that important conference.

It was the first time the two eduational groups had held joint meetings for the discussion of broadcasting conditions and techriques. Leaders in government, education and broadcasting ad-dressed the sessions, including Chairman Anning S. Prall, of the FCC; Philip G. Loucks, NAB man-acing director: Dr. Levering Tyaging director; Dr. Levering Ty-son, director of the Council, and Dr. W. W. Charters, chairman of the Institute.

FCC to Cooperate

CHAIRMAN PRALL spoke in restrained fashion of the relation of radio to education. He assured educators and broadcasters alike that the FCC desires to cooperate in the development of a definite and practical plan for expansion and modernization of education by means of broadcasting. "That there is a fertile field for such modern methods in this direction is unques-tioned," he said. "A time more opportune to put it into effect has never presented itself, and that the universal demand for a broader use of radio for educational purposes increases as time goes on and as modern mechanical improve-ments mark the progress of the possibilities of radio makes its application to greater educational uses possible."

Retracing the history of educa-tion, Mr. Prall pointed out there has now developed radio as an instrumentality to broaden the educational horizons. Radio, he as-serted, already is doing a tremend-ous educational service, far surpassing the newspapers, which he described as lacking the universality of circulation and the direct-ness of appeal. "Scan the daily programs of our broadcasting stations and see how closely these cardinal school objectives are paralleled by the numbers broadcast over the radio," he said. "Many a radio program reads like a page from the curriculum of a progressive school.

It remains for the school,



through constructive criticism, Mr. Prall declared, to aid in improving the quality of radio program service. He concluded that divergent views for harnessing education with radio will be presented at the May 15 conference and he called upon broadcasters and educators alike to do their share "to bring to a successful conclusion the work of this conference."

Pooling Experience

DECLARING he was in agreement with Chairman Prall's statement of several weeks ago that the fullest possible use of radio as an educa-tional medium has not yet been found, Mr. Loucks proposed to the conference that the educators pool their experiences with the 15 years of experience of the broadcasters to find the solution. Summarizing his remarks, he said: "Broadcasters alone have the re-

sponsibility under the law for what goes on the air. They have found certain principles peculiar to radio which must be observed in the successful presentation of educational programs. They have built and programs. presented successful educational programs of their own and have cooperated successfully with groups of educators in presenting other educational programs. They have followed the objective that education by radio must be interesting and unbiased as well as democratic in its concept and supplementary, in its purpose. They are cooperat-ing and are willing to cooperate with educators. While they have found some disagreement among educators with respect to radio in education they have found tha them that more adequate program: could be developed through close: cooperation. * * there is a general attitude among

The answer will be found, I be lieve, in the working out of a plan for cooperative action which con templates on the one hand the util ization of the 15 years of experi ence accumulated by the broadcast ers and on the other hand the ap plication of the knowledge of thos educators who have familiarize themselves with practical broad casting problems. Upon this found ation could be erected a practica working laboratory in whic broadcasters and educators coul proadcasters and educators could work harmoniously with a view t coming to practical agreement and solutions. "Perhaps, at the beginning

single community could be chose for this experimental work, usin individual stations as the labor tories. The knowledge of admini tration, presentation technique, an educational program content ac quired in this single experimen could then be applied throughou the land. As programs of teste worth and merit are devised and is found that they will attract ar hold large audiences, they shou be offered to nation-wide aud ences."

Reaction of Women

IN AN "open letter" to the FC. which constituted his speech, D Tyson satired radio as a three-rin circus (five ring including local: and chided broadcasters for t sameness of programs, plus a over-supply of comedians, croone and the like. He asked the FCC "crack the whip", since it has the authority, and bring about a grea or diversity for the sake of the li er diversity for the sake of the li teners. "It seems to this listened

BROADCASTING • May 15, 193

concluded, "that a proper disbution of different types of permances on a single station and between stations is far more imtant, so far as listeners are conned than the allotment of some mpulsory percentage of time to y one or more classes of service t the broadcast showmen try to e."

Women's reactions to programs re presented by Mrs. Harold V. Iligan, chairman of the Women's tional Radio Committee, and 5. B. F. Langworthy, president the National Congress of Pars and Teachers. The former d her group, representing affilid clubs with 10,000,000 women mbers, has lined up for better lio, and has organized listener pups to hear and discuss worthile programs; is tabulating proams sponsored by advertisers on al stations, and is writing to padcasters, telling of programs preciated and not appreciated.

Mrs. Langworthy described soled children's programs as the atest radio problem of the day. e said that radio may prove a ankenstein, "unless, in their wisn, those who control the proams, guided by the intelligence us who listen, shall keep the ratheir slave and not allow it to ome their master."

Freedom of the Air

GREGATION of a "decent protion" of the air for educational titutions was advocated by Presnt Herman G. James, of the iversity of South Dakota, as a ans of checking the "rise of the nagogue". These facilities, he d, "should be definitely and lastly protected against encroachnt either by the political adminrations that happen to be in ver or by special interests." nile he said the danger of govment interference with liberty speech and of press is remote, nevertheless saw the possibility radio censorship or suppression governmental action as "very l".

William Hard, news commentaand political analyst, pointed Dr. James' statement as in dit conflict with that made several rs ago by President Glenn ank, of the University of Wissin, who said "radio will be the th knell of the demagogue". as, he added, radio has been undictable in its nature. "Radio," Hard asserted, "was to revoionize education. It has not done It was to revolutionize poli-

s. It has not done so. In my gment it cannot do so." Describing the American sysn, as good, Mr. Hard suggested eral steps which, in his opinion, uld make it better and maintain edom of the air. He proposed a it on the number of radio chans that can be occupied by one nership and a check on the tency toward newspaper ownerp of radio stations.

p of radio stations. Freedom of the air is mainned, he said, not by legislation, by "the multitudinousness of lio station ownership. If any station tried to close its air to tain ideas, there is almost alys some neighboring station uch, under a different and coming ownership, can be persuadto give those ideas an opporlity to reach the ears of listenwho like the idea in question. hink that some limit should be John Law on the Job EDGAR H. FELIX, radio consultant, and his assistant, J. C. Waller, were arrested in Wilmington, Del., as suspicious characters while measuring field strength of the new 50 kw. transmitter of WOR, Newark. The police figured that they were conducting some sort of shortwave communication for bootleggers. In the future they plan to carry a bundle of credentials that will satisfy alert guardians of the public welfare. The Wilmington grilling 1 as t ed several hours before they were released for lack of evidence.

placed to the number of radio stations which can be controlled in their political policies by the head of one organization. * * *

Neutral News Conveyors

"THERE are now more than 100 stations owned by newspapers. Mr. Hearst is accumulating a whole group of them. Newspapers, in the preservation of liberty, have a different function from the one that is properly discharged by radio stations. Radio stations are properly essential neutral conveyors of all varieties of thought. Newspapers can properly have editorial policies. * * * But is a man, saturated with editorial conviction and dedicated to propagandist activity, the best possible sort of a man for the controlling of a properly, utterly neutral form of opinion such as a radio station?"

Among others who addressed the sessions were George R. Bryant, emergency schools supervisor for the FERA in Ohio; Raymond G. Swing, editor of *The Nation*, who forecast changes in radio in the future; Miss Agnes Samuelson, Iowa State superintendent of public instruction; Conyers R e a d, chairman of the American Historical Association's radio committee, and Tracy F. Tyler, secretary for the National Committee on Education by Radio.

The visionary plan for a government network, alluded to elsewhere in this issue, was discussed by Dr. A. G. Crane, president of the University of Wyoming, and member of the Morgan anti-commercial radio educational group.

RCA Profit Up 31%

CONSOLIDATED gross income of Radio Corporation of America for the first quarter amounted to \$21,-265,789 compared with \$19,133,919 last year, David Sarnoff, RCA president, informed stockholders May 7 at the annual meeting. This represents an advance of 11%. Net profit for the quarter was \$1,618,-025, a gain of 31%. Mr. Sarnoff said this was the sixth consecutive quarter in which RCA earned a profit. Directors elected for three years were Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden, David Sarnoff; other directors are James G. Harbord, chairman; Newton D. Baker, Cornelius N. Bliss, Bertram Cutler, De Witt Millhauser, Edward J. Nally, James R. Sheffield, Frederick Strauss.

WFIL Religious Policy Is Placed in the Hands Of Local Cleric Group

ADOPTION May 12 by WFIL, Philadelphia, of a religious policy similar to that of NBC but conforming to its regional position places broadcasts of this type under the supervision of an Advisory Council composed of three prominent Philadelphia clerics, Donald Withycomb, general manager, has announced. Sponsored religious programs will not be accepted. The station will cease broad-

The station will cease broadcasts from churches, except for outstanding events, replacing them with speakers recommended by the council. Suitable musical background will be supplied by WFIL and programs will originate in the studios. In addition the council will pass on all requests from individuals and organizations for the use of WFIL's facilities for religious programs, each request to be referred to the member of the council representing the faith of the applicant.

Members of the council are Rt. Rev. Mons. H. L. Lamb, chancellor of the Archdiocese of Philadelphia; Rev. J. A. MacCallum D.D., minister of the Walnut St. Presbyterian Church, and Rabbi Wm. H. Fineshriber D.D., of Temple Keneseth Israel.

eseth Israel. WFIL will continue to carry religious programs supplied by the NBC-WJZ network. The purpose of the policy, says Mr. Withycomb, is to present sacred programs of general appeal non-controversial in character.



A SERIES of 25-second dramatized disc announcements for Mc-Kesson-Western Wholesale Drug Co., Los Angeles (Currier's tablets) is being rotated among six western stations in a test campaign and will continue through the early summer. The 15 discs were transcribed at RCA-Victor Hollywood studios. Logan & Stebbins, Los Angeles, is the agency. The discs are placed on KHJ, Los Angeles; KFRC, San Francisco; KOIN, Portland, Ore.; KFPY, Spokane; KSL, Salt Lake City; KLZ, Denver.



THE MILWAUKEE

JOURNAL STATION

EDWARD PETRY & CO.



NEW YORK.

N. Y.

RADIO OUTLINE MAPS of the United States

Every city in the U. S. having a radio station as of February 15, 1935, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 171/2x111/2 inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	\$2.00
50 Copies	
100 Copies	\$5.00
Single Copies	



National Press Building Washington, D. C.

AFA Will Discuss Retailing by Radio Broadcast Issues on Agenda **Of Convention Next Month**

RADIO as a medium for retail ad-vertising and the mutual problems facing the buyers and sellers of radio advertising will be the two principal topics to be discussed at the annual meeting of the NAB commercial section, to be held at the Palmer House, Chicago, June 10-11, in conjunction with the 31st Annual Convention of the Adver-Annual Convention of the Adver-tising Federation of America.

tising Federation of America. General meetings of the Com-mercial Section will take place on Monday and Tuesday mornings, while a special meeting of the NAB Commercial Committee will be held on Tuesday afternoon. Progress made by the NAB in the establishment of an agency recog-nition bureau, and in its efforts for the creation of a cooperative bureau for the determination of coverage and listener data will be coverage and listener data will be among the matters discussed by the Committee at that time.

Panel Discussions

IN ADDITION to the general IN ADDITION to the general topics of the meeting, the NAB has planned addresses by Anning S. Prall, chairman of the FCC and E. J. Adams, chairman of the Spe-cial Board of Investigation of the Eadend Trade Commission Chair Federal Trade Commission. Chairman Prall has been invited to speak on Monday morning and Mr. Adams on Tuesday morning. A unique feature of the Com-

F-357A, half wave rectifier

illustrated above, represents just one of a long line of Federal Tele-

FEDERAL TELEGRAPH **CO**. FAMED FOR RADIO TUBES PERFORMANCE

LONG LIFE . UNIFORM CHARACTERISTICS

Made under Federal Telegraph **Company-Owned Patents**

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

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 blackening and materially reduces the tendency to are back. A special filament core material insures per-Federal Telegraph Company, a Mackay Rudio subsidiary, maintains a tube service organization that really wants to serve you. manency of the oxide coating and prevents flaking. Write for catalog.

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

Silver Dust Series

A SERIES of 104 announcements A SERIES of 104 announcements for Silver Dust were started May 10, over 22 Eastern stations. With one exception, all the an-nouncements are of one minute duration. Over WOR the an-nouncements are for five minutes. This corises of daytime announces This series of daytime announce-ments will be heard twice a day on ments will be heard twice a day on Monday, Tuesday and Wednesday; three times a day on Thursday and Friday. Live announcements are being made at present, but transcriptions will be shipped out in about ten days. The stations are: WMCA, WCAU, WFBR, WRC, WGBI, WBRE, WHP, WFBG, WJAC, KDKA, WWVA, WSAZ, WMMN, WTAG, WTIC, WOR, WCHS, WBEN, WSYR, WHAM, WNBF and WGY. Bat ten, Barton, Durstine and Osborn Inc., is the agency. Inc., is the agency.

mercial Section meetings this year is the fact that they will be or-ganized in the form of panel dis-cussions. Under this system vary-ing points of view regarding the problem under consideration will be presented by leading authoribe presented by leading authori-ties, following which discussion will be opened to all present.

The retail broadcast advertising meeting will be held Monday morning. The following speakers have been invited to participate in the panel discussion at that time: Mrs. Margaret Fitzgerald, advertising manager, James McCreery & Co., New York; Frank W. Spaeth, man-ager of the sales promotion divi-New York; rrank w. Spaetn, man-ager of the sales promotion divi-sion, National Retail Dry Goods Association; Kenneth Taylor, vice president, John Taylor Dry Goods Co., Kansas City; John Shepard, 3d, president of WNAC, and owner of the Shonend Storas; John M of the Shepard Stores; John M. Henry, manager, station KOLL, Omaha; Walter J. Neff, sales man-Omaha; Walter J. Neft, sales man-ager, WOR, Newark, and Dr. Her-man S. Hettinger, merchandising department, University of Pennsyl-vania, and at present research di-rector of the NAB. H. K. Car-penter, manager, WHK, Cleveland,

will preside as chairman. Subject matter of the Monday morning meeting will include matmorning meeting will include mat-ters such as the coordination of broadcast advertising with the other phases of the store promo-tion program, the particular ways in which retailers can most effec-tively use radio, the mutual prob-lems of retailers and broadcasters lems of retailers and broadcasters and developing a radio advertis-ing campaign, special problems facing different types of retail

stores and the like. Tuesday morning's panel will be concerned principally with ques-tions such as the standardization of coverage and listener data, recognition, merchandising service, and similar items.

Speakers who have been invited to participate in this panel are: to participate in this panel are: John A. Benson, president, Ameri-can Association of Advertising Agencies; Duane Jones, Blackett-Sample - Hummert, Inc.; Stuart Peabody, the Borden Co., chair-man of the board of the Associa-tion of National Advertisers; Hugh K. Boice, vice president in charge tion of National Advertisers; Hugh K. Boice, vice president in charge of sales, CBS; Edgar Kobak, vice president in charge of sales, NBC; John F. Patt, manager of WGAR, Cleveland; Lloyd C. Thomas, man-ager, WROK, Rockford, Ill. Arthur B. Church, chairman of the NAB Commercial Committee will preside at the Tuesday morn-ing meeting.

ing meeting.

Small Tire Store, By Adopting Radio, **Outselling Rivals**

Popular Program Builds Trade To Biggest in Greenville

A SMALL service station in Green. A SMALL service station in Green-ville, S. C., using WFBC, and ac commodating only four cars at a time, sells more tires than any other Greenville dealer, many of whom have as much as 20 times the floor space. The service station is the Buck Rawlings Tire Co., lo cated on a bridge near the center of the city, and agent for Kelly of the city, and agent for Kelly Springfield tires.

The sponsor's program cost about \$150 a week. It is a half hour long and is heard Thursday nights at the same time as the Fleischman program with Rud Vallee. The Rawlings company traces its success directly to its ra dio advertising.

A Full House

THE SHOW was first presente from the WFBC studios in the Im perial Hotel. So many studio visi tors came that the studios coul not accommodate them. The show was moved to a large school aud torium capable of accommodatin 1,000. This became too small. Al ter the fourth broadcast from thi point the minstrel was moved int the Carolina Theatre, largest i the state, and every Thursda night a packed house greets th performers.

The show is produced by Har McBee, a former professional min strel man whose particular ta ent is blackface comedy. It con tains three other blackface c It con medians, a male quartet, two sol-ists, a girls' trio and a band.

An interesting part of the stor is the fact that a half-hour pr gram, on an independent statio can yield a profit to a sponsor wh is paying \$150 per week for when it's on the air in competitic with one of chain radio's most po ular programs.

Suit Against KMTR

KMTR, Hollywood, was sued April by Wallace S. Wiggins al Ernest L. Spencer, incorporated "The Voice of the Orange Ep pire". Plaintiffs seek to recov \$6,389 in asserted damages resu inc from discontinuing the Wet ing from discontinuing the Wei ern Union lines from KRE Santa Ana, to KMTR, Hollywoo

Santa Ana, to KMTR, Hollywood last July. Four oil companies which ha used NBC for two or more years Sun, Sinclair, Standard and Ric field—again will be on the air di ing the summer, with increas use of auto radio sets making t medium a "natural" for sales pi metion among motorists motion among motorists.

Mexicans Seek Boosts

XEMO, Tijuana, Mexico, a XEBC, Agua Caliente, Mexic have petitioned the Mexican get ernment for increases to 50,0 watts. Baron Long controls XE and Wirth Bowman, XEMO. 7 stations are said to be tal stations are said to be taki considerable business from KF: and KGB, San Diego, though mi of it is in accounts which cam be handled by American station

RECOGNIZING THE ANNOUNCER Objectives of Proposed Association Are Described By the Organizer of the Movement

By VERL D. BRATTON WREN, Lawrence, Kansas

NYBODY can nounce!" ch was the neral opinion ring the early ys of broadting, and such the opinion of ne people toto Some one n ds the anncer a sheet



continuity, tells him what stuto use—someone points out the per mike, shows him how to turn on—following someone's direch, the announcer reads continuthat someone else wrote.

Jow let's take another viewpoint a moment. Mr. and Mrs. X are ening to the radio. In response a brief commercial plug, a dission arises which results in the chase of the product advertised the program. Who started that zussion? Mr. and Mrs. X will wer, "We were listening to the lio and the announcer said ____" So anyone can announce, yone is competent to represent "manufacturer, the advertiser, program, and the station as a io guest in the home of Mr. and s. X?.

of course not! Today a good ouncer must possess an ever inusing list of qualifications. His ation is fast becoming a profeswith the educational prerequis of a profession.

The Time to Rise

RING my seven years with EN I have deplored the fact t announcers have been the reents of so little recognition for ir part in the advancement of io. As a result, I have taken it n myself to correspond with anncers throughout the United tes, suggesting that the time is pitious for announcers to bee associated and acquainted ough the formation of a naal association for the distribua of information of particular prest and assistance to announ-3. Unfortunately, in a few isod cases my suggestion has been construed as an attempt to fos-an "announcer's union". Nothhas been farther from my ughts.

The objectives and standards of association must of course be ermined by a representative natal committee. I realize that the opetitive atmosphere which surinds many stations of the same the territory has been prohibito local cooperation. However, one can deny that a national hange of ideas is inevitably an et to all concerned. Is main objectives, I would sug-

s main objectives, I would sug-: Through standards of adtance to membership, through peration between members in bussion and exchange of ideas, tain the recognition in the work advancing radio that our prosion rightly deserves.

In announcer is no longer mere-4 convenient "mouthpiece". Sta-4 managers and advertising incies are well aware of the fact that the experience, knowledge, foresight, and adaptability of the announcer plays no small part in the making of a successful radio production. In no few cases the announcer of today is the station executive of tomorrow.

Admission Standards

I HAVE received letters of suggestion and encouragement from all parts of the United States, and all seem to be in general accord as to standards and purposes of the association. Standards for admission suggested are: Eighteen months continuous active announcing experience, and, recommendation of the station manager. There must, of course, be some instrument through which exchange of ideas, expression of personal opinion, round-table discussions, and national news may be published.

national news may be published. Several suggestions as to the manner of effecting an announcers association have been offered. The general opinion is that we should hold a national meeting in Colorado Springs during the NAB National Convention there in the early part of next July, provided the NAB has no objection. Such a national meeting would enable us to establish our association immediately.

Other suggestions which I have received include the extending of membership to include the entire radio production staff. These are, as I say, suggestions which I have received in response to my proposal that a national association be formed. I hope that those who have not as yet expressed themselves to me on the subject will do so immediately, for the success of any such enterprise depends entirely upon the interest and cooperation of those directly concerned. I am also interested in knowing how station managers feel about the value of such an association.

I wish to extend personal thanks f or cooperation received f r om BROADCASTING Magazine; Mr. Vernon H. Smith, manager of Station WREN; Ernest Pontius and George Callahan, my fellow announcers at WREN; and from the following announcers and their stations: Chester Veeder, Robert Rissling,

Chester Veeder, Robert Rissling, Phillip Brooke and John Sheehan of WGY; J. Howard Ackley of WOWO; Jack Shannon of WFBL; Hal Lansing of WTCN; John Jaeger of WNEW; Arthur F. Edes of WEEI; Daryl McAllister of WKY; A. K. Redmond of WHP; Jack Knell, Lloyd Dennis, Wayne Henry Latham, Bill Whitfield, Ken Smith of WHDH; Raymond Hollingsworth of KGRS; Larry Coke of KGNF; Bill Goodrich, John Peter DePagter and Ray Olson of WNAX; F. C. Sowell, Jr., Herman Grizzard, and Charles S. Roberts of WLAC; Charles A. Smithgall of WGST; Monte Rosenwald of KOB; Howard J. Perry of W2XR; Jack L'Ecuyer and Frank Stewart of WACO; Reginald Allen, Lee Vickers and J. B. Clark of WDNC; C. Wilbert Pettegrew of WOSU; H. William Koster, Howard W. Memmott, Arthur Wallberg and Kenneth Houseman of WPRO; A. E. Mickel of KFJB; Harry Wood

Youthful Group Starts Station in Parkersburg

ESTABLISHED by five young men under 25, WPAR, Parkersburg, W. Va., a 100-watt full time station, will begin operation June 1 after a year of preparation. The station, to operate on 1420 kc., has established studios in the Chancellor Hotel and becomes the first proadcasting unit in that city.

Chancellor Hotel and becomes the first broadcasting unit in that city. Heading the Ohio Valley Broadcasting Corp., which created the station, is Max A. Morgan, nephew of former Gov. E. F. Morgan of West Virginia. Although only 24, he has been identified with technical radio for six years and will serve as WPAR chief engineer. General manager of the station is Harold McWhorter, who has had five years experience in radio. Other organizers are Marion H. McDowell, a licensed amateur since 1925, who designed the equipment; Ken Given production manager and announcer, and Sherwood Musgrave, publicity director.

RETURN of Admiral Richard E. Byrd to the United States was broadcast May 10 over networks, with a number of independent stations taking the program.

and Gene Reynolds of KFPW; Vern Hansen, Albert Gilbert, George Comte and James Fleming of WHA; Noel R. Van Hecke of WIBU; Carl Menzer of WSUI; C. M. Garnes, Joe Lee, Paul Hughes of KADA; Claude H. Haring, J. Melville May of WCBA and WSAN; Ronald Jenkins of WSOC; C. M. Rowe of WCAT.



This interesting assembly has attracted thousands of people to Washington . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington.

Stop at this distinctive hotel. Quiet exclusiveness, downtówn location, facing Lafayette Park.





🗤 15, 1935 • BROADCASTING



WLWL to Resume Lobbyist Campaign Petition for Clear Channel on

Full Time Set for Hearing

COINCIDENT with the action of the FCC denying the motion of WLWL, New York, operated by the Paulist Fathers, for a junior reallocation of stations to provide the New York station with full time on an existing clear channel, it became known that the Paulists would resume their intensive lob-bying operations in Congress in an effort to force favorable action.

After denying the motion May 1, the FCC Broadcast Division orthe FCC Broadcast Division or-dered the petition set for hearing June 27. This places the burden of proof on WLWL to show why the far-reaching shifts should be made, whereas, if the FCC had fol-lowed the suggested course of WLWL, the other stations would have been called in to show cause why the action should not be taken

have been called in to show cause why the action should not be taken. The WLWL proposal, submitted Jan. 15, would affect the assign-ments of nine stations in different parts of the country and five clear channels, two of which would be duplicated if the plan were ap-proved. The Paulist station was responsible for much of the Con-gressional agitation against the FCC and broadcasting generally at the last session, all because of its quest for a clear channel as-signment as against its present allotment of two days a week. The station operates commercially The station operates commercially and the full time is sought admittedly for commercial rather than

WELCOME NAB

to

The BRO^DMOOR Colorado Springs, Colo.

Headquarters **13th Annual Convention**

July 6-10 inc.

Rates: \$9.00 single, \$14.00 double -- American Plan --**Rooms By Reservation Only**

ecclesiastical or eleemosynary purposes.

Because of the FCC decision denying the petition without a hearing, a report has been circulated that the Paulist lobby will resume its anti-FCC and anti-network operations at once. So in-sidious did this lobby become last session that thousands of letters were sent to members of Congress demanding action. In the loby last year were Father John B. Harney, superior of the Paulist Fathers, James Kiernan, chief advisor for the station and a member of the Broadcasting Industry Code Authority and Michael Flynn, one of the legislative representatives of the American Federation of Labor. In one quarter it was said that efforts would be made to have the Senate and House committees identified with radio call im-mediate hearings at which the is-sue of alleged FCC discrimination and network monopoly would be raised. Radio attacks over WLWL, against the networks, were re-sorted to last year and may be resumed.

Whether the hearing will be held June 27 is problematical. Apparently the hope of the WLWL lobby is to get Congressional ac-tion of some sort in advance of that date. Moreover, advance notice already has been served by several of the stations affected that they will oppose the plan in-sofar as it has to do with their own assignments.

Stations which are directly in-volved in the WLWL proposal and volved in the WLWL proposal and which will participate in the hear-ing, if it is held, include in addi-tion to WLWL, the following: WWL, New Orleans; WCCO, Min-neapolis; WFAA, Dallas; WBAP, Fort Worth; WNYC, and WOV, New York; KSL, Salt Lake City and WPG, Atlantic City. It is understood that WNYC, operated by the City of New York, WFAA, and WWL protested against any action without hearing. (For the detailed WLWL proposal, see Feb. 1 issue of BROADCASTING.)

Store's Radio Month

BOSTON STORE, Chicago department store, is sponsoring an ama-teur radio show in connection with the store's 62d anniversary cele-bration which runs for the entire bration which runs for the entire month of May. Programs are broadcast at 9:30 a. m. each week-day morning, Monday, Wednesday and Friday over WMAQ; Tuesday, Thursday and Saturday over WBBM. Norman Ross, NBC an-nouncer, acts as master of cere-monies on the broadcasts and also conducts the tryouts each after-noon, both of which are held in the store's own studio. The pro-gram is placed through Dade B. Epstein Adv. Agency, Chicago.

Name Representative

WDRC, Hartford, Conn., has named Free, Johns & Field Inc., as na-tional sales representative, effec-tive May 1. WMAZ, Macon. Ga., also has named the new subsidiary of Free & Sleininger Inc., as its representative, effective May 1, ac-cording to E. K. Cargill, president and general manager.

EDDIE CANTOR has been signed to return next fall in a new CBS series for Lehn & Fink Products Co., New York (Pebeco tooth-paste).

CRC Broadcast Mostly Sustaining Only 8% of Its Income Come

From Advertising Programs

By JAMES MONTAGNES THAT the Canadian Radio Corr mission does not make great in roads into commercial broadcast roads into commercial broadcast ing was shown at the investiga-tion of the Canadian Performin Right Society at Toronto, whe Col. Philip Landry, bi-lingual sec retary of the CRC, told the invest tigation that 92% of the commis-sion's budget comes from licens fees paid by radio listeners, an only 8% from commercial adven

only 8% from commercial adventising over commission stations. The fact was revealed whe Col. Landry gave the investigation figures as to the fees pait by the commission to the Canadian Performing Right Sc ciety. In 1934-35 the Commissio paid \$15,894 to the society in 1 cense fees, while in 1933 the Commission was charged less, wite rates varying from \$980 for eac 500 watt station to \$2,500 for a kilowatt station. The Commissio was almost crippled when in De cember 1933, the society secure an injunction restraining it from using its repertoire, which as Co using its repertoire, which as Co Landry pointed out, contains abou 90% of all popular music.

Triple Payments

Triple Payments WHEN broadcasting Chu Chi Chow, the Commission was force to pay three times for the right to the nusic, once by the societ which claimed all Canadian right and twice by United States pul lishers who claimed the sole righ to the music, Col. Landry told in vestigating Judge James Parker c Toronto. The Canadian Perforn ing Right Society is undergoin an intensive investigation into it activities and its new and highe rate schedule recently filed wit the government at Ottawa. The inquiry is to be conducted through out Canada, following which Judg Parker will make his report on the investigation. investigation.

Further radio evidence brough out at the investigation showe out at the investigation showe that the number of radio sets i Canada is 1,308,000 according t R. C. Poulter, editor of *Rad. Trade- Builder*, while the govern ment license figures give onl some 750,000 radio sets license Government officials could not es plain the entire difference, bt pointed out that people on relife having a radio were not recujure having a radio were not require to pay a license fee, if they coul show that they were actually o relief, thus accounting for a con siderable number unlicensed re

ceivers. CKCL, 100 watt station at To ronto, pointed out through its pre ident and general manager, Henr Gooderham, that it operated eac year at a loss, but paid the Ce nadian Performing Right Societ \$917 for license fees in 1933, an in 1934 was forced to pay \$1,75

THE latest list of Canadian Radi Commission stations shows the there are now 53 stations affiliate with the Commission, 25 of whic are basic stations on its region: nets. The CRC owns and operate seven stations of the total, whi two are on the short waves oper ating for the Far North.

Big Oil Sponsors Active for Summer

sing Time Liberally During eason of Heavy Motoring

HIS summer all the leading gasone companies will be sponsoring r the first time one or more rao programs over the national tworks during the warm season. rom reliable sources BROADCAST-G has obtained the following inrmation as to the summer plans these leading oil companies. Bew are listed the plans of each mpany.

mpany. The Shell Co. began a new sees of programs on April 6, a ast-to-coast hour program over BC-WEAF network. Individual bsidiaries of the parent company ve sponsored radio programs in e past, but this is the first time I three, Shell Eastern Petroleum roducts, Inc., N. Y.; Shell Oil b., San Francisco; Shell Petroum Corp., St. Louis; have comned and sponsored one radio proam. Shell is using no spot broadsting.

Cities Service Co., one of the dest oil programs on the air, now its ninth year. This program Ill continue throughout the sumer. It is heard over the NBC-

er. It is heard over the NBC-EAF network as far west as alt Lake City. A little spot roadcasting is used by this cominy.

Richfield Oil Co., of N. Y. is onsoring a 15-minute transcripon *Jimmie Allen* over 16 eastern ations. This program is scheded to sign off June 28. No sumer plans completed as yet.

Gulf Refining Series

ULF REFINING Co. will conue on the air throughout the mmer. A new program will reace Will Rogers June 9 and it Il continue for seven weeks. is is in accordance with the alf policy of changing the enterinment at regular intervals. No ot broadcasting is used by this mpany. This program is a 30inute show on CBS.

mpany. This program is a 30inute show on CBS. The Sun Oil Co. plans to conue on the air throughout the mmer. The company broadcasts re days a week over the NBC-JZ network.

Standard Oil Co. of N. J. is conmplating a network program to gin early in July. No definite ans have been made as yet, nor ve any contracts been signed. Socony - Vacuum Oil Co. in-



The Texas Co. will continue on the air this summer over the same NBC - WEAF network coast - tocoast. Ed Wynn will be on vacation. Eddy Duchin and his orchestra will carry on with a male voice. Auditions are being held for a male voice at present. No spot broadcasting is used.

broadcasting is used. Sinclair Refining Co. will continue sponsorship of the Sinclair Greater Minstrels heard over the NBC-WJZ network as far west as Denver. The program has been sponsored by Sinclair since December 1931. No spot broadcasting is used.

In mentioning that a company does not do any spot broadcasting BROADCASTING does not include the programs sponsored by individual dealers in their respective territories.

Inter-City Group Grows

(Continued from page 12) "that they may be included in our program service. An interesting feature of this arrangement is that is it not contingent upon the sale of time for existence."

sale of time for existence." The basic rates for "Inter-City Presentations", aside from the night hours (between 6 p. m. and 11 p. m., already mentioned), are



Hearst Interests Manage Two West Coast Stations

HERALD Publishing Co., Hearstowned Los Angeles publishers of the Evening Herald Express, on May 1 took over the operation of KELW, Burbank, and KTM, Santa Monica-Los Angeles. The firm had an option on the two stations for more than three years, but had withheld actual taking over of the stations until final FCC rulings and court decisions had been given.

The new owners made no immediate change in the staffs of either station. Abe Corenson will temporarily continue as manager of KELW, while George Martinson will continue in charge for the present at KTM. Don Keeler, business manager of the Herald-Express, is in immediate general supervision of the stations. Eugene Inge, radio editor of the Herald-Express, has temporarily taken immediate direction of both stations for general policy. The paper is continuing its affiliation with KFAC, Los Angeles.

daytime \$521 per hour, \$302.50 per half hour and \$187.50 per quarter hour. These are in effect between 8 a. m. and 6 p. m. Frequency discounts are less than 26 times, net; discounts for 25-51 times 5%; 52-103 times 10%, and 104 times or more, 15%.

As to programs, the arrangement also includes interchanges among the stations. Programs from Baltimore and Washington will be fed to the hook-up, to supplement those originating at WMCA and WIP. Schwartz Cigar Expands SUCCESS of the amateur show from the Fox theatre, Detroit, sponsored on WJR, Detroit, by Bernard Schwartz Cigar Corp., Detroit, has persuaded the sponsor to stage a similar program from the Oriental theatre, Chicago, over WBBM. C. F. McIntyre & Associates, Detroit, is the agency.

Ed Wynn's Vacation

ED WYNN, who has just celebrated his third year on the air under the sponsorship of Texaco, will take a well-earned vacation immediately after the June 4 broadcast. Ed has just had his boat overhauled and two new engines installed and plans to spend all his time on the water. BROAD-CASTING was informed, on good authority, that Wynn and the Texas Co. will resume the program in the fall. A musical show will be substituted, during the sum mer months, on the same network.

ONE of the pioneer variety shows in radio and a feature of the CBS-Don Lee network for more than nine years, *Blue Monday Jamboree*, is now being heard over a nationwide CBS network Mondays, 9-10 p. m. (PST). It is produced by Harrison Holliway, manager of KFRC, San Francisco.





ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

APRIL 30 TO MAY 11, INCLUSIVE

Decisions . . **APRIL 30**

APRIL 30 WJMS, Ironwood, Mich. — Granted li-cense for CP move transmitter 1420 kc 100 w unltd. WAIM, Anderson, S. C. — Granted li-cense for CP new station 1200 kc 100 w unltd. KGKY, Scottsbluff, Neb. — Granted li-cense for CP new equip., increase power 1500 kc 100 w N 250 w D unltd. WHBL, Sheboygan, Wis. — Granted li-cense for CP change equip., 1410 kc 500 w D & N, S-WROK. WJTL, Atlanta—Granted modif. license move studio to Volunteer Life Bldg., At-lanta.

lanta

KSO, Des Moines—Granted modif. CP to request changes in equip., approval trans-mitter site, extend completion.
 KLZ, Denver—Granted modif. CP change equip., extend completion.
 KTUL, Tulsa—Granted amended modif.
 license change to 1 kw D 1400 kc unltd.
 KJBS, San Francisco—Granted auth.
 use present antenna temporarily.
 KGKO, Wichita Falls, Tex.—Granted ex-tension temp. auth. use added 250 w N to 5-31-35.
 WOL, Washington—Granted CP change equip.

WOL, Washington Granted modif. equip. WMFG, Hibbing, Minn.—Granted modif. CP transmitter site 1210 kc 100 w unltd. KGB, San Diego, Cal.—Granted modif. CP extend completion. KGRS, Amarillo, Tex.—Granted consent vol. assignment license to Plains Radio Brdestg. Co.

vol. assignment license to Plains Radio Brdestg. Co.
WWJ, Detroit—Granted CP move trans-mitter locally.
WKBW, Buffalo; WSMB. New Orleans;
WKEW, Buffalo; WSMB. New Orleans;
WHEC, Rochester, N. Y.; WGAR, Cleve-land; WIOD-WMBF, Miami—Granted re-newal license temp. basis for period one month from 5-1-35.
WEAN, Providence, R. I. — Granted modif. license from 250 w N 500 w LS to 500 w D & N.
NEW. Hart & Nelson, High Point, N. C.—Granted CP 1200 ke 100 w D.
WKBF, Indianapolis—Granted temp. re-newal license for May.
SPECIAL AUTHORIZATIONS—WABI, Bangor, Me., granted temp. auth. operate spec. hours; KQV, Pittsburgh, granted ex-tension temp, auth. operate simul. WSMK to 5-1-35; WJEJ, Hagerstown, Md., grant-ed extension temp, auth. use 30 w spec. hours in May; KSO, Des Moines, granted extension temp, auth. use of w spec. hours in May; KSO, Des Moines, granted extension temp, auth. use 50 w spec. hours in May; KSO, Des Moines, granted extension temp, auth. use 50 w spec. hours in May; KND, Norman, Okla, granted etemp. auth. operate spec. hours; WFIL, Philadelphia, granted extension temp, auth. use former WLIT transmitter for emergencies; WKAR, East Lansing, Mich., granted temp. auth. operate spec. hours; KGKB, Tyler, Tex., granted temp. auth. operate spec. hours in May.
SET FOR HEARING — NEW. Conn. Brdestg. Co., CP 1370 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brewnwood, Tex., CP 1210 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brewnwood, Tex., CP 1210 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brewnwood, Tex., CP 1210 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brewnwood, Tex., CP 1210 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brewnwood, Tex., CP 1210 ke 100 w unltd.; NEW, Central Brdestg. Sta., Brehamton, N. Y. applic. exp. auth. 1240 ke 500 w N 1 kw D move station locally, install new equip.; NEW, Clinton Brdestg. Corp., Clinton, S. C., amended to 1380 ke 500 w D; KGFG, Oklahoma City, amended to change equip., incre

Broadcasters, Centralia, Wash., CP 1200 kc 100 w unltd.; KTFI, Twin Falls, Id., modif. license. modif

MISCELLANEOUS - WQAM. MIGGL Interfsection and the section of the section Miami, WPFB, Hattiesburg, Miss., dismissed from docket applic. assign license to Geo. T. Bishop, contract since abrogated; WTCN, Minneapolis, permitted operate 30 days during adjustment engineering trouble; KSCJ, Sioux City, Ia., granted renewal license; WDRC, Hartford, Conn., same; KFEQ, St. Joseph, Mo., granted renewal to 8-1-35; WJJD, Chicago, denied petition for grant of CP move to Des Plains, Ill. WJAG, KTHS, WBAL, KRLD, WTIC, KWJJ-Granted extension exp. auth. to 8-1-35.

WESG, Elmira, N. Y. — Ordered to change freq. to 1000 kc to 8-1-35, allowed to operate on 850 kc to 5-15-35.

RATIFICATIONS:

RATIFICATIONS: WSPA, Spartanburg, S. C. — Granted extension test period 10 days from 4:26-35 (April 25); WOR, Newark, granted ex-tension test period 30 days from 4:27-35 (April 25); KONO, San Antonio, granted CO move locally (April 25); WILH, Lowell, Mass., granted temp. auth. oper-ate without approved freq. monitor (April 25); WJJD, Chicago, granted temp. auth. to begin at 5 a. m. CST to 8-1-35 (April 27); KOOS, Marshfield, Ore, granted auth. take depositions (April 24); WQAM, Mi-ami, fla., granted petition intervene ap-plic. Jesse H. Jay for new station at Mi-ami (April 25); WISC, Milwaukee & WHBL. Sheboygan, Wis., denied petition to reinstate and grant Milwaukee Brdestg. Co. (which was granted 2-12-34 and pro-tested by Press Pub. Co., of Sheboygan and hearing scheduled 2-22-35) and grant Press Pub. Co. applic. set for hearing 422-35 (April 20); WFIL, Philadelphia, denied petition modif. license without hear-ing and designated for hearing (April 26):

MAY 7

MA 1 7 WJW, Akron-Granted CP new equip. WKBO, Harrisburg-Granted CP change equip., increase to 100 w N 250 w D 1200 kc S-WKJC. WKBZ, Muskegon, Mich.-Granted li-cense for CP change equip., increase to 250 w D 100 w N 1500 kc unltd. KGGM, Albuquerque, N. M.-Granted license for CP change equip., move trans-mitter & studio.

Y 11, INCLUSIVE
 KFIO, Spokane—Granted license for CP move transmitter, install new equip. WBQ, Brooklyn—Granted vol. assign. license to Metropolitan Brdestg. Corp.
 KRNT, Des Moines—Granted extension exp. auth. 500 w N 1 kw D to 11-1-35 and applic set for hearing.
 WIBG, Glenside, Pa.—Granted consent vol. assign. license to Seaboard Radio Brdestg. Corp.
 SPECIAL AUTHORIZATIONS—WCAC, Storrs, Conn., WICC, Bridgeport. Conn., WSVS, Buffalo, WFAS. White Plains, N.Y., WHDF, Calumet, Mich., KFDY, Calumet, Mich., granted consent operate spec. hours.
 SET FOR HEARING—NEW, Eastern States Brdestg. Corp., Bridgeton, N. J., applic. CP 1210 kc 100 w D; NEW, Killgore Daily News, Kilgore, Tex., applic. CP 990 kc 250 w D; NEW, Robert Louis Sanders. Palm Beach, Fla., applic. CP amended 1420 kc 100 w unltd.; NEW, Aprlic CP 1200 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., applic CP 1210 kc 100 w unltd.; NEW, Glark Standiford, Fresno, Cal., applic. CP 1200 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., applic CP 1210 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., applic CP 1210 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., applic, CP 1200 kc 100 w unltd.; NEW, David Parmer, Columbus, Ga., applic. CP 1200 kc 100 w unltd.; WDI, 1200 kc 100 w unltd.; WDZ, Tuscola, II., applic. CP 1200 kc 100 w unltd.; WDZ, Tuscola, II., applic. CP 1200 kc 100 w unltd.; KJJM, Grand Forks, N. D., applic. CP 1300 kc 100 w unltd.; KJM, Grand Forks, N. D., applic. CP 1300 kc 100 w unltd.; KJM, Grand Forks, N. D., applic. CP 1300 kc 100 w D; NEW, Kan., applic. Modi, license to S-KUSD, asks part of KUSD facilities; KTM, Los Angeles, applic. modif. license, for J. kw N; KGGC, San Francisco, applic. modif. License to 1 kw N; KGGC, San Francisco, applic. modif. License to 1 kw N; KGGC, San Francisco, applic. Modif. License to 1 kw N; KGGC, San Francisco, applic. modif. License to 1 kw N; KGGC, San Francisco, applic. Modif. License to 1 kw N; KGGC, San Franc

plic. modif. to 780 kc, asks freq. used by KGHL. MISCELLANEOUS — WLNH, Laconia, N. H., granted increase hours from D to unitd.; WAML, Laurel, Miss., granted auth. remain silent to 5-31-35 to move studio; KFRU, Columbia. Mo., granted continuance hearing to June; WMT, Wa-terloo, Ia., suspended for 90 days rider attached to CP re station site; KGFK, Moorhead, Minn., denied petition intervene applic. Walker Jamar CP new station at Duluth; WNBF, Binghamton, N. Y., CP new equip., increase to 250 w D. hereto-fore granted, retired to closed files; KID, Idabo Falls, modif. license 1320 kc 500 w 1 kw LS unitd., set for hearing, dis-missed due to new applic.; NEW, Joseph H. Hallock, Vancouver, Wash., CP 1500 kc 100 w D, set for hearing, denied as in default. default.

default. APPLICATIONS DISMISSED (request of applicants)—WHP, Harrisburg, modif. license 1430 kc 1 kw unltd.; KGKO, Wichita Falls, Tex., modif. SA 570 kc 1 kw unltd.; NEW, Jesse H. Jay. Miami, CP 1200 kc 100 w unltd.; KGKO, Wichi-

I Maile Management

ROLLS HER OWN-Instead of tapping the city's power lines, WICC, Bridgeport, Conn., operated by the Bridgeport Broadcasting Co., gene-rates her own power of 500 watts. Here are the two Fairbanks-Morse 30-hp. Diesel engine A. C. generating units which supply the power. One unit is operated at a time, 24 hours a day, 7 days a week, and the units are alternated every week. The plant generates approximately 160 kw.-hr. daily, and the power cost is said to be 1 cent per kw.-hr., whereas commercial power generally costs as much as 4 to 5 cents.

www.americanradiohistorv.com

ta Falls, ext. SA 570 kc 500 w 1 kw-Li unltd.; KFKA, Greely, Col., Modif. licens-630 kc 500 w 1 kw-LS S-KPOF. **RATIFICATIONS:**

RATIFICATIONS: WDAG, Amarillo, Tex., granted auth. ex tend program tests (April 30); WFII Philadelphia, granted extension exp. auth 560 kc 1 kw N to 5-31-35 (May 1) WBAL, Baltimore, granted modif. exp auth. synchronize with WJZ startin 8:45 p. m. Sunday evenings during day light time (May 3); WMFE, New Britain Conn., granted modif. CP change equip. approve transmitter & studio site, extens completion; Carl E. Struble, Robert L Sanders, Okla. Press Pub Co., Bellinghan Pub. Co., Mayor of Bellingham, Watcon County, Wash., granted petition to tak-depositions or intervene; KVOS Inc., de nied petition intervene; petition of WLWI for reconsideration action setting its ap plic. for hearing overruled; request o WARD and WVFW for 20 days exten-sion to file exceptions granted; Int'l La dies Garment Workers granted petitioi intervene applic. new station at Albany

Applications . . . **APRIL 29**

NEW, Thames Brdcstg. Corp., Nev London, Conn.—CP 1200 kc 100 w unltd KXYZ, Houston, Tex.—License for CI change equip., increase from 500 w t kw. KPLC, Lake Charles, Fla.—License for CP as modif. new station 1500 kc 100 v

NEW, Black Hills Brdest. Co., Rapic NEW, Black Hills Brdest. Co., Rapic City, S. D.—CP 1370 kc 100 w unltd. amended re transmitter site. KWTN, Watertown, S. D.—CP increas D to 250 w, amended re equip. KLPM, Minot, N. D.—CP install nev equip., move transmitter locally, change from 1240 to 600 kc, time from SH to unltd.

unltd. KFEQ, St. Joseph, Mo.—Vol. assign license to KFEQ Inc. NEW, Northern California Amusemen Co. Inc., Yreka, Cal.—CP 1500 kc 100 v unltd., amended re transmitter & studi

site. APPLICATIONS RETURNED - NEW W. L. Gleeson, Sacramento, Cal., CP 1491 kc 5 kw D; KUJ, Walla Walla, Wash. CP change equip., freq. from 1370 k 1340 kc, increase from 100 w to 1 kw D time from D to unltd., facilities of KFPY amended to change equip., transmitter site

MAY 1

NEW, Hyman Altman, Detroit—CP 137(kc 100 w D. WCBA, Allentown, Pa.—Modif. licens from 250 to 500 w, amended to 1 kw Y & D.

from 250 to 500 w, amended to 1 kW F
& D.
& WSAN, Allentown, Pa.—Same.
NEW, Pampa Daily News Inc., Pampa January Tex.—CP 1200 kc 100 w D amended to kw N & D.
NEW, Plainview Brdestg. Co., Plainview, Tex.—CP 1500 kc 100 w D, amended to 1370 kc, studio Temple, Tex.
NEW, Valley Brdestg. Co., Pomona Cal.—CP 1160 kc 250 w D, asks cal KPSP, amended jurat, signature, financia statement.

statement.

statement. NEW. A. Corenson, Pasadena, Cal.—CI 1480 kc 100 w D, amended financial state ment, ask applic. set for hearing. KPOF, Denver—CP new transmitter

KPOF, Denver-CP new transmitter change equip. NEW, Honolulu Brdestg. Co. Ltd., Hilo Hawaii-CP 1420 kc 100 w 250 w D un

ltd. ltd. NEW, Cal. Sales Contract Co., Sar Francisco—CP 1280 kc 500 w 1 kw D un

Francisco-UP 1280 KC 200 W 1 KW 2 Grand Id. APPLICATIONS RETURNED-WTCN Minneapolis, auth. determine power; NEW. Voice of the Black Hills, Rapid City, S D., CP 1200 kc 100 w spec. hours; NEW. John A. Stump, Fairbanks, Alaska, CI 1210 kc 75 w spec. hours.

MAY 3

WSVA, Harrisonburg, Va.—Vol. assign ment CP as modified to Shenandoah Valley Brdestg. Corp. WGBI, Scranton, Pa.—CP new equip. increase from 250 w to 1 kw, amended to 500 w D & N. WEXL, Royal Oak, Mich.—CP new equip., change from 1310 to 1420 kc, 50 w to 100 w 250 w D, facilities of WMBC

WWL, New Orleans — Extension spec. uth. operate unitd. to 2-1-36. NEW, L & S Brdestg. Co., Waycross, a.—CP 1200 kc 100 w unitd.; Brunswick, a. CP 1500 kc 100 w unitd. KID, Idaho Falls—CPP move transmit-r. increase from 250 w 500 w D to 500 1 kw D. NEW, A. Corenson, Ventura, Cal.—CP 210 kc 100 w unitd., amended to 600 kc 50 w.

50 w. APPLICATIONS RETURNED-WEXL, oyal Oak, Mich. — Modif, license from 510 to 1420 kc, 50 w to 100 w 250 w D; EW, E. L. Sherman & H. L. Corley, rinidad, Col., CP 1370 kc 100 w unltd., nended to change equip.

MAY 6

WMFH. Boston — Modif. CP studio at ppley-Plaza hotel, transmitter at Speed-ay, extend completion. KLUF, Galveston — License for spec. ath. increase to 100 w 250 w D, change

uip. KGRS, Amarillo, Tex. — Modif. license om spec. to unitd., request call of KGNC d facilities of WDAG. WTFI, Athens, Ga. — Transfer of con-

om spec. to unitd., request call of KGNC d facilities of WDAG. WTFI, Athens, Ga. — Transfer of con-lot Norman K. Winston. NEW, Walker Jamar, Duluth—CP 1200 100 w unitd., amended to 1500 kc, re-esting facilities of KGFK. WTCN, Minneapolis — Modif. CP as bodif. change equip., extend completion; ense for CP as modified. NEW, Golden Empire Brdcstg. Co., cramento, Cal.—CP 1500 kc 100 w unitd. APPLICATIONS RETURNED — NEW. chester, N. Y., CP 1210 kc 250 w D; OCL, Rochester, N. Y., CP new equip., ve transmitter & studio locally, increase bm 50 to 100 w 250 w D; KWEA. reveport, La., vol. assignment licenses Allen W. Hinkel Dry Goods Co., Wich-Kan.; KFDM, Beaumont, Tex., license m 500 w 1 kw D to 1 kw D & N, ange time from unitd. to spec.; KGA. lokane, extension spec. auth. 900 kc 1 2½ kw D unitd. MAX 7

MAY 7

MAY 1 WCAP, Asbury Park, N. J.—Exp. auth. p 1 kw 30 days. NEW, Herbert Lee Blye, Uniontown, .—CP 1420 kc 100 w D. NEW, Herbert Lee Blye, Lebanon, Pa. CP 1240 kc 250 w D. asks call WBLY. WGCM, Mississippi City — CP change pm 1210 to 1120 kc, change equip. Ange from spec. to unltd., from 100 w w D to 500 w D & N, amended to un-except 8-9 p. m. Mon., Fri. WIOD, Miami, Fla.—CP change equip. NEW, A. E. Hughes, d/b Valdosta dcstg. Co, Valdosta, Ga.—CP 1500 kc w D. KSD, St. Louis—Modif. license change

destg. Co., Valdosta, ta.--or 1000 Kc w D. KSD, St. Louis-Modif. license change he from S-KFUO to unltd., contingent anting another freq. to KFUO, suggests 1010 to sunset for KFUO. WOW, Omaha-Modif. to change equip., proval transmitter site, amended to unge transmitter to 56th & Kansas Ave., taha. KTM, Los Angeles-Modif. license from KELW to unltd., facilities of KELW. VEW, E. L. Sherman & H. L. Corley, inidad, Col.-CP 1370 kc 100 w unltd., ended re equip.

MAY 9

VPG, Atlantic City.—Vol. assign. license City of Atlantic City. VBZA, Boston.—CP change equip. IEW, Carl S. Taylor, DuBois Ia.—CP kc 100 w D amended to 850 kc 250 w. VSPA. Spartanburg, S. C.—License for as modif. change freq., hours, increase ower, move transmitter. VPFB, Hattiesburg, Miss.—Vol. assign. Inse to Forrest Brdcstg. Co. /GES, Chicago.—Modif. license from 500 o 1 kw.

nse to Forrest Brdcstg. Co. 'GES, Chicago-Modif. license from 500 o 1 kw. FIM, Beaumont, Tex.-Modif. license n 500 w 1kw D to 1 kw N & D, change rs from unltd. to spec., amended to t request for change in hours. PPLICATIONS RETURNED - NEW, liam S. Thellman, New Castle, Pa.. CP b kc 100 w spec., WEXL, Royal Oak, h., modif. license from 1310 to 1420 kc, ease from 50 w to 100 w 250 w D; W, Chanute Brdcstg. Co., Chanute, s., CP 1220 kc 100 w unltd.; NEW, J. Withington, Los Angeles Co., Cal., CP kc 100 w unltd.; NEW, W. L. Glee-Salinas, Cal., CP 1210 kc 100 w unltd. HIS, Bluefield, W. Va.-Modif. CP ge equip. DAY, Fargo, N. D.-License for CP kw D, change equip. ABR, Aberdeen, S. D.-CP new equip., w N 250 w D unltd. FXD, Nampa, 1da.-License for CP ge equip. 250 w D. MAY 11

MAY 11

BNX, New York-CP move transmit-change equip., increase from 250 to FMJ, Grand Forks, N. D.—License for auth. 250 w D. KGBX, Springfield, Mo.-Extension exp. auth. 1230 kc 500 w LS to midnight at new

auth. 1230 kc 500 w LS to midnight at new transmitter site. NEW, Victor B. Pitts, Raton, N. M.— CP 1500 kc 100 w unltd., amended to change applicant to Victor B. Pitts, D. V. Tostenson d/b Raton Brdcstg. Co. KWYO, Sheridan, Wyo.—CP change equip., increase to 100 w N 250 w D.

Examiners' Reports . . .

WMBR, Jacksonville, Fla. — Examiner Dalbery recommended (I-45) that applica-tion for 1370 kc 100 w 250 w LS unltd. be

tion for 1010 kc 100 ... denied. NEW, Journal Co., Milwaukee-Exam-iner Hyde recommended (I-46) that ap-plication for CP 1010 kc 1 kw unltd. be

Iner Hyde recommended (1-46) that application for CP 1010 kc 1 kw unltd. be denied.
NEW, Metro Brdcstg. Co., East Los Angeles, Cal. — Examiner Walker recommended (1-47) that applic. 820 kc 250 w ltd. be denied, and that applic. 820 kc 250 w ltd. be denied, and that applic. Fred L. Packard & A. Rosenberg, Los Angeles, for CP 1160 kc 250 w D be denied.
KFBB, Great Falls, Mont.—Examiner Baberg recommended (1-49) that applic. 1360 kc 250 w unltd. be granted in part, with 250 w unltd. be granted in part, with 250 w unltd. be granted in part, with 250 w 1360 kc D, one-fourth time N. NEW, Guthrie Brdcstg. Co., Guthrie, Okla. — Examiner Hyde recommended (1-50) that applic. CP 1200 kc 100 w N S-WBBZ be denied as in default and that applic. Howard Johnson for renewal of license for WBBZ be granted. NEW, Jackson D. Magenau, Erie, Pa. — Examiner Hilf recommended (1-51) that applic. WAAN Brdcstg. Co., Mansfield, O., for same facilities be denied. KGFJ, Los Angeles—Examiner Walker recommended (1-52) that applic. CP 100 w 250 w LS be denied.

AN ANONYMOUS listener to the Romance of Song on WOR on May 3 offered unnamed gifts to the radio audience with the idea of finding how great was the interest in a popular program with good music and to find a program of this type for possible sponsorship. The gifts proved to be silver polish.

SILENT

COMPACT

Compromise Is Sought On Orchestra \$3 Fee

COMPROMISE of the difficulties between Local 802, American Fed-eration of Musicians, and New York hotel and restaurant own-ers, is expected to be completed on a compromise basis after the Federation's convention at Atlantic City next month. Preliminary meetings in New

York between spokesmen for the Local and the hotel interests have produced the suggestion that orchestras be permitted to make two broadcasts weekly without an extra charge being assessed for the union's unemployment fund. For the third and succeeding broad-casts, however, the Local still expects to collect \$3 per man per broadcast. An attempt has been made to collect this since March 5 on all broadcasts, but the result has been that New York hotel and restaurant orchestras have been put off the air.

U. S. Court of Appeals for the District of Columbia, sustained the decision of former Radio Com-KFPY, Spokane, to shift in fre-quency from 1340 to 900 kc., over the competitive application of KSEI, Pocatello, Idaho, which de-sired a shift from 890 kc. The court held the case was decided on the facts and that the decision was not arbitrary or capricious. Further, it held that state quota was not directly involved.



HOUSANDS of the General Radio Type 653 Volume Controls are in use in broadcasting stations, public address systems, and recording and moving picture studios.

The Type 653 Control has a constant-impedance laddertype network. Attenuation is linear with dial setting and is adjustable in 33 steps from 0 to 45 db, with complete cut-off. The dial plate is calibrated directly in db.

These units are stocked in three impedances: 50, 200 and 500 ohms. They are priced at \$12.50 each. Intermediate impedance units are available at slightly additional cost.

When cash accompanies order, we prepay shipping charges, and send on 10 days trial.

> Give the General Radio Type 653 Volume Control a trial and you won't have any other control in your station.



30 State Street

GENERAL RADIO



JOBS WANTED

by trained

OPERATORS TECHNICIANS ENGINEERS

CREI Students and Graduates in 170 **Broadcasting Stations**

Having placed men in every conceivable job offered by large and small broadcasting stations, we are in a good position to fill the requirements of the most exacting Radio Executive.

Technical Training backed by liberal education ...

A limited number of highly trained men will be available in a few weeks. We are graduat. ing an exceptional group . . . all finished high school . . . more than a third are college graduates. They've just finished an intensive school year of daily classwork running from 8:30 a.m. 'til 4:30 p.m., with 3 hours of homework nightly. Complete laboratory training on transmitter and studio equipment (3 hours daily in lab.). All had code training, some had professional code experience.

Write for Details

Send for detailed description of each man, or send full particulars regarding position you desire to fill. Several already have attractive positions in view . . . to get your pick, write at once!



DEPT. B-5 14th and PARK ROAD N. W. WASHINGTON, D. C.

KFPY Wins Case IN AN OPINION on May 6, the

Radio and Cinema in Europe To Cooperate on Television

Meeting Under League of Nations Auspices, Program For Orderly Development of Art Is Adopted

THE FIRST international conference in history on television, in which it developed that motion picture interests of Europe are fearful of the effect of visual radio upon their industry, was held in Nice, France, last month under the auspices of the League of Nations. Plans for a permanent cooperative committee on television were adopted and arrangements made for "cooperation" between broadcasting and motion picture groups of Europe.

Apparently anxious to keep the sessions secret, the conferees met on April 4 and 5 at the invitation of the International Institute of Educational Cinematography, af-filiated with the League of Na-tions. Private organizations, in-cluding NBC and RCA, were represented, along with radio adminis-trations of European countries, motion picture interests and the International Broadcasting Union, European broadcasting association. Representing NBC was its Euro-pean representative Max Jordon, while RCA Manufacturing Co. was represented by W. F. Garling.

Four-point Agreement

AFTER the two day discussion, the conference agreed:

That television is still in its preliminary stages even insofar as transmission with film is concerned, and that transmission from the scene, such as parades, studio



2

yet practicable.

resenting the motion picture and broadcasting industries in Europe. with the participation of the League, to study the progress of television and to work cooperatively. 3. To establish, through the

performances and the like is not

To create a committee rep-

Cinematographic Institute in Rome, an office to serve as a clearing house on television information.

That there'should be close 4. cooperation between motion pic-tures broadcasting because of the direct relationship in visual broadcasting.

An effort was made to have the conference go on record in favor of future government control of television in line with the "European plan" of radio operation by government but this was blocked when Mr. Jordon pointed out that in the United States broadcasting is not government controlled and that television, if and when it becomes practicable, probably will be operated by private initiative.

The conference was suggested by the British Film Institute of London, obviously because of the school of thought that television some day may supplant the cinema. Representatives of this or-ganization apparently felt that the film industry should become identified with television in its embryo stage, to be in position to control it when it becomes a practicable medium of entertainment. The view was expressed, however, that television does not offer any im-mediate danger to the films be-cause of its lack of development and also due to the probable high cost of equipment and of presentation. Finally, it was stated that color films are coming into their own, whereas the best held out for television is "black and white".

Despite this the film representatives pressed the issue of agreement between broadcasters and producers on television. Some day, for example, it was said, the mo-tion picture theatres might desire to present television features picked up from the scene direct,

Hearing in 970 kc. Case Is Deferred by the FCC

DUE to a reversal in the views of certain of the parties, the hearing involving a united proposal to realign stations on the 970 kc. clear channel scheduled for May 9 was postponed until further notice by the FCC Broadcast Division. Whether a hearing will be held at all is problematical, and it is not unlikely that the entire proposal will be dropped.

The channel originally was one of the clear channels assigned to the Fifth or Far Western zone, with KJR, Seattle, as the sole sta-tion using it at night. About two years ago, WCFL, Chicago Fed-eration of Labor station, was au-thorized to operate on it fulltime, thorized to operate on it fulltime, thus rendering it a shared or re-gional wave. The new proposal filed last winter was for two ad-ditional stations to occupy the channel—a 5,000 watt outlet for Fort Worth, to Amon G. Carter, newspaper publisher, and a 1,000 watt station in Albany, N. Y., for the Hearst newspapers. In addition, KJR would have procured a power increase from 5,000 to 10,000 watts.

A complicating factor developed April 27, however, when the Inter-national Ladies Garment Workers, of New York, filed an applica-tion for a 1,000 watt station in New York on the channel, and asked for a postponement of the hearing.

in the nature of "visual radio news reëls". Mutual cooperation, they emphasized, would inure to the advantage of both.

Adopting Standards

THE MATTER of adopting standards for television also was discussed, with apparatus manufacturers opposed to it at this stage, but with the Broadcasting Union favorable on the ground that it would expedite development and end confusion.

Among others represented at the among others represented at the conference were the Marconi Co., of London; the Marconi Co., of Rome; the Telefunken Co. of Ger-many; British Broadcasting Cor-poration; Italian Broadcasting Sys-tem: Swize Busedesting Course tem; Swiss Broadcasting Organization; French broadcasting commission, and Belgian Broadcasting board. The League of Nations sent the Paris director of the Institute of Intellectual Cooperation.



FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK, N. Y. 66 BROAD STREET

Wisconsin Ford Spots

A STATE - WIDE campaign wi soon be launched in Wisconsin b the Ford dealers of that state using four to six announcemen daily over most of the stations Wisconsin to sell cars taken trade. The same plan that h been so successfully used in Omal and elsewhere, that of using "Radio Girl" who describes the day's special bargain in a us car as if she were a switchboar operator at the Ford dealer's a swering a telephone request, w be followed. The Detroit office N. W. Ayer & Son, Inc., in charge of the campaign.

Yankee · Network Star New England Movemen

TO PROMOTE New England i dustry and prosperity, Yank Network has organized the "Ya kee Minute Men" to present "united front against all attac that threaten the security of N England homes and industries." quarter-hour evening period given the organization and mo time is promised if it is four necessary.

On the opening broadcast Ap 10, Gov. James M. Curley of Ma sachusetts was the speaker. Oth New England governors also a to appear, as well as legislaton and they will discuss problems fa ing New England.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accom-

pany order. Forms close 25th and 10th of month preceding issues.

Help Wanted

100 watt station in Mid-west desires licensed operator who can announce, gat local news, and take Transradio Press typewriter. Box 319, BROAUCASTING.

Local station desires experienced com nation announcer and operator. Give details of experience, references, age, ture, etc. KFRO, Longview, Texas.

Situations Wanted

Chief engineer five kilowatt station, ears practical experience installat Uner engineer nye kilowatt station, years practical experience installat construction, maintenance, shortwave broadcasting equipment wants position fering greater responsibility and pro tion. References, Box 318 BROADCAST

Licensed broadcast technician, ten yexperience, familiar with Western Elec and RCA transmitters, rapid n telegrapher, touch typist. CREI gra ate. Box 317 BROADCASTING.

Available at once-Licensed broad operators trained on latest high-fi ity equipment; remotes and control ro Write or wire W9XBY, Kansas City, M

Announcer, experienced, including c at local station, American chain, now (basic Columbia station. Available anyt Box 321, BROADCASTING.

Wanted to Buy

Production, promotion man with ad tising background. Married, excellent ord, now employed. Prefer Mid-west. ord, now employed. 320. BROADCASTING.

WANTED — Merchandising Plans Ideas for Campaigns in all Media, par larly radio. Strict confidence and full tection guarantee. Box 316, BROADCAST

> **1.500 WATTS SAN FRANCISCU** * KGO's potential circulation as determined by the new NBC Method of Audience Measurement by aireas.

	BROADCA			[NC.
NEW YORK WEAF & WJZ	* WASHINGTON WRC & WMAL	★ CHICAGO ★ WMAQ & WENR	SAN FRANCISCO KGO & KPO)
SALES REPRESEN PITTSBURGH—KDKA •	TATIVES AT: BOSTON-WBZ • GLEVELAND-WTAM •	SPRINGFIELD, MASS.—WBZA DENVER—KOA •	SCHENECTADY—WGY PHILADELPHIA	DETROIT

HIGH FIDELITY

FOR 100/250 WATT STATIONS

Stations operating on 100 or 250 watts, or on 100 250 watt licenses may now give their listeners the same High Fidelity and completely reliable service that is afforded by more powerful up-to-date transmitters. The RCA Type ET-4250 Broadcast Transmitter brings this to the smaller station, plus new simplicity, increased reliability, finer performance, and new economy.

COORDINATED DESIGN

It is important to remember that RCA is the only organization in the radio industry that produces everything from the microphone in the studio to

the loudspeaker in the home. All RCA equipment is designed according to a thoroughly coordinated plan for organized High Fidelity, avoiding all difficulties in matching and compensation in the field.



RCA Broadcast Transmitter, 100/250 watts, Type ET-4250, for High Fidelity. Complete, self-contained, AC operated.

OUTSTANDING FEATURES

The audio characteristic of this new transmitter affords less than plus or minus 2 db. variation from 30 to 10.000 cycles. The hum level is 60 db. below the modulation level. The audio harmonics are less than 4% total arithmetic sum at 95% modulation, and the radio harmonics are well within the requirements of the Commission. All this means high fidelity, and vastly increased listener interest and substantially larger audiences. The improved crystal control circuit employing the new "V" cut crystals does not require critical temperature control and insures less than 10 cycles variation plus or minus.

At 250 watts output, this modern transmitter, operating on either 110 volts or 220 volts 60 cycles, draws only 1.7 KW,—which means new cconomy in power consumption.

Write for Bulletin No. 47 on this remarkable 100/250 watt transmitter.

RCA MANUFACTURING COMPANY, INC.

A SUBSIDIARY OF RADIO CORPORATION OF AMERICA