We Present Our Case...

Coverage!
New York Metropolitan area... world's richest market... 12,000,000 population within WMCA "good service" area... 3,000,000 receiving sets... that's coverage!

Programs!
A fast moving, varied program schedule in the New York tempo and manner... WMCA covers practically every event... every happening that is of interest to New Yorkers.

Personnel!
A highly trained organization of more than 75 showmen, technicians and engineers... builders of vital, attention-compelling programs.

Transmission!
New $100,000 transmission plant now in operation... located in the geographical center of Metropolitan area... two 300 foot insulated towers... grounded in salt marsh... every known device for perfect powerful transmission.

Studios!
A truly modern broadcasting plant... 18,000 square feet of modern broadcast facilities in the WMCA Building... latest type equipment... and the popular WMCA Little Theatre of the Air.

Results!
WMCA has proven through actual results for a varied clientele that New York is now one of the easiest markets in the world in which to gain a firm foothold. Let us tell you of the experiences of others.

America's Premier Regional Station
WMCA
The "Airline" to the New York Metropolitan Area

Knickerbocker Broadcasting Co. • • • Inc.
Donald Flamm, President

WMCA Building
New York City
Chicago Office
Chicago, Ill.
"We couldn't afford to discontinue WKRC"

The Cincinnati advertiser who recently made this statement had to cut down expenses somewhere. He began to watch every advertising dollar closely. And it was then that he learned just how effective WKRC was in increasing his sales—and in building "good-will" for his organization among the retail trade. He found that he couldn't afford to discontinue WKRC, and renewed his contract for another six months!

WKRC shows definite sales-results because it is the only outlet for the ever-popular Columbia Network—because it occupies a preferred position on the dial (550 kilocycles)—because it has the finest of technical equipment—and operates on a full 19 hour schedule.

If you wish to secure immediate distribution—increase your sales—build good-will among your retail outlets—spot a trial campaign on WKRC. You too will renew. You will discover you can't afford to discontinue WKRC.

WKRC Cincinnati, Ohio
1000 Watts

New York and Chicago Sales Representatives:
RADIO SALES, INC.

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

BROADCASTING • March 15, 1933
February 16, 1933

Dear Mr. Billings:

Your station has done such a magnificent job on the SOS campaign that I thought you would be interested in some specific figures.

First of all, on a schedule of 16 stations, all large network affiliated stations, KSTP brought in more inquiries enclosing carton tops than any other two stations on the schedule.

Secondly, the cost per inquiry on KSTP was the lowest on the entire schedule - being exactly 50% of the cost of the next station.

It so happened that in the Twin Cities, due to a certain local sales problem, two stations were used. In every other city only one station was used.

Here are the actual returns from January 12 to February 2 inclusive:

<table>
<thead>
<tr>
<th>Station</th>
<th>Number of Inquiries</th>
<th>Cost per Inquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSTP</td>
<td>1502</td>
<td>6¢</td>
</tr>
<tr>
<td>Station B</td>
<td>481</td>
<td>28¢</td>
</tr>
</tbody>
</table>

At less gross cost per week, KSTP brought in about 3½ times the number of inquiries, at less than 1½ the cost per inquiry.

Congratulations; you have done an excellent job.

Sincerely,

Lawrence Field
Western Manager.

Mr. Ford Billings
Radio Station KSTP
St. Paul, Minn.

---

March 15, 1933 - Broadcasting

DEFINITE PROOF . . .

that KSTP LEADS by ACTUAL RESULTS
in the TWIN CITY MARKETING AREA
. . . . . . the 9th U. S. RETAIL MARKET

KSTP
In One Year
117,332
People Paid
75¢ Each to See
This Radio Pro-
gram Broadcast

One Solid Year at
the Eighth Street Theatre
in Chicago

On March 19, 1932, WLS started to
broadcast the National Barn Dance from
the Eighth Street Theatre in Chicago.
Tickets are 75¢ per person.

When the cowbells ring the show starts.
And this cast of more than 65 WLS
Artists keeps it going till midnight.

The first show starts at 7—the second at
9:45. Even on the coldest night this
winter the house was sold out. Lower
photo shows crowd waiting for the second
show to start.

Every State in the Union Listens
to the National Barn Dance

The largest single-station radio audience in the world listens to the WLS Saturday Night
National Barn Dance. This audience reaches from Coast to Coast and from Canada to
Mexico, as proved week after week by the mail response.

The WLS National Barn Dance offers to advertisers an opportunity that is unequalled
anywhere else. If you will write or call, we shall be glad to tell you more about it.

WLS—The Prairie Farmer Station
Burridge D. Butler, President
Glenn Snyder, Manager
1230 West Washington Blvd., Chicago, Ill.
Radio Plays Major Role in Banking Crisis

By MARTIN CODEL

Facilities Are Placed at Command of Nation’s Leaders Whose Messages Prove Steadying Influence on Populace

CAUGHT in the whirlpool of the banking crisis, radio not only stayed on even keel but moved swiftly forward to place its re-Ргые and decisive role in the crisis. President Roosevelt and the new Demo- cratic administration. The last night, from the remarkable, the remarkable
broadcasts of the inauguration cer-
émonies forth, was replete with
further demonstrations of radio’s
importance as a primary medium for keeping the public from the remarkable news developments of vital interest to everyone. It was a period of wide reports on a magnificent scale, with the networks sparing no effort to provide an intensive coverage of the Washington scene.

Broadcasters throughout the country were affected by the banking holiday in the same way that
their accounts and other businesses were affected. There was a tendency, at least locally, for accounts to withdraw or suspend their time commitments, but no one feared that this was anything but a temporary expedient. The reassurances that came from President Roosevelt, Secretary Woodin and various business leaders soon dispelled all thought that the business of broadcasting, along with other business, was destined for the demit of bow-wows.

Facilities are Tendered

THOUGH SPONSORS in many cases were unable temporarily to meet their invoices, and though many stations had to delay pay-
roll and other outlays while revenue sources were paralyzed, sales and merchandising activities were pursued generally with usual vigor. Like most other enlightened business concerns, confident of a quick recovery of the national financial situation, radio extended credit freely—indeed, radio was used sub-
stantially in many cities by local
business houses to offer mer-
cantile credit extensions and to
help the public firm about the
ultimate effect of the banking crisis on individual and collective pocketbooks.

Radio’s facilities went from the radio leaders were dispatched immediately after the inauguration of President Roosevelt to assure him that his administration could command a clear “right of way” in any or all of the wave lengths upon instant demand. Representing the rank and file of broadcasters, President Alfred J. McCosker of the NAB sent the following telegram to President Roosevelt:

“It is, with great sincerity that
I assure you of the hearty
and continued cooperation of the broad-
casters of the United States
throughout your administration.
We deem it a privilege to place our facilities at your disposal whenever you desire them. We are
confident your administration will be a most successful and notable one.” Similar telegrams were also sent to every cabinet officer.

Before orders went out in net-
work headquarters to scan all
continuities to eliminate any allu-
sions to the banking situation that
might conceivably arouse fear and
unrest, Presidents Aylesworth of NBG and Paley of CBS also sent telegrams to President Roosevelt to offer their facilities without qualification. Networks stood by to clear the wires and radio channels of commercial or other programs for any presidential message or proclamation and for any information the Secretary of the Treasury might want to impart. On Sunday evening, March 12, President Roosevelt took his first advantage of these offers to de-

liver his talk on the opening of the banks the next week—a talk which both NBC and CBS carried and which probably had the larg-
est audience in radio history.

Extending his sweeping power
to radio, President Roosevelt if he chose to do so might have com-
manded the radio for the gov-
ernment as though the nation were at war, but the immediate cooperation extended by radio obviated any suggestion that such need would arise. Indeed, Mr. McCosker
was in Washington for the inaugu-
ration and thereafter ready and willing to establish, on a moment’s notice, any liaison between radio and the federal authorities that might be dictated.

Not a scrap of official information escaped the keen ear of the networks’ microphones during the last 10 days. Close contacts were established by them with the White House, the Treasury and Congress—and millions of listeners during day and night hours heard President Roosevelt’s proclama-
tions and addresses and Secretaries’ speeches to official pronounce-
ments for the first time by radio. Though radio’s speedy transmission naturally got the information to the public faster than the other medium possibly could, no attempt was made to compete directly with the press. Radio flashes were confined to official information purely, while commentators exercised extreme caution in their interpretations of developments.

The audience was almost invariably urged to read the forthcoming editions of its local newspapers for further information.

“Business as Usual”

WITHIN the radio ranks, the same calm spirit prevailed that was apparent among the American people as a whole. The byword was “business as usual.” If business hesitated, the station and network managers did not. This was an emergency into which everyone in radio threw his heart and soul, always with a supreme confidence in the wisdom of the new leaders of the American people.

In some localities the industrial and banking leaders used radio to quiet the fears of the people. This was more apparent on the part of local retailers and a few national concerns than among bankers, how-
ever. The latter, as in Michigan, where the bank holiday precipitated a national stir, preferred to remain silent and to have all news emanate from Wash-
ington. In Detroit the offers of the banks and radio stations at the disposal of the bankers were not accepted until March 8 when
the First National Bank, largest financial institution in the state, took time on WJR for a series of explanations by officers of the bank to keep the public apprised of developments. Questions and answers sent in by the public were made the subjects of interviews.

There was some danger, of course, in throwing open the microphone to all who sought time to address the people on the banking situation. Cranks with pet nostrums might excite undue fears. The obvious and natural source of news and comment, since the crisis was national, was the Washington radio. One of the interesting features of the situation was the great desire of listeners for news, usually midgets, or radios, for midgets, or radios, might be called a "cigar box" model, among business men eager to catch every scrap of news that came via radio.

Loucks Advises Caution

STATIONS and networks had many demands for time from questioners "saviors of the people." The networks at Washington established a policy of refusing time—all too eagerly sought by new members of the new Congress except to officials of the administration or their authorized spokesmen. To members of the association, Philip G. Loucks, managing director of the NAB, sent the following letter of caution:

"Recently a number of reports have reached this office regarding statements broadcast by various stations tending to disturb the confidence of listeners in banking and other financial institutions. In most cases it appears that these statements are being made by news correspondents and other speakers without the previous knowledge and approval of the station managers.

"As a measure of protection to your station against criticism or possible litigation, and also as a service to the country in restricting the output of unfounded rumors, it is strongly urged that you carefully scrutinize in advance all news-bronch speeches for the purpose of eliminating all statements which may reflect inaccurately on the position of financial institutions. When such advance scrutiny is impossible, it is suggested that you caution news commentators and speakers against giving currency to rumors which may have disastrous results both for the public and for your station."

Upward Turn Forecast

IT IS FAR too early, as we go to press, to predict with any degree of confidence what the outcome of the situation will be so far as it affects radio. It is fair to assume, along with Democratic and Republican leaders alike, however, that the binding crisis marks the lowest point in the depression. Their confidence that business will soon take a turn for the better is confirmed by leading economists and by such authorities as Virginia Babson and Dun & Bradstreet. It is felt to be confirmed by the movement toward a rise in prices, which is generally regarded as the first step toward a new prosperity.

Speaking for the National Retail Dry Goods Association, organization of 3,500 department stores and specialty shops throughout the country, Lew Hahn, president, predicted following a board meeting in New York that a wave of public buying and higher prices is likely to follow the crisis. In the New York Times he was quoted as saying:

"In a period of great business activity, such as that which preceded the crash of 1929, the general public evinces a strong preference for the things rather than for money. This means great business activity. A depression promotes caution and a complete change of psychology. People then prefer money to things and business decreases.

"The financial crisis may change this psychology again by shaking public confidence in money and leading to a strong determination to exchange money for what it may procure in things. This would mean a great wave in buying."

Covering the Inaugural

TO RETURN to the way radio itself has met its public service obligations, aside from making its services instantly available to the national leaders. The handling of the inauguration ceremonies March 4, covered more intensively than any other event in history, was

PRESIDENT'S MIKE—This is the specially designed microphone stand presented by CBS to President Roosevelt, and used by him for the first time during the inaugural ceremonies March 4. Herbert Gower, CBS director of news broadcasts, shown above, made the presentation. Outlets are provided for additional hookups and sound movies.

Sykes is Renamed, J. H. Hanley Slated For Commissioner

No Immediate Change Seen In Radio Regulation

JUDGE E. O. SYKES, of Mississippi, was reappointed to the Radio Commission on March 13 by President Roosevelt to represent the third zone. His confirmation by the Senate is expected at once, probably to be followed immediately thereafter by his election to the Commission's chairmanship.

The only remaining member of the original commission, Judge Sykes was reappointed to the third zone post, which he held continuously for six years until Feb. 23, when his term expired. He was reappointed by President Hoover, but the last Congress failed to confirm the appointment. There has never been any doubt about his reappointment because of his excellent record on the Commission and almost universal support throughout the industry. He headed the American delegation at the Madrid Conference, and will also go to Mexico City shortly as a delegate to the North American Conference.

Mr. Hanley

APPPOINTMENT of James H. Hanley, of Omaha and long an associate of Arthur F. Mullen, vice chairman of the Democratic National Committee, who served as the Roosevelt floor manager at the Democratic national convention, will probably make the unexpired term of Maj. Gen. Charles McK. Saltzman, former chairman, is expected shortly. Gen. Saltzman returned from Judge Sykes' ap

Other Changes Dim

REPORTS widely prevalent that the Commission would be abolished and radio regulations thrown under some other agency as a part of the broad reorganization plans of the Roosevelt administration, are refuted for the time being at least by the reappointment of Judge Sykes. Other changes in the Commission's membership reported during the last few weeks it was indicated in high Democratic councils, are still possible although less probable than before.
Wynn Reveals Third Network Plan of Revolutionary Caliber

Commercial Credits Limited, Press Ads Tied-In; Eastern Branch Ready to Start Operating

ELABORATE plans for a "third network", proposing to introduce revolutionary changes both in the handling of commercial programs and in network operations, have been announced March 10 by Ed Wynn, Broadway comic and prime mover of the enterprise, at a dinner ten- demered for radio leaders in New York. The first phase of the project, which was exclusively announced by Broaddies, and in the press, will begin "within 10 days," Mr. Wynn announced. The initial network will be called the Atlantic Seaboard Broadcasting Co., and will cover populous centers along the eastern seaboard from New York to Washington and on west to the Rockies.

The announced policy of the Wynn chain will be to mollify the press by limiting each network station's reply to 30 words at the beginning and end of each program, without price mention, and then to refer listeners to the sponsor's newspaper ads. Mr. Wynn disclaimed any malice toward existing networks, but declared networks were "shouted" in radio, and that his preparations are complete.

WCD A is N. Y. Key

SHOULD the first link of the project succeed, Mr. Wynn claimed he had unlimited resources from an unnamed "Detroit millionaire" believed to be Edsel Ford. The comedian has indicated that he would spend $200,000 of his own money during the trial period of 30 days following opening of the eastern link, which is being projected by the recently formed Amalgamated Broadcasting System, Inc., 581 Fifth Ave., New York.

The New York outlet for the network will be WCD A, owned by the Walter Whetstone and operated for the Wynn group, was the first to announce the station. WCD A is owned by WDEL, Wilmington, of the Mason-Dixon Group; WPEN, Philadelphia, owned by the Lit. Greenhill; WGBM, Baltimore, owned by John Elmer, and WOW, Washington, owned by LeRoy Mark.

It was made clear that all of the stations are independently owned and that all additional stations have been designed to be independent. There is no present intention of associating in the Wynn group with any other network, except with either of the nation-wide networks.

Discussing advertising, Mr. Wynn said that to some extent he was going to return some of the business that radio allegedly has taken from newspapers. The 30-word limit had been asserted, would mean a minimum of sales talk, with no mention of the sponsor or the price of the program. The closing announcements, he declared, will advise listeners to read the next day's newspapers for an announcement concerning the sponsor's product. Mr. Wynn reiterated his intention of serving as master of ceremonies during the inaugurations of the new networks.

THE LARGEST staff of commentators, announcers and technicians in radio's history—exceeding by a wide margin even the extensive setup for the Chicago political conventions last summer—was mustered by WGN for the national network organizations for the Roosevelt inauguration March 4. Dozens of pickup points were established, and they worked out from the air a total of more than eight hours on both NBC and CBS.

As broadcast nationally by the networks, the inaugural ceremonies were carried via short waves to all other countries that care to rebroadcast them. Reports from England, Germany, Hawaii, Japan and other countries indicated that much of the event was carried and that President Roosevelt's memorable message was listened to eagerly. Via the short wave facilities of WGY and KDKA, Kurt Sell, representing the Wolf News agency of Germany, broadcast from Washington to the German broadcasting system, as he regularly does.

K. Ratchiffe of the LONDON SPECTATOR was the special announcer for the British Broadcasting Corp. NBC's other commentators and announcers were: David Lawrence, William Hard, Floyd Gibbs, Anne Hard, Charles Francis, Horsley Sides, Cuthbert Sissing, Charles Lyon, Herluf Povenden, Norman Sweedser and Charles O'Connor.

Observers and reporters for NBC were Vincent Callahan, A. E. Johnson, Richard Chaplin and Vance Babb. William Burke Miller was in charge of the entire staff.

The CBS speaking staff consisted of Frederic William Wilie, Edwin C. Hill, Boake Carter, B. C. Kal- tenbronn, Ted Heffer, Don Ball, Paul Douglas, T. W. Church, Robert Trout, Lawrence Elliott, Harold Graves, and William Burke Miller, the CBS executive staff included Herbert B. Glover, Joe Donohue, Henry A. Bells and Harry Butcher, with Peter Lenz and Earl Talpinger in charge of publicity.


Early to Handle Radio Contacts at White House

CONTACTS with the White House relative to broadcasting events will be handled through Stephen Early, a former Washington newspaperman, who has been named as one of the three secretaries to President Roosevelt. Mr. Early, who resigned from Paramount News to take the White House post, has been associated with network operators and will deal with newspapers and photogenic organizations as well as newspapers and broadcasting companies.

President Roosevelt's secretarial contact with members of Congress, the Cabinet, the War Department and other officials is Marvin H. McIntyre, also a former newspaperman and one well-acquainted with radio. Weijr, Mr. McIntyre was Washington representative of the National Broadcasting Co., and after its sale to RO he became the Washington representative. Both were newspapermen in 1920 when President Harding was Assistant Secretary of the Navy.

Early to Handle Radio Contacts at White House

who will broadcast but has nothing to sell.

"I can start a nation-wide chain within 60 days, but I don't want to," Mr. Wynn explained. "I want to get any independent station in the country I want."

Mr. Wynn said he is prepared to furnish an 16-hour program schedule daily, using artists now on the air under contract. He said, that he has 270 actors, including some of the best known names in the theatrical world.

Low Rates Promised

THE AREA which would be covered by the eastern group of the network embraces 30 per cent of the purchasing power of the country, according to an Amalgamated spokesman. Consequently, he said, advertisers can buy intensive coverage at extremely low rates.

The tentative contractual relations between the proposed network with NBC stations was reported in the Feb. 1 issue of BROADCASTING, but none of the six stations, it is understood, has re-signed. The 90-day program test period will give the stations opportunity to appraise the work, after which it is intended that they shall talk definite contracts and charges.

Use of the Western Union lines represents another new departure in network broadcasting. These lines are essentially designed for Morse code, and have not been re-balanced for transmitting voice or music frequencies like A.T. & T. lines. But LeRoy Mark, owner of W. L. Washington, declared that tests during the week of March 6 failed to develop any line hum or noise in Western Union experience on telephone lines. Rates for the Western Union lines were said to be low, and below those for A.T. & T. circuits.

Studies of WCD A, as key for the network, will be in the Lutgers Building, 388 Madison Avenue, New York. Associated with Mr. Wynn in the executive end of the project are Ota Gyg and G. K. Speer and Willard J. Spenser, New York attorney.

March 15, 1933 • BROADCASTING
Parcel Post Open To Net Fan Mail

Stations May Forward Letters Unopened in Bulk Form

IN A FURTHER revision of regulations governing the handling of radio fan mail, the Post Office Department has ruled that network-affiliated stations may forward such mail, unopened, in bulk via fourth-class parcel post. Last December the department, on inquiries that upward mail might be sent unopened by express or other similar method without payment of additional first-class postage.

As in the earlier order, the department pointed out that the ruling is limited to the forwarding of audience letters from stations to network headquarters and does not cover forwarding from network to program sponsor or agency. In the latter instance the department specifies that the mail must carry additional first-class postage under the general standard governing the Post Office by Congress for the carrying of mail. The new ruling was issued Feb. 15.

To Check Service Use

IN A CIRCULAR to all postmasters, the Third Assistant Postmaster General instructed them to furnish the necessary information to all stations within the postal districts, and thereafter to advise the department as to the extent to which station Audiences use the mails for the parcel post transmission of audience letters.

The letter, containing the ruling, follows in full text:

It is understood that quantities of “Audience” or “fan” letter mail intended for advertisers or sponsors of radio broadcasting programs, addressed and delivered to local radio broadcasting stations, are, without having been opened or examined in the mail offices for delivery to the headquarters of the broadcasting stations, and are later sent to the advertisers or sponsors of the programs to which they relate.

When letters so addressed are delivered to a radio station in accordance with the address appearing thereon, and such letters addressed are remailed to addresses they are subject to a new postage charge.

The provision of the postal laws and regulations under which first-class letter mail intended for advertisers or sponsors of radio broadcasting programs, addressed and delivered to local radio broadcasting stations, are delivered to local radio broadcasting stations, are not applied under the conditions existing with respect to matter addressed addressed to a broadcasting station at the instance of the address of the addressee and there has been no actual change in the address of the addressee.

“Audience” or “fan” letter mail, intended exclusively for the personal use of radio fans, is not prejudiced by this ruling.

Adams Joins WMCA

APPOINTMENT of John T. Adams, former president of the Adams Broadcasting Service, as vice president and manager of the new WMCA radio station, was announced March 1 by Donald Flamm, president of WMCA. Mr. Adams has had a varied career in radio. For a time he was director of sound for Vitaphone, and later he was president of the Wolfsohn Musical Bureau and Hudson Radio Program Corp. In connection with Batten, Barton, Durstine & Osborn, he originated and produced the Atlantic Water Kent concerts on NBC. He is also a former vice president and director of CBS and Columbia Concerts Corp.

In NBC in San Francisco met the California bank holiday by paying all artists half salaries in currency and holding balance of salary until banking situation cleared.

ROOSEVELT. PERFECT BROADCASTER

President’s Ease in White House Debut Delights Network Technicians; Shows Interest in Setup

By DON CRAIG

Radio Editor

Washington Daily News

PRESIDENT Roosevelt made his first radio address from the White House Sunday night, March 6. And if ever there was a pleased crowd of men it was the NBC and Columbia crews that sauntered out of Pennsylvania Avenue half an hour later.

President Roosevelt is the perfect broadcaster. He knows what radio requires of him. For that matter, so did Hoover. But there was an air of consideration and informality about the White House now that is unique.

The President broadcast from the big Oval Room instead of from the Lincoln Study or the Cabinet Room used by Hoover. He smiled all over his face when he saw the microphones already set up.

"These mikes don’t look like the ones we had at Albany," he commented. One of the time-honored complaints of the engineers was the difficulty with which the mikes were balanced. "These are better," President Roosevelt nodded and smiled. And it was over.

CHESTERFIELD'S ACCOUNT GOING OFF CBS APRIL 15; ETTING REFUSES OFFER

CHESTERFIELD'S, handled by the Lennen & Mitchell Co., New York, goes off the CBS network April 15. It is currently sponsoring six programs weekly, two each of Ruth Etting, Bing Crosby and Jane Froman, with Leon Hayton’s orchestra.

Chesterfield planned to remain on the air with but one program, featuring Bing Crosby. It was reported that Miss Etting told Miss Etting about the plan but requested her to take a cut of about 40 per cent in salary. Miss Etting refused. Miss Etting’s contract expires March 30, but Lennen & Mitchell Co. is developing a deal for her to remain for two additional weeks at the contracted salary, and she agreed.

Bing Crosby is forced off the program, whether he accepts the reduced salaries or not, because he is under contract to Paramount for a motion picture. He will leave for the west coast shortly after the program suspends.

Jane Froman, a Chicago songstress, was engaged for the Chesterfield M.C. via a midnight telephone call in February. At first it was reported that Chesterfield would remain on the air without Miss Etting. But later reports were that the account decided to go off the air altogether.

150 Stations Carrying A.F.A. Advertising Talks

MORE than 160 stations in 46 states have agreed to carry the series of 150 on-the-air talks on advertising, addressed primarily to the general consumer of advertised products, initiated by the Advertising Federation of America March 7. The first talk on "Advertising-Minded America" was given by Milton Cooper, president of the A.F.A., at WFIL, Philadelphia, March 10.

The talks are being sent to stations to be read before the microphone by radio newsmen, industrial, business and advertising. Their purpose is to give the buying public a wider understanding of the functions of advertising and an appreciation of its importance as an economic force.

New Disk Comedy

THE PREMIERE of "Grownup Up," a transcription comedy serial based on the books of the late KFJ, Los Angeles, girl, each about 14 years old, was staged over KFL, Los Angeles, KPO, San Francisco, and KSL, Salt Lake City, on March 6. The feature is broadcast five times weekly, sponsored by the Los Angeles Times and Miss Bell’s brand of toilet soap. Gay Seabrook and Emerson Treacy, stage and film comedy writers, wrote the scripts. The Earls-Dewhurst Company, Inc., Los Angeles, which is placing the account, announces it will be placed on other stations when it is heard over the entire west.
WHY TOILETRIES FIND RADIO AN IDEAL MEDIUM

Broadcast Advertising Adapted to Sample Distribution; Retail Window and Counter Displays Essential

TOOTHPASTES and toilet soaps, perfumes and powders, rouge and razor blades, lipsticks and lotions, deodorants and the thousand and one preparations that cover the shelves of our bath-rooms, are a part of our wifes' dressing-tables—put them all together and it is not surprising that the toiletries business is one of our major industries.

Nor, considering the universal distribution of cosmetics and toiletry goods through the countrys drug and department stores, is it surprising that the manufacturers in this field are among the largest users of radio advertising, and among the most successful. The reason why these advertisers find radio an ideal means of reaching prospective buyers and of persuading them to try their products is explained in this general discussion of toiletries accounts. Experience has shown, however, the importance of encouraging cooperation on the part of retail outlets if maximum sales are to be attained.

MAKERS of toilet goods and cosmetics are among the oldest and largest users of radio advertising, and among the most successful. The reason why these advertisers find radio an ideal means of reaching prospective buyers and of persuading them to try their products is explained in this general discussion of toiletries accounts. Experience has shown, however, the importance of encouraging cooperation on the part of retail outlets if maximum sales are to be attained.

First on the Air

TOILET GOODS, being articles of common use, were among the first items to be advertised over the air. And, by the same token, the advertising has been in the main profitable, for it is a truism that any article in which a large part of the public is interested may be successfully advertised by radio.

Nor, with few exceptions, is this type of sponsored advertising the least profitable. The most profitable kinds are those that must be cleaned daily, winter and summer. Faces must be washed and hair shampooed, whatever the weather. Locations that are exposed to the sun and skin from the winter winds are also used to guard it from the summer sun. And, of course, those that powder their noses and touch up their lips regardless of time or place.

While this is applicable to all kinds of toiletry advertising varies with

"The source of this and the other figures concerning expenditures for broadcast time over the networks is National Advertising Records.

COMSICS AND ROMANCE

Prove a Logical and Effective Advertising Tieup For Princess Pat Programs

COSMETIC advertising over the radio has included many kinds of programs. Music of all types, frothy to the bottom of the bottle, is the most cerebral of the classics; talks on all varieties of beauty culture, by distinguished physicians, by popular artists, and by voiceless women advertising under the names of the advertised products; melodramatic mystery thrillers—every type of entertaining or educational program imaginable. Until a few months ago, however, no cosmetic manufacturer had an opportunity to tie up his product with the most fitting kind of entertainment—love and romance.

Yet what could be more logical? Women purchase and use cosmetics because they want to be beautiful. And they desire beauty because they want to be attractive to men, and especially to the man.

Series of Plays

COSMETICS and romance are inseparable in a woman's mind—or so it seemed to the makers of Princess Pat Powder. And, for a time, they considered advertising as a means of advertising their products; their first thought was to have the fundamental equation of love could be used most effectively. The answer was the "Princess Pat Pageant," a series of romantic dramas dealing with love in all times and climes, under all sorts of conditions. If the purchase were not the proper word, as each program is a complete play in itself, and the continuity does not carry over from one broadcast to the next.

The greatest care is taken in the selection of scripts to make these broadcasts unusually attractive to the feminine audience. Playwrights and authors of national reputation have been induced to write most of the plays. Equal care is used in casting and producing the dramas; in fact, no effort is spared to give the radio audience the same type of production one might expect in a first class theater.

Written for Adults

Too often program sponsors have taken literally the statement that "the average listener is about twelve years and has built their programs accordingly, with the maximum amount of blood and thunder and hoakum and with the minimum amount of logic. The programs that make the "Princess Pat Pageantes" have gone to the other extreme as far (Continued on page 24)

DISPLAY SELLS PRODUCTS

THE DISPLAY has been a huge success", Oliver Agesteen, the manager reported. "My customers no longer dash out of the store after they have eaten; they are attracted to the usual daily scene, walk over and look at their favorite radio stars, and then without any

(Continued on page 28)
Flat Fee Planned On Sustaining Disk
MPPA Scheme Would Permit Repetitions on Program

BY JOE HOFFMAN

THE MUSIC Publishers Protective Association soon will propose a new license fee scale for manufacturers of electrical transmissions to cover copyright music recorded for sustaining programs.

MPPA, it is learned, will propose a flat fee for all transmissions recorded by transcriptions for non-commercial broadcasts, to supplement the present method which constitutes a levy of 25 cents per popular song per broadcast and 50 cents per production number per broadcast. The current scale applies to both sustaining and commercial features, while the new license scale will change only the fee covering sustaining programs.

How New Fee Works

JUST WHAT the new flat fee will be has not been made known. It was indicated, however, that it would be either $5 or $10 per popular song and more for production numbers. The fee would be paid by the broadcasting station and would not be included in the transcription and would permit an unlimited number of broadcasts in a particular sustaining program, without payment of additional fees. It would mean that after the flat fee has been paid for the use of a copyrighted song in one series of programs, it could be used repeatedly for sustaining broadcasts without payment of additional fees; but should the song be used in another program series the manufacturer again would pay the flat fee.

The proposed charge is ascribed to the difficulty now experienced by MPPA in checking the number of sustaining transmission broadcasts. MPPA, consequently, has concluded that the more efficient method would be to collect for the use of the copyrighted composition for sustaining broadcasts through the flat fee, thereby discharging the MPPA of the responsibility of ascertaining the number of times the particular composition is performed.

Commercials Unchanged

IT WAS MADE clear that MPPA will not disturb its present method or scale of licensing numbers for copyrighted radio material. It has been pointed out that the new charge is a more efficient method to collect for the use of the copyrighted song and the MPPA, without the necessity of determining the number of times the particular composition is performed.

Mills Takes Road In ASCAP Behalf

Visits Stations on Copyright; NAB Works on Foundation

A THREE-WEEK junket to the Pacific coast by E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, during which he plans to interview broadcasters about the copyright situation, was the only new development along the copyright front during the last fortnight. Indicated for some time, it is understood that Mr. Mills will endeavor to solve the problem of stations and other parts of the country. In the past Mr. Mills has made periodic "surveys" in the field, consulting ASCAP attorneys en route.

While denied in the past, it is generally believed that ASCAP has engaged Ivy Lee, well-known public relations counsel in New York, to handle the publicity case of the authors and composers. Such a move was feared by the group of the ASCAP board immediately after the NAB retained Oswald F. Schuette as its director of copyright.

Meanwhile the NAB itself is marking time in its dealings with the ASCAP, as it is believed that the bargaining fairs are being whipped into shape for the incorporation of the Radio Program Foundation, definitely authorized by the NAB board at its special meeting in Washington three weeks ago. The Foundation, ultimately designed to become a wholly-owned radio music reservoir which would relieve the industry of its dependence upon ASCAP, originally was recommended by Mr. Schuette. He is in direct charge of its organization, collaborating with the law firm of Newton D. Baker, special counsel for the NAB, to whom the whole question of copyright activity has been delegated. Whether Mr. Baker will elect to take the copyright case to court or accept the invitation of ASCAP to reopen negotiations, remains undetermined.

Join Disk Concern

ED CONNE, formerly of World Broadcasting System, and Al Boushey, noted writer, have taken charge of the radio department of Columbia Phonograph Co., New York. They have been assigned the production of all transmissions. L. Minding has joined them as assistant. Messrs. Conne and Boushey have previously reported affiliation with Byers Recording Laboratories.

Heinz Tests "Tarzan"

W. J. HEINZ Co., Pittsburgh, (57 Varieties) on March 13 began test sponsorship of the "Tarzan" transmissions five times for six weeks, according to Anthony C. W. Heinz.

WARD BAKING Co., New York (bread and cakes) is preparing a series of 25 radio programs, scheduled for the months of April and May, to be originated in the form of series, sponsored by the company. The program is to start for same period March 20 over WJAR, Providence, and six other Eastern stations.

New NAB Reports

DISCONTINUANCE of the photographed news bulletin heretofore issued weekly by the NAB was announced March 11 by Philip G. Loucks, manager and secretary of its place. Mr. Loucks will send to all members a printed report covering official NAB affairs, texts of important court and other decisions and similar official material.

"When the Broadcasters News Bulletin was discontinued three years ago," Mr. Loucks stated, "there were no trade publications regularly and satisfactorily presenting copyrighted material. This condition is the result of the new field.\n\nNow this field is being adequately covered and there is no desire on the part of the association to duplicate this effort."

Mrs. Daly Signed

BEST & Co., New York department store, will sponsor talks by Mrs. Anna Roosevelt Dall, daughter of the President, over WEAF, New York, starting March 17 and continuing through April 26. She has been signed for 13 programs, Tuesdays and Fridays, 9:45-10 a.m. W. H. H. Hull & Co., New York, handles account. Mrs. Franklin D. Roosevelt has completed her series for Pond's and will not speak on sponsored programs thereafter. She received $1,000 per broadcast, all of which she devoted to charity.
Theater Man Looks at Radio Competition

By L. B. WILSON
President, WCKY, Covington, Ky.
Manager, L. B. Wilson Theatrical Enterprises

Broadcast Entertainment Held Fresher Than Screen; Room for Both Seen, Cooperation Advocated

So They Stayed Home!

IT IS 6:30 o'clock Sunday evening, at the dinner table of an average American family. Listen in with me.

JOHN: How would you like to see Eddie Cantor tonight in "The Kid from Spain"? It's running at the Grand.

MARY: Oh yes, I would like to see that. The reviews sound great.

JOHN: All right, get your hat. Let's go there early enough for him to do a dress rehearsal.

MARY: Why John Martin, you know I can't be ready by 8 o'clock. I've got to watch dishes and get dressed, and I'd have to pay a garage fee again. Sunday sure brings out the bellies and the beans.

MARY: Sunday! Why John, this is the night Eddie Cantor is on the radio, and Rubinstein. Oh, I hate to think of the program.

JOHN: Come to think of it, isn't that funny word twister Roy Atwell will do on WBBR at 9 o'clock with Fred Allen? Say, he's really funny.

MARY: Walter Winchell's on at 9:30 tonight too. You always get a kick out of him.

JOHN: And David Lawrence at ten, but I suppose you'll want to hear D. W. Griffith's Hollywood stories at that time. Seth Parker's on tonight too isn't he?

MARY: Yes, and those cute Pickens Sisters. What was that local program I told you was so good that you wanted to hear tonight on WCCC?

JOHN: Well, what's the answer?

MARY: Don't you think we might as well stay home? We'll save money and have grand entertainment too. You need some new shirts and let me see tickets $1.10 and 50 cents to Jane for watching the children, and you.

JOHN: Parking fee 35 to 50 cents; that makes $2.10. Well, that will buy me one shirt all right.

MARY: Yes, and the weather man says rain too. Well, I'll hurry with the dishes, and put the children to bed. I won't have to change my dress either. I've got to put a hem in little Anne's dress for tomorrow, but I can do that while we listen.

JOHN: Say Mary, that "Three Bakers" program you like is on tonight. I suppose we'll stay up to hear your favorite Donald Novis at 11:15.

MARY: Yes indeed. This is a good night to stay home with the radio, isn't it? And so they stayed home.

THE AUTHOR of this article is a showman of 23 years experience. His role as managing director of the four largest Covington theaters as well as president of WCKY is unique, and it obviously enables him to view radio and the theater impartially. Mr. Wilson is also president of the Cincinnati-Covington Cities Bridge Co., operating the two bridges over the Ohio river, is vice president and director of one of Kentucky's largest banks and heads various other local enterprises.

In thousands of homes there isn't even any discussion. It's just a settled routine. After dinner, the radio. The world's finest and highest-priced entertainers at no cost to those entertained.

And this entertainment can be enjoyed in perfect comfort. John can smoke his cigaret, and Mary can relax after a trying day, or maybe she wants to darn the socks or do some embroidering while listening. The show can be terminated on a second's notice, and then it's simply "turn out the lights and go to sleep." No worrying about reaching a street car or taking the long drive home in the cold.

Times Have Changed

THAT'S WHAT's happening to show business—or rather that part of it represented by the theaters, both stage and screen. Radio is successfully competing with the theater. Harper's have polled millions of persons to the radio audience, while taking millions from the theater audience.

You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theater. He may now be available for food or clothing. So the theater loses a patron and the radio gets a listener.

In previous depressions, the theater was not so badly affected. There was no radio, and people had to have something to get their minds off their worries. In one of these "uncomfortable" times it is necessary to keep up the morale of a nation, whether it is fighting a foreign foe or an economic slump. During the World War, factories and shops engaged in non-essential work were closed on "heatless" days, theaters were kept open by government order.

But radio has made the showhouse less of a necessity.

Sees Theater Comeback

WHEN BETTER times come I look for a tremendous rush back to the theater. This will be due first to the fact that people have had a long vacation from the theater, and we are hungry for stage and screen entertainment. Second, there will be a greatly-increased desire to mingle with other folks, to see other people and see what others are wearing, to leave the home where so much time has been spent for many months.

Radio is giving fresher and more lively entertainment than the stage and screen. To take Cantor as an instance once more. You can hear him every Sunday night with his newest jokes and gags. By the time a Cantor movie reaches your theater it is six or seven months old. The jokes have been told and re-told, often over the radio and sometimes by mouth-to-mouth circulation. Perhaps Cantor himself has used them in his broadcasts. By the time the picture, or the stage show, gets around it has lost much of its novelty. You must pay hard-earned money to see the show, but the new and fresh radio program, prepared just a few days before, costs you nothing.

Prizes as a Lure

IN THE THEATERS under my direction we have striven for many months past to give our patrons something they cannot obtain elsewhere. Each week some patron of the theater wins a car, besides publishing pictures of the winner standing beside the new sedan. Monday, May 20, 1935, WILSON Radio Competition had a long history and:<br/>

We have the spectacle of a poor man or woman, or a poor family, walking in their own new car. If the winner cannot afford to run a car, he can get a cash prize at once in lieu thereof.

We tie this Plymouth contest up with our radio and newspaper advertising, and tell each week who wins the car, besides publishing pictures of the winner standing beside the new sedan. Monday, May 20, 1935, WILSON Radio Competition had a long history and:

We have the spectacle of a poor man or woman, or a poor family, walking in their own new car. If the winner cannot afford to run a car, he can get a cash prize at once in lieu thereof.

On Wednesday nights we have radio stars appear in person. Audience participation is a feature of these "Talkies," but we give them personal glimpses of their local radio favorites from the various Cincinnati stations.

Friday nights are known as Hollydays. Amateur acts, which usually prove to be real entertainment and sometimes develop talent for stage and radio, are offered. For instance, Hal LeRoy, the dancing sensation of the last Follies, first appeared on one of our Hollywood布尔 bills. At that time he was chubby, rosy-cheeked Leroy Schotte, from Cincinnati, a schoolboy with none of the stage presence that he now possesses, but with plenty of pronounced dancing ability.

Harlem Night Clicks

RECENTLY we inaugurated Harlem Night at one of our theaters. This was done with some trepidation. It presented from four to six acts of entertainment by colored amateurs. After the first two Harlem Nights, we knew the presentation had clicked. The audiences roared their approval and there was quite a pickup in attendance.

All of these special attractions are in addition to the regular talking feature, news reels, short subjects and—on Friday and Saturday nights—serials.

To my mind there should be no bad blood between the theater, the newspaper and radio. Each has its own peculiar place in the American scene. And there are plenty of Americans who will support all three when the good days return.

Cooperation Holds Key

WE OUGHT, all of us in radio and in theater, to be thinking and planning ahead, building for those days which are bound to (Continued on page 24)
Bread Carries Radio Revue Tickets

Los Angeles Bakery Boosts Trade During Price War; Hi Jinks Attracts 56,500 Paid Patrons in Year

By GERALD KING
Manager, KFWB, Los Angeles

RECENTLY more than 7,500 radio operatives packed into the Shrine Auditorium in Los Angeles to see the first birthday party of the Franco Hi Jinks, the program which had been broadcasting for the preceding 52 weeks over KFWB. On the following Sunday another 7,000 fans came to see a repeat performance.

This in itself is not remarkable, although the Shrine Auditorium is the largest roofed auditorium in Los Angeles. The remarkable thing is that every person attending these Hi Jinks shows, including children, had purchased 20 loaves of a new 10-cent bread for theirほかover KFWB. The top of that fact that during the previous 12 months more than 4,000 persons have seen the Hi Jinks at weekly performances and had "paid" their way in similar fashion.

Cuts in on Theaters

TO SAY that the Franco Hi Jinks program is successful is like stating that the radio is in the middle of a depression. As a matter of fact it is so successful that the radio fraternity in and around Los Angeles are trying to find something else not so much because of the 50,000 patrons of the shows but because the Sunday night radio competition is cutting down movie attendance.

Behind such a success is usually a story, and this Hi Jinks was no exception, told because it may be of use to other stations and other radio advertisers.

The Franco American Baking Co., Los Angeles, is not a large bakery judged by some of the plants of the great national baking chains nor for that matter so far as several local competitors are concerned. For many years Franco has been in the business of supplying bread and rolls only to the restaurant trade and has been successful in building up a nice business in this line. Competing with them for this business are some 10 or 12 firms.

Early in 1931, when people really began to believe there was a depression, the restaurant business took a long, sickening nose dive. After numerous conferences, one of the Franco directors suggested trying radio.

A station representative was called in—to hear someone murmur that one of the directors had a friend who knew a friend who was in radio. The result was a weekly half-hour with two fictional characters, Bob and Harriet, an orchestra, some singers and some copy written around the “Take Her to A Restaurant” theme. The program went on for three months but with only fair results, not enough to justify its continuation, but Franco continued anyway. Joining the program, which would break to reveal a better solution to its problem.

The break came in a peculiar way. A bread war developed among the restaurants, grateful as they were to Franco for the program, began to take advantage of the program offered by Franco’s competitors. Then, the station on which the program was running had to change the hour three times in three weeks because of new chain programs.

KFWB Steps In

SOMEWHAT discouraged, Franco decided to go off the air and hand in its notice to the station. In Los Angeles the major stations have a gentleman’s agreement not to solicit accounts already on the air, but when the news reached us at KFWB we, along with several others, decided to do something and save this account.

For some time we had been making an analysis of radio programs. The revue type of broadcast was believed to be sure-fire, and we determined to sell this program to Franco. We knew it would cost about three times what Franco had been spending, but we believed the increased results would justify the expense.

We decided upon Sunday, 8 to 9 p.m., as the ideal hour. Most of our competitors broadcast church services at that time, and Sunday night a year ago was rather shy on good radio entertainment. We called the program the Sunday Nite Hi Jinks to get away from the name “frolic” usually appended to the late-hour programs and quite awful variety shows of early day radio.

Hi Jinks was adapted from the start thanks to our avoiding mistakes of similar shows. We played before an audience of about 800 people who came to a sound stage on the Warner Brothers motion picture lot. By all means if you are going to put a show of this type on the air, get a legitimate audience, not one that applies on the air. Spontaneously, because of the nature of the revue, and there is no spontaneity without an audience of more than 200 people.

The main selling idea used by Franco was to pass out applications for tickets in those restaurants which principally served the Franco product. Theoretically it is a good idea; practically it did not work. The restaurant, instead of giving applications to their customers, used them to get tickets for themselves and their friends. Naturally, Franco was delighted to have his customers at the shows, but it also saw that unless the general public got the tickets the whole plan of encouraging re- restaurant patronage would fail. Meanwhile, the problem of distributing some 800 tickets weekly among 1,000 outlets became acute because the program had doubled the number of Franco users.

Started in Retail

THEN a curious phenomenon occurred. Thousands of persons asked their grocers for the bread advertised on the Hi Jinks program. Naturally the grocer had none because the bread and rolls were sold only to restaurants. To satisfy his customers the grocer asked Franco to enter the retail bread business.

The upshot was that Franco put out a special loaf of bread selling for 10 cents and placed it in about 80 outlets, one in each large residential area. The buyer was to save the coupons inside each package and exchange them for tickets to the broadcast.

The idea was that the public buy Hi Jinks bread at 10 cents a loaf when bread wars brought the prices of bread down as low as 1 cent a loaf. For weeks no market handling Hi Jinks Bread had a loaf left after noon. Dealers clamored for the privilege of selling Hi Jinks Bread. Not until just recently, around Nov. 1, was Franco able to supply dealers with enough bread.

No Other Media Used

FRANCO is not yet the last word in radio advertising. Los Angeles had not the baking capacity for one thing. And in these times not all people are going to buy a 1-cent loaf of bread. Franco’s bread may be much cheaper. But Franco’s plant is operating 24 hours daily and at 10,000 loaves capacity, which is something that none of its competitors are doing. It is entering the second year of its Hi Jinks program and it has learned that its radio effort is producing remarkable results, for during the past year Franco has experimented with radio advertising.

Why is the Hi Jinks so successful? Briefly told: A good program idea, a good hour on a good network, and a good merchandising tieup.

I pointed out earlier that we already aimed at many of those revue type programs. Out of our analysis we drafted a few rules to govern a program of this kind. (1.) Talents must be good enough to be repeated 12 to 15 separate acts; (2.) Repeat no act or talent on the same program, although the players try to develop a master of ceremonies, for whom clever copy has been written by competent gag man. (3.) No ad billing (4.) Don’t try to describe in words, something which must be felt. Our conception of terms limited minutes.

Since this article was written originally, Franco has reached a decision to cancel its arrangement by which free tickets to see the KFWB Hi-Jinks could be secured. The reason for this was that the broadcast was “too successful.” The sponsor could not keep up with the demand for tickets without going to the expense and trouble of buying large number of tickets for the acts each week and after, all the sponsor wasn’t in the theater.

Accordingly, KFWB on Dec. 20 announced that those who had been saving bread wrappers would have to do in the Hi-Jinks tickets not later than Jan. 18.

Sponsors and the station anticipated growing rapidly around 10,000 calls for tickets to come in during the month. But by actual account it reached 35,000.

So the Hi-Jinks show continued with its Sunday night crowd and in addition the sponsors took over the Shrine Auditorium for the evenings of March 7, 8 and 9. This caught up with the 35,000 applications.

Since Jan. 18 no announcement has been made of the price of a ticket or how to get in to see the Hi-Jinks acts in person. Franco has discontinued the broadcast and will continue the audience by giving free cucucis to those who write in for them. There are no strings attached. No one must be bought; no tickets saved.

Still, with no announcements in February and March, applications have come in for tickets at a continued rapid rate and space has been “sold out” to the middle of June. That, you must admit, is some record.

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BROADCASTING • March 15, 1933

www.americanradiohistory.com

A cleared channel with outlets at Boston and Springfield, using the highest power in Massachusetts, delivers to New England the popular programs of the NBC Blue Network. Advertisers on WBZ-WBZA are always assured an audience of responsive listeners... That’s why you will find an increasing tendency on the part of local and spot broadcasters to favor WBZ-WBZA in the New England market.
since March 2nd, 1933 a NBC managed and operated station, offers the advertiser in the Washington market not only an established local audience of effective proportions but also many new listeners attracted by the outstanding programs of the NBC Blue Network. One of Washington's pioneer stations, WMAL operates full time on a frequency of 630 kilocycles with a power of 500 watts daytime and 250 watts at night. For complete details write
**Patriotic Appeal**

_Sounded by WCKY After Bank Holiday is Ordered_

"NOW, more than ever, America needs Americans!"

This line was used as a background announcement by WCKY, Covington, Ky., during the days following President Roosevelt's proclamation ordering a 3-day bank holiday.

The background was ordered as a stimulus to patriotic thought during a period of general confusion. The WCKY president, it brought many expressions of approval from business people and the general public. With some 13,000 radio stations throughout the country, co-operated in every way to bring sane and truthful statements to the banking situation to the radio public during the crisis. The thought behind the station announcement was to assure patriotic people that the nation needed calmness and sober thought, as opposed to unreasoning fear, in line with the keynote sounded by President Roosevelt.

**Making New Rules**

A NEW SET of regulations governing Canadian broadcasting, possibly including provisions limiting advertising over Canadian stations to products manufactured in Canada, or else limiting the percentage of American content of programs on Canadian stations, will be promulgated in Ottawa on or about April 1. This was announced in Parliament early this month by Alfred Duranler, Minis-

ter of Marine.

A NEW schedule of standard frequency transmissions from the U. S. Bureau of Standards station WWV, at Beltsville, Md, effective April 1, has been announced by the Bureau. Details are available on request from the Bureau of Standards, Washington.

A stenographer earning a comfortable salary and one married woman, listed as "housekeeper." Class of Contestants

**New Disk Features**

NEW transcription features reported in the making for sponsors are being recorded by World Broadcasting System for Cona Cola, by Victor for the AEON stations, and by Columbia for Barbara Gould cosmetics, (Borjou, Inc., New York) and by RCA Victor for the AEON stations, Hartford, Conn. First of a series of transcription features by Columbia Phonograph made for Barbara Gould, (Borjou, Inc., New York) and Al Boasberg joined that company, is "Night Club," to be offered for sustaining purposes, with others to be added to the list.

**Three Stations Go National in Canada**

**Government Railroad Sells To Radio Commission**

By JAMES MONTAGNES

THE FIRST nationally owned station to come under the control of the Canadian National Radio Commission, CNRA, is the 100,000-watt station at Vancouver, licensed to operate at 500 watts. These stations have been owned and operated by the Canadian National Railways since 1916. The station is viewed as the nucleus of the chain of railways stations which once numbered nearly a score and constitute the long-distance broadcasting network in the Dominion. The three stations, according to advice from the Canadian Broadcasting Act, are now in Parliament, are being taken over immediately from the government-operated railway.

The C. N. R. system of radio stations operated also from other cities, and leases on time of private broadcasting stations are understood also to have been assumed by the Commission. The network programs of the railways have been running on the carrier-current system and it is planned to use the facilities of the national railways, and some system is being worked out whereon the Canadian national programs will also be carried on these wires.

The exact sum paid for the stations has not been made public, but it is understood to approximate $50,000, which includes in the case of CNRY, station buildings on Lulu Island, near Vancouver. This sum is to be paid by the Commission during a period of 4 years, the information states, and is not to exceed the $1,000,000 voted the Commission by Parliament this year for national programs.

One of the main features of these three stations may possibly be changed, since the first three letters identified the Canadian National Railways, and the second set was especially selected for the system by the government through international negotiations with Morocco to use these letters by the international radio-telegraph regulations.

The buying of these stations by the Commission will save the rail-ways considerable money. The staffs of the stations will be retained by the Commission, the directors of the railways, E. A. Weir, having gone to the Commission some time ago.

**Service Band Ban Aroused Congress**

**Hand of Union Labor Seen Behind Adams' Order**

APPARENTLY forced by the demands of union musicians, Charles Francis Adams, while Secretary of the Navy, on Feb. 28 ordered the War Department, according to the Associated Press, to discontinue their broadcasts, which had totaled 14 hours a week over the new service bands. The President announced a furore in Congress, with debates March 2 on the House floor. The War Department, con-

**British Raps Action**

IN OPENING debate on the subject in the House Rep. Britten, D. of Illinois, opened the investigation by the House Naval Committee, berated the Navy for its action. Declaring that he was at a loss to understand why "Charlie Adams" had issued the order, he said its effect is to take from the people those musical programs for which they are paying through indirect taxation.

Re. written the principal liner will be the public while the bands will lose "this intensive practice hour which has made them valuable," said he. It is "ridiculous" that these bands, which cost the taxpayers about a million dollars a year, should not be heard outside the District of Columbia "because some one or some organization objects." He declared the broadcasting time allocated will not be filled by union musicians or any organized musical associations.

Rep. LaGuardia, H. (D.) of New York, and Rep. Stafford, R. of Wisconsin, both lame ducks. Rep. LaGuardia asserted that while he was opposed to the service bands, he did not object to the radio without pay of thousands of unemployed musicians are walking streets. He believes in a restriction of commercial broadcasting, alleging that these concerts "are sandwiched in between paid advertise-

March 15, 1933 - Broadcasting
Better Days Ahead

FEW CAN DOUBT that the Roosevelt banking holiday marked the turning point in the depression, and that the higher price levels which are already discernible mean our emergence, however gradual, into an era of better business. Advertising has a bigger part than ever to play in the recovery program—and the repeated success of radio advertising campaigns in the past unquestionably means that it will be utilized more widely than ever in the coming months and years.

Keen advertisers in many cities actually seized the occasion of the banking holiday to calm the buying public and to proffer extended credit, using radio time as well as printed space. The messages of better business must reach the public, and how else to do it than by advertising?

Radio advertisers and radio stations have nothing to fear from the Roosevelt administration by way of further restrictions that might hamstring radio advertising and station operations. It is reasonable to assume that President Roosevelt wants radio to flourish along with all other business. We know how he used broadcasting to carry his messages and other pronouncements to the American public; there is no more potent force than radio in calming the public during the critical days. Indeed, the Radio Commission's relaxation of the "broadcast day" rule showed how it sympathizes with the economic problems of the smaller stations.

Even if some accounts have pulled out in recent weeks, this is not the time to howl calamity. If we have confidence at all in the leadership of our new President, we should carry on business as usual.

Lame Duck Soup

TWO DAYS before Congress quit on March 4, Rep. LaGuardia, Republican lame duck from New York, indulged in a little political byplay in the House using radio as his theme. His cue was the order of Secretary Adams banning radio performances of the Navy and Marine bands. He made an impassioned plea in behalf of the unemployed musicians in condemning the Navy's action.

His ignorance of broadcasting was appalling. The story he told of how the networks reap profits from the sustaining programs of the service bands was not of his imagination. But his speech, we assume, was intended to be a gracious sop to Tin Pan Alley and to his East Side unionist constituents who rejected him at the last election. He is expected to go before them again in two years for another try.

WHATEVER else the new administration does with the control of radio, it is reassuring to know that Judge Sylves, Democrat, and only remaining member of the original Radio Commission, will now remain as the government's radio "anchor man." His splendid work at Madrid demonstrated that his talents cannot be substituted, especially in view of the forthcoming North American Conference, which he will attend as a delegate.

Searching for Suckers

A DELIBERATE effort to incite unrest in broadcasting ranks in connection with the forthcoming North American Conference for redistribution of wave lengths is being made. This bald attempt to inveigle stations, large and small, into divulging confidential information and service that will protect them when the "general reallocation" of broadcasting facilities comes, is denounced by the Radio Commission. In the case of smaller stations, the offer was even made to get them "improved" facilities.

No one can foretell what the North American conference will yield. It is far from certain that there will be any reallocation at all. And any attempt to inveigle stations into divulging confidential information and service that will protect them when the "general reallocation" of broadcasting facilities comes, is denounced by the Radio Commission. In the case of smaller stations, the offer was even made to get them "improved" facilities.

LECTURES delivered at the Lowell Institute, Boston, by executives of the American Telephone & Telegraph Co. and associated organizations last year have been compiled in a book under the title, "Modern Communication" (Houghton Mifflin Co., Boston; $2.75). Latest developments in television, radio, telephone, talking pictures and other forms of communication are discussed by Arthur W. Page, John E. Otisson, Ralph Brown, H. D. Arnold, Harvey Fletcher, Frank B. Jewett and Herbert E. Ives.

THE THIRD-year-book of the Institute for Education by Radio was recently published under title of "Education on the Air—1932." Copies may be obtained at $3 from the Bureau of Educational Research, Ohio State University, Columbus, O.
CONSULT "Who's Who in America", the biographical dictionary of notable people in the United States, and you will find only three lines about William David Lent Starbuck. For, despite the long and distinguished name and the fact that he has been a Federal Radio Commissioner since April, 1929.

Of the eleven men who have served on the Commission since its creation in 1927, Mr. Starbuck has been the least publicized. Yet behind the scenes in radio he has been identified with some of its most important activities, notably those of the engineering division, over which he has supervision. To him also full credit should be given for the remarkable progress made by commercial aeronautics in creating and utilizing radio facilities.

Aviation radio, with the greatest network of stations in the world, is now the busiest and one of the most successful of the industrial pursuits to which radio, other than broadcasting, has been applied.

William David Lent Starbuck has the unique qualification of being both engineer and lawyer. Since these two professional fields embrace the entire scope of the Commission's activity, he came to that industry with a well-balanced background, even though he had not previously been identified with radio.

The possibilities of aviation radio inspired Mr. Starbuck's interest shortly after he was appointed to the Commission nearly four years ago. Together with the engineers of the air transport operators and the engineers of the Commission, he worked out a highly efficient system of utilizing the severely limited number of available wave lengths to provide for maximum service and safety to commercial aviation. Subsequently, a cooperative communication organization, Aeronautical Radio, Inc., was formed.

In three years he has seen Aeronautical Radio become the communication subsidiary of all the organized air mail and passenger operators, and the project he outlined for "radioizing" all air mail lanes is more than 90 per cent complete. Aeronautical stations are located in 90 cities, acting as "dispatch points," to the air transports, and maintaining constant radiophone communication with planes in flight and between ground stations. Under these frequencies are allocated to the corporation rather than to individuals.

Mr. Starbuck was born in New York City March 23, 1886. After receiving his primary education in New York schools he enrolled in Columbia University, class of 1907, and graduated with a degree in mechanical engineering. For two years he was a member of Columbia's varsity crew. President Roosevelt and Mr. Starbuck established the engineering campus at the same time, the former having been in the Law School with the class of 1907.

Upon leaving Columbia, he engaged in various engineering pursuits. He served successively with the Bethlehem Steel Co., American Foundry Co., Ingersoll-Rand Co. and other manufacturers.

At the outbreak of the war, he enlisted and was commissioned a first lieutenant in the Ordnance Corps in December, 1917. In May, 1918, he sailed for France. Assigned to the 81st Division, which saw action in the Meuse-Argonne, he returned to this country in March, 1919.

After being honorably discharged from the Army that year, Mr. Starbuck began a consulting engineering practice in New York with a former classmate. In 1924 he joined the law firm of Ramsey, Hoguet, and in connection with that work was tutor in law and was admitted to the New York bar in 1926. He was also admitted to practice before the United States Supreme Court.

It was while he was associated with that firm that Mr. Starbuck received an appointment to the Commission by President Hoover on May 6, 1929. He is a Democrat

BEHIND THE MICROPHONE

WILLIAM FRANCIS, formerly of the Omaha-Council Bluffs, joined KOIL, Omaha-Council Bluffs, as manager of its artists bureau.

DE LA GUIRARDIERE, NBC representative in Central Europe, reported the German national elections March 5 from a Sachsenhausen Gesellschaft to the NBC-WJZ network in New York.

JOHN MCCOLLOM, former college dramatic director and experienced in legitimate stage work, has been added to the staff of WBCA, WSAW, Allentown, Pa. Mr. McCollom was also a public relations associate editor of "The Dramatist."

BILLY REPAID, popular radio reporter, joined WTOP, Washington, and has a contract to broadcast twice weekly on a coast-to-coast NBC-WEAF network from the offices of Rickenbacker Motor Car Co. Mr. Repaid entered radio via WJR in 1926.

PETER DIXON, radio columnist and author of and actor in the "Raising Junior" series, recently resumed on WOR, New York,

HUGH HIPPLE, formerly of WOC, Davenport, Ia., has been added to the announce staff of WOW, Des Moines, Ia.

MISS AUDREY COHN and William K. Thomas, Jr., better known as "Audrey and Eddie" on WBOO, Covington, Ky., were married secretly Dec. 12, 1931, it has just been revealed.

ROBERT YOUSE, formerly with various Pacific coast stations, has joined the staff of WPAW, Portland, Ore., under Kenton Martin, owner and operator of WFAA, and Martin Campbell, general manager of WFAA, was named public relations director.

M. H. AYLESWORTH, president of NBC, and Mr. Aylesworth left for New Orleans in latter February for a vacation.

BERNARD FENNER, formerly studio director of KFAB, Lincoln, Neb., is associated with Fontanelle Features, radio script syndicate offering sustaining and commercial features, with offices in New York.

ARTHUR SHERSON, former photo editor of NBC, has started his own publicity service, called "42nd Street Publicity Service, Inc.," which calls radio customers and endorses radio artists.

LEGRAND EVERETT, Jr., has been promoted from announcer to program director of WBT, Charlotte, N.C., according to an announcement by William A. Schult, Jr., new manager of radio stations.

THOMAS B. ROBINSON, formerly with WJJK, Lancaster, Pa., and at one time with NBC, has joined WSYR, Syracuse, as one of the station's directors and sales promotion director.

MORGAN, manager of KTBX, Oakland, Calif., and at one time with KTBX, for the Pickwick Broadcasting Corp., was named communications director.

BRUCE EDWARD SMITH, a former announcer with WJZ, is on the network of the NBC network.

WILLIAM McCOLLUM, long connected with broadcasting and press for the industry, joined the staff of the New York Post as radio editor.

G. B. DEALEY, president of the A. H. Belo Corp. and the Dallas News, is named president of WFAA, and Martin Campbell, general manager of WFAA, was named public relations director.

C. J. ARTHUR DUPONT, former manager of CKAC, Montreal, has joined the Canadian Broadcasting Commission as director of broadcast operations, eastern division, with headquarters in Ottawa.

STANLEY E. HUBBARD, general manager of KSTP, St. Paul, was in Washington this week for a conference on radio matters with Postmaster General James E. Farley.

J. H. J. BRYAN, vice president and general manager of WBBM, Chicago, was in New York this week attending meetings of the General Managers Association.

J. L. HUFFMAN, former division account executive with Campbell-Ewald and now with the United Steel Workers of America, has joined the staff of the United Steel Workers of America.
Dill and Bland Top Radio Committees
Wallace White Goes on Senate Interstate Commerce Group

Senator Clarence C. Dill, (D.) of Washington, and Rep. Schuyler Otis Bland, (D.) of Virginia, become chairman of the important Commerce committee charged with radio legislation in the Senate. Organization of the two branches worked out for the 73rd Congress will be convened in special session March 9.

Long the radio leader of the Senate, Senator Dill succeeds to the chairmanship of the important Interstate Commerce Committee replacing Senator Couzens, (R.) of Michigan, who remains as the ranking minority member.

Bland is Newcomer

Rep. Bland, new chairman of the Merchant Marine, Radio and Fisheries Committee, succeeds former Rep. Ewing L. Davis, (D.) of Tenn., defeated in the primary last year. While he has not been identified with radio legislation in the past, Rep. Bland has evinced an interest in the subject and is likely to become radio spokesman in the lower House. The House has not yet completed its committee reorganization, and names of new members of the Merchant Marine Committee therefore are not available.

Chairmanships in both houses are new combinations. While Senator Dill was third ranking Democratic member, he ascended to the chairmanship because Senators Smith, of South Carolina, and Senator Pittman, of Nevada, who out-ranked him, elected to take the helm of other committees.

T. Bell, secretary to Senator Dill, will become clerk of the Interstate Commerce Committee, succeeding Ackerson, secretary to Secretary Couzens.

White Joins Committee

SEVERAL new faces will appear on the Senate committee. Most important is the assignment to it of Senator Wallace H. White, (R.) of Minnesota. Senator White has been prominently identified with radio legislation in both branches of Congress and has been chairman of the House committee prior to his election to the Senate in 1930. He is co-author of the Radio Act which contains the only Republican addition to the committee.

New Democratic members of the committee are Senators Dieterich, Illinois; Long, Louisiana, and Brown, New Hampshire. There are two vacancies caused by the recent death of Senator Howell, Nebraska.

Holdover members of the Senate committee, besides those already named are: Democrats—Senators Smathers, South Carolina; Averell, Idaho; Vandenberg, Michigan; Stabenow, Michigan; and Patman, Texas. For Republican vacancies, Senators Smathers and Vandenberg will be appointed.

COMMISSION SUSPENDS TWO-THIRDS TIME RULE BECAUSE OF DEPRESSION

RELAXATION of the terms of Rule 181, requiring stations to operate a minimum of two-thirds of their authorized hours, was voted by the Radio Commission March 7 "in view of the present financial and economic situation." Action was taken on motion of Commission President White. Rule 181 requires numerous requests from stations for relief.

The order partially suspends the rule. Stations may reduce operating hours, however, will be given only upon written application specifying the exact hours the stations plan to operate.

It was pointed out that many small stations in rural communities have not been able to present consistently good programs during the entire "broadcast day" because of economic conditions and lack of posts under President Roosevelt that they have been forced to "fill in" with inferior recordings and other material of dubious program value. In those cases, "except Sundays," the licensee of each broadcast station shall maintain a minimum of one-third of the hours it is authorized to operate during each "broadcast day." The broadcast day is to be measured in hours, which forced full time stations to operate a minimum of 12 hours daily.

Immediately following this action, the Commission granted the request of WILM, Wilmington, Delaware; WANN, Atlantic City, N. J., for a minimum of two hours daily, except Sunday.

Radio's Envoys

TWO of radio's staunchest friends are slated for leading diplomatic roles. E. Jesse Isidor Straus, president of R. H. Macy & Co., New York, which controls the Bamberger Brothers, operator of WOR, has been appointed Ambassador to Paris, and Judge Robert E. Bingham, publisher of the Louisville Courier-Journal and operator of WHAS, is to be Ambassador to London. Both have taken a deep interest in broadcasting since its early days.

Ad Review Committee Adds Two Broadcasters

H. K. BOICE, vice president of CBS, and G. F. McClelland, assistant to the president of NBC, have been named as members of the Ad Review Committee recently formed to consider advertising practices which violate the code of the Association of National Advertisers and the American Association of Advertising Agencies.


IN THE CONTROL ROOM

RADIO AMATEURS on the staff of WBBM, Chicago, include Ray Norene, sound effects engineer; Johnny O' Hara, special announcer, and Cyrus Reed, saxophonist with studio orchestra. A program now at Pasadena with the White Sox, has been using his "ham" station to flash news to Harold Parks for use in his nightly sports reviews. A radio short course, covering various technical phases of radio, will be offered by the extension division of the University of Wisconsin, Madison, April 10, 11 and 12, with inspection trips and exhibits by manufacturers. Details may be obtained by writing to the University.

Two-WAY communication across the Atlantic on the 15 Megacycles wave, just beyond the broadcast band, is reported by Philip S. Rand, WIDBR, N. O., Falmouth, Mass. Not since early 1924 has there been two-watt transatlantic communication in this lowest of amateur bands, according to F. E. Handy, communications manager of ABC.

John J. Long, Jr., chief engineer of the new 25 kw. WHAM, Rochester, went on the air during the station's birthday festivities and between the Roosevelt inauguration and the Memorial Day, to describe the station's equipment to its audience.

H. A. CHINN, formerly an associate in the Bound Hills laboratory of Massachusetts Institute of Technology, has joined the engineering staff of CBS. Born, to George S. Driscoll, of the transmitter crew of WHAM, Rochester, and Mrs. Driscoll, a boy, March 6.

NBC Auditions

Among the auditions at NBC last week were Irana Toothpaste, a dramatic act with Peter Van Steeden's orchestra, and Hellman-Mayonnaise, dramatic program with music. The following artists were auditioned for NBC by guest appearances with Fleischmann: Rae Samuels, Cissie Loftus, Blanche Ring and the Four Sharps. NBC program board and Artists Service auditioned the following artists and programs for use either as sustaining or commercials: Bruce Price, "World's Astronaut"; Frank C. Simms, "World A Gram," and Aileen Clark, soprano, with a concert orchestra.

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Broadcasting • March 15, 1933

www.americanradiohistory.com
Mr. A. J. McCooker, General Manager,
Station WOR,
1440 Broadway,
New York, N. Y.

Dear Mr. McCooker,

Let me express to you and your associates of WOR the thanks of the Electrical Association of New York for your fine cooperation in assigning us periods on February 2nd and 9th for our broadcasts designed to secure "Better Radio Reception" and to promote the interests of all listeners, broadcasters and dealers.

Our next broadcasts will be on WJZ, WEAF and WABC, after which we trust we may be assigned a closing period on WOR sometime late in March — thus completing three periods on each of the local principal stations.

I think you will be interested in knowing that on February 3rd, the day after Mr. Caldwell mentioned over WOR an invitation to visit our free exhibit of radio antenna installations at our Electrical Institute, our attendance increased to 500 visitors, just five times our daily average of visitors. The influence of WOR is still felt in our attendance.

Again thanking you,

Very truly yours,

PRESIDENT

---

Read that third paragraph again—and appreciate what we mean when we refer to "listener-in" pulling power of WOR.

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

On request we will gladly send you a copy of the WOR Service Area and pertinent facts on guaranteed broadcasting coverage.

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

March 15, 1933 • BROADCASTING
STATION ACCOUNTS


RENEWAL accounts of WOR, Newark: Beechnut Packing Co., Canajoharie, N. Y., 3 1/2 weeks to March 15, Royal F. Copeland, 5 times weekly for 12 weeks, through McCann-Erickson Co.; Edna Wallace Hopper, Inc., Chicago (metamastics), three 5-minute announcements weekly 5 weeks, through WIBO, Chicago, Biscuit Co., Long Island City, twice weekly announcements, 13 weeks, New York. WJSV also reports the following spot announcements: Columbia Pictures, New York (new pictures), 6 announcements daily. A. T. Copeland, 18 weeks, through SHB; Edna Wallace Hopper, Inc., Chicago, two 5-minute announcements weekly, 12 weeks, through WBS; General Mills, Minneapolis (Gold Medal Flour), two 5-minute announcements weekly, 12 weeks, through Biscuit Co.; General Mills (Biscuit), 3 to 5 announcements weekly, 8 weeks, through WBS; Dr. McKnight, Boston, 1 1/2 weeks to May 15, through WBS; Critchfield & Co., New York, 3 weeks, through Biscuit Co.; Hummer, Inc., Chicago. WJSV also reports the following spot announcements: Columbia Pictures, New York (new pictures), 6 announcements daily. A. T. Copeland, 18 weeks, through SHB; Edna Wallace Hopper, Inc., Chicago, two 5-minute announcements weekly, 12 weeks, through WBS; General Mills, Minneapolis (Gold Medal Flour), two 5-minute announcements weekly, 12 weeks, through Biscuit Co.; General Mills (Biscuit), 3 to 5 announcements weekly, 8 weeks, through WBS; Dr. McKnight, Boston, 1 1/2 weeks to May 15, through WBS; Critchfield & Co., New York, 3 weeks, through Biscuit Co.; Hummer, Inc., Chicago. WJSV also reports the following spot announcements: Columbia Pictures, New York (new pictures), 6 announcements daily. A. T. Copeland, 18 weeks, through SHB; Edna Wallace Hopper, Inc., Chicago, two 5-minute announcements weekly, 12 weeks, through WBS; General Mills, Minneapolis (Gold Medal Flour), two 5-minute announcements weekly, 12 weeks, through Biscuit Co.; General Mills (Biscuit), 3 to 5 announcements weekly, 8 weeks, through WBS; Dr. McKnight, Boston, 1 1/2 weeks to May 15, through WBS; Critchfield & Co., New York, 3 weeks, through Biscuit Co.; Hummer, Inc., Chicago. WJSV also reports the following spot announcements: Columbia Pictures, New York (new pictures), 6 announcements daily. A. T. Copeland, 18 weeks, through SHB; Edna Wallace Hopper, Inc., Chicago, two 5-minute announcements weekly, 12 weeks, through WBS; General Mills, Minneapolis (Gold Medal Flour), two 5-minute announcements weekly, 12 weeks, through Biscuit Co.; General Mills (Biscuit), 3 to 5 announcements weekly, 8 weeks, through WBS; Dr. McKnight, Boston, 1 1/2 weeks to May 15, through WBS; Critchfield & Co., New York, 3 weeks, through Biscuit Co.; Hummer, Inc., Chicago.
THE gospel you preach to your prospect is the gospel you, as a station operator, should follow yourself. The letter reproduced above from a leading broadcaster reveals a confidence in his own business that every station should have.

These are not times of despair. Rather, the times demand more intensive effort, with as boundless a faith in the business of broadcasting as we all must have in the future of our country under its new leadership.

Advertising demonstrates aggressiveness. Stations that exist by advertising sold to others certainly themselves must believe in advertising. Reaching every agency handling radio accounts and all known past, present and prospective radio advertisers, BROADCASTING MAGAZINE is in a class by itself as the medium for carrying your messages to the men who handle radio advertising budgets.

Write For
Information Regarding
Rates — Coverage
and Other Data

BROADCASTING

870 National Press Building • Washington, D. C.

March 15, 1933 • BROADCASTING
RICHFIELD OIL Corp., New York, on March 31 starts Jack Golden's orchestra, Ernest Glennanning as master of ceremonies and Alex Morrison, golf professional, on NBC-WEAF network, Fridays, 10:30-11 p.m., 13 weeks. The Paul Cornell Co., New York, handles account.

RICHFIELD OIL Corp., of N. J. on April 3 will start "The Richfield Country Club" with Alex Morrison, golf professional, and Phil Henry's orchestra on 16 CBS stations, Mondays, 10-10:30 p.m. The Paul Cornell Co., New York, handles account.

BRISTOL-MYERS Co., New York, (ingr-Assafone shaving cream) on April 3 starts "Phil Cook and Ingram Shavers" on the basic NBC-WEAF network with WCKY, Mondays and Wednesdays, 8:45-9:15 p.m. Blackett-Sample-Humert, Inc., New York, handles account.


F. W. FITCH Co., Des Moines (shaving veils), on March 5 renewed program with Wendell Hall and orchestra on 4 CBS stations, Sundays, 2:15-2:30 p.m. L. W. Ramsey Co., Davenport, la., handles account.

ACME WHITE LEAD & Color Works, Detroit, on March 26 renews "Smiling Ed McConnel!", Sundays, 8:22-12:15 p.m. on 26 CBS stations. Henri, Hurst & McConnel, New York, sponsors the series.

GENERAL MILLS, Inc., Minneapolis, on March 29 renews "Betty Crocker" cooking talks on NBC-WEAF and supplementary stations, Wednesdays and Fridays, 10:45-11 a.m., 52 weeks. The McCord Co., Minneapolis, Minn., handles account.

LADY ESTHER Co., Chicago, (cosmetics) has changed contract dates for Wayne Madsen's program on NBC-NJ network from 13 to 52 weeks from Jan. 16. Stack-Goble Advertising Co., Chicago, handles account.

QUAKER OATS Co., Chicago, (cereals) on March 5 started "Dick Darlin'" script show for children, on NBC-NJ network, daily and Sunday, 4:30-5:30 p.m. Quaker Oats Co., Battle Creek, Mich., handles account.

CENTAUR Co., New York (Fletcher's castoria), on April 2 broadcasts "Pages of Romance," dramatic feature with Elsie Hitz, Allen Joslyn, Adele Ronson, Ned Weaver and Graham Harris' orchestra, on NBC-NJ network, Sundays, 5:30-6:15 p.m., 13 weeks. Young & Rubicam, New York, handles account.

LOUIS PHILLIPPE, Inc., Chicago (cosmetics), on March 8 started "Marie, the Little French Girl" on 3 CBS plus 3 Don Lee stations, Tuesdays, Wednesdays, Thursdays and Fridays, 1-1:15 p.m., 26 weeks. Blackett-Sample-Humert, Inc., handles account.

A. S. BOYLE Co., Cincinnati (floor wax), on March 12 renewed program on 12 basic CBS stations plus 5, Sun-days, 8:30-9 p.m., 13 weeks. Blackett-Sample-Humert, Inc., handles account.

HORLICK'S MILK Co., Chicago (Horlick's Milk) on NBC "General Service" in "Health" series with Dr. Herman N. Bendes, Chicago health commissioner, added to NBC network, Tuesdays and Fridays, 7:30-7:45 p.m.

YANKIE NETWORK reports the following accounts: John Irving Shoof, New York, renews its contract with the WABC network, Feb. 22 to May 5, Wednesdays, 8:30-9 p.m., Chalmers and Wellington; Loose-Wiles Biscuit Co., New York, (Sunshine cookies) Tuesdays and Fridays, 8:30-9 p.m., 14 Aug. 16, electrical transcriptions on WNAO and WEAN, Newell-Emmett Co., New York; Beech-Nut Packing Co., Canajoharie, N.Y., daily except Saturday and Sunday, renewal on WNAO, WEAN, WDCG, adding WMAS March 6, McCann-Erickson, New York.

IT IS REPORTED that Westhouse Productions, Inc. probably renew its contract with NBC for an additional 13 weeks featuring its present series of Octavan Roy Cohen series. These programs are featured over NBC-WEAF network on Tuesdays, Thursday and Saturday.


ACCOUNTS that have used radio, all of which are making up "the news," during the next few months, include the following: Novex - Fitch Co., Inc., Angeles; Mickleberry's Food Products Co., Chicago, (meat products); Ceder Rapport Co., Chicago, (lubricating oils); V. F. Gordon & Co., Detroit, (ladies' furs); W. A. Sheaffer Pen Co., Fort Madison, la., (fountain pens, pencils, etc.); P. H. Gould Co., New York; Tennessee-Electric Power Co., Memphis, Tenn.; M. S. Kleiner Co., Nutley, N. J., (cosmetics line); The St. Louis Potato Growers' Co., St. Louis, Mo. (potato patchers); Stop - Go Stores, Inc., New York, (fruits and vegetables). The McCord Co., Minneapolis, Minn., handles account.

PROSPECTS

GENERAL FOODS Corp., New York (Post Toasties), on March 27 renewed "Paul Wing the Story Man" on an NBC-WEAF network, Mondays, Wednesdays and Fridays, 5:45-6 p.m., 13 weeks. Benton & Bowles, New York, handles account.

GENERAL FOODS Corp., New York (Moundbrook), on April 4 begins "Captain Henry's Showboat" on NBC-WEAF network (with WOR and local supplementary stations added), Thursdays, 9-10 p.m., EST, 13 weeks. Benton & Bowles, New York, handles account.


KOIL KROME KLAN pulls local retail clothing business out of dumps

Keeps branch store open

Harvey Brothers Mens Store of Council Bluffs, Iowa, was to be closed—a big close-out sale planned—new leave store to be opened. Harvey Brothers, Omaha store sponsored the KOIL Kreme Klan—a big mystery thriller, one of Omaha's most popular programs. Business increased in both stores. New lease made—new stock purchased—the Council Bluffs store stays open.

No wonder local and national advertisers turn to KOIL to dominate the Nebraska-Iowa territory. 65% of Omaha listeners listen to KOIL. Your KOIL listeners are buyers.

Affiliated with NBC, Blue Network

THE TEST STATION "Voice of Barnsdale— the World's First Refiner" COMMERCIAL DEPT., OMAHA, NEB.

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.

BROADCASTING: March 15, 1933

Emperor, Pa., (radio tubes); Lud- ner's, Inc., Reading, Pa. (cough drops); Harry Kressinger Co., Houston, Texas, (proprietary medicines); E. S. Mat- thews & Co., Dallas, Texas, (wash- ering machines).

HEXIN, Inc. 5 So. Wabash Ave., Chi- cago, producer of a new non-narcotic headache, neuralgia and cold tablet, has begun taking time on various stations throughout the United States, and in Canada, and will gradually widen its use of radio. W. S. Baggsley is presi- dent and the company has been making the station contacts.

STANDARD OIL Co. of California and S. & W. Products (canned goods), both new advertisers, are planning prom- ptuous programs soon. Both are au- ditioning local talent, writing as many as 10 programs a week.

MONUMENT MILLS, Housatonic, Mass. (bedsteads and coverlets) will use radio advertising and plans to use many local radio announcers in a campaign to be handled by Steedle, Roberts & Gardner, Springfield, Mass. and St. Louis, Mo.

BURKHART MFG. CO., (Flowers and Flowers) in shell, will use radio with national newspapers, magazines, window displays, novelties and direct mail in a campaign to be handled by John J. O'Dwyer, 261 Seneca St., Harrisburg, Pa.

J. OLIVER JOHNSON, Inc., Chicago, (bird and fish food) will use radio with other media in a campaign to be handled by the McJunkin Advertising Co., Chicago.

SEIDMAN, Inc., Westerly, R. I. (mayonnaise and food products) will use radio with newspapers in an ac- count handled by the Gouldston Co., Inc., Boston agency.

PENNZOLL Co., Oil City, Pa., (lubri- cants) has appointed Bowman-Deutzenthaler Inc., Los Angeles, to handle a radio campaign on the Pacific coast.

BOURJOUIS, Inc., New York, will sponsor a new series of transcriptions being recorded by Titan Productions, Inc., to add to its Barbara Gould cosmetics line.

AETNA LIFE INSURANCE Co., Hartford, has announced a series of transcriptions by RCA Victor to be spotted over selected stations.

Cowboy Tom Expands

COWBOY TOM'S Roundup, already carried on CBS and three New York stations, is being pro- moted on a dozen networks for spot broadcasting over the country by World Broadcasting System. The feature is also available on phonograph records, handled by Batten, Barton, Dur- stine & Osborn for Remington- Rand, Inc., New York, (office equip- ment).
ANCILLARY CHRONICLE

AGENCIES AND REPRESENTATIVES

CARL REIMERS Co., 101 Park Ave., New York, is a new agency formed by members of Reimers Advertising Co. of Reimers & Whitehill of New York.

Walter CROSBY, head of the Croff Associates, is now the advertising manager for the Detroit News.

B L E O , of the Bieseck Co., New York, has also been appointed the advertising manager for the Cleveland Star. Bieseck Co., New York, has also been appointed the advertising manager for the New York Times.

B R I G G S , of the Briggs Co., New York, has also been appointed the advertising manager for the Chicago Tribune. Briggs Co., New York, has also been appointed the advertising manager for the Chicago Daily News.

B. A. WALSCH, of the Walshaw Co., New York, has also been appointed the advertising manager for the New York Post. Walshaw Co., New York, has also been appointed the advertising manager for the New York World Telegram.

Radio Newspaper

A WEEKLY newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago. A weekly of the inside of a newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago. A weekly of the inside of a newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago.

EQUIPMENT

CREATION of a frequency-measuring service for broadcasting stations was announced March 15 by Westinghouse Electric Corp. of East Pittsburgh, Pa. The service will provide one-time and periodic reports at nominal cost.

THE DEBUT of the new 50 kw. radio station WBBB, New Bedford, Mass., plant of the company, will take place March 15, the station's management announced.

THE NEW "MINER" control for dynamic and ribbon microphones (Type 633) is announced by General Radio Co., Cambridge, Mass., and described in the February number of General Radio EXPERIMENTER.

DEVELOPMENT of a portable public address system which is housed in a self-contained carrying case is announced by RGA-Telecom Co., Englewood, N. J. The new velocity ribbon microphone is an integral part of the equipment. The system is provided with a built-in microphone, a microphone transfer switch, and a voice-music switch.

A new 1-kw. transmitter has been installed in a new transmitting plant, including a 1 kw. transmitter designed and produced by RCA Victor Co. A modern vertical radiator, said to be of the type recently installed by KWH, Chicago, is used. The transmitter building will be modernistic. The 300 kw. tower, recently taken over by new interests, is being rebuilt under the direction of Fred D. Ellis, vice president.

THE WCAU Amplifying Co., Philadelphia, installed the public address systems at the Capitol and White House for the Presidential inaugural ceremonies March 4. NBC and CBS furnished all P. A. equipment for the event without cost, in return for cooperation of the Democratic National Committee in arranging their broadcasts.

IRWIN J. MENDELS, general manager of the Baker Drive, 901, New York, has been elected president of the concern, which reports that it is developing several new features in radio construction which will be shortly to be introduced.

WEGO CONDENSERS, Inc., New York, announces its 1933 Price List No. 26 covering its line of paper dielectric condensers.

STUDIO NOTES

NAC in San Francisco has inaugurated a new series of programs by George Jarrett, head of the State Narcotic Bureau, in which he describes activities of dope smugglers. Jarrett is writing the series which replaces those previously done by Chief of Police Quinn.

BIRTHDAY Parade, a Saturday afternoon event, has been revived at WNBV, Memphis, for over six months and has proved extremely popular. The Birthday Parade starts with a fanfare of trumpets, the awaited signal being those birthdays centering during the current week. The WNBV telephone operators are kept busy answering the next 30 minutes of clocking calls.

"THE PIONEERS" titles a new program of nature shows broadcast by the NBC network under sponsorship of the Northwestern Yeast Co., Chicago. A story of the inside of a newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago. A weekly of the inside of a newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago. A weekly of the inside of a newspaper, the "Radio News," will be started in New York, at the request of the American Broadcasting Co., New York, as an NBC-WJZ network under sponsorship of the National Association of Radio Broadcasters, Chicago.

FIVE thousand persons were turned away March 5 when Elster Selsnith Lightfoot Michaux, Negro preacher, held a benefit service in Washington Auditorium, Elster Michaux broadcasts six mornings a week over WJSV, CBS outlet near Washington. On March 11 the program was put on the CBS network for daily broadcasts, 9 to 9:30 a.m.

"THE LOWDOWN" captions a new weekly radio series on KJH, Los Angeles, wherein Announcer Gary Brooker interviews studio entertainers. Musical accompaniment takes the form of Hawaiian tunes.

KTA, San Francisco, will carry the weekly "Classroom of the Air" for St. Mary's College. The institution at one time sponsored a similar broadcast over KTA.

We wouldn't believe any station could pull the mail we are pulling if our Client mail records didn't prove it!  

Exclusive National Representatives  
Ideal Publicity Company  
44 West 51st Street  
NEW YORK  CHICAGO  SAN FRANCISCO  

Cleared Channel  
50,000 WATTS  
650 Kilocycles  

Time  

NAC  
NBC  
Affiliate  

Owned and Operated by  

The National Life & Accident Insurance Company, Inc.  
NASHVILLE, TENNESSEE

March 15, 1933 • BROADCASTING
Cosmetics and Romance

(Continued from page 9)

as possible, as they feel that the group to whom their products are sold are more discriminating than the average.

This reasoning was apparently correct, for thousands of women regularly tune in to their "Parents" for their weekly half-hour of romantic entertainment. The commercial announcements are kept brief and interesting; they are devoted more to emphasizing the excellence of the whole line of Princess Pat products than to selling any particular item.

And so, by building a large and appreciative audience, the broadcasts are accomplishing their chief objective, the building of good will for Princess Pat. In other times the sponsors might have been satisfied that this was enough to expect from a radio campaign. But today good will is not enough. Advertising must show present as well as future profits.

Word-Building Contest

IN THIS CAMPAIGN immediate sales are derived from a word-building contest which requires each entry to be accompanied with the circle from a 50-cent box of rouge. Cash prizes are awarded the winners and a Princess Pat make-up kit is sent to each contestant, whether she wins a prize or not. Although the contest announcement is kept unusually brief and is not allowed to interfere with the entertainment of the broadcasts, this contest has pulled an amazing number of entries and has done it with an inquiry cost of only 10 cents each.

In testing out the "Princess Pat Pot-pourri" in the Chicago area an interesting experiment has been tried. Each program is broadcast over five different outlets in Chicago, a station whose appeal is largely to the more sophisticated city dweller, and then repeated on the following afternoon over WLS, Chicaco, whose audience is almost entirely rural. The sponsors feared that the audience, accustomed to their broadcasting both an evening and matinee performance of the same show, but although many complaints have been received not a single person so far has complained of the repetition.

New Kind of Broadcast

WHEN the half-hour programs had been launched, the sponsors decided to also try out an entirely different kind of broadcast advertising. This second program is a five-minute show broadcast seven days a week.

Each program includes a short talk by the "Beauty Editor of the Air" (Patricia Gordon, of Gordon Manufacturing Company, importers of Princess Pat cosmetics) and a brief dramatic episode illustrating the beauty story suggested in given in the talk. A new suggestion is presented each day, which avoids any confusion on the part of the listener and also affords an opportunity to devote the commercial announcement to the particular product that best enables listener to carry out Patricia Gordon’s advice. The contest announcement is also included.

Both Types Effective

EXPECTING to discover which type of broadcasting was the most effective for them, the sponsors have dropped the idea that both types of radio advertising—the institutional and the direct selling—are unusually productive advertising. As a result, experimental programs, which are electrically transmitted, are now being placed on a rapidly increasing number of stations and the placing of the half-hour dramas over a national network is being seriously considered.

So far these programs are broadcast by Critchfield and Company, Chicago advertising agency. The two shows are recorded by the Columbia Phonograph Company, Chicago.

Cosmetic Manufacturer Ties Up Fashion Organ in Program on WABC

AN UNUSUAL tieup of a leading cosmetic manufacturer with the foremost fashion publication began March 9 at 11 a.m., when the first of a series of 13 weekly programs begins. National Products Co., Harrison, N. J., was heard over WACB, New York key of CHICAGO, with a program going out on the single station for the purpose of introducing a new product, Admirion Soaps Shampoo, and making it known to the trade. The program is predicated on the interest of women in fashion and fashion changes. It is dedicated, as is usually the case, is known as "Fashion Forecast.

National Oil Products Co. felt that VOGUE MAGAZINE is regarded very highly as an outstanding arbiter of fashions. It was felt that thousands of women have been accustomed to guide their own clothing styles by VOGUE hints and patterns. The question of fashion styles was raised all over the country, and it was a great question of general appearance and good grooming. It is but a step from the dress to the hat to the color of the hair.

The sponsor’s agency, Charles Dallas Reach, Newark, prevailed upon the VOGUE magazine to write notes on trends and an exclusive pattern before actual date of publication. Jean Wannemaker, stylist in charge of the editorial department, engaged to appear on the broadcasts. She is a former member of the Conde Nast staff and maintains that she is the originator of the fashion section. She is planning to spend several days each week at the Vogue offices, securing the latest authentic information on fashion changes. Each week she will illustrate the new developments with a pre-view of a particular Vogue pattern. This will be described in complete detail, and helpful hints given regarding how a pattern can be made from it—buying and selecting the material, how to cut it, etc. The listeners are afforded an opportunity to obtain patterns free of charge. Miss Wannemaker explains that this is a move on the part of a new product line, which is contained Admirion Soaps Shampoo, listeners will receive the pattern in their own size in return.

Theater and Radio

(Continued from page 11)

come when the average American will have money in his pocket—money that he will be wanting to spend with those of us who offer him the things that he desires.

The job today is not only to keep with the recipient of our products in radio and in the theater—but to try to be two or three jumps ahead of it, at least at times. We can do little without being well supplied to hold to the wine, women and song idea of running theaters or radio stations. It is more of attention to detail, more of sense, more thought, more cold-blooded, unsentimental analyses of facts and figures and more attention to the keeping of orders. And I might add, less throat-cutting between competitors.

WLBW — Ohio, Pennsylvania, New York

WLBW serves three states.

WLBW is the only network station heard consistently in Northwestern Pennsylvania.

WLBW with its 17-hour schedule of Columbia program supersedes local programs of network standards, has built an audience of more than one million loyal, able-to-buy listeners.

WLBW is increasing sales and distribution in three states, Pennsylvania, New York and Ohio, for its advertisers. The vast, prosperous audience served by WLBW is ready to spend money for products advertised over this station.

WLBW can and will increase your sales if given the opportunity. Write for rates and data regarding the acceptance and coverage of Northwestern Pennsylvania's most powerful station.

1000 WATTS

WLBW
1250 KC.

ERIE

COMPLETE

BROADCASTERS

1933-78

TURNTABLES

"CONSISTENT TRI-STATE COVERAGE"

PENNSYLVANIA

NEW YORK

BROADCASTING • March 15, 1933

www.americanradiohistory.com
Radio Aids Banking Crisis  
(Continued from page 6)

enthusiastically called by Harold A. LaFont, acting chairman of the Radio Commission, the “high water mark” in radio public service. There was apt prediction also in Commissioner LaFont’s statement that “in the present national crisis radio will play an important part in permitting those in authority to call together ‘our whole family’ to talk to them freely and frankly.”

It cost CBS and NBC fully $25,000 to handle the eight-hour inaugural broadcast, into which star announcers and leading commentators threw all their efforts. Nearly everything else on the board was shunted aside for this event, the usual rebates or time extensions being given to sponsors. NBC added WOR to its networks and CBS extended its services to WINS in a cooperative spirit.

The day after the inauguration President Roosevelt went on the air over both networks to deliver a short speech to the American Legion, whose posts were gathered throughout the country. NBC had the address of the president of the Legion scheduled, and CBS plugged in for the Roosevelt talk. Henry Bellows, CBS Washington vice president, took this occasion to “dedicate radio’s facilities to the service of our government and our people, to the end that there shall be throughout the country a clearer and fuller understanding of the great tasks which must be performed.”

Microphones in Capitol

THE SAME NIGHT President Roosevelt’s proclamation declaring a national bank holiday was read over the networks within a few minutes after it was released at the White House.

From that time forward, the networks vied with one another to be first to present all official statements and latest news developments to their audiences, breaking into commercial programs whereever necessary. Not a scrap of pertinent information was overlooked. On March 9, as if to cap the climax of the previous remarkable coverage of events, the networks sought and secured permission for the first time to install microphones on the rostrum of the House of Representatives to carry the calling of the roll, the election of the Speaker and the President’s message to the new Congress.

The Senate was covered by both networks by having announcers and commentators in anterooms, to which leading members of that body came for interviews immediately after the reading of the Presidential message. The words of these leaders spoke, invariably commenting favorably on the President’s statement regardless of their party affiliations, were further reassuring to the listening public.

CBS signed on for the opening of Congress with an introduction of Admiral Byrd, speaking from the Willard hotel, by Mr. Bellows. At 12 noon the switch was made to the Capitol, where Frederic William Wile was the commentator and Robert Trout chief announcer. They were assisted by Harry Butcher, manager of WJZV, and Wells Church, program director. Senator King of Utah, who arranged for the broadcast, was first to be called to the microphone after the Presidential message was read, and Mr. Butcher significantly thanked him for making the radio arrangements which were described by Mr. Butcher as “a sign for us of the new deal.”

CBS’s commentators, heard over both Blue and Red networks, were David Lawrence and Anne Hard, both veteran radio speakers, and James Wright, Washington correspondent of the Buffalo Evening News, operator of WBEW. Announcers were Carl Smith and Herluf Provens, with Vincent Callahan acting as reporter. No sooner was the President’s message read than NBC had leading Senators before its microphones for comments.

When the banking authority bill urged by President Roosevelt was placed before the House by Speaker Rainey, NBC signed on again and carried an unscheduled feature—the actual debate in the House—for more than an hour. This was the actual broadcast of a debate on the floor of Congress in radio history. The proceedings were on the air until the House passed the bill.

Good Programs Deserve EFFECTIVE MERCHANDISING

KMBC

Offers Both

ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS.

MIDLAND BROADCASTING CO.
Kansas City, Missouri

March 15, 1933 - BROADCASTING
Applications

MARCH 1
WRCY, New York—Changes in automatic frequency control.
WGBH, Scranton, Pa.—CP to make changes in equip-
ment.
WHET, Troy, Ala.—Modification of license to change specified hours of operation; requests an additional hour Sunday evening.
KMHD, Shreveport, La.—Changes in automatic fre-
quency control.
ESTF, St. Paul, Minn.—License to cover CP granted 2-7-33 for new transmitter; Glen Falls, N.Y., night, 25 kw., to LS (experimental basis).

March 2
Modifications to change proposed Wilkinson for CP to use 1500 kw., 100 wsp., specified hours; resubmitted and amended as to transmitter location.
KEXG, Wolf Point, Mont.—Voluntary assignment of license to E. K. Krebsbach.

MARCH 4
WGLC, Hudson Falls, N. Y.—License to cover CP granted 12-1-32 for new equipment and increase power from 5 kw. to 25 kw.
WHAM, Rochester, N. Y.—License to cover CP granted 12-1-32 for new equipment and increase power from 6 kw. to 50 kw.

MARCH 5
WINS, New York—Modification of license to increase power from 500 kw. to 1 kw., resubmitted without change requests be considered under 6(c).
WIBM, Detroit, Mich.—Modification of license to change hours of operation from unlimited, D, specified hours night to simultaneously day and share night with WIBM, Farmington, N. D., same hours.

MARCH 6
WJBI, Baton Rouge, La.—Modification of CP 12-22-32 for new station license to change hours of operation from shares with WSAZ to unlimited (facilities of WSAZ, Huntington, W. Va., New Greenbush, N. Y., and Elson Spencer for CP (transmitter location Jeantette, Pa.), to use 500 kw., D.
NEW, Jonesboro, La.—Robert C. Harper for CP to use 1370 kc., 40 w.
WMBZ, New Orleans—CP to move transmitter locally and install new transmitter.

MARCH 8
WSAZ, Huntington, W. Va.—Special authorization to change frequency, power and hours of operation from 1590 kc., 500 kw., to 1190 kc., 500 kw., and 1 kw. on experimental basis—limited to the time until sunset at San Antonio, Tex.
WBOU, Charleston, W. Va.—Modification of license to change hours of operation from shares with WSAZ to unlimited (facilities of WSAZ, Huntington, W. Va., New Greenbush, N. Y., and Elson Spencer for CP (transmitter location Jeantette, Pa.), to use 500 kw., D.
NEW, Jonesboro, La.—Robert C. Harper for CP to use 1370 kc., 40 w.
WMBZ, New Orleans—CP to move transmitter locally and install new transmitter.
KOCW, Chickasha, Okla.—Modification of CP granted 12-2-32 to make changes in operation, new transmitter and specified hours.
WSB, Atlanta, Ga.—Modification of CP granted 12-1-32 for 50 kw. station to extend completion date to 1-17-33.

MARCH 10
KXG, Las Vegas, Nev.—Involuntary assignment of license to KGIX, Las Vegas, Nev.
NEW, Las Vegas, Nev.—Clyde D. Smith and R. W. Lauterbur, CP to cover CP to move station from Yuma to Fort Collins, Colo.; WLS, Chicago, Ill.—Grant of license to cover CP to move station from Yuma to Fort Collins, Colo.; WLS, Chicago, Ill.—CP to move station from Yuma to Fort Collins, Colo.; WLS, Chicago, Ill.—Grant of license to move station from Yuma to Fort Collins, Colo.; WLS, Chicago, Ill.—D power from 500 kw. to 1 kw. (facilities of KXW).

MARCH 14
WLCR, Hudson Falls, N. Y.—Modification of CP granted for new equipment.
WHBC, Canton, O.—License to cover CP granted 2-7-33 for new equipment.
NEW, Post Tex.—Church of Christ for CP to use 950 kw. Specified day hours (12 noon to 6 p.m.)

MARCH 15
WGLC, Hudson Falls, N. Y.—Modification of CP granted for new equipment.
WHBC, Canton, O.—License to cover CP granted 2-7-33 for new equipment.
NEW, Post Tex.—Church of Christ for CP to use 950 kw. Specified day hours (12 noon to 6 p.m.)

Decisions

February 28
WNBW, Carbondale, Ill.—Modification granted of CP to extend commencement date from Sept. 19, 1932, to Feb. 15, 1933, and completion date from Dec. 18, 1932, to June 10, 1933.
KBFL, Little Rock, Ark.—Granting of license to Ladd Judd Co. for period of 7 days.
KXRC, New Berlin, Wis.—Modification of CP granted for new transmitter, 3 miles west of Salinas on Monterey Bay, Cal., to use 1190 kc., 100 kw., unlimited hours; amended to change proposed transmitter and studio location to Monterey.
Application returned; NEW, Philip J. Wiseman, Lewiston, Me.—CP to use 640 kc., 500 kw., LT.

Washington Visitors

E. K. Cohen and Paul White, CBS, New York, to confer.
A. J. McCooker, WOR, Newark
Arthur B. Church, KMBC, Kansas City
Father Charles E. Doughlin, Detroit
Stanley Hubbard, KSTP, St. Paul
G. G. Wollard, Washington, D. C., to confer.
R. E. Willson and Henry Lee Taylor, Chicago
Mrs. J. M. Heaton, KGIX, Las Vegas, Nev.; Mrs. A. L. Priester, Kansas City
Mrs. C. C. Correll, WGR, Rochester, N. Y.
W. H. Finch, WINS, New York
A. E. H. King, WJH, Washington, D. C.
C. F. McCollough, WDIL, Wilmington
Joseph A. Chambers, WJW, Cincinnati
W. C. Milton, WJW, Pittsburgh
W. L. Warfield, WJZ, Newark
W. W. Fenn, WINS, New York
J. N. Jackson and Walter C. Evans, Westing-
house Electric Corp.

* A register of visitors at the offices of the Federal Radio Commission, the National Broadcasting Company, the Mutual Broadcasting System, Broadcast-
ing, March 1 to March 14.
Supreme Court to Review WIBO Case

Involving Validity of Davis Amendment

Commission Reversed by D. C. Court on Two Appeals Because of Failure to Grant "Proper hearings"

On the appeal of KFPF, Spicer, Ida., the Commission reversed its order in no hearing to which the Spokane station was not granted for authorizing KSEI, Pocatello, Ida., an associate on 890 kc. KFPF had pending at the time for an application for the frequency.

The court, in reversing the decision, ordered that KFPF be given an opportunity to be heard and that the applications be satisfied to the court's order for the frequency.

Finally, the court found that the Commission's action was not proper and reversed the grant of the application.

U. P. May Ban Radio

Policy of the American Newspaper Publishers Association, with regard to news broadcast, also of that other press associations, is expected to be announced when the Association, in the next weeks, will take action on the matter of news broadcast regulation. It is reported that it is prepared to ban radio use of any of its news if the A.P. News Service and International News Service vote that way.

Sykes is Renamed

(Continued from page 6)

in Democratic circles in Omaha for the last 20 years. He is about 50 years old and has been secretary to the late Congressman Kobe of Omaha. For many years he has been a member of the Nebraska state central committee, and once chairman of the Douglas County central committee. During the war he served as the chairman of the 4-H Club in Seattle, and in 1922, he was member of the United Air National Guard.

A. P. Enjoins KSOO

AN INJUNCTION was granted to the Association, March 13th by Judge Elliott in federal district court at Sioux Falls, S. D., restraining KSOO, 980 kc., from continuing its association with regard to news broadcast, and also of that other press associations, is expected to be announced when the Association, in the next weeks, will take action on the matter of news broadcast regulation. It is reported that it is prepared to ban radio use of any of its news if the A.P. News Service and International News Service vote that way.

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March 15, 1933 • Broadcasting
RCA's $400,000 Bid for DeForest Co. 
Ordered Accepted by Federal Court

Offer Does Not Include Cash, Accounts Receivable; 
Hygrade Sylvania Corp. Makes Only Other Bid

ACCEPTANCE of the $400,000 bid of the Radio Corporation of America for the DeForest Radio Co., Inc., at 1710 S. Michigan Avenue in Chicago, was made March 6 by Judge Guy L. Fiske in the federal district court at Newark.

The RCA bid was for certain assets of the DeForest company. Because the RCA offer does not include the purchase of cash on hand and accounts receivable, the return to the receivers was estimated at nearly $500,000.

The only other bidder for the property was the Hygrade Sylvania Corp., Emporium, Pa., which offered $350,000 for the entire plant, rights and assets. The receivers held this bid actually was $150,000 lower than that of RCA.

Stockholders Protest

A GROUP of stockholders protested acceptance of the RCA bid, claiming that they had not been notified of the offer prior to the "last minute" and that the high offer was but one-fourth of the company's worth, including patent rights.

Receivers for the DeForest Co. — Leslie S. Gordon, former president, and Ralph J. Tomlinson, stated that the RCA bid be accepted as the best obtainable. They stated that at the time of their appointment as receivers last June, the corporation had assets of $9,511.26 in cash on hand, notes receivable amounting to $3,829.24, accounts receivable amounting to $47,263.55, inventories (including raw materials and work in process) amounting to $241,607.47, fixed assets (machinery and plant equipment) on liquidation value amounting to $1,118,958, and deferred charges amounting to $10,401.86. Patents and patent rights of indeterminate value were carried on the books at $1. Certain additional assets on notes and accounts receivable from Jenkins Television Corp. were stated to amount to more than $368,000, together with an investment in the capital stock of the corporation to the extent of $68,967 shares, which gave DeForest control of Jenkins.

"Your petitioners," said the petition seeking the court's instructions, "are satisfied that if N. & G. Guardian does not make an offer or offer be not accepted they will realize a sum greatly less than the amount of the bid, in my opinion described; that the purchase price contained in said bid is greatly in excess of the amount which would be recovered from the remaining assets of said corporation were sold on liquidation at public auction."

The RCA bid specified that it was made expressly subject to the further contingency that the title to the property it sought shall be delivered free of liens and encumbrances of every character and description, including, among other things, taxes, on or before April 1. The actual bid was $414,600.

RCA Reports 1932 Loss

But is Self-Contained

ALTHOUGH reporting that it is entering the present year "greatly strengthened" as a result of the recent consent decree which ended the government's anti-trust suit, under which it was divorced from General Electric and Westinghouse companies, RCA in its 1932 annual report shows a net loss before dividends of $155,505.86 for the year. This compares with a net income of $708,303 in 1931. Gross income from operations was $86,186,796 against $100,124,847 the preceding year.

Current assets at the end of 1932 were $39,316,654, including $21,560,468 in cash, as against $45,415,701 with $35,916,408 cash. Current liabilities were $4,941,997 against $24,061,626, but the latter figure included $17,729,719 due General Electric and Westinghouse. The company, it is reported, is now entirely self-contained and has 300,000 stockholders.

A FINE of $1,000 for slander by radio would be imposed under a bill (H. 165) introduced in the Kansas legislature.

Civil Liberties Counsel 

Raps Radio Censorship

OPPOSITION to censorship of the radio and movies was voiced by Morris L. Ernst, counsel for the American Civil Liberties Union, at its annual meeting March 1 in New York City. Representing, it was stated, should not be barred from the air because of possible offense to religious sensibilities or because they might promote civil discord.

"This country is not a state of fear," he said. "That is why we have censorship. It is the same kind of fear as that which prompts wartime curtailment. It wouldn't surprise me if in the next year the President took over control of all radio stations."

Some Statistics

SOME PERTINENT facts may be gleaned from the studies of the effectiveness of radio advertising made by Professor Elder of the Massachusetts Institute of Technology and published by CBS. Comparing the purchases of setsowning families with those of families who do not own radio receivers, he finds that in 1932 radio-advertised goods in general showed an aggregate increase in use of 35.3 per cent in radio homes as compared with non-radio homes.

In the toiletries category it was found that radio-advertised toilet soaps showed an 8.3 per cent gain in radio-homes; radio-advertised toothpastes showed a 45.1 per cent gain; and radio-advertised shaving creams a 78.4 per cent gain. Non-radio-advertised products showed corresponding declines in use in radio homes as follows: toilet soaps, 12.9 per cent; toothpastes, 16.5 per cent; and shaving creams 10.6 per cent.

In other words, radio does sell merchandise; does sell toilet soaps, does sell cosmetics, and does serve a liberal share of the advertising appropriations of toiletries and cosmetic manufacturers.
BRANDING as "inaccurate, premature and uncalled for" the reports being spread among stations that a general reallocation is inevitable and that stations, by "inside" information, might improve their facilities through this purported advice, Acting Chairman Harold A. Lafount of the Radio Commission March 13 advised all stations that there is no reason for alarm.

"The Commission's attention has been called to reports emanating from Washington that a reallocation is certain this summer and advising stations to get busy and work for better results," Mr. Lafount said. "Such reports are grossly inaccurate, premature and uncalled for. Solicitation of this character can only serve to impede orderly procedure in preparation for the forthcoming North American conference. It is by no means a certainty that a general reallocation will result or that any sort of reallocation will be necessary, since the negotiations are in their very earliest stage."

Unity is Urged

"WHATEVER the result, it is ridiculous to suppose that any station in this country will benefit from any agreement reached at the forthcoming conference. Broadcasters can do no better than to work in unison in the interest of the industry as a whole, rather than to look to some selfish motive doomed to failure at the start."

Meanwhile, James W. Baldwin, newly appointed managing director, who will represent the industry at the North American conference, tentatively plans to meet next month in Mexico City, is drafting a comprehensive plan designed to present adequate safeguards for broadcasters. The NAB, he said, pointed out, is dealing in frequencies and not in stations per se, with its objective that of finding the solution in the enlargement of the broadcast band so that allocations in this country might remain unaltered.

No formal word has yet been received from Mexico City as to date of the conference, although present understanding is that it will be held in April. Informally, it has been suggested that the conference be deferred until summer, but the actual time must await the invitation of the Mexican authorities.

Technical Details Mapped

REGULAR conferences are being held by the subcommittee of the general conference group to work out technical details, all of which are being kept confidential. At these discussions Mr. Baldwin and Philip G. Lovegrove, engineering director, and J. C. McNarry, NAB engineer, are representing the industry.

The NAB drive for funds with which to carry on the North American conference work has met with good response, it was declared. Mr. Baldwin, it was pointed out, has full charge of all matters relating to conference, and should be contacted by stations desiring specific information.

New England's Market Concentration Reflected

In New Trade Survey

DATA designed to portray the retail concentration of the market for consumer goods in one of the principal sales areas of the country are offered to merchants and manufacturers in the Commerce Department's new study "An Aid for Analyzing the Market for General Consumer Goods in New England."

Stressing the need in sales planning of a knowledge of the buying habits of different localities, the report shows that more than 50 per cent of the $3,785,868,000 total retail sales credited to New England by the national census of distribution came from only six of the 67 counties of the area, while 54 counties comprising the great bulk of the land area of the section, accounted in all for less than 24 per cent.

The new study presents the data considered of basic value to distributors seeking to adjust their sales and advertising efforts to the importance of the potential market in each of the different states, counties and marketing centers of the New England group.

As a primary indicator of buying power, the report compares the retail sales index and the population index for each county in the six New England states, and for each city or urban community of 1,000 or more inhabitants cases of 2,500 population, or more. This retail sales index shows what per cent the local sales are, in terms of the census of distribution, of the total purchases of the United States, the state and the immediate county.

A series of maps and charts designed to assist in visualizing the relative importance of the different market areas in the New England section is a prominent feature of the report. It is one of a series of such reports designed to provide a compact, readily usable form of the basic marketing information made available for the first time for the various sections of the country. Copies may be obtained for 5 cents from the Department of Commerce.

Hitler Bans Jazz

CHANCELLOR Adolph Hitler has banned American jazz, particularly the voices of the famous singers, from the government-operated German broadcasting system, according to information received from the NAB. In an attempt to impose new radio restrictions, he held such music did not meet his cultural ideas.

News From Home

ALTHOUGH it looks like a miniature, the radio receiver pictured above was responsible for all the news from home received by the American delegation to the recent International Radio Conference, held in Madrid from September to December of last year. And it was by the Westinghouse, the special set was used by Walter C. Evans, manager of radio broadcasting, in picking up special programs and transmitted each night during the conference by W3XK, short wave adjunct of KDKA. The program included market quotations, ball scores and news items, all of which were eagerly scanned by Mr. Evans' fellow delegates. The receiver, shown above, with S. D. Gregory, Westinghouse engineer, weighs about 13 pounds, has self-contained batteries and utilizes plug-in coils to permit operation under various short wave bands.

NBC Installs Teletype System Over Network

TO SPEED up its private traffic communication with member stations, NBC is installing a nationwide teletype system to replace the place of its old leased-wire Morse circuits. According to Donald Withycomb, manager of station relations, it will improve speed and efficiency of station intercommunication approximately 75 per cent. Each network station will send and receive traffic messages, program schedules, etc., at given periods each day, from the various NBC division traffic headquarters. In addition, a coast-to-coast leased-wire circuit will be retained between such key points as New York, Chicago and San Francisco.

According to present plans, 68 of the 89 NBC network stations will be served by the teletype system and 12 by leased-wire. Of the remaining nine, KGU, Honolulu, will be served by commercial radio as heretofore, the two Canadian stations through regular commercial telegraph facilities, and the six stations located in cities where there are other NBC network outlets will be reached by telephone and messenger service.

Four teletype sending sets are installed in the NBC New York offices, so that headquarters may send different messages to four stations simultaneously, whereas under the Morse system only one message could be sent on a circuit at a time.

EQUIPPED with a new RCA transmitter of twice the power of its former one, W2XE, the CBS short wave relay station in New York returned to the air March 1 with a special program featuring Nino Martini and the Columbia Symphony Orchestra.
Sizzlers on NBC. "Country Doctor," featuring Phillips Lord on NBC and sponsored by Listerine, goes off NBC March 15. Same sponsor will feature "His Fish Killer" on NBC, beginning March 17. "Sizzlers" is a new NBC trio now heard sustaining. "Country Doctor" is currently on NBC network twice weekly. Announced reason for discontinuance is that Phillip Lord has been ordered to a hospital for surgery. Until for his "Seth Parker" programs Sunday nights probably will continue without him for a while.

The United States Daily, a newspaper covering government news, is reported suspended with its March 6 issue. David Lawrence, president and editor, announced that owing to the economic depression and recent developments in the general banking situation, the newspaper was unable to continue publication. It is hoped that means may be found to resume publication at a later date," he said.

Classified Advertisements

Radio Features

JANSKY and BAILEY Consulting Radio Engineers Commercial Coverage Surveys Allocation Engineering Station and Studio Installations Equipment Sales National Press Bldg., Wash., D. C.


Pocket Veto Kills Davis Radio Bill Hoover Withholds Signature Following White Attack

Without divulging his reasons officially, President Hoover pocket vetoed the Davis omnibus bill (H. R. 7716) to amend the Act of 1922, which had passed both House and Senate, consequently died along with a score of other applicable legislation when the 72nd Congress adjourned March 4. Whether the bill will be reintroduced during the session of the new Congress, which began March 9, is not definitely known.

It was ascertained that the White House that, following usual practice, the retiring President inquired of the Radio Commission whether there were objections to the bill, which had been vigorously attacked on the Senate floor by Senator White (R.) of Me., prior to its being vetoed.

The Commission, it was learned, replied among other things that the provision limiting the advertising of radio commercials require that the Commission or a commissioner hold probably 80 per cent of all hearings; that the provision for new advertising was ambiguous since it was not clear as to whether the Davis provision was ambiguous whether new advertising was ambiguous whether new advertising was ambiguous for the Commissioners to complete new court permission provisions appeals from Commission decisions to circuit courts throughout the country whether it would necessitate additional employees.

Considerable. debate marked the Senate's final consideration of the conference report on the bill Feb. 28. Senator White criticized virtually every Senate amendment to the original House bill and gave his reasons in detail. He attacked the examiners provision as "unworkable" and declared he believed that the changes are approved neither by the Commission nor by counsel nor by radio broadcasters throughout the United States nor by practitioners.

In the course of his attack on the so-called Norbeck amendment, in which 100 new commercial 100-watt stations without regard to quotas, Senator White discussed in detail the issues involved in the forthcoming North American Conference. He is an American delegate to the conference, likely to be held in April.

Regarding the provision for a fine of not more than $1,000 to be imposed upon stations for violations of regulations of the Federal Communications Commission, Senator White said: "I instinctively shrink from granting to one of these regulatory bodies a license to impose a fine. A fine is in the nature of a penalty. A fine, in my conception, ought to follow a judicial process. The imposition is the exercise of a judicial power. I insist that it is unwise in the extreme to extend the regulatory bodies set up by the Commerce Act to impose fines, which are penal in their nature, upon citizens of the United States."

In the ensuing debate Senator Dill, (D.) Washington, challenged Mr. White's remarks. He held the conference report was unanimously agreed to and therefore should be adopted. It finally received Senate approval without a record vote.

Household Feature Gets Most Mail on West Coast Count of fan mail at the NBC studios in San Francisco reveals the "Peanuts in the Air" receives more letters than any other network broadcast, sponsored or sustaining. The program is produced by the Peanuts syndicate and household equipment firms, some of which offer giveaways or recipes.

Second in the count was "Dr. Dick," the serially sponsored by the Centaur Co., (Castoria). MJB, sponsored "Spencer Tracy" which came third by offering a phonograph record by John P. Medbury. Barbara Hale, "Peyton Place" group was first in sustaining programs. Paul Carson, organist, was next with John and Ned, harmonizing close behind. Transcontinental commercials, in order of mail received, were: Al Jolson, Amos 'n Andy, Eddie Cantor, Baron Munchausen, and Lawrence Tibbett.

WHK Sells CBS Revue To Cleveland Sponsor A UNIQUE form of sponsorship for a network sustaining program has been worked out by WHK, Cleveland. "Columbia Revue," broadcast by CBS regulars, has been sold to WHK by the Pocahontas Oil Corp., dispensers of Blue Flash gas. The program taken over as a feature at 10 p.m. Mondays. The station expects to link in a similar way another outstanding CBS sustaining feature with the Pocahontas name. The Pocahontas company has no local connections and has been using a program you'll find 'em in Still More Toasts...

Swift in Canada

SPECIAL programs designed for broadcasting over CFCF, Montreal, and a network of 12 Canadian stations will be carried March 30 by the W. Thompson Co. for "Swift & Co., Chicago packers. Talent will be supplied by CBS artists and the series of four programs will be compiled to comply with newly imposed restrictions of the Canadian Radio Commission.

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