WOR extends its New Year's greetings to its many friends.

WOR 1933-50,000 Watts

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK, NEW JERSEY
NEW YORK OFFICE • 1440 BROADWAY • NEW YORK CITY

CHICAGO OFFICE • William G. Rambeau • 360 No. Michigan Ave. • Chicago, Ill.
NOTICE!

During the week of March 27th to April 1st, 1933, most of the radio audience in the Nation's most prosperous trade area will be at Convention Hall in Kansas City, Missouri, visiting

THE FIRST ANNUAL

MID-WESTERN EXPOSITION

RADIO ADVERTISED MERCHANDISE

Thus bringing to users of broadcast advertising a most unusual opportunity for effective personal contact advertising and for intensifying their program circulation in the West.

Daily performances by outstanding National and local radio artists will insure tremendous attendance.

Exceptional merchandising possibilities are offered to the advertisers who will transport their own regular programs to the stage studio of the exposition.

All local stations, retail merchants, railroads and bus transportation companies are cooperating to make this the biggest week in 1933 for Kansas City.

The expense of maintaining an exhibit at the exposition is moderate. Space rates $60 to $400.

Complete information upon request.

Mid-Western Merchandising Exposition
Tom Burkett, Managing Director
Convention Hall
Kansas City . . . . Missouri
What station are you listening to?

13,092 telephone calls asking this question, prove again WNAC is Boston's most popular radio station. The second survey made by Walter Mann & Staff reveals the shift in audience due to Winter program changes. The results are even more startling than the finding of the Walter Mann & Staff Summer survey. Actual figures show that WNAC is not only the most popular Boston station but it has the greatest percentage of gain in audience during peak hours.

Computing the listening ratios in terms of relative numbers of listeners to any two stations (the only comparison that is significant to the advertiser in his choice of stations)—the following figures emerge:

**WNAC commands, in Boston—**

- 33.8% more listeners than the competing red network station (WEEI).
- 105.4% more listeners than the competing blue network station (WBZ).

Complete details of this survey, made from Sunday, November 13th, thru Saturday, November 19th inclusive, showing Boston station popularity percentages broken down into hourly periods from 9 A.M. to 10 P.M., will be mailed to you upon request.

THE YANKEE NETWORK, Inc.
Business Office — One Winter Place, Boston
Exclusive National Sales Representatives: SCOTT HOWE BOWEN, Inc.
New York-Chicago-Detroit-Kansas City-San Francisco-Omaha

YANKEE NETWORK
"FROM WHICH NEW ENGLAND HEARS ITS RADIO"
Mail Report from November 15th to December 15th, 1932

WSM—Nashville, Tennessee

WSM—Nashville, Tennessee

December 21, 1932.

On this date personally appeared before me J. Leslie Fox, Commercial Manager of Radio Station WSM, who, being duly sworn, states that the figures shown herein are correct.

Notary Public
Commercial Manager

We sell the South

THE rates of WSM are based on selling the South, not the nation—the lowest of any 50,000 watt station.

The additional coverage you obtain from WSM is free.

See for yourself. Above is the mail return for the first thirty days after our new 50,000 watt station went on the air!

Outside our regular marketing area, this ADDED coverage has been contributed VOLUNTARILY by thousands of people who have been attracted to WSM since the new 878 foot tower pointed itself skyward.

Our job is to sell the South. That is what you pay for. You get it. All else is free.

WSM

50,000 WATTS

CLEARED CHANNEL UNLIMITED TIME NBC AFFILIATION

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENN.

Page 4

Broadcasting • January 1, 1933

www.americanradiohistory.com
Broadcasters Accept Challenge of 1933

Business Prospects Held Favorable, Competition Keener; Improvement In Technique and Programs Foreseen

M. H. AYLESWORTH
President, NBC

RADIO broadcast advertising meets its first serious test in the year 1933. There are less dollars to be spent for advertising and much greater competition for those dollars. I have no doubt as to the favorable outcome if we use intelligence in preparing programs and selling time on the air. Radio broadcast advertising performs a function in advertising that no other medium can fulfill. Radio broadcast advertising complements the newspapers, and I feel that during the year 1933 the broadcast industry should continue to recognize the importance of the newspaper to the advertiser with the knowledge that the printed advertisement renders a distinct service to the advertiser as does radio in its field. The two work harmoniously with more complete effectiveness when coordinated and developed together.

The National Broadcasting Co. intends to continue this policy.

EARLE C. ANTHONY
KFI and KECA, Los Angeles

The fondest hopes we can hold for radio in 1933, is that it may continue vigorously the direction and rate of progress it registered in 1931. Broadcasting is no longer on trial as an advertising medium. It has arrived conclusively and has justified the most sanguine expectations.

Radio, in these difficult times, has done much to uphold national morale with the tonic of light entertainment and hearty laughter. Educationally, and here we include the political broadcasts of the last presidential campaign, radio will continue to play a major part of increasing importance.

The trend of programs seems toward greater use of drama and dialogue, larger musical groups and more inclusive selection. There is also evident a growing conviction that radio copy must be not only briefer but more cunningly fitted to the medium.

KEFI-KECA maintain that a station's willingness and readiness to serve the public, plus an unremitting effort to keep a high artistic level, is the best assurance of its progress in 1933.

LEE H. BRISTOL
Bristol-Myers Company

I have no reason to anticipate that the activity in broadcasting of products in the drug field will not continue at least in the same amount during the coming year. I look forward hopefully to an improvement in the technique of the programs presented and believe that increasingly effective use of expenditures in this field will be sought for and achieved.

Commercial broadcasting is still in its infancy but there is no question about its value to meet certain definite conditions. Expenditures in this direction, as in all other forms of media, will be scrutinized with great care during the coming year. After all, the sales-producing value is the real acid test.

COL. THAD H. BROWN
Federal Radio Commissioner

In my judgment 1933 will prove a successful, if not a banner year for radio broadcasting. That business has passed through the depression and has merged in a most healthy condition, and the outlook is most encouraging.

The rigid rules and regulations of the Commission, stations have installed modern and expensive equipment, so they are ready to go ahead, rendering an outstanding public service.

During 1933 most stations should not be called upon for any heavy outlays in the way of equipment; cutting down their overhead—while all signs point to an ever-increasing demand for radio facilities as a means for expanding business.

Numerous applications being filed daily with the Commission for "a place on the air" indicate the confidence of our people that radio is now on a substantial basis, offering a splendid opportunity for service to men with initiative, imagination and intelligence.

I. Z. BUCKWALTER
WGAL, Lancaster, Pa.

The business of broadcasting for the year 1933 will not likely show much improvement over 1932. If general business conditions show more than seasonal improvement in the spring of 1933, it is likely to be reflected in increased advertising appropriations late in 1933.

Indications are that the cost of operating local broadcasting stations will tend to increase rather than decrease if the stations would maintain their respective positions in the broadcasting industry.

JAMES COUZENS
U. S. Senator from Michigan

The prospects for the business of broadcasting during 1933 will, of course, depend upon the drive and the intensity of its use by those who have goods to sell. No one can predict that, so the future of broadcasting will, to a very large extent, depend on what facilities are offered to the advertiser that are as good or better than other mediums of publicity.

Whether any effort has been made by broadcasters to ascertain the views of radio listeners, I do not know; but I expect if an inquiry were made, they would be astounded to find how many radios are snapped off because of the long and tiresome discussions of the merits of the goods advertised. Nothing seems to be left to the imagination of the listener. Every person knows that the statements of the advertiser are biased, and many or may not be true. Many sales are lost because of the irritation of the listener at the long, tiresome advertising talks. Some of them are plainly "dumb."
COMMERCIAL broadcasting should respond to the general upturn in business which competent observers anticipate will get under way in 1933. Commercial broadcasting, en joys the special favor of national advertisers, and will go on to larger and more convincing achievements if the advertiser and the agent are increasingly alert to the need for more ingenious and persuasive advertising forms. In my opinion, the governing factor in further growth of commercial broadcasting is a challenge to the advertiser and to advertising agents.

POWEL CROSLEY, Jr. Station WLW Crosley Radio Corp.

THE COMMERCIAL business of broadcasting hinges upon general business conditions. With the first hopeful sign of recovery, advertisers will be ready to take advantage of the opportunity of getting good will for their products through radio broadcasting and will expand their advertising appropriations accordingly. Business conditions in general have remained stationary for several months, which is a hopeful sign. With some restoration of confidence in the wheels of industry, they will commence to turn more rapidly in order to take care of a large waiting list of new products that people want and that they have been afraid to buy.

EWIN L. DAVIS
Chairman, House Committee on Merchant Marine, Radio, and Fisheries

A FREQUENT expression from the broadcasting fraternity is that broadcasters must fight for their own existence. The most successful fight they can conduct is to recognize the "public interest" and to efficiently and satisfactorily serve the public. If they do that, they will have the public support, without which they cannot succeed. If they fail to pursue such a course, the public will force a change. Un-

H. DEAN FITZER
Manager, WDAF, Kansas City

YOU ASK my views on the business of broadcasting in 1933. The copy boy's guess is as good as mine. Such is the accurate deduction of a -one managing anybody's business these memorable years of economic disharmony. Without a desire to be pessimistic, I also do not desire to sound that empty, huck- neyed, over-worked phraseology of optimism. "Oh, business is going to be fine. I can almost see the corner." I offer no cure-all, just two important rules for broadcast- ing in 1933: (1) Price contacts are voluminous and be sure your rates are not out of step with the true value of your product.

CHARLES F. GANNON
Director of Radio Erwin Wasey & Co. Chairman, Radio Committee, AAAA

LOOKING forward to the trend of radio broadcasting in 1933, we have a few simple facts at hand which may fortell the action of the play. They are: confidence in the medium; sales on the part of advertiser and advertising agency alike; general appreciation by the public with a somewhat fore-granted attitude; a recession from the idiotic theory of government operation of radio facilities; a more skillful and resourceful handling of commercial announcements; a more earnest and professional approach to radio presentations; some diminution of the use of sponsored programs; a reasonable congestion of time on network facilities (broadcast networks are more than the rest of the country); comparatively few transcription programs despite a great improvement in this field; and a general settling of a matured industry into a steady practical groove.

With the development of a few years, we can look for a sustained listener interest in broadcasting and a state of prosperity in close ratio to the advertising budget. As a whole, become more searching analysis by agencies and advertisers in the matter of station coverage and price adjustment of station rates on some other than the present arbitrary basis, is it not true that a space buyer is looking more and more toward the same accuracy of circulation evidence that is supplied to him by publishing houses?

Frequent international broadcast- ing looms closer. Better programs are coming into use CAL, that the new 1933 will make a normal year. Lastly, I suspect that way down the 1933 parade of months, old man "wired wireless" is going to lean out and lay claim to the domination of an industry he might have had all along.

LEO FITZPATRICK
Manager, WJR, Detroit

I BELIEVE that the coming year will be the most productive radio has ever known. It will be proof of the tive of an increased volume of business, for results from the past year's pro- grams will induce more advertisers to fall in line with the trend toward radio advertising.

The new year undoubtedly will be the most productive yet in ideas. For the 1933 advertising dollar will not be spent casually. Definite results will be demanded for every expenditure, and radio will be called upon for sound merchandising, as well as exploitation. All broadcasters will concede the necessity of a conscientious effort to "get returns," and programs from a listeners' standpoint and at the same time "do a job for the advertiser."

While business may not run to fancy figures in 1933, I believe we shall have cause to regard it as the most hopeful year in the history of broadcasting advertising for new standards will be set in production; and radio will be accepted as a part of every well directed campaign.

E. H. GAMMONS
V. P., WCCO, Minneapolis

RADIO broadcast- ing has proved itself as a sales medium. As results, although general advertising budgets may be somewhat cur- tailed, I do not believe appropriations for radio will be affected. In fact, the larger advertisers of the north- west seem all to be increasing their funds for radio advertising. But, with the depression conditions, one finds here and there business concerns enjoying real prosperity. Practically every one of them is using radio advertising. The result is that many others are planning to incorporate it in their advertising.

Despite the necessary increase in the rates of WCCO due to the installation of our 30,000 watt transmitter, and the additional costs of directional antennas, we are, under the average number of applications per week, able to serve all new business.

DON E. GILMAN
V. P., Pacific Division, NBC

GENERAL trends of business on the Pacific coast, while evidencing some timidity, really indicate need for development in broadcasting conditions which are not in line with noticeable acceleration as 1933 progresses. A survey of merchandise inventories shows them to be very low. Re-

replacement means manufacturing and distribution and resultant advertising should benefit all media and broadcasting will receive its share.

In my opinion we are now at the low point of the cycle. I am of the opinion that we may expect some, but not constant, improvement.

This is not based on an optimistic viewpoint, but upon many in- quiries of prospective advertisers who are planning expenditures for 1933.

BOND GEDDES
Executive Vice President General Manager Radio Manufacturers Association

GREAT advances in broadcasting are being made in which the radio public will share probably in greater measure than any previous group of manufacturers and advertisers are assured.

In international broadcasting as well as new features on domestic programs to be broadcast the following developments are being made: broadcasting of programs which will serve as a public relations tool for their companies; broadcasting of station cards will improve station identification during the coming year, particularly along the lines of foreign and immigrant communities; and the North American allocation problem.

Trends indicate increasing engineering activities and continuing technical improvements during the coming year, particularly along the lines of network efficiency, reduction of interference and noise levels, increasing service areas and more complete local production.

Some of the more important de- velopments are as follows:

1. Further improvements in frequency control and checking services.

2. Use of directional transmitting antennas.


4. Further reduction of carrier
PUBLICITY or advertising is a manifestation of good engineering practice in the construction, wiring and safety screening of transmitters.

EARLE J. GLUCK
Manager, WBT, Charlotte

ALL indicators point to the fact that the south will lead the nation in our economic recovery. Already the movement is under way. WBT is in a most favorable position to meet this improvement with a new high power, clear-channel station and an outstanding program lineup. We are most optimistic over the business of broadcasting in 1933. Advertising is rapidly awakening to the opportunities in the south and we believe that all forms of broadcast promotional activities will increase and lead the return to normalcy. The south is ready and WBT serves the south.

STANLEY E. HUBBARD
Manager, KSTP, St. Paul

REAL LIFE merchants of the Twin Cities together with the jobber and manufacturer are fast recovering from the red ink paralysis. A noted change is taking place. The old alibi, “No more money until we are out of the red” is becoming feeble every day. They have discovered that they are not in the red and are actually operating at a profit, if inflated and fictitious values at which their business is carried are taken into consideration.

Several of the more bold, looking the situation squarely in the face, spent money for radio advertising. The direct returns indicated that people do have money to spend; that confidence is fast being restored, with the result that advertisers in all lines, here in the Twin Cities, are making extensive advertising appropriations for 1933.

M. A. HOWLETT
President and Manager, WHK
IN MY OPINION, 1933 will see the business of broadcasting not only growing but succeeding only where broadcasters have taken cognizance of the trend of the times and have organized their signboards into thoroughly business-like concerns. Broadcasting hitherto has been conducted almost as a hobby, and its brighter or discharging its responsibility unless it joins forces with broadcasting’s accredited leaders.

J. L. KAUFMAN
Manager, WCAE, Pittsburgh
PITTSBURGH is facing 1933 with a wider and more complete use of the radio than ever before. While business conditions cannot be said to be rosy, still the present business conditions are the only kind we have, and Pittsburgh has buckled down with the job of doing business under existing conditions. Pittsburgh is the center of a rich industrial area and these products are drawn upon by industries throughout the country, and we look forward to an increasing demand, both on the Pittsburgh products, and to the use of the radio in this district during 1933.

EDWARD KLAUBER
First Vice President, CBS

IT DID broadcast a lot of good, and to go over some dead dumps last summer. The broadcast industry showed the spirit of youthful courage that might have been expected. This resulted in improvement in the broadcasting program standards, higher program level and keener showmanship than ever before. The broadcasters and announcers have made their contribution by tapping new resources of ingenuity to the development of programs most palatable and effective than ever. This in turn has meant greater sales results and greater sales revenues, and this inevitably means greater use than ever of the air medium in the coming year.

DR. JULIUS KLEIN
Ass't. Secretary of Commerce
AS WE FACE the new year with its manifold perplexing problems, we are confronted with more vigorously helpful part along similar lines. Its resourcefulness as a vigorous young industry should hold the nation in awe in the exploitation of its magic art, the limits of which seem to be as yet but faintly touched.

A second and in some ways even more fundamental element for recovery is the development of calm courage and sober determination on the part of the people. These spiritual elements of reconstitution are primary to progress; without them all the other contributions are completely unimportant; they are the absolute indispensables of any thoroughgoing and beneficial recuperation. Radio has had a truly tremendous part in maintaining our national morale thus far. This has been due to two of its contributions: first, its swift nationwide distribution of information; and, secondly, equally far-ranging contributions of entertainment, which, as I have already indicated, has been the storm center of superficial inconsequence in such a grave trial as this.

These two contributions taken together with much to do with the relative tranquility of our people throughout these dark years—this, in my opinion, is by far the sharpest contrast to the violence and passionate excesses of similar crises in the nineties, seventies and thirties. Broadcasting has, both in its responsibilities and its opportunities, been at the crossroads in this crucial period. In 1933 it will have to carry the radio far greater burden than during any year of its youth life thus far.

H. H. KLYNT
Aitkin-Kynett Co., Philadelphia

DESPITE business conditions, I think there are many good prospects for broadcast advertising. They have proved its adequacy in the past and there is no let-up in the development of its technique.

I look for substantial improvements in competitive and particularly in relating them to the atmosphere of the program. The fact that the advertisements will be heard and appreciated will tend to force progress in balance and performance.

I expect to see a material lessening of "bunk" in announcements and a sounder and more specialized technique in programming.

All of this will redound to the credit of the broadcaster, who I think deserves much credit for his progressive and sympathetic attitude towards the problems of 1932.

DUDLEY LOGAN
Logan & Stebbins
Advertising, Los Angeles

WE BELIEVE the business of broadcasting is showing two important trends which will still further increase the value of radio as an advertising medium during 1933. They are (1) electrical transmissions, (2) use of "Direct Action."

With electrical transmissions, national or intersectional advertisers may confine their broadcast to any areas desired; reach their listening audience at the most effective time for their product; (cost advantage caused by difference between eastern and Pacific coast time); offer superior talent, sound effects, etc., at lower cost per program—especially in the case of intersectional advertisers and advertisers, who combine with advertisers in other sections. Thus transmissions eliminate waste and offer to advertisers the flexibility and adaptability as newspapers.

Radio advertisers have found that broadcasting, with the use of contests, special offers and other merchandising tie-ups with the program, can produce as effective direct action results as heretofore they though only magazines.
THE PAST year in radio has contributed much to the realization that there is no sharp distinction between what is education and what is entertaining: the two, we have found, are often synonymous. There are not necessarily two distinct sets of educational or semi-educational programs. On the business side, there are indications that the upward trend, evident during the past few months in many instances, is likely to continue into 1933, and the outlook, I think, warrants a rather optimistic attitude. There are many encouraging signs of renewed business activity.

A. RICHARD OSWALD SCHUETTE
Copyright Director, NBC

THE CAMPAIGN of 1932 gave radio its greatest opportunity. In it, the broadcasters of the United States demonstrated the irreplaceable value of their public service. There is no other influence in the nation that wields so great a power as that of a united broadcasting industry. The 100 per cent cooperation which the broadcasters of the United States have revealed in their united defense against attacks on right racketeering promises well for a united front on all questions of public interest. The future of broadcasting depends on effective cooperation.

PAUL W. MORENCY
Manager, WTC, Hartford

THE YEAR 1932 has been a critical one in the broadcasting as well as in the advertising business, but it can now safely be said that the broadcasters have come through and look forward with very bright prospects to the year 1933.

The increased knowledge which the advertisers using radio have gained in the last year is now making it possible for us to pres- tent sponsored programs in a manner which is both effective and pleasant. Many of the local advertisers have the constant struggle with our clients to impress on them the necessity for programs which are entertaining besides being business getting.

The past year radio has added to its knowledge in the production of dramatic programs and has certainly progressed rapidly in the production of other types of programs. With the increased business which is now on our books and which we forecast for 1933, we look forward to that year knowing that we will have more money with which to build our programs so that the radio audience will become increasingly dependent on this form of entertainment and service.

W. J. SHINE
The Geyer Co., Advertising
Dayton, Ohio

A SUMMARY of the possible radio achievements of 1933 will conclude by saying:

1. All clients who used radio in 1932 will be back on the air again in 1933. This one exception to this is one firm which has not yet approved an advertising budget, but
if they do approve an expenditure, it will include radio.

2. Several of our clients who have never used radio are seriously considering it for 1933 and undoubtedly several of them will use this medium.

3. New clients who are not only new clients, but new advertisers, are signing up constantly, proving that广播 increases, with further coming. Radio justifies a place in our advertising. Both radio and newspaper advertising. Both witness a marked increase in the volume of radio advertising. Both local and chain advertisers are already making extensive radio plans and many of them have already established increased broadcasting budgets. Despite adverse conditions, radio has, from the standpoint of tangible results, come through during the war with flying colors and with this confirmed confidence on the part of advertisers, one can make this conclusion that radio is on the up, and approaching a period of unparalleled commercial success. Television should make its long awaited entrance during 1933 which will unquestionably furnish a definite impetus to broadcasting generally.

GLENN SNYDER
Manager, WLS, Chicago

I SIE no reason to believe that 1933 radio will not be on a higher pinnacle and further progress in the business end of broadcasting. The fact that radio justifies a place on most advertising schedules is year by year becoming better established in the minds of advertisers and their agents and it becomes more and more of a medium in more and more advertising plans each year.

The FCC has shown a very gratifying increase over 1931 and the outlook is for a still further increase in 1933. Mail response from listeners likewise is constantly increasing, with 1932 thirty per cent ahead of the previous year.

We believe that naturally the greatest advertising benefits in 1933 will accrue to stations that best serve their listeners' interests. The value of any advertising medium is directly predicated upon the degree of interest of the audience that listens or readers. Advertisers have always appreciated that the medium which realized its first responsibility to its audience constituted the best advertising medium. This realization will recognize this responsibility as fundamental and primary will find their value to advertisers greatest and their volume of advertising in 1933 greater.

Advertisements result follow "reader interest."

NILES TRAMMELL
V. P., Chicago Division, NBC

IT IS MY belief that radio broadcasting is the one most important weapon that American business is using and will continue to use in 1933 in the business war on depression.

All experts agree that greater resumption of buying is the most important development. It is my opinion that through the medium of radio, purchasing will be accelerated to the greatest degree in carefully planned radio campaigns than by any other method. This opinion is based primarily on the power of advertising generally.

Statistics show us that radio is the one thing that people have not eliminated in these times of depression; that there are more broadcast listeners today by far than ever before. The days of '29 and '29. The logical way to reach these people therefore, is through the radio receiving set.

WALLACE W. WHITE, Jr.
U. S. Senator from Maine

THE BROADCASTING situation in this country will be little affected during the coming year by new legislation international agreements and administrative changes required because of operational aspects of the war. The convention signed at Madrid enlarges the broadcasting field, and is generally approved by broadcasters arouses the antagonism of the mobile interests and especially those making use of the maritime services. Conflicts between other interested groups may result from this convention. A great national event is the anticipated North American Conference for the consideration of a regional agreement with respect to the broadcasting frequencies. The importance of such a conference and the work to be accomplished is beyond question.

I think we may look forward to further universal and world interest in broadcasting. Broadcasting gives both countries the opportunity to voice their views and viewpoint on the world's problems. The logical way to reach these people, therefore, is through the radio receiving set.

New Montreal Unit
HENRI GONTHIER, son of Georges Gonthier, advertising director of Canada, is director of CKLP, the new broadcasting station scheduled to start operation in Montreal and owned by LA PATRIE, French language daily. Studios are in the Sun Life Building.

RADIO FLASHES ON BEER ISSUE
WIL, St. Louis, Broadcasts Daily News by Washington Correspondent; Commercial Interests

THE FIRST instance of a broadcasting station supplying its listeners with regular news dispatches by an accredited Washington correspondent is reported by WIL, St. Louis, which has availed itself of the services of William C. Murphy, Jr., member of the Washington staff of the PhiladelphiA PUBLIC Ledger and an author for a number of magazine writer, to cover current activities in Congress on legislation pertaining to the Eighteenth Amendment.

The feature started early in December and has proved so popular that it is likely it will be continued as a daily feature whenever Congress is in session, according to A. E. Hendry, WIL's commercial manager. Each day, the correspondent files via Postal Telegraph a report to WIL at a stipulated hour so that it be dropped into the broadcasting immediately for a scheduled broadcast.

The action of WIL in covering possible modification of the Volstead Act was brought about by the tremendous interest in the matter in the St. Louis district, where Anheuser-Busch, one of the world's largest brewers, is located. The broadcast isplug several times each day, calling attention to the time when it will be given that each day.

As an instance of the astute manner in which advertisers have become accustomed to listening to programs for possible sponsorship, two telephone calls were received after the first broadcast, asking that salesmen be sent to discuss terms of sponsorship. One of these firms is preparing how to make the broadcast a permanent merchandising plans and has bought sponsorship.

The broadcast gives both sides of the modification question opportunity to voice their beliefs. Among those who have been interested in Washington are Correspondent are Representatives Dyer and Cochran of St. Louis. Mr. Hendry, the program's writer, himself a newspaper commercial manager, "The broadcast," said Mr. Hendry, "has greatly impressed the entire staff of WIL, who have been watching with interest the development of the program and have thought it well to give it some public exposure. It is a very interesting experiment that has made it possible to hear the broadcast than of any other single feature inaugurated by the station for some time."

Networks Climb Slowly Out of Summer Slump; November Shows Gains

CONTINUING slowly but steadily their climb out of the summer depression, the two major network organizations showed slightly increased revenues during November over October. Combined network income comes from time sold during November to $3,059,848, as compared with $3,035,631 during the same eleven months of 1931. This is attributable chiefly to the strong showings made during the first four months of 1932.

National Advertising shows that NBC during November had an income from sales of $1,753,633, which compares with $2,475,908 during November, 1931. CBS income, which came from the source of $1,056,800, which compares with $1,510,800 in November, 1931.

Increases were shown over October in the clothing and dry goods, drugs and toilet goods, jewelry and silverware, oils, machinery, radios and musical instruments, soaps and housekeepers' supplies, travel and hotels and classifications.

Under decreases October were shown in the automotive, tobacco, furniture, hardware, food beverages, food, furniswhings, paints and hardware, shoes and ironware, stationery and publishers and miscellaneous groups.

Printing and Publishing Trade Still Far Ahead Of Radio, Check Shows

THAT receipts of $75,000,000 to $100,000,000 annually is business is still a bagatelle by comparison with the printing and publishing business is evidenced by the U. S. Census Bureau's recently issued report on the census of manufacturers for the printing and publishing business in 1931.

It shows total receipts in that year were 20.1 per cent below those of 1929, yet they reached the sum of $13,077,019, as reported by 10,131 newspapers, 11,623 book and job printing plants and 164 publishers. The total receipts were made up as follows:

Newspapers and periodicals: subscriptions, $13,164,168; advertising, $866,428,584.

Books and pamphlets: $146,089,201.

Commercial printing: general job printing, $503,956,641; newspapers and periodicals printed by newspapers and other establishments, $15,756,328, and pamphlets printed by others, $85,913,025; composition sold to trade, $22,551,863; ready prints, $3,472,197.

Sheet music and books of music to the value of $12,150,544 were sold during the year. The stationery and paper business showed a drop to the figure nevertheless reaches $3,035,631. The November figure, however, is still considerably below November, 1931, income of $3,504,819.

For the first 11 months of 1932, the figure nevertheless reaches a new high of $16,101,542, which compares with $22,192,242 during the same eleven months of 1931. This is attributable chiefly to the strong showings made during the first four months of 1932.
Station and Agency Cooperation Urged

Careful Credit Examination, Cash Discounts Advised; Program Control Held Best With Broadcasters

By FREDERICK R. GAMBLE
Executive Secretary
American Ass'n. of Advertising Agencies

ONE OF the first things we in the agency field feel is needed is concerted action on your part and ours. I don’t know of a better time to talk of control than immediately following the fine report of Mr. Bell’s on the work of his legislative committee because it illustrates you must act concertedly if you are to prevent legislation unfavorable to your work. It is in the offing for all advertising. And we must regulate ourselves—you in your stations and we in our shops—if we are not to have government regulation. That is the doctrine we are preaching among agencies that must act jointly to prevent further government control.

The first sequel of concerted action on your part and ours is cooperation in all radio matters. Last spring when the Radio Commission investigation was disturbing us all, our associations worked together to furnish an answer which would forestall some of the projected legislation. At our annual meeting last spring we invited Senator Dill and Rep. Davis to address the radio section. We also invited officers and members of your association. Such contacts gave broadcasters the agency point of view and the agencies an understanding of the type of thinking that goes on in Washington.

Problems Realized

OUR AGENCIES understand better than before the problems of government supervision which you face. We all know that you are constantly threatened by Congress with new types of legislation, that you have been for a good many months past in negotiation with the owners of copyrights as to what fees and charges they are entitled to. We are somewhat concerned because some of those charges will undoubtedly be passed on to the advertiser and some of them will be assessed direct.

We are also aware of the importance of the Radio Commission. During the last year we have come to see how closely is supervises everything that is broadcast. In that connection, there is one point which I would like to emphasize—that agencies generally want the control of agency programs to be right where it is—in your hands. They want to be told when programs are not acceptable and they want the suggested changes made. The agencies will fight for the inclusion of everything that will suit the commercial purpose of their clients, but the final word on what should be in the program is certainly in the station’s hands.

Responsibility of Stations

THE CONTROL of programs carries with it a large part of the responsibility for improvement of programs. I know I have listened to some agency programs of which I was ashamed. There are probably other programs of which we were ashamed. It is that type of program, some under bad auspices, which it is easy to accept in these times when every dollar of business is hard to get that gives incentive to regulation from without the industry.

Some of the things which stations have learned about agencies, and are learning, include, first of all, the question of sole liability. Why is it the station must be solely liable? Why can’t it go back to the advertiser. The great danger lies in double liability for the advertiser. If, after the advertiser has paid the agency, the agency goes broke and the station should go back and demand second payment from the advertiser, you can see it would soon greatly reduce the volume of advertising.

I believe there is a proposal now which is going to be considered by your board of directors for a more careful scrutiny of agency credit. We sincerely hope you decide to extend credit only to those agencies that deserve it.

Re Agency Recognition

CLOSELY tied up with the question of credit is that of agency recognition. It would be an extremely welcome thing to all agencies in our association if NAB recognizes only qualified advertising agencies. It is not possible for us to exert any control legally over who shall form an advertising agency.

If the question of recognition is understood to include only the payment of agency commissions and does not include credit, it might simplify the problem which you are working on. I think you might also find in these times that the payment of a cash discount would facilitate your collections. About (Continued on page 27)

Two Agency Men On A. N. A. Survey

Gannon and Haring Named; KSTP Joins Movement

APPOINTMENT of Charles Gannon, of Erwin, Wasey & Co., and Chester E. Haring, of Batton, Barton, Poulson & Biehler, Inc. as members of the governing committee of the Cooperative Analytic of Broadcasting is announced by the American Association of Advertising Agencies, which named the committee men at the request of the Association of National Advertisers.

Other members of the committee are: D. P. Smeler, Proctor & Gamble, chairman; N. B. Stetler, Standard Brands, Inc., and C. H. Lang, General Electric Co.

Station Subscribers

ANNOUNCEMENT was also made that KSTP, of St. Paul, is the first broadcasting station to join the movement which is nearing the end of its first year. The Cooperative Analysis of Broadcasting had its inception in a pioneer study of radio made by the Association of National Advertisers in 1929. It is the results of which were carried in a booklet entitled “The Advertiser Looks at Radio.”

As a result of the finding that advertisers knew very little, if anything, about radio, the radio committee of the A.N.A., headed by Mrs. Crossley, Inc. research organization, to make a survey of how many sets are in use throughout the country, who is listening, what programs are most popular, and what stations have largest audiences.

Much Data Collected

FROM the information collected data is now available on listening habits by sex, age, income groups and sections of the country. Through the investigation, a monthly rating of program popularity is obtained for approximately 400 leading radio broadcasters.

The work will complete its third year in February, at which time there will have been made more than one-quarter of a million personal interviews, nearly a million mentions of stations and nearly a million mentions of programs. Each year’s work is based upon 96,000 calls on American homes, the calls being scheduled so that the work is based on 168 days out of the year, the days being evenly distributed throughout the whole year.

The first year’s work was financed entirely by national advertisers. In the second year, the agency was open to agents by advertising agencies. Thirty-five leading advertisers and agencies are now participating.

WLW Adds Red

WLW, Cincinnati, which has been a mid-west outlet for the NBC, has now joined the booming network of outstanding features of the WEAF network because of its extensive coverage.

MAYOR OF RADIO CITY—S. L. “Roxy” Rothafel, director of Radio City theaters, offered the first of a series of Sunday programs by Roxy’s Mammoth Symphony from the stage of the new Radio City Music Hall Christmas Day. On New Year’s Day, Leopold Stokowski was to conduct.
THEATER UNITS OPENED

CONCEIVED in the fecund minds of Merlin Hall Aylesworth and S. L. (Roxy) Rothafel during a casual luncheon a few years ago, and carried through with Rockefeller financing, the first units of the most magnificent building enterprise in modern times—Radio City—were opened to public gaze and wonderment as the year 1932 was ushered out. The initial units are the theaters. The 70-story structure that will ultimately house the offices and studios of NBC and its parent company, RCA, is also much in evidence in Rockefeller Center, but its interior finishing is far from done and it will be spring or summer before those companies move in.

Music Hall, the colossal theater seating 6,200, designed for variety shows, was opened with gala ceremony the night of Dec. 27. Two nights later the RKO Roxy, the large motion picture theater unit, with a seating capacity of 3,700, was dedicated. Both theaters are modern in the extreme, though simplicity and comfort are the reigning motifs. Growing out of radio, indicating the intimate relationship prevailing between radio and its allied arts, the theater units furnish massive and silent but eloquent tribute to the hold that radio has upon the amusement arts.

Radio personnel, indeed, are manning these initial enterprises of Radio City. "Roxy," who is director of the theaters, earned his national reputation on the radio, though his experience in show business dates back 28 years. Erno Rapee left NBC to become musical director of Radio City, and has two symphony orchestras under him—one of 100 pieces in Music Hall and one of 50 pieces in the RKO Roxy Theater.

Mr. Rapee's staff includes Joseph Littau, for more than three years conductor at the original Roxy Theater; Charles Previn, director of the original Camel Hour on NBC-WJZ and more recently with the St. Louis Municipal Opera; Macklin Marrow, conductor and composer, and others of note.

Leon Rosebrook, staff conductor for NBC and formerly director of the Municipal Chorus School of the St. Louis Municipal Opera, is chorus director for both theaters.

In charge of the radio broadcasts from the studios in Music Hall is Leo Russoto, who served in the same capacity at the old Roxy Theater.
Mobilizing All ASCAP ‘Victims’ To Force Reasonable Royalties

Broadcasters, Hotels, Restaurants, Dance Halls, May Unite: “Educational” Material Sent

PLANS for mobilizing all of the so-called “victims” of the copyright royalty fight, as the members of the American Society of Composers, Authors and Publishers (ASCAP) are now referred to, are being prepared. The National Association of Hotels, Restaurants, and Dance Halls, it is reported, is preparing to join in this effort. Authors, including broadcasters, hotels, restaurants, dance halls and amusement parks, and other performers of music, are being forested in an effort to bring about “fair and reasonable” royalties.

Having forced a contract with broadcasters whereby they will pay vastly increased revenues for the use of copyrighted music, it is reported that ASCAP now is working out increased rates for other performers of music for profit whether it is guilty of restraint of trade. These inquiries are direct outgrowths of the controversy between broadcasters and ASCAP provoked by the new contracts allegedly forced upon the broadcasters which boost music royalties by some 300 per cent, based on present revenues.

The federal governments, it is understood, are not only studying ASCAP activities but looking into the functions of the Music Publishers Protective Association, which is made up of approximately the same group of publishers who serve on the ASCAP board, and which grants licenses in the one group and refuses in the other. These licenses are held necessary by MPPA on the ground that they are for public performance, but it is understood that the rival groups can be played off by stations having ASCAP licenses.

Double Royalty Hit

In SOME quarters it is argued that the ASCAP抬s MPPA charges a flat 25 per cent per record on ordinary music and 50 cents for restricted numbers. The suggestion here is that the 50 cent fee could be avoided if advertisers, in making transcription orders, would specify numbers on the restricted lists.

Oswald F. Schuette, director of copyright activities of the NAB, sees a great deal of merit in unifying action of all performers of copyright music against ASCAP.

Radio ASCAP Chief Source of Income;
How $1,971,000 Budget Was Divided

“Fortune” Article Recounts “Business Sentiment” Setup

Of Copyright Group; Tells How Songs are Plugged

WHITHER go the moneys that are paid into the yawnings of ASCAP? This question is partially answered in the January Fortune, which carries an article titled “How radio and every other business industry is paying out and disclosing the inner workings of America’s major copyright pool.”

The article somewhat sardonically calls radio ASCAP’s “dearest friend and severest critic,” but adds that “radio and every other outboard industry would find it difficult to understand an organization which represents such a blizzard of business and sentiment.”

Though the article may leave the impression that all is well within the society’s own ranks and that the division of spoils by its committees of songwriters and publishers is something akin to a fair appraisal in general of the society’s workings.

It shows that ASCAP’s 1931 budget amounted to $1,971,000, of which radio furnished $939,000; motion pictures, $605,000; dance halls, $135,000; hotels, $89,000; restaurants, $79,500, and parks, $114,000. Which income was expended as follows: divided among 700 authors and composers, who are classified in 14 categories according to vogue and popularity of their songs, 643,500; divided among 100 publishers, 843,500; indigent, outmoded composers, 27,500; pianists, 27,500; composers, authors and publishers, $96,600; reserve fund, $96,600, and operating expenses, $79,600.

The classifications of composers and divisions of income are done by the composers’ own committee. Thus it is a true “various blend of business and senti-ment” niners in. The article shows that the Class AA, most active and highest-paid list, included 51 writers who got $5,000 each. Among these are Irving Berlin, Rudolf Friml, George Gershwin, the estates of Victor Herbert, John Philip Sousa, et al. Class A paid some 15,000 per cent as in Al Jolson, et al. But most of these men, it is stated, get their real incomes out of productions using their songs and some, like Berlin and Kern and Donaldson and Gershwin and De Sylva, Brown & Henderson, have substantial interests in publishing houses which produce their songs.

The history of the Society is traced in detail, and the sidelights furnished on Victor Herbert and Gene Buck, who really is Edward J. Mills, who “is heading the fight against radio.” The plaint that radio has cut sheet music sales is again aired, but radio is now refusing to take the blame for a business that “started downhill before the days of broadcasting.” Radio is credited with reviving more and more old songs and, though blamed for plugging popular ones to untimely deaths, it is shown as a chief medium for promoting the popularity of songs.

“Band leaders,” says the article, “are getting on the plug bandwagon now — Rudy Vallee, Paul Whitman, Guy Lombardo, Ben Bernie, Wayne King, Guy leaf Gershwin, et al. Most of them have up-to-date business offices which publishers’ toutbeseg. The ASCAP frowns on the custom of band leaders using their programs to get in what they want but the custom persists. The system is slightly different from what it used to be. Now an orchestral leader will play a song night after night the publisher will only cut in on the song’s royalties. Just the same the elevators in broad- cast studios carry up many publishers’ hireling, daily with ten-dollar bills in their pockets ready to slip to people who will do their songs.”

Stamps on the Air

PHILADELPHIA (26) — The Radio Manufacturers Association and the American Society of Composers, Authors and Publishers (ASCAP) have arranged a tie-up on a basis which will bring the ASCAP royalty demands from such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequ-ently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.

Definite results are being realized from the campaign which ASCAP has been conducting in an effort to bring about “fair and reasonable royalty rates” from all sources. The Radio Manufacturers Association, consequently, would become a very interested party. The royalty demands on such sources will definitely affect set sales.
Department Store Features Children
Any Child Eligible to Take Part in Weekly Broadcast; Sales Prove Success of Enterprise in Cleveland

By GLEN F. RITTENBURG
Account Executive
WGAR, Cleveland

TAKE the universal appeal of children to the human heart, let those children perform before a microphone in a marketing promotion and you have a radio idea with few equals in commercial possibilities and results.

The Bailey Co., operating three department stores in Cleveland, accepted this formula compounded by WGAR merchandising department some nine months ago. Week after week, interest and value attached to the Children's Hour grow for the sponsor and the station.

Stage Set at Store
THE PROGRAM goes on the air between 10 and 11 o'clock every Saturday morning from the children's department of the downtown Bailey store. In the stage area and the fittings has been set up for the broadcast studios, and back of the footlights are seats for several hundred people, including advertising parents, relatives and friends of the participants.

A CHILDREN between the ages of 2 and 12 years is eligible to appear on the program. He or she may sing, recite, play a musical instrument or dance. But don't think considerable talent and many budding artists are discovered in these appearances, you have another gift coming. But good or not so good, the fact remains that children on the air cast an appeal over grown-ups that can't be denied.

No Rehearsals
CHILDREN qualify for these appearances by registering at the store, and there are always several hundred awaiting their turn. Some twice a week, others every other week. The first case of "stage fright" is yet to be reported. There are no rehearsals. Everything is spontaneous and natural.

Clyde Wood, WGAR favorite among Cleveland children, acts as "Uncle Clyde" and master of ceremonies. Rarely does Clyde walk down Euclid Avenue without being hailed by some alert young boy. They know and remember him just as they know and remember the Bailey store.

Each weekly program is a contest, and the radio audience votes by letter direct to the store on the best of the performers and the best act by a girl. The two winners receive certificates good for $10 in trade at any department of the Bailey store.

Sales Reflect Popularity
HUNDREDS of votes pour in weekly. Competition is keen. The boys and girls give for their votes before and after the program in a manner that would put a ward politician to shame.

A few short announcements of

PART OF CROWD of children witnessing the special WGAR "Children's Hour" program sponsored by Cleveland department store organization.

Bailey specials are sandwiched in between some of the children's acts. Records show these are business pullers. One week the luggage department was practically sold out. In a month, advertised merchandise in the bedding department was gone. Nine bicycles were sold as the result of one announcement.

But more important, these children, future citizens of Cleveland, never forget the Bailey Co. They bring their parents, relatives and friends to the store. Thousands are included in "Bailey conscious." It is interesting to note that the success of these programs has caused the idea to spread to other cities. The show is too much of a "natural" to miss as a good-will builder and sales promoter.

Three Audiences Reached by Store

THREE TYPES of listeners, each having a different appeal, are sought by WSYR, Syracuse, and Edward's Store, also of Syracuse, in a series of broadcasts just started. The three audiences are the children, young women and men.

A children's program, with a complete juvenile cast, is presented each Saturday morning from the store's auditorium. "Famous Faces," an analysis of the beauty of noted women, is offered to attract young matrons and girls. The third program, broadcast on Sunday evening, is a first-hand account of the International Hockey League contests and is intended to attract the men.

The programs were planned by E. S. Barlow, advertising manager of Edward's Store, and Howard C. Barth, general manager of WSYR.

Canada Dry Drops

CANADA DRY ginger ale, featuring Jack Benny and Ted Weems' orchestra on CBS Thursday and Sunday nights goes off the air Jan. 26. Various reports are current as to the reason why the account is going off. One is a conflict between Jack Benny and Sid Silvers. The latter acts as Benny's stooge on the programs and writes the material. Account is handled by N. W. Ayer & Son, New York. Jack Benny last week notified NBC of his willingness to accept a program on that network and NBC is now trying to sell him along with George Olsen's orchestra and Ethel Shatta, the same combination that Canada Dry featured while on the CBS network.

RMA-NAB Parley

BELIEVING that reception can be improved through elimination of "hum" said to exist in broadcast transmitters in various parts of the country, the Radio Manufacturers Association has asked the NAB to cooperate in a joint conference of engineers of the two organizations. Reports of this interference, the RMA announces, have been considered by its engineering division, which believes that cooperative measures by stations and set manufacturers can correct the conditions to the benefit of the radio listeners. The proposal will be considered at the next meeting of the NAB board.

Hearth Papers Sponsor World's Disk Programs To Aid Local Circulation

HEARST newspapers will launch an ambitious series of musical-dramatic transcription programs during the week of Jan. 1 over a large list of network stations, with the avowed purpose of boosting the circulations of each of the 17 papers. A "Broadcasting Syndicate" is handling the contract, which is reported to be for 52 weeks.

Outstanding features from the AMERICAN WEEKLY, Sunday supplement of the Hearst papers, will be dramatized. Two 15-minute periods a week will be used, the nights to be selected by local Hearst editors and advertising managers.

Programs will range from grand opera to jazz in musical backgrounds, while the drama will include murder trials, romances, historical events, and scientific achievements.

Raoul Marle, former film director now associated with World, will direct the Hearst programs. Among such celebrities as Conway Terrie, Bert Lytell, Lou Tellegen, William Garton, Paul Moni, Mary Duncan, Katherine Post, the Caesars, Charlie King, the Atwood of the Metropolitan Opera Company, Gustave Haensch will plan and direct the programs. Announcements will vary with each locality so as to feature local papers. Commercial messages will be limited to 45 seconds a minute before the program closes.

Huge Coffee Campaign Committee Is Appointed

NINE MEN comprise the committee appointed to direct the $1,000,000 cooperative coffee campaign recently authorized by the National Coffee Board of Brazil. The campaign will be handled by N. W. Ayer & Son, Philadelphia, and will use radio among other media. The new campaign comes from the Brazilian-American Coffee Promotion Committee and four from the Associated Coffee Industries of America, while Berent Friele, president of the American Coffee Corp., represents both groups.


New Radio Producer

RADIO PRODUCTIONS, Inc., a new agency offering complete production of both radio and television programs for national and local distribution, opened its offices in Los Angeles and New York to be known as "Radio Playhouse" in the Beaumont Building, 224 South Beaudry Streets, Los Angeles. The playhouse has a seating capacity of 256.
TO BRING daily British radio programs to all units of the British Empire, the British Broadcasting Corp. on Dec. 19 inaugurated an Empire service that undoubtedly represents the most elaborate use of the short-waves for regular scheduled international relay reception ever recorded.

Programs are relayed to each zone for two hours daily from Daventry, where two 20 kw. transmitters radiate them via 17 aerials on eight wave lengths to the several zones as follows:

Zone 1— Australian zone, including Australia, New Zealand, British North Borneo and the Pacific Islands; 9:30-11:30 a.m., Greenwich Time, on 11,750 and 11,865 kc.

Zone 2— Indian zone, including India, Burma, Malay States, Straits Settlements and Ceylon; 2:30-4:30 p.m., Greenwich Time, on 17,770, 11,865, 11,750, 9,585 and 9,510 kc.

Zone 3— African zone, including South Africa, East Africa, Aden, the Seychelles, certain Islands in the Indian Ocean, Malta, Cyprus and Palestine; 6 to 8 p.m., Greenwich Time, on 21,470 (day) and 5,855 and 5,835 (night) kc.

Zone 4— West African zone, including West Africa, Ascension Island, St. Helena and Falkland Islands; 8:30 to 10:30 p.m., Greenwich Time, on 6,050, 9,510 and 9,585 kc.

Zone 5— Canadian zone, including Canada, British Guiana, British Honduras, the West Indies and Newfoundland; 1 to 3 a.m., Greenwich Time, on 15,140, 9,585, 9,510 and 6,050 kc.

These programs are preponderantly British in their cultural and news aspects, and it is not believed there will be any restrictions upon their pickup and relay by non-British countries. One of the major features of the service will be its news aspects. As announced in England, the new service will be comprehensive as relates to subjects of British and colonial interest.

Ultra Modern Antenna, Vertical Radiator Type, Will Be Built for WLW

AN 820-FOOT vertical radiator antenna tower is to erected for WLW in Cincinnati, at its transmitter plant in Mason, O., according to an announcement by Powell Coodle, Jr., president of the Crosley Radio Corp., which owns and operates the station.

Officials who claim that WLW already has the broadcast range of any single station in the United States assert that the 50 kw. transmitter will carry 50 per cent farther with the new equipment. The antenna will be used with the present plant until the completion of the new $300,000 transmitter now under construction.

The new antenna tower will be furnished and erected by the Blaw Knox Co. of Pittsburg, and will cost in the neighborhood of $50,000. Joseph A. Chambers, chief technical engineer of the Crosley stations, will supervise the work.

This ultra-modern antenna tower will be 315 feet in height, and will taper uniformly from its center to points at both ends. The equipment will weigh 135 tons.

Frank D. Scott Resigns Post As RMA Counsel

Mr. Scott, former Congressman from Michigan, who was chairman of the Merchant Marine Committee during the last days of radio, resigned as legislative counsel of the Radio Manufacturers Association, Dec. 31, in order to devote more time to private law practice, particularly for broadcasting stations.

Mr. Scott has had extensive experience in the legal branch of radio. As chairman of the Merchant Marine Committee, charged with radio legislation, he was responsible for much of the present radio law and often has referred to as the "father" of radio legislation.

Frank D. Scott resigned in order to accept the criticism with state-
Contested Davis Bill Features Believed Defeated at Hearing

Omni-bus Measure Likely to Be Blocked in Senate; Radio Representatives Set Forth Objections

THAT the Davis omni-bus bill (H. R. 7716), if it passes this session, will be stripped of most of the provisions which were objectionable to broadcasting and to the Radio Commission, appears evident as a result of Senate Subcommittee hearings before the Senate Interstate Commerce Committee Dec. 22 and 23.

The bill, containing amendments sponsored by Senator Dill, of Washington, remains on the Senate calendar. The committee, however, will not consider the measure again until after the holidays, or until about Jan. 3, when it is felt certain most of the objectionable features will be corrected. The weight of business confronting the Senate prior to its sine die adjournment March 4, together with the opposition of certain members to the bill, may have the effect, however, of blocking the measure completely.

Lottery Item May Pass

SHOULD this prove the case, it may develop that the anti-lottery provision and other uncontroversial features which will be salvaged and adopted in a separate bill. Pressure has been brought by newspapers for passage of the anti-lottery provision. The Davis bill, prior to its amendment by Senator Dill, had passed the House last session.

Provisions of the measure which aroused most vigorous objections were those which would have deprived examiners entirely and force commissioners to conduct hearings, under threat of reducing the Commission's fees, any official member; empower the Commission to suspend wayward stations for alleged violation of equal-time section of the present law to make it apply to public issues as well as candidates for office; allow license revocation for minimum rates for time; prohibit studios of foreign stations in this country unless express authority is given by the Commission; amend the appellate provisions to allow appeals to federal district courts in the jurisdiction of the county where the studio is located, and other procedural changes.

Refutes Dill Charges

OBSERVATIONS of broadcasters, who asked for the hearing, were voiced Dec. 22 by Henry A. Bellows, CBS vice president and former commissioner, as chairman of the NAB legislative committee. On the same day the committee heard Louis G. Caldwell, former Commissioner Bellows, who is chairman of the American Bar Association's committee on radio law, voice his legal views on the legislation.

Duke M. Patrick, general counsel and James W. Baldwin, secretary of the National Association of Radio Broadcasters, who appeared regarding Commission phases of the measure Dec. 23. Both contended that examiners were vital in the Commission's administration of radio, and contested charges by Senator Dill that the Commission was conducting itself "like a court" and was not utilizing its time to good advantage. Senator Dill, during the hearings that in his view there was a choice between eliminating examiners, with the reasonable fees, or reducing hearings, or reducing the Commission to one member or three.

Cites Secret Revision

IN OPENING the testimony, Mr. Bellows explained that there had been some misapprehension about the measure. As the bill passed the House, he declared there were no serious objections. Broadcasters were not aware, he declared, of the additional amendments to the measure until it had been reported Dec. 13 by the committee.

"New and most alarming powers to impair the status of the stations have been given the Commission under the proposed amendment authorizing it to suspend stations as well as revoke or modify licenses, Mr. Bellows asserted, in opposing that provision. Stations, he declared, set out on faulty advice, cut out issues, and a 30-day suspension would mean termination of contracts and probably the "ruin" of certain stations. The public, moreover, he declared, would be the obvious victim, since it would be deprived of the station's service.

In the ensuing discussion on the advisability of the provision, Senator Dill said it would provide a "half-way measure" whereby delinquent stations would be "doubly" important should licenses be extended longer than the six months authorized by law. Mr. Bellows concurred in a suggestion by Chairman Couzens, of Michigan, that it be preferable to a suspension and would serve the same purpose.

Raps Political Provisions

MR. BELLOWS disclosed that an appeal to the United States Supreme Court in the KFAB Nebraska libel case is contemplated to test finally whether a station's liability in libel and slander cases. Discussing the proposed new political section of the law, he said that the proposal would impair the equality requirement to embrace public questions to be voted upon by licensees; he suggested that before the law is changed a Supreme Court ruling should be awaited. He pointed out that in several cases (California, Wood) the supreme court of that state has held stations equally liable for all words broadcast. Broadcasters are now "between the horns of a dilemma" since the federal law prohibits censorship. Senator Dill proposed an amendment of the provision which specifies that rates charged for political speakers shall not exceed regular rates for advertising purposes, pointing out that station rates vary for different classes of business. He suggested that the requirement be simply that rates charged must be published, but on this score several Senators disagreed.

As to the foreign studio provision, Mr. Bellows declared it was undesirable and confusing, to which Chairman Couzens and Senator Wheeler (D.) of Montana agreed. Senator Dill said the provision was recommended by the Commission, and was aimed at foreign stations operated in Mexico by former American broadcasters. Senator Dill discounted the similarity of provisions, asserting that Mr. Bellows was "technical" when he said it would make mandatory the procuring of special permits from the Commission for every microphone" used in covering a special event broadcast through a network over Canadian or other stations.

Examiner Supported

ELIMINATION of examiners was opposed by Mr. Caldwell, who declared they have become an integral part of Commission operation. He said examiners should be sent into the field to conduct hearings, and that much of the criticism against the Commission for failure to allow oral arguments has

(Continued on page 29)

Press Predicts Decline In Baseball Broadcasts

PREDICTING a decline in broadcasting of major league baseball games next season, the United Press declares that four clubs will broadcast their home games, five will not and seven are still undecided. A poll made by the press association discloses that among the seven undecided clubs are some of the teams that are believed certain to ban the microphone next year such as the St. Louis clubs of both the American and National Leagues and the Chicago White Sox. The National League officials adjourned their annual meeting in Nashville with a promise to tabulate a definite stand on the proposal, fostered by certain clubs and encouraged by newspaper groups, to ban broadcasting. Thus the question was left to decision of the individual clubs.

The United Press says that in the National League Boston and Chicago will continue to broadcast their home games. Philadelphia will broadcast,不说 whether New York, Pittsburgh and Brooklyn probably will not, it states, and there is a "strong possibility that the Red Sox and the Reds will stop broadcasting."

In the American League, the Chicago White Sox will continue their radio work, while New York, Philadelphia and Washington will not. "It is "probably" will discontinue, and Detroit is said to be undecided.

Several NBC Auditions Staged for Prospects

AMONG auditions for prospective commercials currently reported from New York as having been held at NBC are the following: Charis Corp., Lacey Attell and Phyllis Nickerson and string trio, Woodbury soap, Elsie Hitz, Ned Weaver and others. None of these had been audited before the NBC program board for possible use as sustaining or for sale to commercial enterprises. NBC probably will continue its plan of rotating the "A" Clubs. The "A" Club was staged by "CBS" in 1931. The "B" clubs were "SMART" and "CBS" in 1932. The "C" clubs were "CBS" in 1933. The "D" clubs were "CBS" in 1934. The "E" clubs were "CBS" in 1935. The "F" clubs were "CBS" in 1936. The "G" clubs were "CBS" in 1937. The "H" clubs were "CBS" in 1938. The "I" clubs were "CBS" in 1939. The "J" clubs were "CBS" in 1940. The "K" clubs were "CBS" in 1941. The "L" clubs were "CBS" in 1942. The "M" clubs were "CBS" in 1943. The "N" clubs were "CBS" in 1944. The "O" clubs were "CBS" in 1945. The "P" clubs were "CBS" in 1946. The "Q" clubs were "CBS" in 1947. The "R" clubs were "CBS" in 1948. The "S" clubs were "CBS" in 1949. The "T" clubs were "CBS" in 1950. The "U" clubs were "CBS" in 1951. The "V" clubs were "CBS" in 1952. The "W" clubs were "CBS" in 1953. The "X" clubs were "CBS" in 1954. The "Y" clubs were "CBS" in 1955. The "Z" clubs were "CBS" in 1956.

Net On Independent

BY SPECIAL arrangement with NBC, CBS, Fox and Mutual, the output of three-weekly programs over the NBC-WJZ network is being broadcast in the West. The new station, WAGA, is on the CBS outlet, and now without regular chain affiliation. The Standard Oil program, featuring Groucho and Chico, other programs, could not be handled over WRC, which is a basic NBC-WEAF network outlet.

January 1, 1933 • Broadcasting
Agencies and 1933

IF THERE are any people in broadcasting who are still dubious about the new year’s prospects, we commend to their attention the reassuring expressions from advertising agencies as published in the symposium in this issue. All accept radio as a proved advertising medium. One tells us it has proved itself in bad times as well as good; another asserts positively that all his agency’s 1932 radio clients remained on the air through 1933 and adds that others, including new advertisers, are considering radio; still another looks to 1933 for a “general settling of a matured industry into a practical groove.”

The Network income figures, also published in this issue, and the statements of several contributors about the fine prospects for transmissions, seem to bear out the conviction that the business of broadcasting is on the up-grade. These are not merely hopeful signs but stimulating ones to all who have gone through the trying “up and down” cycles of 1932.

As if to cap the climax, we also have a statement from one of radio’s severest critics that seems to support the belief that program and commercial technique will right itself without interference from the government or from the irremovable reformers. Recalling Rep. Erwin L. Davis’ barbed shafts at the radio session of the A.A.A.A. in Washington last spring, it is interesting to note this admission from him:

‘‘Until a few months ago the quantity and objectional character of radio advertising was increasing at an alarming rate. Recently there has been quite an improvement, but there is still room for improvement.’’ We agree there is always room for improvement, and if Judge Davis can discern it taking place in these trying times, it certainly will continue at an accelerated pace in the better days ahead.

Shades Of ’28

SMUG AND SERENE in their present assignments, American broadcasters apparently see no more significance in the forthcoming North American Conference than they did in the developments that led to the wholesale reallocation of 1928. Yet that conference may affect the operating assignment—indeed, the very existence—of any number of stations in this country.

When Duke M. Patrick, general counsel of the Radio Commission, testified the other day before the Senate Committee on Interstate Commerce, he made the assertion that “we are coming to a time when a reallocation will be necessary.” This is alarming. He referred undoubtedly to the changes that may be wrought, perforce, by the North American Conference to be called probably this spring.

Anybody’s frequency is at stake at that conference, for anything can happen when the nations begin bartering wave lengths. That is really the purpose of the conference. Mexico and Cuba, and perhaps even Canada, though its demands would seem to have been satisfied by the revised agreement of last spring, still want wave lengths. They may not be satisfied with the longer wave channels below 550 kc, if indeed those channels are made available by a conclusion to widen the broadcast band.

They may want some of the waves already assigned in this country. The aX may fall anywhere, for at present the United States and Canada have divided all the 96 available frequencies. If our neighbors persist in their demands, a new juggling of the waves left to the United States will be necessary, powers may have to be readjusted and time assignments may be changed. Inevitably, more stations will lose than benefit. It behooves every broadcaster to watch our North American wave problem with a keen eye.

Listener Insurance

OUT IN DETROIT listeners are getting a practical radio education—all because Leo Fitzpatrick, able director of WJR, had his “Irish” worked up by repeated attacks on broadcasting. He decided it was his job to correct the minds of listeners “the erroneous and distorted impressions given them by other media.”

Inaugurating a series of Sunday sustaining programs which he calls “Radio Realities,” Mr. Fitzpatrick presents material facts about the industry—cold facts that answer those incessant outcries, all too often selfishly inspired, about “too much advertising on the air,” etc. He told his audience that the figures show that, in the average station schedule of 18 hours, only 41 minutes of advertising is presented, whereas the newspaper to be successful must have at least 70 per cent advertising.

Mr. Fitzpatrick sets a good example for all stations. The reaction he has received convinces him that a few more broadcasts of this kind will completely turn the attitude of the audience in favor of the earnest efforts of the broadcasters. It may turn out to be to their reasonable demands. The same information is easily obtainable by other broadcasters. The NAB is prepared to supply it.

The industry could stand a few more “Fightin’ Irish.”

The RADIO BOOK SHELF

A NEW bibliography of government publications on radio subjects just issued by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce lists the following, which may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at the prices quoted; all of these publications have been announced or reviewed in Broadcasting as they appeared:


Broadcast Advertising in Europe. Trade Information Bulletin No. 787. 10 cents.

Broadcast Advertising in Asia, Africa, Australia, and Oceania. Trade Information Bulletin No. 799. 10 cents.


Commercial and Government Radio Stations of the United States (June 30, 1931). Annual. 20 cents.


Radio Service Bulletins (monthly corrections to Commercial and Government Radio Stations). 5 cents per copy, 25 cents per year.


“RADIO ROUND-UPS” titles the first full volume devoted to radio stars ever published. Compiled by Myron Slager and Joseph Gurman, the 109-page volume contains pen-and-ink drawings of more than 150 microphone celebrities with sidelight paragraphs on the artists. The volume is published by Lothrop, Lee & Shepard Co., Boston, $1. The authors make acknowledgment of the “invaluable assistance and whole-hearted cooperation” of A. A. Sorensen of NBC and Paul W. White of CBS.

AN ELEMENTARY textbook on television has been written by A. Frederick Collins in “Experimental Television” (Lothrop, Lee & Shepard Co., Boston; $2.50). The author describes in sequence a large number of experiments that demonstrate the principles of television so that a reader who is entirely unacquainted with the technique of visual broadcasting may understand just how transmitters and receivers are made and work. The scanning-disk method is selected from among the various systems because it is in widest use.

MEANS by which a retailer, wholesaler or manufacturer may determine the approximate sales of any commodity for any area from the Retail Distribution Census data are outlined in a brochure just published by the U. S. Census Bureau entitled “How to Use Commodity Sales Data.” It is available without cost from the Bureau.

“MERCHANDISING Radio to Dealers” titles a newly issued supplement to the “Broadcast Advertising, Volume II” published last year by NBC. The supplement has been distributed by E. P. H. James, NBC sales promotion manager.

Published Semi-Monthly by BROADCASTING PUBLICATIONS, Inc.

National Press Building Washington, D. C.

Metropolitan 1022

www.americanradiohistory.com
We Pay Our Respects to—

PAUL W. MORENCY

FROM THE WEALTH of experience he gained as field service manager of the NAB, "Fritz" Morency came to know the radio industry with an intimacy shared by few other persons. It was his task in the field to meet broadcasters in their studios, to travel with them in groups in their home bailiwicks, to impress upon them the practical ideal of organization and solidarity—in a word, to persuade them to join the NAB, or, being members, to work for the common cause.

How well he did his work is well known to practically every important broadcasting executive. Whatever one thinks of the old managerial regime in the NAB, he loses no regard for this able, personable and very bright young man who spent practically all of his time "on the road" in the interests of the organization. He did a job of building membership that even the present efficient organization might well emulate.

"Fritz" was a young Morency's ready grasp of radio's essential problems, his capacity for work and his likeable personality that impelled the owners of WTIC, Hartford, of the Travelers Insurance Co., to invite him to become general manager of that station when it went to 50 kW on Dec. 1, 1929. He was only 30 when he accepted the post—one of the youngest executives in any major American broadcasting station.

In the three years since he took over the management of WTIC, "Fritz" Morency has developed the clear channel WTIC into one of the outstanding radio institutions in New England. It is a frequent originating point for NBC network programs. Some of its local program features, notably its radio cooking school, are the most successful ever devised. WTIC is one of the keys of the recently-formed New England network of five leading stations that also belong to the NBC WEAF network. Mr. Morency was one of the prime movers in the organization of this regional network.

Nor has he ever lost his interest in the NAB. He has cooperated wholeheartedly in its building. He became a director and in 1931-32 served as its vice president. He was chairman of its copyright committee in the ill-fated negotiations with AARF. His clear, succinct report on those negotiations to the St. Louis convention of the NAB revealed the delicacy of the task which confronted that committee.

"Fritz" Morency was born in Oak Park, Ill., Oct. 19, 1899. He was attending the Lewis Institute of Chicago when the United States entered the World War. He enlisted at once and served with the 149th Field Artillery, part of the famous 42nd or Rainbow Division. He was 18 months in overseas services.

Returning from France, he entered the University of Chicago and graduated with the degree of B.S. in 1923. He joined the Chicago Evening American's advertising department and later was placed in charge of educational advertising for that newspaper. At the time the newspaper was affiliated with KYW, and Morency was assigned to arrange a series of broadcasts relating to educational subjects. That was his first introduction to radio.

In November, 1927, he was invited by L. S. Baker, then managing director of the NAB, to become its traveling representative. He served a little over two years.

A bachelor of 33, "Fritz" Morency is sometimes called the Beau Brummell of broadcasting. Not that there is anything foppish about his attire or effete about his person. He is simply one of those highly eligible, good-looking young men who are always in social demand. His hobbies are sports, and he engages in all manner of athletic activities. He is an excellent golfer and a crack rilleman, among other sports accomplishments. He is a member of Alpha Delta Phi fraternity, Alpha Delta Phi Club of New York, University Club of Hartford and Hartford Golf Club.

January 1, 1933 • Broadcasting  

Page 17
Smash Radio Hit For Sale —

A new and sensational radio program by the producers of Chandu the Magician (Beech-Nut)-Detectives Black and Blue (Iodent)—Omar Khayyam (Diamond Brand Walnuts).

If you are an advertiser now using radio—and want to increase results—

Or if you are an advertiser not now using radio—

Or if you are an advertising agency, wondering how best to sell merchandise for your clients—at a profit—

Read This Advertisement.

We started Chandu the Magician on the air on a single radio station, August 4th, 1931. It is now being broadcast nightly on ninety-four radio stations, and has had nearly a year and a half of uninterrupted success. It is perhaps the most widely imitated program in America. "Detectives Black and Blue" is currently proving its ability to sell Iodent Tooth Paste.

Omar Khayyam" has done a spectacular job for Diamond Walnuts. We now offer another radio program which will make radio history. You don't have to guess about this program. It is recorded on electrical transcriptions—available for you to hear now.

You can have this program on the air inside of thirty days. You can start it out on a limited number of stations if you choose—on a test basis. You can continue to use it—or not—based on the results this feature actually delivers to you.

This program is different from anything that has ever been heard on radio. It is based on a big idea—rather than on a big name—or big orchestra.

It is designed for a fifteen minute broadcast, five times per week. However, it may be used three times a week.

The very title of this program will become a household word. It's that good. And as for merchandising plans, built around this program they're all thought out—worked up so you can see them—and ready for immediate use.

If you want audience mail—with evidence of purchase—this program will produce it—in quantities—anywhere in America. If you want sales—and a new, vital stimulus to salesmen—dealers—consumers—this program will deliver—and prove it—daily.

Adult appeal? This program has it. Child appeal? Plenty. In fact, it's more than just a radio program—it's a whole advertising and selling philosophy. It's a brand new idea. And if you listen to radio, you know how scarce ideas are.

It is produced by us in Hollywood, California—as are Chandu, Black and Blue, Omar Khayyam. Here we have at our command a world of talent, music, sound effects and other ingredients from which great entertainment is fashioned.

But the big thing is the idea. Again we repeat. This is a big idea—totally unlike anything ever heard on the air. Not copied, lifted, stolen, adapted or otherwise based upon anything radio has ever done.

We are not disclosing the nature of this idea—or its name—in this advertisement because we do not want to take the edge off for the advertiser who buys it by offering it widely.

We suggest that you hear it yourself. Put it on the air. Test it. No mail and sales response. Then you be the judge.

This program may be used locally—sectionally—or nationally. The price must be satisfactory to you—or no deal will be made. There will be no difficulty in arranging terms with any interested advertiser or agency.

Wire or write to our nearest office. Full information will be sent to you. Inquiries will be handled in the order in which they are received. Offer of this program is made subject to prior sale.

COL. LEMUEL Q. Stoopnagle and Bud have been signed by Paramount to appear in a full-length talkie, "International House." It goes into production early in January, shortly after the Colonel and Bud make their debut on their new summer series of half-hour programs for Portico. The sequences in which the comedians are to appear will be made in the early spring.

WANDA HAWLEY, popular during the early movie days, now conducts a weekly style chat over KOMO, Seattle.

LYLE TOMERLIN, formerly in newspaper work at Asheville, N. C., has joined the morning staff of KNX, Hollywood. The same station has also signed Frank Stever, Jr., formerly a singer with Fauntleroy and Marco, to do a once weekly sustaining program with Ben Light, pianist.

PERRY RICKS, announcer at KNX, Hollywood, has been signed to do the dialogue part in "Voodoo," an educational film to be released in January.

SYLVESTER WEAVER, Jr., formerly in the printing business, has joined the continuity staff of KFI, Los Angeles.

VIN LINDHE, Swedish concert pianist of WFAA, Dallas, has been engaged as guest conductor at the Pantages Palace Theater for a January appearance. Alice Holcomb, WFAA staff violinist, was guest artist with the Dallas Symphony orchestra in its December program.

EDWARD DUNN, staff announcer of WFAA, Dallas, was married Dec. 20 to Miss Josephine Germany, of Dallas.

MILDRED ROSE, operatic soprano, has been placed under contract to CBS artists bureau and now broadcasting over CBS network twice weekly on a sustaining basis.

MARGARET MORTON MCKAY, formerly in charge of publicity of WLS, Chicago, has joined the staff of WQAD, Moline, Illinois, as continuity writer. Harry Steele, news broadcaster of WLS, has succeeded her as publicity director of WLS.

HOLLAND ENGLE and Merle Housh, harmony team, former of KMOX, St. Louis, have joined WLS, Chicago, as continuity writers. Harry Steele, news broadcaster of WLS, has succeeded her as publicity director of WLS.

GEORGE C. BIGHGAR, WLS, Chicago, producer-director of Miss and Mrs. Program, has been added to the staff of WBBM, Chicago. Enbe has been assigned announcing duties also.

JEAN ABBEY (Mrs. Mathew Kiley) the Woman's Home Companion, has made radio history. She also has been assigned announcing duties also.

THE KENTUCKY RAMBLERS, hillbilly troupe, formerly of WOC-WHO, have joined WLS Artists, Inc., Chicago, to appear on WLS. The name has been changed to Prairie Ramblers.

IN THE CONTROL ROOM

LIEUT. COL. A. G. LEE has succeeded JAYCEE ELEFED T. Purves as chief engineer of the British Postoffice department, which regulates all British radio. Sir Thomas retired Nov. 20. He is well known in this country, having been chief British delegate to the International Radio Conference in Washington in 1927.

JESSE W. BROWN, federal radio inspector at New York, has been transferred to Chicago in the same capacity.

RAYMOND WHITTAKER, for three years supervisor of master control at WABC, New York, has joined the studio engineering staff of WOC, New York. Leonard Ohl, CBS field engineer, is now studio engineer of WMSL-WBNX, New York. The stations they join are units of the Whestone group.

RICHARD A. O'NEILL of the engineering staff of WOC, Newark, has been appointed an ensign in the U. S. Naval Reserves and assigned to communications.

ARTHUR PECK, radio technician, has been added to the engineering staff of KSTP, St. Paul.

D. R. SIMMONS, engineer of KTBS, Shreveport, La., was back at work on the station, according to a report received by the Radio Commission from Theodore Deller, acting inspector in charge at New Orleans. Mr. Simmons was 43 years old and has been active in radio around New Orleans since 1922. The report stated that Mr. Simmons was standing on a stool before the rectifier panel and was electrocuted while looking behind the panel. After the flash, he stepped down from the stool and walked about four feet before collapsing. Attempts to revive him with a pulmotor proved ineffectual.

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

66 Broad Street

New York, N. Y.

Page 18

Broadcasting • January 1, 1933

www.americanradiohistory.com
Just Suppose . . .

—that the representative of some outstanding advertising medium came to your desk and said, "Listen! I've got something, now! Here . . . you know we've had fifty thousand circulation—and you know what the rate has been. Well, we’ve pulled a Chandu. Overnight we’ve increased our circulation five times; from fifty thousand up to a quarter-million. But the rate is just the same as it was before!"

. . . wouldn’t that be GREAT?

Well, then—

—there you have a close parallel to WBT’s story. Power increased from five thousand to twenty-five thousand watts. No increase in rate. And the first indications from the tabulation of a new coverage survey point to better than ten times increase in primary coverage area! How is that for one of those “new deals” you’ve been hearing about?

• Clear Channel

25,000 Watts

• Full Time

STATION WBT

INCORPORATED

• Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

January 1, 1933 • BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS


WPFA, Dallas, reports the following new station accounts: Musterole Co., Cleburne, Texas, five 15-minute transcription weekly, through Scrivener & Co., Chicago, and World Broadcasting Co., Chicago, and World Broadcasting Co., Cincinnati; Barnett, Baton, Durstine & Osborn, New York; Peruna Co., Chicago, 22 daily 1-minute announcements, through Hearth-Seeoff, Inc., Chicago, and Scott Howe Bowen; Buick-GLOBAL-Pontiac Sales Co., Detroit, six 1-minute announcements, three times weekly, through Calkins & Detroit, and World Broadcasting System; United Air Lines, Chicago and Dallas (airline spot announcements weekly for 13 weeks, direct.

KOMA, Oklahoma City, reports the following accounts: Southwest Battery Corp., through Ray K. Glenn-Advertising, Oklahoma City; The Wessel Co., Chicago; Los Angeles Soap Co., "Chu's Caramel for the Children of Los Angeles; National Aid Life Insurance Ass'n, Oklahoma City; Oklahoma State Life, Oklahoma City; Al's Drug Co., Kansas City; International Oil Heating Co., through Lloyd & Hilt, St. Louis;! L. M. G. Co., Oklahoma City; Yellow Cab Co.; Hotel Will Rogers, Claremore, Okla.; Armour & Co., Chicago, through N. W. Ayer & Smoot, Chicago (Taurus of the Aps) through Russell C. Comer, Kansas City; Peruna Co., Chicago; Electric Motor Co., Kansas City; Cuylor & Co., Kansas City; Smokey Topless, Kansas City; Crazy Water Co., Mineral Wells, Tex.; Sol-O-Dent Laboratories, (Salol mouthwash); St. Louis; and Bowen Motor Coaches, Fort Worth.


CHAMBERLAIN Laboratories, Des Moines, Iowa, (hand lotion) is sponsoring five-minute program Friday nights over WBBM, Chicago. Programs which began Dec. 16 and runs 18 weeks, is using live talent and transcription series based on "The Origin of Superstition," and is handled by Ruth, oof & Ryan, Chicago; Monarch Motor Oil Co., Lincoln, Neb., (Barnsdall oil) "Sixpenny Stump "Telephone Entainment" transcription running 15 minutes each Friday night for 26 weeks, beginning Dec. 16; Scott Howe Bowens, Chicago, handles account. Station also reports 15-minute transcription broadcasts by Dodge Motor Car Co., beginning Jan. 2; handled by Scott Howe Bowens, Chicago. Canepa & Co., South Bend, Ind., (Red Cross macaroni, spaghetti and eggs) is switching to evening time Mondays, Wednesdays and Fridays for 15-minute periods beginning Jan. 1, using Harriet Cruise, blues singer, and Norsermen male quartet; heretofore client had been using same talent six mornings a week for 15-minute periods; handled by Edward J. Long, Chicago. Philip R. Park, Laboratories, Los Angeles, Calif., (Parkell drug product) began series of 15-minute transcriptions every other afternoon for a week for indefinite period; handled by Scott Howe Bowens.

WALGREEN Co., chain drug stores, Chicago, has scheduled for the recent Notre Dame-Southern California football game over WGN, Chicago, with Tyman manager and chief announcer, and the day and a half to the west coast to cover it. This is believed to be the longest commercial remote control ever attempted by any individual station. Line charges alone ran nearly $5,000. Sponsor mentioned many nationally advertised products it carries in stock, but these did not help bear the cost.

KSL, Salt Lake City, is now producing five programs weekly for Les Parfums Marly, Inc., New York, (perfumes). Programs which began Dec. 16 are handled by Wally Atkinson, San Francisco representative of Marly.

HOUSEHOLD FINANCE Corp., Chicago, has placed with CKOK, Waco-Dallas, a 25-week contract for a weekly quarter-hour program.


KTAT, Fort Worth; National Aid Ass'n, Oklahoma City; International Oil Heating Co., through Lloyd & Hilt, St. Louis; Bowen Air Lines, Inc., and Bowen Motor Coaches, Fort Worth; Victory-Wilson, Dallas; J. C. Allen & Sons, (cigars) Fort Worth; Hotel Jefferson, St. Louis, through Nelson-Chesna, New York; Russell C. Comer, Kansas City; Sal O-Dent Laboratories, St. Louis; Trinity Life Insurance Co.

WMAQ, Chicago, reports its stamp talk feature conducted by Ralph Kintz, the station's sponsor for the "Chandu" series by the National Life Ass'n, founded by Frank L. Clyde, was sponsored five times a week on the CBS-Doon Lee network will continue for the Los Angeles Soap Co., through ABC Network, late in December, the program over KKIJ, Los Angeles, and KDB, Santa Barbara, sponsored. It was given over to the Rio Grande Oil Co. Sponsorship west of the Mississippi. "Chandu" has for some time been taken by the Beechnut Co., Earle-Shay-Young, Los Angeles, and Calkins handles the series through World Broadcasting System.

SEMINOLE PAPER Co., Chicago, (tissues) on Dec. 13 started four 5-minute programs on KDKA, Pittsburgh, Wednesdays and Thursdays, 9:10 p.m. Paris & Pearl, New York, handles account.

STICKNEY & BOOR SPICE Co., Charlotte, Mass., (spices, etc.) on Dec. 23 started a 13-week series, Friday mornings, 9:30 a.m. through WLB, Boston, and WBEZ, Springfield, titled "Stickney's Stuffing King in the Kitchen," with organ and woman speaker. Builder & Brown- ing, Boston, handles account.


KNOW, Austin, Tex., reports the following national accounts: Interna- tional Oil Heating Co., through Lloyd & Hilt, St. Louis; Bowen Air Lines, Inc., Fort Worth; Sal-O-Dent Laboratories, Inc., Dallas; Waco-Dallas, Fort Worth; Croaker Co., San Antonio; Crazy Water Co., Mineral Wells, Tex.; Texas Mutual Life Insurance Co.

NEW ACCOUNTS reported by KFRC, San Francisco, include a twice-weekly program for Beechnut Co., and a national transcription account for the American Pop Corn Co., Sioux City.

NETWORK ACCOUNTS

CENTAUR Co., New York, (Pichter's "Little Sister" program) has started a series titled "Dr. Dick" as part of Rollins' "Household Furniture" series, in the network program, 10:15-10:30 a.m. PST, over NBC-KGO network, with KFSD, KTAR and Mountain networks. Same sponsor on Jan. 1 renews "Pages of Romance" over NBC-WJZ network, Sundays, 8:30-9 a.m., for 13 weeks. Same also renews Radio Household Institute, Jan. 13 weekly over NBC-WEAF network, with NBC network, Northwest, Southwest and Central groups; Mountain, Pacific, etc.; Young & Rubicam, New York, handles account.

E. R. SQUIBB, New York, (pharma- ceutical supplies) on Jan. 5 started with Frank Black, The Revelers and orchestra, over the basic NBC-WEAF network, Wednesdays and Fridays, 9-9:30 a.m., for 13 weeks. Account handled direct.

WESTERN CLOCK Co., La Salle, Ill., on Dec. 16 started a series sponsored by the basic NBC-WEAF network to Chicago, omitting WTIC, titled "Big Ben Dreams," one program week, each 5-5:15 p.m. through Batten, Barton, Durstine & Osborn, New York, handles account.

"Renew our contract"

"WKRC is bringing us definite results"

This message was received from an internationally known pottery concern. They had at first questioned the value of radio advertising. Would it pay? A few broadcasts convinced them it did—when they used WKRC. Inquiries increased. Sales increased.

And the contract was renewed long before its expiration date.

For years local and national advertisers have increased their inquiries and sales by using WKRC. WKRC can produce these results because it is the only local outlet for the outstanding popular Columbia Network programs—occupies a preferred position on the dial (550 Kilocycles)—operates on a full 19 hour schedule—uses 1000 watts power—is equipped with the latest Western Electric transmitter and turntables.

If you want to increase your inquiries and sales, spot a trial program on WKRC. You too will say, "Renew Our Contract."

WKRC CINCINNATI "" 1000 WATTS

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

January 1, 1933 • BROADCASTING
Good Programs Deserve EFFECTIVE MERCHANDISING

KMBG Offers Both

MIDLAND BROADCASTING CO
Kansas City, Missouri

PROSPECTS

INTERRATE AND UNION PACIFIC "Stage" Features of the Union Pacific System, Omaha, will use radio with newspapers and magazines in a campaign to be handled by Ber- mont & Holman, Cleveland, (Ohio branch).

RADIO advertising will be used along with a wilderness comic strip and car cards to advertise the prod- ucts of Builders & Margareten, Inc., New York, (malted and noodles), preparatory to the spring season.

DELALONE Co., 233 E. Ontario St., Chicago, (deplorably cream, powder, etc.) will make up lists during Janu- ary, for the advertising run in Chicago and other media. Mitchell-Faust, Dickson & Wieland, Chicago, handles account.

DR. JAYNE & DELAFIELD, Ave., Philadelphia, (proprietary medicines) is making up monthly lists including radio. E. E. Bagger is advertising manager. Frank- lin Advertising Corp., New York, has been appointed to handle a Chrysler Motor account.

MARMON MOTOR CAR Co., Indianapolis, is now including radio in the quarterly lists it makes up in January, for the advertising run in the home office. W.W. Advertising Corp., Indianapolis, handles account.


AGENCIES AND REPRESENTATIVES

RUTHAUFF AND RYAN, Inc., New York, has been appointed to handle a Chrysler Motor account for announcement during January of the new Dodge car, with its entire network of 180 stations and over 70 stations. The account is being ser- viced through Scott Howe Bowen, sta- tion representative.

ARTHUR ROTHAFEL, son of S. L. "Roxy" Rothafel, has joined the radio department of Fletcher & Ellis, New York, as a representative.

STANDARD OIL of Indiana has ap- pointed McCann-Erickson, New York, which has been handling its oil advertising, to take over its entire account as of Jan. 1.

KFOX, Long Beach, Calif., and KMB, Monroe, La., have appointed C. A. MacNaught, 59 E. Madison St., Chi- cago, as their Chicago representative.

American Advertising Agency, Tulsa, Okla., has been appointed to handle a test radio campaign for Ped- dler's Laboratories, Inc. (Vigo dog food).

MICHAEL KELLY, news announcer at KNX, Hollywood, has left the sta- tion, according to reports in Los Angeles with his father. They will operate an independent radio agency under the name of Fitzmaurice & Son.

RUTH R. ANDERSEN has joined the staff of McCaffrey and Co., Oakland, Calif., as affiliated with the radio department. As a writer of fiction she is known under the name of Rebel Anderson.

HANFF-METZGER, Inc., New York, has organized an affiliate, Hanff-Metz- ger Southern, with offices in the Peps- idor Bldg., Houston, and with Niles P. Leech in charge.

THE PEPSODENT Co., Chicago, (toothpaste and antiseptic) on Jan. 2 and 7, 12, 13, 16, 20, 23, 27, 30, 7-7:15 p.m. for eastern stations and 11:11-11:15 p.m. for western. Orchestra will be under direction of Joseph Gal- lier and Thomas, Chicago, handles account.

WILLIAM R. WARNER Co., New York, (Slonan's Incarnation) on Jan. 22 and 29, 7-7:15 p.m. for eastern stations and 11:11-11:15 p.m. for western. Orchestra will be under direction of Joseph Gal- lier and Thomas, Chicago, handles account.


BUICK OLDS-PONTIAC Sales Co., Detroit, (motors) on Jan. 7 starts 13- week series over selected NBC net- works; on Jan. 7 program will feature Hotel Waldorf Astoria orchestra, 9-10 p.m.; thereafter it will feature George Olsen and orchestra, Ethel Shutta and Gus Van, Saturdays, 9:30-10 p.m. Campbell-Ewald Co., Detroit, handles account.

LADY ESTHER Co., Chicago, (face cream and powder) on Jan. 3 renews W. A. King and orchestra for 13 weeks over special NBC-WEAF net- work, Tuesdays, 8:30-9 p.m. Stack- Gold Advertising, Chicago, handles account.

JOCUR, Inc., Chicago, (hair waves) runs on 15 radio stations over selected NBC-WJZ and supplementary networks, Sunday evenings, 13 weeks. Grace & Holliday, Detroit, handles account.

THE BARBASOL Co., Indianapolis, (Barbasol) on Jan. 9, renewing "Sing- ing Sam" on CBS, Mondays, Wednesdays and Fridays, 8:15-8:30 p.m., 52 weeks Erwin, Warde & Co., New York, handles account.


STANDARD OIL Co of New Jersey on Jan. 2 starts a 13-week schedule of "Moneymen Sketches," Mondays, 8-8:30 p.m., 18-20 weeks. Batten, Bar- ton, Durstine & Osborn, New York, handles account.


GENERAL ELECTRIC Co., New York, Dec. 23 started orchestra and Met- ter, Erwin & Co.'s "General Electric Program" over northwestern group and KFSD and KTAR added, Sundays; 5-5:30 p.m., 40 weeks. Batten, Bar- ton, Durstine & Osborn, New York, handles account.

KATE SMITH's La Palina schedule on CBS on Jan. 5 substitutes Thursdays for her Monday appearances on CBS, 6-6:30 p.m. Batten, Bar- ton, Durstine & Osborn, New York, handles account.


CARNATION Co., Milwaukee, (canned milk) starts "Carnation Contended Program" for 26 weeks on NBC-WEAF and supplementary sta- tions, Mondays, 10:10-10:30 p.m. Program will feature Morgan Eastman, Carnation Quartet, Carnation Singers and Lullaby Lady. Erwin, Wasey & Co., Chicago, handles account.

CLIQUE CLUB Co., Millis, Mass., (pinger ale) on Jan. 23 starts Harry Reer's "Cloquet Club Eskimos" for 13 weeks, Mondays, 8-8:30 p.m. over NBC-WJZ network. Program also in- cludes "Pass the Henson, A. K. Rowsell and Jimmie Brierly, Danielson & Son, Providence, R. I., handles account.

CITIES SERVICE Co., New York, on Jan. 6 renews its concert orchestra, with Jessica Dragonneau and Cava- liers quartet, over the NBC-WEAF network for one year, with KSTP, WJZ, WEBC, KOA, KDLY and St. Paul Times listeners. Lord & Thomas, New York, handles account.

WCAU in New Home

A THOROUGHLY modern 9-story build- ing is the new home of WCAU, Philadelphia, having been occupied on Dec. 26. Erected es- pecially for the WCAU Broadcasting Co. at 1622 Chestnut Street, the structure was purchased upon completion by Leon Levy, president of WCAU. It contains eight stu- dios, all other facilities of an up- to-date broadcast building including a special office for Leopold Sto- kowski, director of the Philade- lphia Orchestra. From Jan. 2 on the building will be occupied by sta- tion visitors at 8 a.m. and midnight.

JOHNSON & JOHNSON, New Brunswick, N. J., (Red Cross Trans- gidential dressings, etc.) has contract- ed with CBS for the 9:30-9:45 a.m. period, seven days weekly for 52 weeks. Program starts Jan. 15 but details have not yet been an- nounced.
HOW MANY LISTENERS?
WMAQ'S CIRCULATION PROGRAM'S THE THING
HABITS OF LISTENERS

A letter was received by Station WMAQ from an advertising agency the other day, which asked for an estimate of the number of radio listeners in WMAQ's audience. That is like asking the SATURDAY EVENING POST to estimate how many of its total circulation will see an advertisement on page 88.

An exhaustive analysis of mail received by WMAQ during the past three years has demonstrated clearly the limits of WMAQ's primary market. With that as a yardstick, there are 6,248,147 radio listeners according to the 1930 Census. This market includes more than WMAQ advertisers, as several hundred thousand radio listeners in the United States. Just how many of these six million listeners tune WMAQ, depends to a great extent upon the program.

Therefore, an advertiser has it within his own power, by creating a program of special merit and by publicizing that program, to increase his audience within the primary market of WMAQ to proportions that exceed the circulation of any national magazine.

WMAQ, by careful program building, has gone far in establishing a loyal listeners' audience that the large proportions of the radio audience are content to leave their dial set at 670 kilocycles, with the assurance that something good will come from the loud speaker.

The long list of advertisers printed in the lower right hand corner of this page, shows the type of advertisers with whom WMAQ advertisers will be associated when they come on WMAQ. Many of the programs sponsored by this list of advertisers are among the foremost radio programs in America.

These programs under commercial sponsorship, together with sustaining programs, which are, like WMAQ, located seventeen miles west of Chicago near Elmhurst, Illinois.

WMAQ offers real advertising opportunities.

HOW MANY LISTENERS?
WMAQ'S CIRCULATION PROGRAM'S THE THING
HABITS OF LISTENERS

A letter was received by Station WMAQ from an advertising agency the other day, which asked for an estimate of the number of radio listeners in WMAQ's audience. That is like asking the SATURDAY EVENING POST to estimate how many of its total circulation will see an advertisement on page 88.

An exhaustive analysis of mail received by WMAQ during the past three years has demonstrated clearly the limits of WMAQ's primary market. With that as a yardstick, there are 6,248,147 radio listeners according to the 1930 Census. This market includes more than WMAQ advertisers, as several hundred thousand radio listeners in the United States. Just how many of these six million listeners tune WMAQ, depends to a great extent upon the program.

Therefore, an advertiser has it within his own power, by creating a program of special merit and by publicizing that program, to increase his audience within the primary market of WMAQ to proportions that exceed the circulation of any national magazine.

WMAQ, by careful program building, has gone far in establishing a loyal listeners' audience that the large proportions of the radio audience are content to leave their dial set at 670 kilocycles, with the assurance that something good will come from the loud speaker.

The long list of advertisers printed in the lower right hand corner of this page, shows the type of advertisers with whom WMAQ advertisers will be associated when they come on WMAQ. Many of the programs sponsored by this list of advertisers are among the foremost radio programs in America.

These programs under commercial sponsorship, together with sustaining programs, which are, like WMAQ, located seventeen miles west of Chicago near Elmhurst, Illinois.


WOODY CLOSE, former program director of KMOX, St. Louis, has joined Mortimer W. Mears, Inc., St. Louis agency, as radio director.

KENNETH COLLINS, who recently resigned as executive vice president and director of advertising and publicity at R. H. Macy & Co., has been appointed assistant to Bernard F. Gimbel, president of Gimbel Brothers Inc. He will assume his new duties about the middle of January.

JOSEPH SAMETH, formerly business manager for a Los Angeles radio weekly, has joined Radio Productions, Inc., as president, with offices in the Beaux Arts Bldg., Los Angeles. A new department has been inaugurated in the form of the Radio Playhouse which will seat 500. It will be available to agencies and sponsors for auditions. The organization will also undertake services for stations, sponsors and artists.

Unique Schedule
AN ATTRACTIVE leaflet carrying program schedules and open time for present, now being issued weekly by WSM, Nashville, of which J. Leslie Fox is commercial manager. Copies are sent to agents and prospective advertisers.

Actions of Commission
(Continued from page 28)

 Examiner's Reports . . .
WFRM, Indianapolis, and WSBT, South Bend, Ind.—Examiner Yost recommended (Report 437; Dockets 836 and 1622) that applications for modification of license to permit simultaneous operation on 1250 ke. be denied on ground that no substantial evidence was produced to show that considerate interference would not result. WJAR and WERX, Providence, R. I.—Examiner Pratt recommended (Report 488; Dockets 1590 and 1645) that applications to increase power from 250 w. to 500 w. l.s. be denied.

WHEF, Koclusko, Minn.—Examiner Pratt recommended (Report 493; Docket 1737) that application for modification of CP to move station to Jackson, Minn., be denied.

Shortwave and Television Laboratories, et al. Boston—Examiner Pratt recommended (Report 440) denial of renewal of experimental television station WIXAV, Boston, and denial of license for experimental relay broadcasting license for WIXAL, Boston, and denial of applications for additional television station and special experimental station, on ground of stock manipulations (Dockets 441 and 1577).

KIX, Oakland, Cal.—Examiner Pratt recommended (Report 441; Docket 1577) denial of application for power increase from 560 w. to 1,500 w. d., on 850 ke., because of quota regulations.

THE RADIO COMMISSION held no regular meetings during the holiday season and will reconvene Jan. 4.

You Wouldn't Buy a Duesenberg
To Find Out If You Could Drive!

WHY BUY 50,000 WATTS TO
FIND OUT IF RADIO WILL SELL
YOUR PRODUCT?

"The Nation's Test Station" Will Solve Your Problem
for a Very Modest Investment

WCLO has built and proved four test campaigns for national advertisers in the past two months. It is now building a recorded program for a small chain. Two new programs start this month, and if the tests prove satisfactory they will go national as spot campaigns.

WCLO can save you costly experimenting by providing practical counsel based on valuable testing experience.

WCLO's Dramatic, Production, Program and Continuity Directors have been drawn from the newspaper, motion picture, and radio industry and from the stage and radio syndicates.

It costs five thousand dollars a month to operate this modern "idea factory." Here is an integral part of your advertising department ready to solve your radio problems efficiently and inexpensively.

There is no organization in the world set up as is WCLO with its Janesville Daily Gazette affiliation. These two nationally recognized progressive institutions blanket sixty cities and towns in Southern Wisconsin and Northern Illinois, the richest of Wisconsin's famous dairy and cheese centers.

Send for your free copies of the only complete and authentic radio and newspaper surveys of this market.

WLCO
THE NATIONAL ADVERTISERS' PROVING GROUND
Coca Cola Co. Sponsors Job Drive Over WCKY

A CONTRIBUTION to unemployment relief was made in Cincinnati recently when the Coca Cola Bottling Works Co., through its Coca Cola Civic Club program over WCKY, Covington, Ky., inaugurated a "Prosperity Drive."

The company found that for each additional case of Coca Cola sold it could provide 30 minutes' employment for men previously out of jobs.

The Coca Cola Civic Club, through which publicity is given to the job-making campaign, is on the air twice a week from WCKY. All civic groups, church, school, fraternal and social organizations are invited to send in club news and announcements, which are read on the program at no cost to them. Children are being given jig-saw puzzles for their help in the campaign.

So popular has this Civic Club period become that Coca Cola recently bought more time in order that all announcements might be included.

Add Newspaper List

TO THE LIST of broadcasting stations owned by or corporately affiliated with newspapers, as exclusively carried in the Dec. 15 issue of BROADCASTING, should be added KGNO, Dodge City, Kan., which is 46.4 per cent owned by J. C. Denious, publisher of the Dodge City Globe.

...EVERYWHERE...is within arm's reach via coordinated telegraph, cable and radio facilities

- Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of minutes.

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*, Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...quickly.

*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a Telegram, Cablegram or Radiogram just call "POSTAL TELEGRAPH"
or dial your local Postal Telegraph office.

Charges will appear on your local telephone bill.

...your clients, too, will be Just as Happy with WIL
WLWB, ERIE, PENNA. — within three months at its new location, produces tangible results for its advertisers.

WLWB, ERIE, PENNA. — brings more than a million people in Pennsylvania, New York and Ohio a steady flow of the better Columbia features—supplemented by programs of local and compelling interest.

WLWB, ERIE, PENNA. — has a buying audience with definite purchasing power that never had opportunity to be proved by national accounts.

WLWB, ERIE, PENNA. — must be included in 1933 schedules, if you believe intelligent advertising is the key to sales results.

1000 Watts
WLWB ERIE
BROADCASTERS Affiliated with the of PENNSYLVANIA Columbia Broadcasting System
"CONSISTENT TRI-STATE COVERAGE"
OHIO—PENNSYLVANIA—NEW YORK

WE EXTEND GREETINGS FOR A HAPPY AND PROSPEROUS NEW YEAR to EVERYONE in the WORLD'S BEST INDUSTRY.

We say "Yes Ma'am" to our Cooks

Women cooks prepare the food for the Hotel Lexington restaurants. That's why it's so delicious and wholesome. And Lexington restaurant prices, like its room rates, are sensible—55c for breakfast, 65c for luncheon and $1.00 for dinner in the main dining room.

$3 a day and up for Lexington rooms—$4 and up for two persons.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, General Manager

NBC Uses Echo Room To Make Voice Sound Hollow in Radio Drama

GREATER REALISM will be possible in the radio drama as the result of a development of the "echo room" by NBC engineers. Solving one of the big technical problems connected with the broadcasting of the human voice, the engineers are now able to add reverberation and resonance to a voice after it has entered the microphone and before it goes on the air.

For the aid of the echo room, it now is possible to present from a "dead" studio a dramatic scene in a tunnel, basement or other confining, where the normal voice has pronounced reverberation, and reproduce on the air the proper hollow sound.

This hollow reverberation, which it previously was impossible to create in the studio, is produced artificially in the echo room, a bare, soundproof chamber, approximately 12 feet square, equipped with a loudspeaker and a microphone. The loudspeaker is connected with the studio in which the program originates and the "echo" microphone leads back to the mixing panel in the original studio's control booth.

The effect is created by passing the voice of the actor in the studio into the echo room, where it reverberates between the smooth "live" walls. The echo, in turn, is picked up by the microphone and carried to the control booth where the engineer mixes it with the program coming from the studio. Naturally, the broadcasters do not place the entire pickup burden on the microphone in the echo room. The voice also is picked up by the engineer direct from the studio microphone. Just enough of the reverberation is "mixed" in to give the proper background.

RMA to Move

REMOVAL of the headquarters of the Radio Manufacturers Association from Chicago to Washington has been approved by the association's board and will be effected during January. Bond Geddes, executive vice president and general manager, will be in charge. The change is expected to make the "quicker and better administration" of the association's affairs. Mr. Geddes is well known in Washington, having served for several years as chief of the Capitol staff of the Associated Press and, prior to that, a manager of the Washington Bureau of the United Press. He also is a lawyer.

Drop Power Cases

BY MUTUAL consent of the four appellants, the high power cases involving the Radio Commission's revision of the maximum power of 50 kw. to only half of the 40 clear channels, were dismissed Dec. 14 by the Court of Appeals of the District of Columbia. The stations involved are WJZ, New York; KGO, Oakland, and WGN and WMZQ, Chicago, all denied maximum power in October, 1931, when the Commission made the high power grants under the former General Order 42 as amended. Those grants now become final.

Dates For Poor

NAMING the Salvation Army as its official charity agent, Hills Brothers Co. (Dromedy dates) has distributed thousands of packages of dates to the poor through a radio-newspaper campaign designed to unload dealers' shelves. The company offered to match each purchased package of Dromedy dates with a free package for the poor, the labels to be given to the Salvation Army. The large crop of dates this year and the prospect of developing possible future custom on dates as a food added a valuable promotional angle to this campaign, which was handled by Cecil, Warwick & Cecil, New York.

Proprietary Disks

ALL TRANSCRIPTION releases of the newly organized Proprietary Recording Service, 507 Fifth Ave., New York, will be recorded by RCA Victor Co., Camden, N. J., under an arrangement just made by Arthur L. Montague, general manager of the service, with the radio company. Victrolac compound will be used in the manufacture of the disks. The service will specialize in proprietary medicine accounts.

BOTH KSL and KDYL, rival Salt Lake City stations, are now publishing their own program weeklies, carrying schedules and news about radio performers. The former's publication is called "KSL News" and the latter's is known as "Voice of KDYL."

ASCAP Royalties

(Continued from page 12)


Emphasizing that the ASCAP license is strictly limited to compositions copyrighted by its members, Mr. Mills said it does not embrace any other compositions whatever. Many stations he added, were licensed by independent copyright owners, but he strongly urged that each station adopt as a regular policy such a routine as will result absolutely in a proper clearance in advance of the broadcasting of every copyrighted composition to be rendered.

Mr. Mills also suggested procedure to be followed by stations in ascertaining copyright ownership to prevent infringement or deliberate infringements. He offered to send to stations a specimen form upon which written records of musical compositions performed can be kept.

In the music-trade press, it is reported that ASCAP is working out a revised system of distributing to its own members the royalties collected from broadcasting, so that a separate fund will be carried and divided among composers and publishers strictly on the basis of radio performances. The plan was devised, it is stated, to meet the strenuous objections of composers and publishers to the pre-radio method of distributing profits, which is still in force.
Station-Agency Cooperation
(Continued from page 10)
50 to 62 per cent pays the customary two per cent cash discount. If all paid it, it might stimulate your collections. We recently investigated other media—magazines and newspapers—and found by far the majority pays a cash discount.

In dealing with questions of agency credit, other forms of advertising media have for many years required a financial statement from the agencies to whom they extend credit. If you are extending credit, you are entitled to similar information. We have now a standard agency balance sheet which is designed to show media owners whether or not the agency is entitled to credit and, if so, to how much. We should be very glad to have your association use that standard balance sheet, or for you individually to use it in your credit operations.

Clearing Misunderstanding
FINALLY, I should like to say a word, perhaps in repetition of what previous agency speakers have told you, about agency operations. All of them are greatly misunderstood. I know of no business just like the advertising agency, no business that has the inside workings of which are so little known.

In the first place, a visitor to an advertising agency can not find out what is going on because there is no physical evidence. Another reason why the agency is not understood is because it never signs its own work. It is passed on to the advertising medium and there you see the result. For that reason, the owners of advertising media do not appreciate what the agency does.

At the risk of being tiresome, I would like to check over what an advertising agency does. First, it has to get the business, sell the account. It may only induce the advertiser to increase his appropriation. But, by far the most time is spent attempting to find new products to advertise or new uses for old products, to find an advertising story out of which to build an appropriation. That is the selling.

After the selling, the agency must keep in constant contact with the account. It must have a man who knows what the selling problems are and is able to give the agency a complete understanding of what the advertiser is trying to do. He has the assistance of research men. This may be an extremely expensive job to find out what sort of people are using a manufacturer's product and means of finding more consumers.

After the facts have been obtained the agency goes to work on the advertising plans. If that is adopted by the advertiser, with or without changes, then the agency puts it into operation.

Once the media is selected, the plan goes to the copy department, and more and more agencies are writing radio commercials. Whether right or not, it seems to be the present trend. Then, finally, after the program has been placed, executed, the agency receives your invoice which it must check against its own orders, pass on to the client, collect its money and with its money pay you.

Two-fold Proposal
AS A FINAL word, I would like to leave with you the thought that in all our negotiations we have contracts, copyright problems, program problems and other things in common; that we should work together to make radio more productive of sales and improve radio for commercial purposes.

I believe that can be done; first, by improving and continuing to improve our sustaining and commercial programs. We will thus enlarge our audience, increase the confidence of our audience and contribute to the greater sales productivity of the commercial program. And, second, we can facilitate every step in the handling of advertising. We can do that with standard forms, with firm rates, with local and national station rates that are equal or approximately so. We can do that by recognition of qualified advertising agencies, and by watching our credits and cutting our credit losses.

But, if I can leave one thought with you that sums it up, one of the detailed points I have tried to make, it is, let us work together, your association and ours, to make radio advertising more productive in sales.

A Master Gain Control

Low Noise Level
Panel at Ground Potential
Positive Grip Knob
Negligible Frequency Error

Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db in steps of 1.5 db.

PRICES:
L-type $28.00
T-type $34.00
H-type $48.00

For Microphone Mixer Circuits

Type 652 Volume Control is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50
For complete details, address the General Radio Company, Cambridge, Massachusetts.
Applications...

December 17

WCOW, Brooklyn—CP to move transmitter to Long Island, N. Y., due to tendancy of visual signal to be beyond range of present location, effective Jan. 1, 1934. (Ex. Rep. 381) — Denied application to move transmitter to Long Island, N. Y., due to tendancy of visual signal to be beyond range of present location, effective Dec. 1, 1933.

WBCS, Chicago, III.—Grant of additional power from 150 kw. to 250 kw., to move transmitter 1 mile south 1 mile west, and 1 mile north, and 1 mile east, effective Dec. 1, 1933.

WQK, Erie, Pa.—Grant of modification of license to move transmitter from 940 to 950 mw., to use 950 mw. for 30 days, (Ex. Rep. 408) — Denied application to move transmitter from 940 to 950 mw., to use 950 mw. for 30 days, effective Dec. 1, 1933.

December 22

WJBS, St. Louis, Mo.—Modification of CP to cover new location, as move from St. Louis, Mo., to St. Peters, Mo., as requested by KFMB, San Diego, Calif., and KXEN, Seattle, Wash., effective Dec. 17, 1933.

WPGC, Washington, D. C.—Grant of modification of license to cover new location, as move from Washington, D. C., to New York, N. Y., from 1440 mw. to 1450 mw., effective Dec. 15, 1933.

Decision...

December 14

WMBO, Auburn, N. Y.—Granted authority to rebuild station which was destroyed by fire, make changes in studio and transmitter and studio to Metzall Bldg., Auburn, N. Y., effective Dec. 15, 1933.

WKKM, Bakersfield, Calif.—Grant of license covering move of transmitter locally, installing new equipment and transmitter and studio to Metzall Bldg., Bakersfield, Calif., effective Dec. 15, 1933.

WPCH, New Orleans, La.—Modification of license to cover new location, as move from New Orleans, La., to Baton Rouge, La., from 1900 mw. to 2100 mw., effective Dec. 15, 1933.

December 20

WKY, Indianapolis, Ind.—Grant of CP to move transmitter from near Clermont, Ind., to intersection of Fall Creek and extension of Keystone Ave., Indianapolis, Ind., effective Dec. 15, 1933.

WOFM, Oklahoma City, Okla.—Modification of license covering installation of new equipment, 1200 kw., 100 watts, sharing with WBDZ, 1100 mw., effective Dec. 15, 1933.

December 21

WBBN, Chicago, Ill.—Modification of license to cover new location, as move from Chicago, Ill., to Aurora, Ill., effective Dec. 15, 1933.

WGIK, Mobile, Ala.—Modification of license to cover new location, as move from Mobile, Ala., to Fairhope, Ala., effective Dec. 15, 1933.

WGBZ, Bridgeport, Conn.—Grant of modification of license to cover new location, as move from Bridgeport, Conn., to New Haven, Conn., effective Dec. 15, 1933.

WJW, Columbus, O.—Modification of license to cover new location, as move from Columbus, O., to Akron, O., effective Dec. 15, 1933.

December 24

WKDO, Louisville, Ky.—Modification of license to cover new location, as move from Louisville, Ky., to Lexington, Ky., effective Dec. 15, 1933.

December 27

WJZ, New York, N. Y.—Grant of license to cover new location, as move from New York, N. Y., to Newark, N. J., effective Dec. 15, 1933.

KWOC, St. Louis, Mo.—Grant of license to cover new location, as move from St. Louis, Mo., to St. Peters, Mo., effective Dec. 15, 1933.

December 29

WIBT, Greenville, S. C.—Grant of license to cover new location, as move from Greenville, S. C., to Spartanburg, S. C., effective Dec. 15, 1933.

KXEN, Seattle, Wash.—Grant of license to cover new location, as move from Seattle, Wash., to Portland, Ore., effective Dec. 15, 1933.

December 30

WBBM, Chicago, Ill.—Modification of license to cover new location, as move from Chicago, Ill., to Des Plaines, Ill., effective Dec. 15, 1933.

December 31

WJZ, New York, N. Y.—Grant of license to cover new location, as move from New York, N. Y., to Newark, N. J., effective Dec. 15, 1933.
Hearing on Davis Omnibus Bill
(Continued from page 13)

Patrick Lauds Examiners

VIGOROUS opposition to the elimination of examiner was expressed by General Counsel Patrick. He pointed out that the procedure of the Commission is different from that of the Interstate Commerce Commission and that it is inherently wrong for the Radio Commission to follow that procedure. Senator Dill declared that there was no intention of allowing court reviews of facts.

In a dozen years, Mr. Caldwell asserts, the Bureau has largely replaced the public platform as the forum for the debate of important issues, and has achieved a status comparable to that of the press as a means of mass communication. Declaring that the consequences of upholding the Commission's decision are far-reaching, he said that no broadcaster then would dare permit the use of his microphone to thecjleness by which he had not previously censored and found to be innocuous. "Freedom of speech and thought on important aspects will cease to exist in radio broadcasting," he declared.

Libel Case Likely

IN A SENSE parallelizing the Shuler case is the much-disputed decision of the Nebraska Supreme Court holding broadcasting stations equally liable with speakers for libel uttered over their facilities. That an attempt will be made to have this ruling reviewed by the Supreme Court is indicated in testimony before the Senate Interstate Commerce Committee on Dec. 22 by W. C. Biddle, district counsel for CBS, vice president, and chairman of the NAB legislative committee. In testifying against amendment of the libel law, as advocated by Senator Dill, (D.) of Washington, he declared that it is his belief that those who would be carried to the Supreme Court in the near future, and suggested that it would be advisable for Mr. Caldwell to await the Supreme Court's ruling before amending the present law.

Definite determination to apply for a writ of certiorari has not yet been reached in the third case, which grows out of the Radio Commission's reversal of the Appeals of its order deleting WIBO and WPCC, Chicago, in favor of WJMK, Fort Wayne, and on purely quota grounds. No question of public service was involved as between the stations, the Commission holding that it was empowered, under the Davis amendment, to delete stations in overquota states and assign their facilities to underquota states. A majority of the Court of Appeals, however, held the ruling was "arbitrary and capricious," and the station position was in error in giving to the Davis Amendment a literal interpretation.

The question of a Supreme Court review, particularly in view of the fact that the Court of Appeals was divided, currently is being taken up by the Commission with the Department of Justice. Even should the Government fail to intervene in the case, it is likely that WIBO, through its counsel, Mabel Walker Willebrandt, will carry an appeal in its own right. The lower court's decision will be the effect of safeguarding the assignments of stations in the 27 overquota states.

Thank You, Mr. Falknor •

DOOLITTLE & FALKNOR, INC.
3106-08 W. SEVENTY-FOURTH STREET
CHICAGO

December 9, 1932

Mr. J. C. Netherwood
E. R. Senior, Esq.
1358 National Press Bldg.
Washington, D. C.

Dear Mr. Netherwood:

I have waited for some time to write you regarding the very excellent service which your company has given us on various occasions, the most recent instance having been the somewhat large and difficult order which was gotten out for us during the last weekend.

As you know, circumstances beyond our control made it necessary for us to request at the last moment a very large number of photostatic copies of several important and highly technical origitues. These were produced in record time through the willingness of your company to work overtime at modest prices, and were ready for presentation tonight. Despite the rush, all copies were clear, perfect reproductions.

I must appreciate this splendid service and want to make this opportunity to thank you.

Very truly yours,

DOOLITTLE & FALKNOR, INC.

This is typical of the service rendered regularly to radio engineers and attorneys

OVERNIGHT AND HOLIDAY SERVICE

NOMINAL CHARGES

E. P. SECKER, Inc.

Photostats and Blueprints

1018 National Press Bldg., 14th and F Streets N. W.
Telephone National 1959—Day or Night
WASHINGTON, D. C.

Page 29
Commission Drops 33 in Field Force

Van Nostrand is Reinstated; Ten Inspectors Released

FORCED by economy legislation and the necessity for economizing in the Radio Division, Department of Commerce with the Radio Commission, 33 employees of the Commission’s field investigation staff have been released. The number of remaining 10 inspectors have been released. In reducing the size of his force the Commis- sioner took into consideration the necessity for saving the men for temporary positions. Simultaneously, it was announced that Rear Admiral M. E. Yarnell, former superintendents, had been reinstated and will be transferred to the New York district as an inspector. Those released pursuant to the Economy Commission’s regulations, effective Nov. 30, except where otherwise specifically indicated, are as follows:

**District No. 1—Boston:** Ralph J. Ren- ton, Jr., inspector; H. Underwood Gra- ham, Jr., inspector; D. W. Downs, clerk; Esther Oser, clerk.

**District No. 2—New York:** C. Davis Becher, Jr., inspector; Rosalie Horovitz, clerk; Louis J. Baden, clerk.

**District No. 3—Albany:** Thomas F. Johnston, Jr., inspector (effectively Dec. 31); Donald A. S. Platts, clerk; Mary A. C. Jenkins, clerk (effectively Dec. 30); Anna M. Hodgkins, clerk (effective Dec. 31).

**District No. 4—Chicago:** George Llewellyn, Jr., inspector; George Llewellyn, Jr., clerk; Ralph A. Haig, clerk; Fred L. Ross, chief inspector; John E. Griev, clerk; Joel C. Peterson, clerk; John E. Neumann, Jr., clerk; Harold E. Peterson, clerk; J. A. MacNeil, clerk.

**District No. 5—New Orleans:** Fendell B. Greaves, Jr., inspector; J. C. S. Ross, chief inspector; George B. Ross, clerk; L. S. Rosado, clerk.

**District No. 11—Los Angeles:** Mary Speasman, clerk.

**District No. 12—San Francisco:** Clemens W. Laufenberg, Jr., inspector; John L. Timm, clerks (effective May 29, 1933, upon retirement).

**District No. 13—Denver:** Glenn E. Earn- hart, acting inspector in charge.

**District No. 19—Dallas:** Theodore A. Hansen, Jr., inspector; Joseph Turner, Jr., clerk; Orpha N. C. Rice, clerk; R. Engler, Rosalie Bierderman, Julia G. Fur- der and Margaret Boho, clerks.

**District No. 20—Buffalo:** Morris K. Kunin, Jr., inspector.

**Madrid Group Back**

ACTING CHAIRMAN E. O. Sykes, Chief Engineer C. B. Jolliffe and Engineer Gerald C. Gross, of the Radio Commission, were back at their desks Dec. 25, after more than four months abroad attending the International Radio Conference at Madrid. They returned aboard the SS. Manhattan Dec. 23, accompanied by Walter Lichtens- tein, of Chicago, a delegate, H. J. Wald, Airway Division, Department of Commerce, technical advisor, and Loyd A. Briggs, of RCA.

**Ordered Deleted**

DELETION OF WERE, Erie, Pa., effective Jan. 1, was ordered by the Radio Commission Dec. 22 for an alleged 120 violations of regulations. Simultaneously, the Com- mission denied the station’s application to install new transmitting equipment a change to change corporate name from Erie Dispatch- Herald Broadcasting Corp. to Erie Broadcasters, Inc., on a bill of changes reversing Chief Examiner Yost. The station operated on 1420 kc. with 100 watts, unlimited time. Commissioner Brown dissented.

---

**The Other Fellow’s Viewpoint...**

**Real Public Service**

To the Editor of Broadcasting:

One of the most spectacular demonstrations of the effectiveness or radio broadcasting occurred here in San Diego about two weeks ago.

As you perhaps recall, the newspapers throughout the country headlined the fact that fourteen naval airplanes were caught in the fog above San Diego during Navy Day maneuvers on the evening of Oct. 27. It was estimated that the airplanes were unable to land, their fuel was run- ning low and every plan of being landed was faced with an inevitable crack-up.

The United States Fleet, Aircraft Division, immediately got in touch with KG, a unit of the Don Lee Broadcasting System, requesting that we cooperate with them in broadcasting an appeal to San Diego citizens to get into their automobiles as swiftly as possible and go to Kearny Field, adjacent to this city, and to encircle the entire field with their cars so that the headlight every marked a landing place for these fog-bound planes.

KG put this announcement on the air about seven times within a twenty-minute period, and almost immediately, 3,000 automobiles sped to Kearny Field. Through this device every naval airplane landed safely.

I do not know of another incident in the history of broadcasting where such immediate action was brought about by radio or performed such a life-saving service. This station has received official commendation from Rear Admiral H. E. Yarnell, Commander, U. S. Fleet, Aircraft Division. He says in his letter:

"In response to the announce- ments with which KGK interrupted its regular program, some three thousand citizens of San Diego drove their automobiles to Camp Kearny, where they outlined the field with their headlights, and en- abled the last of the airplanes to make a safe landing at that place."

I believe that this remarkable proof of the effectiveness of radio broadcasting will be of wide interest to all people in all broadcasting organizations.

All the newspapers which carried this story prominently mentioned the fact that the landing of the airplanes was brought about by a single radio station, which mobilized three thousand automobiles.

C. ELLSWORTH WYLIE, Manager, KG, Don Lee Broadcasting System, San Diego, Cal.

**Nov. 16, 1932.**

**“Tarzan” Record**

To the Editor of Broadcasting:

We believe the radio serial “Tarzan of the Apes” has established some sort of a record in the state of California during the past three weeks.

This act is being sponsored by the Signal Oil Company in California. A part of their marketing plans has been to offer “Tarzan” club memberships. In less than three weeks’ time more than 15,000 applications for memberships have been received by the Signal Oil Company. To become eligible for membership the applicant must have obtained a new customer for the Signal Oil & Gas Company.

The whole idea has been so tremendously popular that plans are now being discussed for the forma- tion of a national “Tarzan” club organization.

**JANSKY and BAILEY Consulting Radio Engineers**

**Commercial Coverage Surveys**

Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg., Wash., D. C.

**T. A. M. CRAVEN Consulting Radio Engineer**

Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building, Washington, D. C.

**J. C. McNARY Consulting Radio Engineer**

Directional and Non-Directional Antenna Installations.
Field Intensity Surveys.
9420 JONES MILL ROAD Passage Telephone, CHEVY CHASE, MARYLAND

**GLENN D. GILLET Consulting Radio Engineer**

Synchronization Equipment Design. Field Strength and Station Location Surveys.
Washington National Press Bldg., Washington, D. C.

N. Y. Office: Englewood, N. J.

---

**WFAA, WBAP Operate Jointly to Serve Dallas And Ft. Worth Full Time**

**JOINT OPERAION of WFAA, Dallas, and WBAP, Fort Worth, on 800 kc., using the same 50 kw. transmitter, effective Jan. 1, is an- nounced by Martin Campbell, general manager of WFAA. The new arrangement, providing full time service for the Dallas-Fort Worth area, was made possible by the action of the Radio Commission granting the Fort Worth station authority to increase its power on 50 kw. on the channel it shares with WFAA.

Simultaneously, the stations announced a joint rate card, carrying reductions of from 15 to 25 per cent from the former WFAA rates. A joint sales staff under Mr. Campbell will handle all national advertising. Programs will be placed on other station, depending upon the time desired by the advertiser. Both stations have been in operation since 1925. WFAA is owned by the DALLAS NEWS and WBAP by the FORT WORTH STAR TELEGRAM.

**WBAP, under the arrangement, will lease the transmitter of WFAA for use during the hours the Fort Worth station is on the air. The transmitter, of latest RCA design, is located 18 miles northwest of Dallas and is distant from Fort Worth. Because of the prestige of the call letters of the stations and of the newsworthiness of programs, it was decided to preserve the identity of each rather than to merge them, Mr. Campbell said. Separate studios, which is maintained in Dallas and Fort Worth. Harold Hough, "The Hired Hand," is supervisor of WBAP, and George Cranston is program director.**

---

**CLASSIFIED ADVERTISEMENTS**

**Situations Wanted**

Radio Engineer—13 years radio experience—regional and local stations since 1924. Last three years chief engineer. Address Box 67, Broadcasting.

Young lady holding first radiotelephone license desire position in broad- casting station. Experienced operator and announcer. Musical training and knowledge of foreign languages. Address Box 61, Broadcasting.

Station Manager, connection desired with station. Possesses executive ability and initiative in organizing sales ideas, aggressive, excellent personality, convin- cing—good years continuous radio ac- tivity. Thoroughly understand station requirement. Can get responsible results, collection, and finances. Previously held positions as controller, as well as with radio advertising agency. Perhaps I am the man for you. Please write Advertiser, Suite 405, 200 Broadway, New York.

Wanted to Buy

I am interested in purchasing a good 100 watt station; must be in good loca- tion; complete time schedule; equip- ment; ASCAP fee; and approximate price for outfitting. You will be held in strict confidence. Address Box 48, Broadcasting.
result largely from a shrewd selection of appropriate talent. . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE.

. . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . .

Inquiries will receive immediate attention.

*   *   *   *   *

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON    WASHINGTON    SCHENECTADY    CHICAGO
DENVER    PORTLAND, ORE.    SAN FRANCISCO    LOS ANGELES
"HIGH FIDELITY" assures maximum audience

Are you fair to your advertisers?

If so, you assure them of a maximum audience by providing facilities to reproduce their program with the best possible fidelity. If you do not you are unfair to your best friends, and unfair to yourself—for needlessly handicapping yourself in the competition for audience attention. Moreover, your old alibi, the prohibitive cost of fine equipment, no longer holds. The Type S-3 Speech Equipment has been designed particularly to provide the high-quality audio channel required to take full advantage of the increased fidelity made possible by the Velocity Microphone. It is made up of the same unit panels used in the finest studio installations—yet because of standardized manufacture it is actually less expensive than much inferior equipments which are much less flexible. This new equipment is described in Bulletin No. 26—your copy will be sent on request.