HERE is a book of facts on the radio situation in the New York Metropolitan Area—the World's Greatest Market—which we have prepared for advertisers who want to cultivate a large market—at a minimum cost—with maximum effectiveness.

The book contains illuminating facts about the New York Metropolitan Area. Shows by graphic charts and statistics why WOR advertisers are finding this market so profitable.

Rates and other details of interest are also included in this valuable 48-page book which we have made up in handy file-folder form for your convenient reference.

A copy is yours for the asking.

WOR

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

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK, NEW JERSEY

New York Office: 1440 Broadway, New York City
THESE STATIONS

In New York City — WEA F
In New York City — WJZ
In Boston — WBZ
In Springfield, Mass. — WBZA
In Schenectady — WGY
In Washington, D. C. — WRC
In Washington, D. C. — WMAL
In Pittsburgh — KDKA
In Cleveland — WTAM
In Chicago — WMAQ
In Chicago — WENR
In Denver — KOA
In San Francisco — KPO
In San Francisco — KGO
In San Francisco — KYA
In Portland, Ore. — KEX
In Spokane — KGA
HAVE DEFINITE RATES

Prices, as established by rate cards, are the only bases for the acceptance of business.

We are convinced that the acceptance of broadcast advertising on a "per inquiry" basis is unsound and not in the best interest of the advertiser and the radio industry. A station selling time on this basis must necessarily "plug" often and insistently for inquiries if it is to secure any appreciable revenue. We believe this "plugging" detracts materially from program interest and, in the long run, results in loss of audience.

The prestige these seventeen stations enjoy and the results they have obtained for advertisers prove directly the wisdom of adhering to definite rates for all classes of business.

NBC LOCAL SERVICE BUREAU
NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ • WMAQ & WENR • KPO, KGO & KGA

BOSTON • WBZ • SPRINGFIELD, MASS. • WBZA • SCHENECTADY • WGGY • WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA • CLEVELAND • WIAM • DENVER • KDA • PORTLAND, ORE. • KEX • SPOKANE • KGA
WE WOULDN'T BELIEVE IT OURSELVES IF OUR CLIENT-MAIL RECORDS DIDN'T PROVE IT!

The PATHFINDER
THE PATHFINDER PUBLISHING CO., INC.
WASHINGTON, D.C.

Published at the Nation's Capital

Mr. J. Leslie Fox, Comm'l Mgr.
Radio Station WSM,
Nashville, Tenn.

Dear Mr. Fox:

The returns from our broadcasts on WSM during the month of January were indeed a revelation to us. The enormous mail which we received proves conclusively that your station has the confidence of a tremendous audience.

Up until the time we started broadcasting over WSM, we had not used any 50,000 watt station, although we had been broadcasting over some forty stations throughout the country of lesser power. It was quite gratifying, indeed, to find that the coverage of WSM gave us mail in volume from thirty-five states. This, we feel, is a great tribute to the popularity of WSM, and we just want to take this opportunity of congratulating you and your staff upon such fine response from your audience.

Cordially yours,

THE PATHFINDER
By W. W. Woods

Cleared Channel
Unlimited Time
WE SELL THE SOUTH

WSM
50,000 WATTS
650 Kilocycles

NBC Affiliate

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK-CHICAGO-SAN FRANCISCO

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE - TENN.

Beer Seen Stimulant to Radio Advertising

By SOL TAISHOFF

Spot Accounts Expected to Garner Principal Business; Confusion Over State Statutes Still Exists

LEGALIZATION of beer, without any federal restrictions on advertising, brings definite promise of a substantial amount of new business for radio, although state and local restrictions both on the selling and advertising of the new 3.2 per cent beer are complicating the signing of accounts in some places.

Radio will benefit not only from the influx of new beverage accounts but also from the general stimulation to local business and employment which was one of the big factors impelling the Roosevelt administration to permit a brew of beer. To many depressed communities, beer and the innumerable other manufacturing industries it will revitalize will undoubtedly mean the difference between depression and prosperity.

Chiefly Spot Accounts

IT APPEARS fairly certain from a survey conducted by Broadcasting, that by the major portion of the brewery advertising, the air will be spot accounts. The number of breweries having national distribution facilities, whether because of the already well-established or their new expansion plans, is small. This would indicate that only a handful of the larger beer establishments will use the networks in the immediate future.

Moreover, the fact that only some half of the states have recognized legalization of beer, means that those restricted areas provide no market for the networks whatever and would have to be eliminated from their campaigns by the split-network method.

Reports from a substantial number of independent stations indicate that numerous beer accounts already have been signed locally. Networks are negotiating with breweries of the pre-prohibition days, such as Anheuser-Busch, Schlitz and Blatz, and several accounts on each chain are foreseen.

Clarification Awaits

DESPITE uncertainty about local restrictions, which will plague advertisers, agencies and stations in something of a quandary even after President Roosevelt had signed the bill to make the 3.2 per cent brew legal at midnight April 6, it was apparent that brewers intend to advertise on a large scale, and that radio will be an important promotional medium, once the laws are clarified and the industry emerges from the effects of its "honeymoon".

Most of the programs, like published advertising, will stress health and food values of the beverage. The institutional type of credit apparently will predominate, with appeals directed to the entire family. The network auditors for brewers in the national field have included outstanding talent, and brilliant programs appear in the offing. Anheuser-Busch, which has been negotiating with both networks, is understood to plan a 45-minute variety program.

Already on NBC is the Blue Ribbon Malt program, featuring Ben Bernie. The Premier-Pabst Sales Co., successor to the manufacturer of the famous old Pabst Blue Ribbon, since the enactment of the law has already had Bernie inject into his program a line that "Pabst Blue Ribbon" soon will be available again.

Every precaution is being taken by advertisers, agencies and stations to avoid extravagant claims for products, and thereby to ward off in advance attacks against the nature of beer advertising on the air expected from professional reformers and opponents of radio. Carefully prepared copy will be the keynote. Stations were advised by the NAB, following passage of the beer bill, to consult their state statutes and local ordinances before accepting beer advertising, despite the fact that the federal law imposes no restriction on such advertising.

Commission is Silent

A RULING by Attorney General Cummings allowing "innocent anticipatory" beer advertisements in newspapers, in advance of April 7, when the 3.2 law becomes legal, also was considered applicable to radio and other media. While no official comment could be procured, it was indicated in official circles that no action would be taken against radio advertising of a nature that would not mislead in connection with the forthcoming sale and distribution of the beverage.

At the Radio Commission no official statement could be obtained regarding beer advertising. It was pointed out, however, that the prohibition law is in no wise involved, since Congress, in enacting the 3.2 per cent bill, held such beverages to be non-intoxicating. Lacking word to the contrary, it is presumed that the Commission will continue to be guided by the terms of the Radio Law which prohibit it from censoring radio programs, but which allow it to take cognizance of past programs of stations in calling hearings on renewals of licenses. Should it ultimately decide to question the merit of beverage advertising of this character—a course considered decidedly unlikely—it would resort to the license-renewal hearing method.

The national beer act permits advertising of the beverage and of wines in newspapers, magazines and on the air, regardless of the fact that numerous states have not legalized beer. The question has arisen as to whether a newspaper ad, for example, in a dry state, but with coverage in an adjoining wet state, can carry brewers' advertisements in a dry state, but with coverage in an adjoining wet state, can carry brewers' advertisements. While there has been no official answer from the federal government, it is known that the legal head of at least one dry state has held informally that such advertising over the air is permissible.

Trade Group Refrains

IN RESPONSE to an inquiry from Broadcasting, C. D. Williams, president of the United States Brewers Association, 55 West 42nd St., New York City, declared the trade association is not contemplating any sort of advertising for the industry as a whole for the present. If and when it does consider such a move, he added, "radio will be a very important item." What individual brewers may do regarding radio advertising is no concern of the association, he said.

Premier-Pabst Sales Co., Chicago, reported in response to a telegraphic inquiry by Broadcasting, that its plans to advertise Pabst Blue Ribbon will depend "entirely upon state regulations." It added, however, that it does con-
template advertising nationally and “radio is one of the media we are seriously considering.”

Adams Brewing Co., Chicago, which has distribution on cereal beverages in a score of states and which uses a program each evening over WGN, reported: “It will, of course, be a large scale operation for us to develop advertising on a national scale where we have distribution, pending the enactment of effective new legislation.”

Blatz Brewing Company, Milwaukee, declared its advertising plans were somewhat indefinite at this time but that if the radio medium were to be adopted it would be through a national chain.

N. Y. C. Stations Busy

AMONG stations in the “beer cities” of pre-prohibition days, such as St. Louis, Cincinnati, New York, Chicago and St. Paul, the latter is one of the few in which there has been a feverish activity in the alignment of beer accounts. New York, because of its great concentration of population, has long been preparing for the return of beer, and the independent stations have been busy preparing rates, ratings and auditioning prospective accounts for months. WOR, for example, as far back as last summer, was developing, and is understood to have several accounts lined up. WMCA also is reported to have several accounts in prospect.

From Milwaukee, Walter J. Damm, director of WTMJ, reported that the station does not expect to see at least four beer accounts on that station within the next month. Beer brought last fall to Milwaukee in the pre-prohibition days, he telegraphed, and the larger Milwaukee brewers are already investigating the laboring class and appropriate talent. Inquiries also have been received from large breweries in other cities which plan to make a “strong play for Milwaukee patronage,” Mr. Damm reported.


st. Louis Station Optimistic

IN ST. LOUIS, home of the Anheuser-Busch and Falstaff breweries, J. L. Van Volkenburg, director of sales and operations of KMOX, said that pre-prohibition days “leads us to believe that radio will play a very definite part in bringing beer back to its old popularity.” The station some time ago carried locally a program for Falstaff near-beer, and later originated a CBS network program for the producers of the famous Budweiser. “We have program and merchandising plans in the hands of several brewers and are now going to get into action on an hour’s notice,” Mr. Van Volkenburg stated.

Sidney Perlmutter, commercial director of WMCA, New York, that elaborate programs are being devised to meet the requirements of the beverage industry and render a high type of service and entertainment for the audience. He warned, however, that “infinite care should be taken to prevent exception being taken by any strata of the radio audience, in the handling of programs.”

E. H. Gammons, vice-president and general manager of WCCO, Minneapolis, stated that while the

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Chevrolet Campaign

CHEVROLET Motor Car Co., which has just extended its Friday night NBC-WEAF series featuring Jack Benny to May 12, has launched a radio contest in which it will give away an automobile a day for 30 days for answers from listeners “to the question, ‘Why I like the Chevrolet Six?’ Plan is to help build up a local dealer prospect list. Judges will be Thomas J. O’Hara, Department Manager; Associated Automobile Association; James Hammond, the DETROIT TIMES, and Henry T. Ewald, Campbell-Ewald Co.

Mr. Hanley

Hanley Appointed To Saltzman Post; Petty is Secretary

Judge Sykes New Chairman; Shake-up Seen Postponed

WITH the appointment of James H. Hanley, Omaha attorney, as fourth and new chairman of the Federal Radio Commission and the designation of Herbert L. Petty, of Kansas City, as secretary, continuation of the form of government which by the Roosevelt administration is regarded as a virtual certainty for some time at least. The Commission was organized on March 21 with the election of Judge Sykes as chairman by unanimous vote. The change in its present form is vacant is that of general counsel.

Both of the appointees are Democrats. Mr. Hanley’s nomination, predicted exclusively by Broadcasting in its March 15 issue, was sent to the Senate by the President March 29 and referred to the Interstate Commerce Committee. Chairman Dill. (D.) of Washington, called a hearing on the Hanley appointment March 22, but this committee rendered a favorable report. Senate confirmation is expected shortly, but Mr. Hanley probably will take the post of commissioner until April 15. Mr. Hanley was named to fill the unexpired term of Mr. Gen. Saltzman, which ends Feb. 24, 1936. Gen. Saltzman resigned last July.

No Shakeup Forecast

THE APPOINTMENT of Mr. Petty, who also had been mentioned for the fourth vacancy, was made by the Commission through an executive order of the President and with the confirmation of the Civil Services Commission. This procedure was necessary to save civil service requirements, since the new secretarial appointment will be made.

Mr. Petty succeeds James W. Baldwin, who resigned Feb. 15 to assume an executive post with the Treasury Department.

The fact that the administration has now given the Commission its full quota of members is a circumstance which the Commission will not immediately be abolished or made subservient to some governmental department as has been rumored. Legislation looking toward creation of a Federal Commission on Communications, proposed by President Roosevelt, was introduced in the Senate, but it is destined to lay over until the regular session of Congress next January.

Appropriations Cut Looms

WHILE it is possible for the President, under the law, to make a substantial reduction in appropriations, he is not authorized to make this decrease in certain vital public expenditures, such as the appropriation for the operating expenses of the Civil Service Commission.

The appropriation for the operating expenses of the Civil Service Commission was reduced five per cent, but will probably be increased in the Senate. The appropriation for the operating expenses of the Interstate Commerce Commission was reduced three per cent, but will probably be increased in the Senate.

In that regard, it is stated in advance that the reduction in the Commission’s field force, formerly the Radio Division of the Commerce Department, would be most

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www.americanradiohistory.com
Near-Beer Proves Radio For 3.2 Brew

Abner Drury Co. Revitalized by Broadcast Campaign; Brewer to Double Air Advertising After April 7

By HENRY J. KAUFMAN

WHEN the Abner Drury Co. decided to go on the air almost a year ago, its campaign was intended to sell near-beer only. Prospects for the return of an alcoholic brew were slim at that time. A program designed to attract young people and thereby create a beer taste among those listeners who could not remember the pre-prohibition days increased sales as much as 400 per cent. So successful, in fact, was this and a subsequent venture that this Washington brewery now plans to use two stations to advertise the 3.2 per cent brew.

Rides on Reputation

THERE must be something to a product that could hold its own for the first three years without any sales promotion or advertising to help stem the outgoing tide of business. Evidently, the Drurys thought advertising would do no good at that time or that the wave of prohibition brewing which had been riding would carry them through the coming years. The results proved it to be ill-advised, however, and the Abner Drury Company engaged us to help stage a comeback. In spite of the sorry state of affairs, the company seemed to be in that at time, we really had good tools to work with. The Abner Drury name still carried prestige. It had maintained quality, and its famous old "Royal Pilsen", on the job 35 years, was still at it. Around him we built our story and on radio we pinned our hope.

We had many successful campaigns directed solely through the medium of newspapers, but feeling that we had to create a new market for near-beer, and sensing the rankling feeling that lay in the underdeveloped beer-taste of the younger generation, we agreed that this element would be more susceptible to the sugar-coated selling of a good radio program, built up with the aid of limited newspaper and outdoor advertising.

It was late in May when my agency was given its assignment—really too late to start a near-beer campaign. Our barrage couldn't get off until the first week in June, a time which could hardly make itself felt before a waning summer would bring it face to face with a waning market. This was the situation when the company, which had maintained the character of its original, seemed to make a hit from the start. The public didn't want a heavy program—summer laziness made just such a simple program all the more effective. That it was effective is attested by the fact that in August "Royal Pilsen" sales were four times greater than the corresponding period of the previous year.

On the radio we planned to play up Karl Egolf, the man who was responsible for "Royal Pilsen", the original Drury brewing formula which was altered only in alcoholic content. This inspired the slogan, "The Brew With Everything BUT!" During the program we gave due emphasis to the reduction from 15 to 10 cents a bottle. This feature brought Royal Pilsen in line with competition but still let it suffer in comparison with "Abner Drury's Light" and "Abner Drury's Dark Brew" which sold for five cents a bottle in chain stores, or six bottles for a quarter.

Appeals to Youth

IT WAS this companion product which had made the Abner Drury set-up so difficult. Abner Drury himself agreed that failure to control this cheaper brand through advertising—and dependence on the stores to push it—had put him at their mercy. The chain stores were using it as an occasional "price-leader" and the independents were dropping it because they couldn't compete. In his anxiety to maintain volume he had completely ignored the hitherto profitable "Royal Pilsen" brand, which had consequently suffered to such an extent that it was almost out of sight, with no reversal of the price downturn within popular reach we were enabled through the sincere cooperation of the plant to take the sales force behind "Royal Pilsen."

The radio program was planned to appeal to the younger generation. A dance band from Washington's most popular night club was selected to back up an excellent woman vocalist. "The Brewmasters" and "Princess Filsen", all of them with radio names, which gave each a dual job—that of not only selling the product but also the radio program on which we had built so much hope.

Elephant Charm Premium

HAPPILY, the new officers also were clever enough to work in perfect accord with the agency. They proceeded far in advance of the natural beer season to put into action the same type of sales promotion that had proved successful at the end of the previous season. As a result, a successful appeal—only this time it was the mystery thriller "Rajput." The "hook" in this campaign was that 'Rajput' Channing Sweitzer, which helped merchandise the product in larger units because we gave the elephants away with a written request accompanied by six Royal Pilsen bottle caps.

We felt that most people were sufficiently superstitious and that in these depressed times particularly such a good luck charm would have an unusual appeal. This was easier to sell, a "six bottle party package" was introduced—something new for near-beer.

We also had Karl Egolf and his brewing formula which has remained unchanged for 35 years. That lucky elephant, which is his symbol, is advertised weekly on WJSV, seems to be a real sales help. It has given great advertising support as sales incentive in addition to the product. It has created comment and sly kidding among friends who are also called by the same superstition by flashing the elephant. It has created interest in a product which has always been a dead issue during winter months, and it has proved, too, that advertising knows no season.

Sure to Say, all the publicity that has attended recent Congressional beer legislative activity has hurt rather than helped the sale of near-beer. We do not have much hope for the "nearest thing" when the "real thing" seems so close at hand. Grocers do not want to buy, and the request that may soon become obsolete, and brewers do not want to show off the de-alcoholized product when having it in its original state for a few weeks will make it all the more valuable. Yet the radio advertising carried through this February and March has set new "highs" for "Royal Pilsen" in spite of severe national and local disengages. So when real beer returns, we are going to launch a dual radio campaign over two stations, the one which created pre-season activity as well as the one which helped build up sales during the normal seasonal decline.

April 1, 1933 • BROADCASTING
Postal Rules Modified For Fan Mail

Stations May Forward Letters to Advertisers in Bulk Without Payment of Additional First Class Fees

ALL MEMBERS of the broadcasting industry will rejoice over the Post Office Department's new ruling on the forwarding of fan mail from stations to program sponsors. Thanks to counsel for WGN, Solicitor Donnelly has decided that fan letters may be forwarded in bulk from stations to advertisers without payment of additional first class postage. This new interpretation, which will save the industry thousands of dollars each week, is particularly welcome at this time when expenses are being trimmed to meet lowered budgets.

Mr. Caldwell

SINCE the advent of broadcast- ing as a commercial enterprise hundreds of thousands of dollars have been spent by stations, the letters were shipped in bulk by express or some similar method, without payment of additional first class postage, but not by parcel post. The Feb. 15 ruling, however, removed this restriction.

Mr. Scharfeld's inquiry was submitted by the department to Horace J. Donnelly, its solicitor, who held, first, that the fan mail rulings apply with equal force to network and non-chain stations and that no distinction is made by the department between classes of stations. Throughout his ruling, Mr. Donnelly emphasized that fan mail must be forwarded unopened to the sponsor, to be eligible for handling without additional first class postage.

"If the fan mail is to be opened by someone before it reaches the advertiser, it may not be sent outside the mails to such person without payment of postage," Solicitor Donnelly held. If, on the other hand, it is mailed without payment of postage, he added, it may not be opened by anyone before it reaches such sponsor, it may be sent otherwise than by letter, with the written consent of the private express statutes."

With millions of fan letters received annually by stations to be forwarded to sponsors, the postal regulations heretofore have made this a major problem, particularly for the networks. The ruling of last December, relaxing the requirements as to the movement of fan mail from affiliated stations to network headquarters, is understood to have produced savings of about $5,000 a month to NBC alone.

Mr. Scharfeld asked for a ruling as to whether the law prohibited the mailing from stations of letters that were not addressed to the advertiser. The ruling was that it was not prohibited by law, but to be done in accordance with the regulations of the Post Office Department that the letter be a letter, with a destination, and not an advertisement.

Mr. Scharfeld told the department by letter that perhaps the best mail to send to advertisers was from sponsored programs, and that the most effective way of doing this was to have the fan mail mailed to the advertiser by the station. The department then told Mr. Scharfeld that the ruling was that it was not necessary to mail the fan letters to the advertisers, but merely to have them mailed to the advertiser by the station.

Another important matter in this ruling was the question of whether the payment of postage was required for the mailing of fan mail. The department told Mr. Scharfeld that the payment of postage was not necessary, but that the postage was payable on the mailing of fan mail.

The department then told Mr. Scharfeld that the ruling was that it was not necessary to mail the fan letters to the advertisers, but merely to have them mailed to the advertiser by the station. The department then told Mr. Scharfeld that the ruling was that it was not necessary to mail the fan letters to the advertisers, but merely to have them mailed to the advertiser by the station.

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Radio Sells Even When Banks are Closed

By LEWIS ALLEN WEISS
Assistant General Manager, WJR, Detroit

Department Store Sets Six-Year Mark in Luxury Sales
Through Persuasive News Broadcasts

Mr. Weiss

“WHAT’S happen-
ing in De-
trim?”—the
country wanted
to know as the Mo-
tor Oil Age ended
into the fifth
week of its bank-
ing. Well, there
was no dancing in
the streets any-
thing with flowers, exactly. But people were spending money in
increasingly flattering amounts, for commodities and
services, with a timely, interesting appeal.

“I’ll find the item; you dra-
matize it;” this was the rule laid
down by Miss Mary Murphy, ad-
vertising manager of Kern’s De-
partment Store in Detroit, which sold an amazing list of products
for cash during the few weeks when the common assumption was
that there was no money in circu-
lization. These outstanding sales
were made on luxury items—a car-
load and a half of rowing machi-
es, a tremendous sale of Rogers Silverware, thousands of
yards of silk and similar non-
ecessities.

Sales for Cash

AND 92 per cent of the sales were
for cash! This was not a sacrifice
sale; it was an all-new merchandise,
advantageously purchased and sold
at a profit. The facts behind this
story represent one of the best
briefs that radio has yet presented.
On the day the banking holiday
was declared, Kern’s, one of the
largest department stores in the
state, led off with this message of
assurance to WJR listeners: “The
Ernst Kern Company regards this
temporary lack of liquid assets as
a fitting time at which to express
its abiding confidence in the com-
monity that it serves, and in the
financial institutions that serve it.
Present conditions warrant that we
all maintain a steady hand at the
helm, and Kern’s proposes to re-
data the entire list of its stock for
fifty years, serving the merchandis-
ing needs of Detroit. Kern’s
invites you to buy as you had in-
tended to in the next 10 days; your
integrity was respected at Kern’s
yesterday, and so it will be in all
tomorrows that are to follow”.

Right on the heels of this
announcement, while timid merchants
talked of closing their doors, came
the series of radio dramatized sell-
ing events that proved Detroit’s
willingsness and ability to buy.

Unusual Appeal Sought

“WE’LL FIND the items,” Kern’s
promised. “We can’t afford to ad-
vertise anything that isn’t vital in
its quality, in its public appeal, in
its acceptance; we’re doing nothing
for the sake of presentation alone;
we’ve got to have at least one
punchy dramatized event for the
day, that will really spell will
carry the store; and that, if any-
thing, will save the day.”

Here, if ever, matters of presen-
tation take all-important; ears were
strained to the radio for news. To
match the tempo of the day, to
plant an idea in mind, and con-
plicated with the fast-moving
events of banking holiday and in-
auguration, the appeal must have
be dynamic, spontaneous; optimistic, yet
not flowery. No ordinary device
under the current circumstances
would hold up to do the job.

Announcer’s Personality

WJR’s News Reporter, Billy Rep-
aid, was selected to present
Kern’s “Shopping News of the
Air”. His is a rambling account
of bargains noted here and there,
in the hope that one of them might
strike some fancy. In his own
characteristic style he describes
the two or three carefully selected
items, with vitality that cannot be
stimulated by a listener, and causes
him to decide, “That’s something
I’ve always wanted; if I never do
anything else in my life, I’ve got
to get downtown and buy it”.

This five-minute shopping fea-
ture is broadcast nightly, except
Saturday. Because the spending
of money is now a matter that
requires family discussion and an
OK from the head of the house,
it occurs around 8 o’clock. Dinner
over, the paper read, it is the most
favorable time for selling ap-
proach. Men, accustomed to hear-
ing Billy Repaid’s crisp concise
comments on the day’s news, like
to listen. He uses no oratory, no
soft voiced poetic style in announce-
ing. In his straightforward, bu-
morous manner he can make Kern’s
special bargains in lingerie, thumb-
tacks or washing machines become
an imperative reason for a trip
downtown.

But let Billy Repaid tell you;
here he is in Kern’s “Shopping News of the Air”!

Rapid-Fire Chatter

“GOOD EVENING, Ladies and
Gentlemen. Say, I’ve been hav-
ing some rowing fun this afternoon,
and you can’t guess what I’ve been
doing, What?—no, you’re all
wrong—I’ve been rowing, yes real
rowing. You don’t believe me?—Well, here’s the way it was
—You see I went down to Kern’s
this afternoon to take advantage
of some of those great bargains
at Kern’s Golden Jubilee Sale, and
while I was there I went up on
the rowing flotilla and there I
stood, rowing machines—not one
two or three but hundreds and
hundreds, and they are so
smart, you can’t believe it or not Mr. Ripley, a whole
crew load of them. Fine strong rowing
machines that are just what every-
body needs to keep in shape and
get the exercise that is so neces-
sary to every one of us.

“Now, when I say ‘rowing ma-
achines’ you probably think of
a great big bulky outfit weighing
about two hundred pounds that
you need a whole gymnasia to set
up in—well, that’s what I
thought too, but you ought to see
this ‘Row-Fit’ machine right there—
you can pick one up in one hand
without any trouble and can stow them
down anywhere, in the closet, be-
hind the door or under the bed,
and then, when you want to use it
don’t take it out and it won’t take up
over three or four feet of floor
space. And are they strong and
substantial? Believe me, you
sure are.

“You know, I tried one of them
down there at Kern’s this after-
noon and decided that I’d give it
a real work-out and see if it really
was as substantial as it looked.
Well, I went up to that row-
ing machine and it didn’t take me
long to find that there was a piece
of equipment that really could
‘take it.’ They call this device
the ‘Row-Fit’ and you know that
experts all agree that there really is
nothing like it for giving you just
the exercise needed, either for
reducing or building up the phys-
sique. And rowing isn’t all that
this ‘Row-Fit’ is good for, not by
a long shot.

Stresses Low Price

“IT’S SO constructed that it can
be used in any number of differ-
ent ways to give every muscle in
the body the proper work-out,
and every member of the family can
use it too—the variable tension
makes it for men, women and
children. But say, here was the
biggest surprise. I asked the
buyer of Kern’s what these rowing
machines were to be sold for,
and what do you suppose he told me?
40. Not ten dollars, not even
five but just one single solitary
dollar—yes sir—for only one
dollar, one buck (eight bits to you)
you can take one of these ‘Row-
Fit’ machines home and the whole
darn family can get more exercise
than they formerly could with a whole gallon full of chat-
pulls, bars, dumbbells and medical
bills, and all for only one dollar
up on the ninth floor of Kern’s, at
Woodward and Gratiot.

“And by the way, while I’m still
on the subject, there’s going to be
a bit of a rowing row later demon-
strating these rowing ma-
achines on the fourth and sixth
doors tomorrow so you’d better
go down and see just what great
buys these are. And now I’ll let you
in on a little secret, among all these
beautiful girls who will be Misses
Brothers Silverware, you’re the
state’s prize winner—in the
beauty contest—so I’ll be see-
ing you at Kern’s tomorrow.”

Sells Silverware

ON THE DAY after this broad-
cast, Kern’s sold 410 rowing
machines, at $1 each. The second
night, BillyRepaid suggested that
listeners order Silverware sets
and that 10 cents extra would
be charged for delivery. Telephone
orders were received for 300 more
machines and of course...

Three Detroit stores offered 1847
Rogers Brothers Silverware at
half price. Kern’s, advertising by
radio, sold over $1,000 worth the
(Continued on page 26)
**A&P Proves Value of Price Quoting**

**Close Check on Increased Sales of Featured Products Leads Grocery Chain to Add Three Programs**

Determined to find out in actual figures the effect of its national radio advertising campaign at the point of sale, i.e., its 14,000 retail stores, The Great Atlantic & Pacific Tea Company last year began an exhaustive survey. The results just revealed by the grocery chain’s statistical department.

Not only did the inquiry (just made the subject of a comprehensive report by the A. & P. statistical department) prove conclusively that the average weekly sales of commodities on which price quotations were published on WEAF network increased 173 per cent, whereas those mentioned by name without price quoted gained only 29 per cent.

**Basis of Comparison**

The tests were conducted from May to November, 1932, under two headings: first, to determine what sales increases could be obtained by mentioning the names of the commodities only, and second, to ascertain the increases from mentioning both the name and the price of the item of merchandise.

Each product was featured in turn. All increases were based on sales during the week in which each product was featured on the air as compared with the average sale of the same commodity for the preceding six weeks. This base, as an additional check for accuracy, was compared with sales during the corresponding period in 1931.

No supplementary advertising or promotion was used during this experiment. In fact, school boards were warned against unusual displays or advertising-ins, though, of course, no restrictions were placed on the driving power of sales force.

**Data on 11 Products**

Seeking an answer to the question of whether price quotation pays, the A. & P. statistical department gathered data that are applicable for 11 different grocery commodities. The following tabulation shows the public response to price quotations over NBC:

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Cent Stores Increase Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q. M. Beans</td>
<td>83</td>
</tr>
<tr>
<td>Coffee</td>
<td>14</td>
</tr>
<tr>
<td>Grape Juice</td>
<td>19</td>
</tr>
<tr>
<td>K. M. Ketchup</td>
<td>166</td>
</tr>
<tr>
<td>Enesco Macaroni</td>
<td>189</td>
</tr>
<tr>
<td>Ann Page preserves</td>
<td>230</td>
</tr>
<tr>
<td>Rice</td>
<td>186</td>
</tr>
<tr>
<td>Blue Peter Sardines</td>
<td>221</td>
</tr>
<tr>
<td>Shredded Wheat</td>
<td>14,928</td>
</tr>
<tr>
<td>Sparkle Gelatine</td>
<td>14,549</td>
</tr>
</tbody>
</table>

Although the item of coffee brought the smallest increase, it was one of the most impressive figures from the point of view of A. & P. executives. Each year the grocery chain spends approximately $1,000,000 to advertise its special brand of coffee in the newspaper, so the 14 per cent gain on the NBC program brought an additional 14 per cent gain.

**Sales in Millions**

In the sale of price-tagged products in the several geographical areas reached by NBC are based on the facts that in England, 145 per cent; eastern division, 136 per cent; southern division, 156; middle western division, 244; central western division, 219.

These increases paralleled runs into millions of units, moreover, and thus the numbers of units figures as are many statistical studies. For instance, price quotations on Encore macaroni resulted in an increase of 1,939,985 sales one week, while Sparkle gelatine sales gained 1,283,237 when its turn came.

**Another significant fact brought out the A. & P. statistical department that each week of the radio test showed an average of 251,816 additional customers.

A customer-sampling survey reveals one complete purchase by one customer (for instance, if a customer buys eggs and bread, he is recorded as one purchase and not as four purchases).

Thus, after eight consecutive weeks on the air, Mr. Evans was convinced that radio advertising pays and that price quoting on the air pays. So pleased are executives with results from "the A. & P. Gypsies" on NBC-WEAF that three additional programs were inaugurated on NBC-WJZ. These are "Maud and Cousin Bill", sketches by Booth Tarkington; "George Rector's Cooking for Good Health and Daily Food" with Judge Gordon and George Rector.

**Dr. Jolliffe Maps U. S. Service Area**

A ROUGH estimate of radio station coverage in the United States discloses that approximately 90 per cent of the population and 50 per cent of the territory "are in the good service area of at least one broadcast station", according to Dr. C. B. Jolliffe, chief engineer of the Radio Commission.

In an address in New York March 14 before the communications group of the American Institute of Electrical Engineers, Dr. Jolliffe discussed little-known aspects of the Commission's techniques. He cited his slogan "Dividing Up and Monitoring the Ether".

**Small But Powerful**

REGARDING broadcasting, Dr. Jolliffe declared that the broadcast spectrum, 550 to 1500 kc., occupies only 5 per cent of the frequency spectrum now used and the 600 broadcast stations represent less than 0.1 per cent of the total number of radio stations in the United States. "However, broadcasting occupies only 0.1 per cent of the time and personnel of the Commission, and when the newspapers report our work it is almost 100 per cent about broadcasting", he added.

Discussing radio coverage, Dr. Jolliffe said: "An average business section of a city requires a higher signal strength than residential or rural sections. Adequate service for the business section of a city from even a 50 kw. station is only possible for 52 miles and for lower power stations, it is much less, he pointed out.

**Walter C. Evans Radio Head of Westhouse**

**APPOINTMENT OF WALTER C. EVANS AS MANAGER OF THE RADIO DEPARTMENT OF WESTHOUSE**

WALTER C. EVANS was appointed manager of the radio department of Westhouse Electric & Machine Manufacturing Co. was announced April 1. He will retain his former duties as manager of radio broadcasting, with headquarters at the Chippeola Falls, Ky., plant.

Mr. Evans began his career with Westhouse in 1921 as operator at KYW, but he won rapid promotion to his present executive capacity. He will make his new headquarters at the Chippeola Falls, Mass., plant of Westhouse and will report directly to the vice president and manager.

**Licensed Brewers**

(Continued from page 6)

BROADCASTING • April 1, 1933

**NBC Names McClelland Sales Head, Cuts All Pay**

A NEW SHIFT in the executive staff of NBC makes George F. McClelland vice president in charge of sales and Roy Witmer vice president and eastern sales manager. The two men have been on the same time persistent rumors that M. H. Aylesworth, Jr., and Roy Witmer, vice president and eastern sales manager, will resign from NBC to devote all his attention to RKO are flatly denied in official sources.

Mr. McClelland last fall has been assistant to Mr. Aylesworth in both his NBC and RKO activities. His new post brings him back to NBC public relations.

Effective April 1, a new 10 per cent salary cut for all employees earning over $1,000 a year has been ordered by Richard C. Patterson, vice president and general manager. It was explained this was due to current conditions, and a restoration of former salaries was promised when conditions improve. The first NBC salary cut was ordered Sept. 1, last.
Sales Clinching Power of Spoken Word

By W. H. COULSON*
Commercial Manager, WHAS, Louisville Courier-Journal

Radio Called Nearest Approach to Direct Merchandising; Program Appeal Determines Size of Audience

Let us tune around the dial. We are immediately conscious of all on the air. Radio reaches us through the ear instead of the eye. Radio capitalizes on the spoken word. We are all conscious of the power of speech. In the main, it is the spoken word that lawyers depend upon to influence Juries; that politicians resort to to gain elections; that preachers depend upon to win souls; and even the love sick swain uses his homely eloquence to make the light of his love say, "Yes." 

Mr. Coulson is fully in the habit of recognizing this fact, as I was the other day, to make his argument for his favorite medium, radio. He states that radio is the nearest approach to direct sales contact of any form of advertising. Through radio, the advertiser enters the family circle as an invited guest. He puts the family in a most receptive frame of mind through its clear entertainment and then at the proper moment, from a prepared script, each word of which has been carefully weighed, and with dramatic enthusiasm and emphasis, he tells his story to millions at one time.

Taught to Emphasize

In this PHASE of radio advertising we can cooperate beautifully with the other mediums. Permit me to illustrate with the Lucky Strike account. I shall recall this account several times, not that I own any American Tobacco Company stock, nor do I smoke Luckies. I can't even say that I approve of their style of advertising, but they are big advertisers, they have been highly successful and they have used virtually every medium. About the time of their "Consider Yourself a Lucky Strike" campaign, I used to keep a copy of the SATURDAY EVENING POST on my desk.

In discussing radio with a client, I would hand him the copy of their ad and ask him to read it aloud. He would read, "Lucky Strike, the finest cigarette you ever smoked, made of the finest tobaccos, the cream of the crop." I would then stop him and ask him if it was the way he normally read an ad. No—Edward Thorgerson had taught him to read it as they wanted it read. Thus radio enhances the value of the printed word.

This ENTHUSIASTIC endorsement of radio might appear to have been delivered at a broadcasters "pep" meeting; as a matter of fact, it was directed chiefly to a gathering of newspaper editors. The speaker-author is an executive of one of the leading newspaper-owned stations and consequently is hardly prejudiced against the press. He points out that the radio has enhanced the value of the printed word by the emphasis it places on words and phrases. The receptivity of the advertising is shown by the numbers who wait up for late commercial programs.

Obligation to Buy

Again there is an opportunity for our programs to cooperate, but this time it has a reverse English. We recommend to our clients that they run newspaper advertisements pulling attention to their program. We use the mail to notify distributors, jobbers and dealers of a new program and tell them to stock and display accordingly. It goes without saying that window and country displays are essential to complete the merchandising scheme.

Let's dial again. This time we'll tune in on the dial of the Sherman Hotel in Chicago. My companion introduces me to his friend. When this friend learns I am in radio he says, "I want to tell you what I did the other day. I went into a drug store and bought an item I had heard advertised on the air. Cost me 75 cents. I really didn't need the article, but I felt as though I ought to contribute something to the program because I liked it." Friends, the man who made this statement to me was ex-Congressman McDermott of Chicago. And this is the secret—radio creates an obligation to buy. Time and again people have told me that they bought certain articles, not because they thought they were any better than a competitive brand, but because it was a small way to show their appreciation for the entertainment afforded them.

Five Times the Audience

Simultaneously Lucky Strike came on the chain with R. A. Rolfe on a 42 station hookup. The network cost $10,000 and R. A. Rolfe $2,000, making a total of $12,000, but with 42 stations the potential audience was $50,000. 15 to 20 million people listened to this program this position with any other advertisers since you cannot put two advertisers in the same spot. Of course, it occupied the spotlight for one solid hour, and during this time it got in four forceful sales talks.

All in all, radio has to do with commercial program only. Periodicals carry (Continued on page 29)
No Fan Letters Requested
But Response is Large

BY PAUL D. WARREN
Asst. to Vice President
Peoples Gas Light & Coke Co.,
Chicago

OUR PROGRAM is in its eleventh year and the envelopes on which no fan letters have ever asked for a box top nor a show of letters, and yet we renewed for another year. Our Home Service program, conducted by Mrs. Anna J. Peterson, over WENR each Tuesday, Wednesday, Thursday and Friday morning, is accomplishing the desires of Chicagoans without an additional show of audience.

Advisory to the Peoples Gas Light and Coke Company has 720,000 domestic customers. This represents a large percentage of the total business of the “Jimmies.” We want their good will, will you help us to be satisfied with our service. We feel sure that you believe there is no better medium for reaching housewives than a morning broadcast.

Advice on Foods

THERE IS no better way to make these customers satisfied users of gas than to tell them how to use it and not only to our best advantage but most economically. We want them to get full value for the money they pay for gas.

The welfare of the home depends greatly upon what foods are purchased and how they are prepared. Mrs. Peterson is one of our best authorities on these matters, given in a friendly and understandable manner.

We do not solicit fan mail. Any woman who writes our homeservice department is seriously interested in improving her techniques, or wants to give her family more diversified and more healthful meals. And our broadcast producers have large numbers of such inquiries.

Swamped by Inquiries

IN FEBRUARY, we received 6,373 letters, 90 per cent from radio listeners, or an average of 238 each working day, and every letter was replied to. A request to be added to our broadcast list is a solution to some household problem.

In the same month we received 11,591 telephone calls in the home service department, an average of 480 per working day, 95 per cent of which resulted in new business. Despite the fact that telephone calls are not solicited, in fact they are carefully arranged to prevent too many calls in a broadcast, we get them. If, in a broadcast, we happen to give our listeners a recipe or an idea for some home improvement, we are likely to have a large telephone switchboard with calls almost before the broadcast is over.

We have another method of checking our listening audience. If we announce a radio tea, a special cake decorated demonstration

Lower Rental Available
To W.E. Turntable Users On Contract Renewals

READJUSTMENTS of contracts for the rental of Western Electric turntables, under which stations which have divided their contracts for the apparatus are being accorded reductions in monthly payments approximating 50 per cent, if certain conditions have been or will be met, have been learned at Electrical Research Products, Inc., New York.

It was explained that stations which have completed 3-year contracts become eligible for the reduction upon signing new contracts, and, if pointed out, is not a flat 50 per cent cut, but amounts to slightly more than that percentage in some cases and less in others.

There has been no general change in the rentals of apparatus to stations which have not yet completed their contracts, and we believe ERPI's new policy is a welcome one. It is explained that ERPI sometime ago adopted the policy of cooperation in making temporary readjustments in the rental rates, where stations have been unable to get adequate business, and where their incomes do not reach normal levels.

According to ERPI records, between 160 and 170 stations are equipped with Western Electric turntables. Rentals range from $35 to $125 a month, depending upon the type of equipment installed.

Further Income Drops
Reported by Networks

ANOTHER big drop in network revenues from the sale of time was recorded for last February, when NBC and CBS together grossed $2,599,620. This compares with $2,794,602 in January. In February, 1932, the two major networks grossed $3,837,929, or over $1,250,000 more than in February of this year. March figures, not yet out, are expected to show a continued diminution of revenue.

NBC during February grossed $1,706,602, which compares with $2,757,009 in February, 1932. CBS in February grossed $893,918, which compares with $3,191,414 in February, 1932.

Deals were shown in practically all classes of sponsors, with slight gains shown in the clothing and dry goods, garden, house furnishings, jewelry, paints and farm stationery and publishers and hotels classifications.

or any other unusual affair, and no other publicity than radio is used, we get capacity audiences.

We have moved the current attended lecture-demonstrations in our main and branch home service auditoriums in February, and we are happy to report that the fact that interest in these lectures is kept alive by means of broadcast is now a “Home Service” service.

The first Home Service program was broadcast on Dec. 7, 1922, over KYW, Chicago, and continued each Tuesday, Wednesday, Thursday and Friday morning until May 13, 1923, when the program was shifted to WENR. Mrs. Peterson is now aided in her broadcasting duties by several assistants.

The Radio Roosevelts

WHILE her brother, James, eldest son of President Roosevelt, is featured in a series of broadcasts over the Yankee Network from Boston, Mrs. Anna Roosevelt Dall is appearing for Best & Co., New York department store, over WEAF, New York, Tuesdays and Fridays, 4:45-10 a.m. Mrs. Dall began her series March 17, to continue to April 28, after which she may possibly go on a network. W. H. H. Hull & Co., New York, is handling the account.

Roosevelt’s series started March 23, and he will continue to talk over the Yankee system every Thursday evening on national affairs. The series is sustaining, arranged by John Shepard, III, head of the network, who personally introduced the President’s son before his initial broadcast.

Young Roosevelt is in the insurance business in Boston, and spends several days each week in Washington. In the photo here he is shown with Mr. Shepard.

Round Robin Series

A ROUND-ROBIN series of weekly afternoon programs originating in studios of its southeastern sections, under the title “Southeastern Reue," was initiated March 30 by NBC to present a radio picture of the whole lower right-hand section of the country." The originating station on March 30 was WIOB, Miami. The rest of the schedule, to be continued in the same order after the first round, follows: April 6, WFLA-WSUN, Clearwater, Fla.; April 13, WIAA, Jacksonville; April 20, WIS, Columbia, S. C.; April 27, WWNC, Asheville, N. C.; May 4, WPTF, Raleigh; May 11; WRVA, Richmond.

NBC-KPO Network
Dissolves April 1

Cost of Long Wire Hauls Held Partially Responsible

GENERAL business conditions, and more particularly the high cost of the long wire hauls, have belatedly prompted the decision of NBC to suspend the operation of its NBC-KPO or “Gold” network created more than a year ago. NBC secured the use of various stations of the North-West Broadcasting System, which Adolph Linden unsuccessfully sought to make the nucleus of a new national network.

Dissolution of the “Gold” network is effective April 1, Don Gilman, Pacific division vice president, has announced. The NBC-KPO or “Gold” network is operated as herefore, but will also take “Blue” network programs formerly routed on the other channel. Two of the NBC-KPO network programs will be moved immediately are the Westinghouse “Tennessee Murder Mystery” series and PepsiCo’s “The Game.”

KPO, San Francisco, leased last year from Hale Brothers department store, in the San Francisco Chronicle, joint owners, will continue to be served with some network programs but will stress transcriptions. On April 1, it is scheduled to boost its power to 50 kw. under the recent grant of the Radio Commission.

The NBC-KPO network has included KEC, Los Angeles, which will be operated independently by the owner, and stations of KKE, KEX, Portland, and KGA, Spokane. The latter three are Northwest Broadcasting System stations. Our NBC-KPO network continues with NBC but will be operated independently of network connections. KJO has been leased to the operators of KOMO.

The NBC-KGO network remains undisturbed, linking from KGO as the network head station to the following: Los Angeles; KGW, Portland; KOMO, Seattle, and KIQ, Spokane.

KOMO Leases KJR

MANAGEMENTS of KOMO and KJR, both Seattle, have been able to announce Adolph Linden, manager of KOMO, with the leasing of KJR to O. D. Fisher, operator of KOMO. The NBC, which acquired NBC-KJR when it took over, when it took over, on March 1, the operation of a number of the Northwest Broadcasting System stations, has leased the station to the operators.

Poor calls for new studios in new locations for each station and a new transmitter for KOMO, offices after April 15 will be in the Skinner Bldg.

World’s Fair Studio

ADVERTISERS and stations will be permitted to use radio studios in their own buildings, in a section known as Hollywood at the World’s Fair, Chicago. Sponsors of some of the leading features of the air have indicated their intention to broadcast from the studios during the Century of Progress Exposition, June 1 to Nov. 1.

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"Chandu"—Sales Building Magician
Radio Serial Achieves Phenomenal Results for Sponsors; Some Stations Broadcast Program Twice Daily

By RAYMOND R. MORGAN
Vice President, Earnshaw-Yang; Advertising, Los Angeles

"CHANDU, the Magician!"

There's magic in that name—gold magic, for radio listeners; gold for "Chandu"'s" sponsors. For by the same magic that "Chandu" has won his tremendous radio following, the radio magician has been a powerful sales builder for his commercial sponsors.

In the southwest, "Chandu's" new merchandising magic is steadily boosting the Rio Grande Oil Company's sales of a new type of cracking gasoline. Throughout the east, the radio wizard has been playing a thrilling tune on the cash registers for Beech-Nut Packing Co. for a year or more, by increasing sales of its gum, coffee and other food products.

Secret of Success

SO PHENOMENAL has been the success of this transcription serial, that a record of its triumphs in merchandising accomplishments during these years of depression, is a revelation to sales executives.

All the way along, "Chandu" loves magic, and in that universal urge lies the secret of "Chandu's" great success. Recognition of the value of magic led to "Chandu's" birth. This occult mystery drama is the brainchild of Harry A. Earnshaw and Vera M. Murphy, of the Earnshaw-Yang advertising agency in Los Angeles. These writers saw the tremendous popular appeal possible in a serial drama based on the broad general theme of magic.

The technique of radio already was at their command. These authors had written and produced the radio hits "Folgeria," "The Ventures of Detectives Black and Blue," "The Old Scrapbook" and others. They got busy, wrote a month's episodes, secured and re-edited an excellent cast and by the night of August 4, 1931, all was ready. That was the night "Chandu, the Magician" made its debut on the air.

On 77 Stations

NOW, after 17 months of broadcasting "Chandu" is playing over 77 radio stations throughout the country by live broadcast and by electrical transcription. And on March 6, 1933, "Chandu" was re-newed on a synchronized release basis in the east and middle west for Beech-Nut.

All the while this radio serial has been drawn, and still is drawing, record mail. "Chandu's" mail is no ordinary fan mail. He pulls in mail with proof of purchases of the sponsors' products—that's part of his merchandising magic. When a letter comes in to "Chandu," it means that money has gone into his sponsor's cash register. That's proof of his pulling power.

Several times radio stations actually recruited sponsors' broadcasting time free—just to get this radio feature for their station because they knew it was a big audience builder.

Broadcast Twice Daily

AT THE PRESENT time, this serial is broadcast twice daily on several stations. The pilot station, broadcasting a sustaining program in some cases. In Los Angeles, "Chandu" was so many parents complained that they could not make their children go to bed until they had heard the nightly installment of "Chandu." the sponsor arranged an extra broadcast over KNX at 5 p.m. especially for children. At the same time, the regular evening broadcast over KHJ in the same city was maintained.

In Long Beach, Cal., KFOX brags that it wakes the children up and puts them to bed with "Chandu." KFOX puts on two broadcasts daily of this feature, one in the morning and one in the evening. Other radio stations are following suit.

New as to sales building.

Last spring Beech-Nut Packing Co. bought time on six stations to give "Chandu" on electric transcriptions a try. Last year Beech-Nut was buying time on many more stations to add its own merchandising force. It was found the radio thriller to its liking on two counts: (1) it was popular; (2) the transcription setup allowed promotion of different products in different territories at will.

Offers Prove Sales

WHEN dealers sent in word that during the approaching weekend they planned to push this or that Beech-Nut product, Beech-Nut was able to tie in with a local radio announcement.

As he moved into new stations "Chandu's" popularity and sales-making ability continually was tested with an offer. This took the form of a box of Chandu magic tricks given in return for merchandise.

Over the first six days "Chandu" brought in as many as 100,000 requests in one week, all with actual sale of merchandise. Not was Beech-Nut disappointed in "Chandu's" returns as the program spread from the Mississippi until, station by station, Beech-Nut had the whole eastern part of the country covered with its nightly, except Saturday and Sunday, broadcasts.

Last December the Rio Grande Oil Co. decided to try some new merchandising ideas in marketing its new cracked gasoline. So Rio Grande took over "Chandu" when it is the western sponsor completed his campaign.

Sales Mount Rapidly

SENSATIONAL increases in sales were chalked up for Rio Grande's new product in two months. Through premium offers "Chandu" has brought thousands of new customers to Rio Grande's service stations. In one month service stations reported gains ranging from 50 to 150 per cent.

Besides the actual cash intake resulting from increased sales, the effect of "Chandu's" merchandising on the morale of salesmen, distributors and dealers has been remarkable. "Chandu" gives them not only advertising, publicity, good will, but also actual sales and thousands of leads and prospects.

The magician of salesmen. He has 10,000 salesmen rolled up into one. He makes personal calls on radio-equipped houses in his sponsor's territory every three nights a week. He sells the consumer. That is the secret of "Chandu's" great sales-building success.

The Ninth Annual Convention of the Radio Manufacturers Association will be held without the usual trade show in the Stevens Hotel, Chicago, June 6.

Dealers Employ Radio As Tie-in With Display Of Whitney's Furniture

RADIO is being used locally by department and furniture stores in several cities to advertise Whitney maple reproduction furniture now being newly displayed in model rooms and special stores in 80 cities, according to N. W. Ayer & Son, which is handling the Whitney account.

The Ayer agency is encouraging radio exploitation wherever possible.

The Whitney house is designed to dispel the misconception of early American furniture in proper setting. It was stated that in the instances in which radio appeals have been most gratifying in attracting prospects to the stores, the television Whitney houses are displayed, and the stores handling the merchandise are as follows:


WGN Seeks 50 Kw.

AN APPLICATION for an increase of power from 25 kw. to the maximum of 50 kw. was filed with the Radio Commission March 27 by WGN, Chicago. The station operates full time on the NBC network channel and was denied a similar application in connection with the general high power hearings before the Commission two years ago on the ground that Illinois already has more than its share of power. WGN's application was recently dismissed an appeal from the Commission's decision that was pending in the Court of Appeals of the District of Columbia.

New RCA Executives

AS A STEP toward consolidation of the newly formed RCA and Co. and RCA Ex- dioton Co., both wholly owned subsidiaries of RCA, J. R. McDonough, assistant to President David Sar fol, was elected executive vice-president of RCA, effective April 1, Elmer T. Cunningham, president of Radiotron, was elected president of RCA Victor Co. The latter company will absorb the tube manufacturing activities of Radiotron.

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Beer Accounts

IT GOES almost without saying that broad- casters, as well as the advertisers of legalized brews and their agencies, will have to proceed with utmost care in handling beer advertising on the air. There can be no more objection to beer advertising than to beer advertising in periodicals, assuming that Congress has assumed that 3.2 beer is neither intoxicating nor harmful. But there will be objec- tors to this "pollution of the air waves" on the part of irresponsible mayors. That these days are still an element in the radio audience and in public life cannot be overlooked.

Indeed, it was Senator Dill, co-author of the radio law and long regarded as one of the best friends of the broadcasters, who proposed the amendment to the federal beer bill prohibiting beer advertising on the radio. He did this despite the fact that he voted for the beer bill itself. His amendment was defeated by no more than a margin of two votes.

Whether further attempts will be made to restrict beer advertising by radio, depends largely upon the way beer accounts are hand- led in the months to come. It seems now that most beer advertising on the air will be done locally in those states which do not im- pose any restrictions thereon. This means that every broadcaster accepting beer ac- counts must scrutinize continuities and pro- grams most carefully, particularly in the matter of good taste in commercial announce- ments and program selections. "No", is the best answer to the merest suggestion of of- fensiveness, for at best the dry element may never be quenched and at may be expected to "peck" at the broadcasters and broadcast advertisers.

That programs advertising legal brews can be made attractive and restful, industry can be no question. Consider the excellent results that near beer and malt advertisers have had from radio. Dance music, German bands, comedy dialogue, dramatic skits—all these and other features are already being auditioned for prospective brewery accounts. It may be that this new business will bring broadcasting out of the business doldrums that have beset much of radio in recent months. But it is not likely to be possible to carry on against killing the proverbial goose.

Our best advice to broadcasters is that they consult local legal authorities to determine first whether their state and local laws permit them to accept beer accounts, for in many states and localities prohibition will continue both as regard beer and beer advertising. Finding themselves able to accept such ac- counts, the broadcasters must insist that clients handle them circumspectly and in the best of good manners and good taste.

Fan-to-Sponsor

THE ENTIRE broadcasting industry—advertis- erisers, agencies, stations and networks alike—owes a debt of gratitude to WGN and its capa- ble Washington attorneys, Louis G. Caldwell and Arthur W. Scharfild. They have de- cided to justify the words of being "three-centered to death by the way the postal regulations have heretofore been applied to the forwarding of fan mail from station to ulti- mate destination—the program sponsor.

On their own, these attorneys took the mat- ter up with the Post Office Department, fol- lowing a ruling rendered only last month in which the department reiterated that on every letter sent from network headquarters to program sponsor, additional first class postage would have to be paid. This interpretation since commercial radio began has cost the in- dustry hundreds of thousands of dollars in additional first class postage to deliver to the sponsor had it sought it. With fan mail vol- ume increasing and business off its usual level, the problem, already irksome, threatened to become positively serious.

The new ruling of the Post Office Solicitor, reported fully in this issue, could not have been more satisfying. It was a three- cent stamp for the first time will carry his missive all the way from station to sponsor, whether it be via network, agency or other in- termediary, provided the letter is not opened en route.

"Listeners Society"

GIVEN a $50,000 annual budget by the de- cidedly commercially-derived Payne Fund, the group of educators opposing commercial broad- casting, who apparently have given up their futile fight for 15 per cent of the broadcast channels, now turns its efforts in new direc- tion to justify the reason of the National Committee on Education by Radio. It is form- ing a "Listeners Society", with $1 a year memberships. It proposes to exert all sorts of influence to "improve radio in America."

There may be some justification for a list- eners society, but we doubt whether Mr. Joy Elmer Morgan's group is the proper agency to form it. Continually casting aspersions upon the sincere efforts of broadcasters, gov- ernment officials and other educational insti- tutions seeking to use radio—and getting the wholehearted cooperation of station managers generally—Mr. Morgan's organization has con- ducted a campaign that can have only one purpose behind it: government ownership. (They talk most loudly, however, about state operation, being quite fearful of federal au- tonomy over education.)

Far from devoting its efforts to the support of existing educational stations, which was the reason for its formation, Mr. Morgan's group has striven increasingly—but happily, quite un- successfully—to stir popular opinion against the American system of radio. Thus it differs from the impartial and cooperative National Ad- visory Committee, directed by Levering Tyson, which has devoted itself to research looking toward the better utilization of the wave lengths and the exist- ing system for educational broadcasts.

The latter organization has had willing co- workers in the Federal Reserve, the Clear- ing House and other important groups of time on the air. Reflecting the attitude of its president, Prof. Robert A. Millikan, the noted college president, physicist and Nobel Prize winner, its object is pure research rather than a calling into question the better educational function of the agency to sponsor a bona fide listener society.

Power That is Radio

[From the New York Times, March 13]

BANKS opened quietly in New York yesterday, and in the other Federal Reserve cities. Certain restrictions are still in force, but there is every evidence of restored confidence. It is the old story over again—when people know that they can draw money from their bank, they don't want it. The fear and panic which has plagued the largest cities almost entirely passed. This happy result must be due in part to the calm and reassuring radio address which President Roosevelt made on Sunday evening. His simple and lucid explanation of the real function of a commercial bank; his account of what had hap- pened, why it had happened, and the steps taken to correct the mischief were admirably fitted to cause the hysteria which had raged for several weeks before the banks were closed to abate if not entirely to subside.

Incidentally, the President's use of the radio for this purpose is a fresh demonstration of the wonderful power of appeal to the people which science has placed in his hands. When millions of listeners can hear the President speak to them, as it were, directly in their own homes, we get a new meaning for the old phrase about a public man "going to the people." When President Wilson undertook to do it in 1919, it meant wearisome travel and many speeches to different audiences. Now President Roosevelt can sit at ease in his own study and broadcast a few minutes of his best and beyond the dreams of the old-style campaigner.

His use of this new instrument of political discussion is a plain hint to Congress of a re- course which the President may employ if it proves necessary to rally support for legisla- tion which he asks and which the lawmakers might be reluctant to give him.

The RADIO BOOK SHELF

INCREASED accuracy in frequency standards, and in the measurements of radio field intensity and the height of ionized layer in the atmosphere, are reported in a review of the progress of standardization the world over in "Standards Yearbook; 1932," compiled by the International Radio Advisory Board, and published by the Post Office Under- intendent of Documents at $1 a copy. A brief report of the activities of the International Scientific Radio Union in 1932 is also carried.
PERSONAL NOTES

CLYDE L. WOOD, commercial manager of WGAR, Cleveland, has been pro-
moted to production manager, suc-
ceeding Fred Ripley, who is now program director of WSYE, Syracuse, and news commentator for the SYR-
ACUSE HERALD. Mr. Wood will have supervision over both program and en-
ingineering departments. Kenneth L. Ede, sales promotion manager of WGAR, has been named acting com-
munication director.

MURPHY MCENERY, former managing editor of the LOS ANGELES RECORD and Pacific Central Manager of Inter-
national Broadcasting Co., S. A., operating XEWA, Reynosa, Mexico, has joined Ted Allen, Charles Prem-
ace and Fred Smith. He will also operate a special publicity service, Mr. Ede re-
ster's in the five largest cities.

JESSE BUTCHER, former public rel-
ations director of CBS and for many years a newspaperman himself, has joined the STAFF of the NEW YORK TIMES.

WILLIAM D. L. STARBUCK, radio manager of The Neighbor, and one of the few 
incidents in California radio to inject a sense of humor into his work, has re-
turned to San Francisco after a long 
tour of the east, where he was 
making a study of the field, especially as it related to the Schools.

DON E. GILMAN

BEHIND THE MICROPHONE

STAFF ADDITIONS at WFAA, Dal-
as: Franklyn Ferguson, announcer, of Los Angeles; Frank Monroe, ex-staffer of WDM and Dunn; Jack Grady, of the early radio piano orchestra of Carl Washburn, has resigned as assistant musical di-
ector to become conductor of the Mas- sachusetts College of Music and Or-
er, program director of WFAA, has 
successor to Ralph Gattone as con-
ductor of the Bowl Symphony Orches-
tra for the 1933 season.

GEORGE CUK is the latest addition to the WVEN, (New York) sty-
list. In real life he is Cyril Armbrister, 
ster manager of Earnshaw-Young, Los Angeles agency directing the series.

ROLAND BRADLEY left a tempo-
tary dramatic post at WHAM, Ro-
chester, N. Y., to join WBEN, Buffalo, as announcer, continuity writer and organizer of a radio the-
ater for children.
RECENT ADDITIONS to the staff of KRI. Los Angeles, include Charles Carter, Chevalier impersonator from KPFC, and Richard Licence, onetime chief of the WLW, WGR; Miami, and KMPC, Beverly Hills.

BARRON HOWARD, WBIG, Greensboro, N. C., and Virginia Hammon, vocalist and pianist, were married Dec. 19, 1938, it has just been announced.

BRADLEY KINCAID, formerly of the WLS Barn Dance company, will be a regular feature on WCKY, Covington, Ky., after April 7.

JOE KELLY, formerly with WEL, Battle Creek, Michigan, who was announcing and entertaining staff of WLS, Chicago, he rejoins Jack Hol- den, who is also with WLS, and Joe team called "Two Lunatics of the Air." 

MICHAEL KANE, whose witicisms have appeared lately in the SATURDAY EVENING POST, has joined the continuity staff of KMBT, Huntington, W. Va.

JOE GUNN, formerly with WSPD, To-ledo, to join CKOR, Detroit-Windsor, has returned to the announcing staff of the WWO, Fort Worth, Texas. The WSPD PFK staff control, has also joined the WSPD staff for daily appearances.

JAMES S. ALDERMAN, chief an- nouncer at WCHU, Chicago, is the father of a 7 1/4 pound son, James S. Jr., born in March.

FLORENCE RAVENAL, of the gen- eral staff of WLS, Chicago, has been drafted to handle the noontime dance programs by Rex Maspin's orchestra over that station.

LEO ROSENCRANS, former free lance movie scenario writer in Holly- wood, has been added to the continuity staff of the NBC Chicago studios.

JOHN N. LEWENDOWSKI, announcer of the Polish programs on WJAY, Chicago, has been appointed to the Cleveland City Council.

TED LEWIS, the high-hatted "tragedian of song," on March 23 began a series of "Ted's Easter Shows," Thurs- day and Sunday night broadcasts, 11:30 to midnight, over CBS.

JENNER F. PARKER has been signed by KPFC, San Francisco, to continue chief, with the "Hodge Podge" act; the program was previously handled. He has given up authorship of the "Road Show," NBC program.

WILLIAM COKER, formerly physical director of the New Orleans Athletic Club, has been appointed assistant program manager of WSMR, New Or- leans.

GEORGE A. PRESBY has been ap- pointed program manager of KGW, Portland, Ore.

FRANK BULL, former head announcer for KRKD, Los Angeles, has joined the commercial sales force of KMBT, Hollywood.

DELL PETERS, formerly with WLT, Brooklyn, has been named chief announcer of WJTD, Johnstown, Pa. succeeding Donald Thompson, resigned.

EDWARD HOUSE, well known theater organist, has been appointed to supervise the WJZ organist staff or- ganist of WBBM, Chicago.

IVA PERRINE, Chicago social regis- terite and wife of Forbes Marshall, executive of the Bendix Corp, has been signed by NBC for a series of programs. She was formerly in vari- ous musical comedies in London, besides starring in pictures, and was featured with Ben Bernie during his engagement at the Kit-Kat Club.

DUDWILLIAMSON, formerly of the NBC, has joined the KGBM, Minneapo- lis, as announcer of the midnight re- play program.

MICHELLE PERRIERE, concert music master at KFI - KECA, Los Angeles, was recently married to Virginia For- sythe of the Aberdeen, Wyo., town.

SALVATORE SANTAELLA, orches- tral director of KMBT, Hollywood, has just completed a series of orchestral concerts, the proceeds of which have been released by the Radio Transmission Co. of America, Hollywood.

BARON KEYES, who conducted a children's program for NBC on the west coast, and a transferred series for the WLS, Chicago, is now of KECA, Los Angeles, to be "Uncle Jim" on a week-day children's pro- gram.

IN THE CONTROL ROOM

T. A. M. CRAVEN, consulting radio engineer of Washington, has been re- tained by the National Committee on Enforced Silence, to assist in the forthcoming North American radio conference in Mexico City.

G. F. LEYDORF, who has just re- ceived a Master's degree from Ohio State University, has been appointed technical resident of a staff of the Crosley stations WLW, WSAI and WXXL, Cincinnati, according to an appointment by Joe Boyd, technical supervisor. Mr. Leydorf will work on field strength measurements, radiation studies and antenna design, particularly in connection with the new low frequency experimental transmitter of WLW.

WILLIAM KRIZ, transmitter engineer of WJSV, Alexandria, Va., was mar- ried to Edna Clemens, of Washington.

ED OLDS, former chief engineer of KTHS, Hot Springs, Ark., has left the WYF, San Francisco, Engineering Co., Fort Worth, Texas, oper- ated by J. H. Jurney, to become chief of a manufacturer of transmitter equipment.

BORN, to Richard Schenck, WLW en- gineer, and Mrs. Schenck, a 7 1/2 pound son in March.

Notable Broadcast

THE FIRST broadcast of the ac- tual reduction of the Senate committee took place March 24 when WJSV, Alexandria, Va., carried the hearings on the Dis- trict of Columbia license application of the Senate District Committee room. Voices of the witnesses and their interrogations were picked up mostly by dynamic microphone suspended from the chandelier. The broadcast, arranged by Harry Butler, WJSV manager, was first scheduled locally, but 60 CBS stations asked for the first half hour of it. So, interesting it was that most of the network continued it for one hour and 40 minutes. It may presage the beginning of regu- lar network coverage. This is the first from committee rooms of Congress which the networks have several times offered to carry.

Italy Honors Patri

ANGELO PATRI, educator and writer, whose weekly talks on "Your Child" are carried on the network sponsored by International Harvester has been awarded the gold medal for "Special Merit in Education" by the Italian government. According to J. Walter Thompson Co., who has handled the advertising, this was largely for his radio work. Presentation was made by Comdr. Antonio Quassard, Italian consul at New York.

"BLIMP ANTENNA" Will Be Installed at KDKA - As an Experiment

THE "blimp antenna" is the new- est apparatus designed to improve broadcast efficiency. To be employed as a captive blimp, a blimp will be purchased by WLS, Pittsburgh. E. M. & E, Co., from the Good- year Co.; and will soon be "an- chored" at a point a mile out in the harbor, where they are taking in direction. We expect to have the blimp installed within a few weeks and then will conduct extensive research into its use as a support for antenna.

"Our blimp, of the type often used for advertising purposes, will be 25 feet long and about 10 feet in diameter. A combination guy and feed wire will hold it in the air about 1,500 feet over the sta- tion. Trailing from it will be a 600-foot antenna connected to the feed-in wire. A system of winches will be installed, on the ground, to raise and lower the bag when necessary.

"The first blimp we have ordered is a small one and will be used only for experimental work. It can only lift a fairly light weight, so that aluminum will be the material of the system will weigh about 14 pounds. Experiments will be conducted un- der the direction of the NAB for a period of some months. If they are as successful as his preliminary calculations indicate they should be, we will retain a much larger blimp and in- stall extensive equipment for fur- ther studies.

"Our experiments are for the purpose of extending the present range of broadcasting stations and, at the same time, to open a new area in which no fading occurs.

N. Y. Aids NAB

A NEW YORK state committee was formed to cooperate with the NAB in a cam- paign with local radio matters at a time of the leading broad- casters of that state. March 15, as a part of the campaign.

Mr. Smith, Philip G, Loucks, NAB managing director, who attended the session. A resolution calling for similar committees to be organized in other states was adopted.

In the city of New York, WOKO, was elected chairman. Other members are: P. J. Hennessey, WEAF; Syd- ney M. Kaye, WABC; Clark Kin- gang, WOR; Charles E. Lundy, WGR; C. D. Masten, WNBF; Wil- liam Reuman, WWRL; Clarence Wheeler, WOR; and Henry G. WSYR. In addition to the committee, others attending the meeting included David H.Brown, WBN; S. H. Cook, WFBF; Frank Sykes, WFAS; Miss C. V. Paisley and P. J. Kelly, WIPX, and William Weisman, WMCA.

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BROADCASTING • April 1, 1933
The Business of Broadcasting

Current News About Accounts, PENDING TRANSCRIPTIONS, REPRESENTATIVES AND APPARATUS; NOTES FROM THE STATIONS

STATION ACCOUNTS

WLW, Cincinnati, reports the following new national accounts: Hygrade Sylvestre (canned vegetables), weekly half hour studio period featuring former song hits; Andrew F. Hannon, Cincinnati (50% of day time half hour dance period titled "Wallace Hannon's Swingin' Hour""); Svendsen & Mitchell, Inc., New York; Earl Ferris Nursery Co., Hampton, Ia. (trees and shrubs, once a week, half hour string ensemble, "Ferris Nursery Men," with offerings of plants, bushes, trees or sprouts for fan response through Lessing Advertising Co., Des Moines; Dayton Daily News, Dayton, O. Sunday half hour musical period, through The Geyer Co., Dayton.

WHEC, Rochester, N. Y., reports the following new accounts: Sunny-Sol Co., Los Angeles; Ray's, Los Angeles; MISS Magazine, New York; Rose & Coleman, Chicago; Salamander, Inc., New York; Stewart-Hanford and Frohman; Nu-Erb Medicine Co., spot announcements daily; E. Cochran, Cleveland; Columbia Pictures Corp., New York; Shuster-Mueller, Inc., New York; Harris Seed Farms, Colchester, Ill.; Northland, Inc., Winnipeg, Mo.; Detroit White Lead Works, Chicago, daily announcements, SHB, Detroit; W. A. Irick Advertising Co., Detroit; KFQO, St. Joseph, Mo., reports the following new accounts: Indiana Botanic Gardens, Hammond, Ind. (almanac 3 times weekly), SHB; Norcal Corp., Kansas City, Mo. (dairy and fruit products, direct); Dr. Hayes Assn., Kansas City, Mo. (proprietary product), daily announcements, direct; Hayes Assn., Kansas City, Mo. (proprietary product), direct; E. C. Cooper, Easton, Pa., reports the following new accounts: B. F. Goodrich Rubber Co., Akron, through Ruthrauff & Ryan, New York; Princess Pat, Ltd., Chicago (cosmetics); MILLER Rubber & Akron (drug sundries); Chas. Newby, N. J., (confectionery).

JEFFS MUSIC CO., Kansas City, Mo. (music and instruments), 5 announcements, 5 days a week, Coolidge Advertising Co., Des Moines, I. D., Russell Co., Kansas City, Mo. (poultry remedies), co-sponsorship of poultry program 6 days a week.

IODENT CHEMICAL Co., Detroit (toothpaste) on March 20 added four Pacific coast stations to those broad-casting "The Adventures of Detectives Black and Blue" via Paramount, and a fifth on March 27. They are KPO, San Francisco; KOL, Seattle; KON, Portland; KHQ, Spokane, and KNX, Los Angeles. Account is handled by Earlsnow-Yang, Inc., Los Angeles.


H. J. HEINZ Co., Pittsburgh, Pa. (Rice Flakes), is sponsoring the "Tarzan" transcription series, "Tarzan of the Apes," 3 times weekly, 2, with WEAN, Providence, carrying program also two nights weekly; The Big Kbo, New York, handling; 5 announcements weekly.

A RADIO PRODIGY—Seated at the typewriter, listening in on her dad's "ham" station, is 8-year-old Jean Hudson, of Laurel, Del., whose "Jeannie" radio character (introduced by her dad, Captain R. H. Hudson) at the rate of 15-words per minute. She said she could pass the amateur examination, except that she can't draw a circuit diagram. At the left is Benedick Hudson, licenced of his own portable amateur station. Note the pop-bottle insulator at top right used by W3BAK, licensed to Jean's dad, Edgar L. Hudson.


WGN, Chicago, has sold the broadcast of the Cubs and the Sox baseball games at home through the WGN Green Drug Stores, Chicago; handled direct. Other WGN accounts include renewal of Lambert, Pharmaceutical Co., St. Louis (Listerine Toothpaste), with "Uncle Gill's Skulawaar" for an indefinite period; program runs a quarter hour six days a week, handled by Lambert & Feasly, New York. Another renewal is Atlas Brewing Co. Chicago (Atlantic Special Brew), for "Headlines of Other Days," 5 minutes daily, half hour Sundays, handled by McJunkin, Chicago. K. K. H. has sold announcements five a day on Tuesdays and Thursdays, and a quarter hour record musical on Sunday mornings to Bowey's Inc., Chicago (candies and extracts); handled by C. W. Muench, Chicago. Ex-Lax, Inc., New York (medical), has placed single announcements to WGN and Joseph Katz, Baltimore. Paris Medicine Co., St. Louis (Grove's Alum) 15-minute quarter hour, handled. Other accounts: WJS and Joseph Katz, Baltimore. Parlin Medicine Co., St. Louis (Grove's Alum) 15-minute quarter hour, handled. Other accounts: WJS and Joseph Katz, Baltimore. Parlin Medicine Co., St. Louis (Grove's Alum) 15-minute quarter hour, handled. Other accounts: WJS and Joseph Katz, Baltimore.

PRIMA BREWING Co., Chicago (Prima Special Brew), is sponsoring the broadcasts of the Chicago Cubs baseball club for the 1933 season over WBBM, Chicago, with Pat Flanagan announcing and the home games of renewed weather announcements, effective April 2, 3, 6, 13, and 14; handled by Stack Goble, Chicago.


WMAQ, Chicago, reports Louis Condon Labor Day picnics, Labor Day (pog- dog Dinner dog food), sponsoring Har- rison Hays in one 15-words a week from March 21; handled by Matteson & Co., Chicago; Batters, Chicago, Blue Jay Corn Pasters, sponsoring Jimmy Kemper and male trio 15 minutes Monday, Wed- nesday and Friday mornings for 15 weeks; handled by Needham, Louis & Brochey, Chicago; H. C. S. & X, sponsored by Mr. E. C. Con- vell, 15, 10 minute periods; 5 nights a week for indefinite period; handled by Federal Advertising Agency, New York.

WHAM, Rochester, N. Y., reports the following national accounts: Beauchamp, New York; KBK, Rendell Refine Co., Landshrift ad- vertising agency, Buffalo; Stanco, Inc., New York, (Boracetine toothpaste) handled; Stewart-Hanford and Frohman; Widmer's Western Dairy, Philadelphia, Pa.; Chicago, (beauty preparations); Phillips Dental Magnesia, New York; Louis Weisfogel, Chicago, (beauty prepar- ations), WBS.


WAAF, Chicago, reports F. E. Barr Co., (Barr Radio Life Members) sponsoring three 5-hour social advisor features weekly for 13 weeks, handled; Los Angeles Beauty Shops, Chicago (depository pad), sponsoring 5-minute periods 6 days a week for 13 weeks; handled.

WJJD, Chicago, reports Hermon Co., Detroit (tonic), sponsoring Billy Sun- dance; handled 6 weeks, 1 week for 13 weeks; handled direct.
WCKY IS DOING JOB FOR THE
THE REAL ADVERTISER!

L. B. WILSON
NETWORK ACCOUNTS

TIDE WATER OIL SALES Corp.
New York (Tyoel and Veedol), on April 3 renews Dolph Martin's orchestras, sponsored by the Continental Oil Co. (Ponca City, Okla. (Conoas gasoline) through local stations; reports the addition of three quarter weekly to the Missoula Building and Loan Association.

BOWEY'S, Inc., Chicago, can make one-minute test announcements on an NBC-WJZ network, and has extended its program for indefinite period; handled direct.

KGY, Missoula, Mont.; reports signifiers for Edwards'Baking Supplies, handled by the Continental Oil Co. (Ponca City, Okla. (Conoas gasoline) through local stations; reports the addition of three quarter weekly to the Missoula Building and Loan Association.

BOWEY'S, Inc., Chicago, can make one-minute test announcements on an NBC-WJZ network, and has extended its program for indefinite period; handled direct.

WIBB, Chicago, reports Goodrich Rubber Co., Akron, O., sponsoring 5-minute transcriptions six nights a week for half hour after the evening news through WBS, New York. J. Oliver Johnson, Chicago (grass seed), sponsored by the Continental Oil Co. (Ponca City, Okla. (Conoas gas) throughout the Midwest. This program is scheduled to end on Saturday and Thursday nights and Sunday afternoon radio announcers, for indefinite period, handled by McJunkin, Chicago. National Tea Co., Chicago (food stores), has renewed Jean (Jean) & Charles and Virginia Clark in daily morning quarter-hour programs for 15 weeks; handled direct.

CHEROVEL MOTOR CAR Co., Detroit, has extended its contract for an NBC-WJAF network, with Jack Benrud, advertising manager, scheduled for May 15 to May 22, Sundays, 10-11:30 a.m.

LAMBERT PHARMACAL Co., St. Louis, Missouri, has postponed starting date of "The Sixisters" on an NBC-WJZ network from April 13 to April 20, this program is scheduled for Fridays and Saturdays, 9-10 p.m.

LAMONT CORLISS & Co., New York (Nestle's chocolate), has renewed Phil Dehner's "Rainmaker" on an NBC-WJAF network from Fridays and Saturdays, 7-8 p.m.

WORCESTER SALT Company's program on NBC-WJZ, Paul Victorine's "Open House" has been extended for 6 weeks to include May 15.

GENERAL FOODS CORPORATION's "Connesta" has been added as sponsor of a new half-hour domestic series for Fridays, 10-11 p.m. on an NBC-WJAF network, which will stage repeat programs from New York studio, starting April 13, from 1-2 p.m., est.

NOURSHINE MFG. Co., Los Angeles, Calif. (hair tonic), has been added as sponsor of a new domestic series for Fridays, 10-11 p.m. (listerine), an NBC-WJAF network, which will stage repeat programs from New York studio, starting April 13, from 1-2 p.m., est.

SOUTHWEST Broadcasting Co., with a 6-station hookup of Texas and Oklahoma stations, reports the following series renewed for 13 weeks; by Harold F. Ritchie & Co., New York (Eo Crime Club); Monday night, 9-10 p.m.; by National Health Services, Inc., New York (KJL, Los Angeles, over the Don Lee network in California. "America Vitamins" captions the program, which will run Saturdays as a test, Raymed Artists and his studio will furnish the musical background.

WESTERN AUTO SUPPLY Co., Los Angeles, with more than 150 retail outlets in the west, late in March in California, with 6-station hookup of the KFJL, Los Angeles, over the Don Lee network in California. "America Vitamins" captions the program, which will run Sundays for 13 weeks, as a test, Raymed Artists and his studio will furnish the musical background.

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Ad Club Heares

MERCHANTISING tieups with radio programs will be discussed before the Radio Advertising Group of the Advertising Club of New York next week. Round table meeting is set for noon, Wednesday, April 5. The speaker will be E. P. Hedge, manager of the Western Department of NBC. Walter Neff, of WOR, is conducting the radio series.

RADIO and automotive interests have combined to fight a bill introduced in the Pennsylvania legislature to prohibit radios in automobiles.
Iowa has eleven commercial radio stations— but

**ONE Station... WOC-WHO**

- 50,000 Watts, Full-Time, Cleared-Channel -

Has 92% of the TOTAL Commercial Evening POWER

In no other state in the Union does
the advertiser secure such a
tremendous power advantage as offered by WOC-WHO in Iowa.

The total radio power output licensed for commercial broadcasting in Iowa is 54,000 watts for evening hours. Of this, 92 per cent—or 50,000 watts—is used by WOC-WHO, as compared with a total of 4,000 watts divided among the ten other commercial radio stations in the state.

In Iowa, high-powered broadcasting is necessary to secure sales at lowest cost.

In contrast to many sales territories, Iowa is not dominated by one or two cities. With 50,000 watts, WOC-WHO covers scores of cities and hundreds of small towns in all of Iowa and adjoining states. This coverage is needed to do a good selling job.

For rates and detailed information, write, wire or phone

**WOC-WHO**

CENTRAL BROADCASTING CO.
DAVENPORT
1002 Brady Street
Phone Kenwood 5140

DES MOINES
914 Walnut Street
Phone 3-3951

April 1, 1933 • Broadcasting
McUNKIN Advertising Co., Chicago, has been appointed to handle the account of the Atlas Brewing Co., Chicago, according to an announcement by Y. H. Chaildoux, advertising manager.

GEROLD M. LAUCK, vice president and director of N. W. Ayer & Son, has been appointed manager of the New York office, succeeding James N. Mathes, resigned.

PREMIER-PABST SALES Co., 720 No. Michigan Ave., Chicago, is the new name of the Premier Malt Sales Co., sponsors of Ben Bernie’s Blue Ribbon Malt programs. Change is in name only, resulting from recent merger with the Pabst Corp., Milwaukee.

BURNET-KUHN Advertising Co., 520 No. Michigan Ave., Chicago, has been appointed to handle the advertising of Allen-A Co., Kennesaw, Ga. (housewy and underwear).

CRITCHFIELD & Co., Chicago agency, will liquidate its business March 31 and reorganize. Irving B. Allen has resigned as vice president and rejoined H. W. Kastor & Sons, Chicago. Leroy T. Goble has left Critchfield also to join Earle Lodig, Inc., Chicago.

THE DAVENPORT (Ia.) Advertiser is sponsoring a series of talks over WOC on the value of advertising.

COMMANDER-LARABEE Corp., Minneapolis, Minn., (Aarons-Cake Flour and Kwik Biskit), has appointed Addison Lewin & Associates, Minneapolis, to handle its advertising.

FRED M. JORDAN has succeeded Carl M. Heints as vice president and general manager of the Los Angeles office of Hanf-Metzer, national advertising agency. Announcement was made in Los Angeles during March upon the arrival of Joseph A. Hanf, president, from New York. Jordan will have charge of Pacific coast operations for the agency.

THE COMMANDER has been made official with a new name, Commander and reorganize.

Lucien Davenport has been received by the title of announcer. The quartet is known as the “Cuckoo Clock,” the title of a daily except—Sunday program from 7:30 to 8 a.m. on WLBF, Kansas City, Kan. An announcement gives the day of the week and the time every three minutes. The program is made up otherwise of phonograph records interspersed with wisecracks and jokes.

Each Sunday afternoon program of the Riverside Monumental Works, Macon, Ga., is dedicated to a particular town or community within the hearing radius of WMAZ, Macon, and cards are sent to residents of the community announcing the program. A mixed quartet provides the chief entertainment.

WITH the approach of warm weather, engineers at WBT, Charlotte, N. C., are taking every precaution against the “bug menace” lest the station be knocked off the air by the collision of a good-sized insect with the transmitter. By flying against condenser plates or other live portions of the transmitter a bug can cause a short circuit, although the insect pays the supreme penalty by electrocution.

ANOTHER CLAIm to the distinction of being the oldest commercial program on the air is made by WOC-WHO, Davenport-Des Moines, for the Crescent Macaroni and Cracker Co., which presents an hour of music each week. On March 3, WOC-WHO broadcast the 52nd consecutive "Crescent Hour of Music," according to D. D. Palmer, vice president of WOC-WHO. He adds that in the eight years the Crescent Macaroni and Cracker Co. has been on the air it has done practically no other advertising, except a small newspaper display with radio programs. Hugo Schmidt, president of the Crescent company, says: “Radio has unquestionably made Crescent products household bywords”.

A LETTER of commendation for the production of Uncle Remus stories has been received by KMOX, St. Louis, from Lucien Harris, son of Joel Chandler Harris, author of the stories, according to J. L. Van Volkenburg, director of operations. Under sponsorship of Purina Mills (Ralston cereal) the stories are dramatized three times weekly.

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"CUCKOO CLOCK" is the title of a daily except—Sunday program from 7:30 to 8 a.m. on WLBF, Kansas City, Kan. An announcement gives the day of the week and the time every three minutes. The program is made up otherwise of phonograph records interspersed with wisecracks and jokes.

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WITH the approach of warm weather, engineers at WBT, Charlotte, N. C., are taking every precaution against the “bug menace” lest the station be knocked off the air by the collision of a good-sized insect with the transmitter. By flying against condenser plates or other live portions of the transmitter a bug can cause a short circuit, although the insect pays the supreme penalty by electrocution.

THE COMMANDER has been made official with a new name, Commander and reorganize.

Lucien Davenport has been received by the title of announcer. The quartet is known as the “Cuckoo Clock,” the title of a daily except—Sunday program from 7:30 to 8 a.m. on WLBF, Kansas City, Kan. An announcement gives the day of the week and the time every three minutes. The program is made up otherwise of phonograph records interspersed with wisecracks and jokes.

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ANOTHER CLAIm to the distinction of being the oldest commercial program on the air is made by WOC-WHO, Davenport-Des Moines, for the Crescent Macaroni and Cracker Co., which presents an hour of music each week. On March 3, WOC-WHO broadcast the 52nd consecutive "Crescent Hour of Music," according to D. D. Palmer, vice president of WOC-WHO. He adds that in the eight years the Crescent Macaroni and Cracker Co. has been on the air it has done practically no other advertising, except a small newspaper display with radio programs. Hugo Schmidt, president of the Crescent company, says: “Radio has unquestionably made Crescent products household bywords”.

A LETTER of commendation for the production of Uncle Remus stories has been received by KMOX, St. Louis, from Lucien Harris, son of Joel Chandler Harris, author of the stories, according to J. L. Van Volkenburg, director of operations. Under sponsorship of Purina Mills (Ralston cereal) the stories are dramatized three times weekly.

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WJSV's
10,000 WATTS
and COLUMBIA PROGRAMS
DOMINATE
GREATER
WASHINGTON

Nearly 9 out of every 10 homes of the District of Columbia have radios—*the highest percentage of any state.*

This heavy concentration is a reflection of the high buying power—even in these times—of the Nation's Capital and its rich and extensive suburban communities.

You Can Cover ALL of the Greater Washington Area

WITH WJSV

OLD DOMINION BROADCASTING COMPANY
1218 Shoreham Building • Washington, D. C.

Radio Sales, Inc., 485 Madison Ave., New York
and 410 North Michigan Avenue, Chicago
EQUIPMENT

AN "ELECTRONICS Department" has been added by the Hygrade-Sylvanias Corp., Emporium, Pa., to manufacture transmitter tubes. It will be operated as a branch division at 17 Gregory St., Passaic, N. J. William J. Barclay, former vice president of DeForest Radio Co., Passaic, and D. E. Reploge, former DeForest chief engineer, have joined Hygrade-Sylvanias together with a group of engineers of their former Passaic staff.

A NEW catalogue, listing 27 vacuum tubes for use by licensed amateurs in radiotelephone transmitters, has been issued by Western Electric Co. The bulbs range from the so-called "peanut" tube to the 276A which has a maximum plate dissipation of 100 watts. All data required by the amateur for designing his circuits in a radiotelephone transmitter is presented in the catalogue, which can be procured at all offices of the Graybar Electric Co.

WHAT is termed a "revolutionary" all A. C. operated remote control amplifier and microphone power supply is the latest addition to the line of the Remler Company, Ltd., San Francisco.

LITTLEFUSE Laboratories, Chicago, has issued its new 1938 Catalogue No. 5, listing its fuse and accessories line.

A BILL (H. 27) which would make mandatory the broadcasting, under reasonable regulations, of athletic contests wholly between Southern Carolina schools of higher learning, has been passed by the House of that state and now goes to the Senate.

COVERS LEGISLATURE
WMBC Opens Auxiliary Studio

At Michigan Capital

FIRST - HAND news of activities in the Michigan legislature is being broadcast daily from the state capital, Lansing, by WMBC, Detroit, under sponsorship of the Michigan Motor Transport Association.

The Detroit station has opened an auxiliary studio in the Rosevelt Hotel, Lansing, and James D. Foster has been stationed there as WMBC's reporter. Important legislative activities are reported and interpreted from 6:30 to 7 p.m. daily. In addition, W. Wright Gedge, WMBC manager, spends about three days weekly at the capital and broadcasts from there.

Proponents and opponents of significant measures are invited to engage in brief debates in the WMBC Lansing studio. State executives, including Governor Comstock, have also used the station's facilities to speak to the people of Michigan. The station's chief executive has spoken on the hookup four times since its inauguration two months ago. When he spoke over the WMBC line after closing the state's banks, all Detroit and several other stations throughout the state picked up the address.

SPORTS SPARKS and BALL PARKS

Are one and the same to St. Louis Radio Fans

BECAUSE . . .

SPORTS SPARKS is a nightly explosion of sports flashes

SPORTS SPARKS is the only 15 minute sports broadcast in St. Louis

SPORTS SPARKS is the "Clearing House" for local sports controversies

SPORTS SPARKS is the flashiest comment on sports activities

AND . . .

SPORTS SPARKS is the ideal program for the firm who desires to reach the most consistent Sports Audience

FOR PARTICULARS, WRITE TO

WIL

SAINT LOUIS, MISSOURI

BROADCASTING • April 1, 1933

WSYX

BROOKLYN

Covered by "SPORTS SPARKS

SPORTS SPARKS is a rapidly expanding radio show reaching 200,000 every evening.

"SHOT" FROM RADIO MOVIE—Announcer Snedden Weir is making station break while intervening seconds are filled in on a celeste in the two-reeler produced by WOKO to show inside operations of a broadcasting station.

"THIS THING called Radio" titles a novel talking motion picture produced by WOKO, Albany, in cooperation with Warner Brothers, and now being shown at Albany theaters to acquaint the public with the inside operations of a broadcasting station.

The premier showing of the film, which also marked WOKO's second anniversary, was on March 8 at the Strand Theater, Albany. More than 5,000 persons packed the theater to witness a stage show by WOKO stars, the new Warner film "42nd Street" and the radio talkie.

The WOKO film, written and directed by Harold E. Smith, general manager of the station, depicts the daily operations of a modern broadcasting station both in the studio and in the transmission plant. In two reels the audience is shown typical radio programs in production and is given a running description and views of the technical set-up.

On the opening night the show was broadcast over the Albany station. Celebrities, headed by Lieut. Gov. Brax and Mayor Herzog, addressed the radio and theater audiences through microphones in the lobby.

Snedden Weir, announcer, acted as master of ceremonies in introducing the Jolly Rogers Quartette, Hurtado and Hernandez, Joan Lee, Irving Spector and the WOKO male chorus, all of whom presented their radio specialties on the stage. Mr. Smith welcomed the gathering and presided over the ceremonies.

"This Thing Called Radio" ran for a week at the Strand, after which it was scheduled to be shown in two other Albany theaters and in Troy and Schenectady.

Brisacher Transcription Expanding to Mid-West

THE GREAT success attained by Emil Brisacher & Staff, Los Angeles agency, for the Hancock Oil Co. of California with its "Seal of the Don" transcription series, spotted for 13 weeks as a thrice weekly serial on a group of California stations, has led to plans to extend the series to other sections of the country. The Brisacher organization announces that it will shortly be sponsored by an unnamed middle western manufacturer.

Hancock Oil used the series to introduce a new higher priced gasoline, and within seven weeks increased fivefold the number of service stations handling it. Total sales jumped from nothing to about 1,000,000 gallons a month. The write-in feature was a milk chocolate dagger given for certificates representing 5-gallon purchases. The story features "Don Hancock", a young Robin Hood fighting a tyrannical Mexican governor of old California.

To Synchronize

EXPERIMENTAL synchronization of WBAB, Chicago, and KFAB, Lincoln, both CBS affiliates, enabling the stations to operate full time on the 770 kc. channel which they are regularly licensed to share, was authorized by the Radio Commission March 24. The action sustains the recommendation of Chief Examiner Yost made last February.

A protest against the decision was filed by WGN, Chicago, through its counsel, L. O. Caldwell. It asked that the action be set aside, or, failing that, that it be designated for hearing.

www.americanradiohistory.com
Many Radio Measures Before Congress, Including Pocket-Vetoed Omnibus Bill

Probe of U. S. Broadcasting and Network Inquiry Proposed; No Likelihood of Action This Session

DESPITE the likelihood that the current special session of Congress, called by President Roosevelt to consider emergency legislation will continue until June, there is little prospect of enactment of any measures concerning radio, according to leaders of the two houses. A half-dozen bills on radio subjects which died with the last Congress have been reintroduced, but are destined to await the regular session of the new Congress, which convenes next January.

Chairman Dill, (D.), Washington, of the Senate Interstate Commerce Committee, declared in connection with the reintroduction of a bill, that his committee, unless commanded by the President, would not consider any of them at the current special session. The committee, however, has been organized, and held a hearing March 29 to consider the appointment of James H. Hanley, of Omaha, to be a radio commissioner.

Subcommittee on Radio

CHAIRMAN Bland, (D.), Virginia, of the House Merchant Marine, Radio & Fisheries Committee, called a meeting March 23 for organization purposes. He announced that he had conferred with Speaker Rainey regarding matters before that committee, and was told that only emergency legislation would be considered at the special session. The committee shortly will designate a radio subcommittee.

First of the bills to be reintroduced was the so-called Davis omnibus bill, which passed both houses last session but was killed by President Hoover's pocket veto. The bill, formerly known as H. R. 7716, bearing bearing number H. R. 1735, was reintroduced by Chairman Bland, in the exact form of its passage by both House and Senate. Senator White, (R.), Maine, was opposed to the measure, while the Radio Commission and the FCC also have taken a passive opposition. (For details of bill see March 15 issue of BROADCASTING.)

Communications Commission

REPRESENTATIVE RAYBURN, (D.) of Tex., has reintroduced his bill to establish a Federal communications and power commission, to absorb the radio and power commissions and to exercise full control over all communications. When he introduced the measure last session, Rep. Rayburn indicated that it had the endorsement of the then President-elect Roosevelt.

Senator Dill has reintroduced his bill to amend and consolidate the copyright laws, and his resolution to allow the broadcasting of debates from the Senate floor and to equip the Senate for broadcasting. Rep. Fulmer, (D.), South Carolina, has reintroduced his current resolution to provide for an inquiry into broadcasting in the United States by a mixed commission over a two year period, the results to be used as a basis for new legislation. The chain broadcasting resolution of Rep. McFadden, (R.), Pennsylvania, providing for an investigation into the earnings and expenditures of NBC and CBS to ascertain whether a broadcasting monopoly exists, also was reintroduced. Like the Fulmer resolution, it was referred to the House Rules Committee.

Wave Parley Plan Still Undetermined

Sykes Warns Broadcasters Against False Rumors

REAFFIRMING previous official statements that subterranean rumors that a sweeping broadcasting reallocation would result from the North American radio conference are "premature and wholly unfounded," Chairman Sykes of the Radio Commission declared March 27 that it is too early to predict American recommendations to the North American wave conference at Mexico. He is a delegate to the conference. He will be held in May, although no definite date has been fixed.

"Meetings are being held by committees to work out details preparatory to the conference," Judge Sykes said. "The American delegation and the State Department are considering all aspects of these plans. We cannot tell at this time what procedure finally will be decided upon or what will happen at the conference."

Along with Judge Sykes, Senator Wallace White, Jr., of Maine, is also a delegate to the conference, at which a redistribution of broadcasting channels available to this continent will be considered. He has attended at the meetings. A variety of plans, held confidential by the States Department, have been submitted, drafted and redrafted, but none as yet bears any official approval.

If any of the plans submitted by broadcasting, mobile, government, shipping or other interests contain proposals for radical alteration of existing allocations in this country, they are simply recom- mended in nature, and in no wise can be considered final. It is known that from the outset, broadcasters, through their special NAB representative, James W. Baldwin, former Commission secretary, favor enlargement of the broadcast band below 1,500 kc., while Navy and mobile groups have been incli ned to oppose such a revision. The latter have alternately favored enlargement on the upper end of the present band from 1,500 kc.

While no official word has been received from Mexico fixing a definite time for the conference, it has tentatively scheduled for the middle of April, it now is believed the conference will be held in May.

April 1, 1933 - BROADCASTING

Page 25

4,000 People Attended... 40,000 Were Turned Away!!

At Opening of WHAM's New 25,000 Watt Transmitter

To celebrate the opening of its new transmitter on March 4th, Stromberg-Carlson Station WHAM at Rochester engaged the Eastman Theatre and presented a galaxy of stars in a 3-hour broadcast from the stage. It was announced on Sunday, February 26th, that tickets could be obtained from any Stromberg-Carlson dealer in Rochester. By Monday night every ticket was gone. During the entire week, people were clamoring for tickets... even offering large sums to holders of choice seats. Crowds from all over Western New York surrounded the theatre striving to obtain admission.

A Strong Prove of Listener Interest!

COVERAGE

Now with a single station, you can cover Central, Western and Southern New York, Northern Pennsylvania, Eastern Ohio and the Province of Ontario... an area in which are located:

- 53.2% of the income tax returns showing incomes over $5,000, and
- 59.37% of the nation's manufacturing.

WHAM has complete talent facilities for originating programs, either local or for the NBC Blue Network with which it is associated.

Transcriptions are acceptable when quality of recordings and program contents meet station's approval. Western Electric Double Turntable, 33 1/3 R.P.M., lateral and vertical pick-up equipment is used.

Write for rates, open time and complete market data on the prosperous area WHAM serves.

STATION WHAM

Sagamore Hotel  Rochester, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company.

Operating Power: 25,000 watts, 260.7 meters, 1150 kilocycles.

Clear Channel  Full Time  Associated NBC

www.americanradiohistory.com
Power of Spoken Word
(Continued from page 11)
stories and illustrations to build up the interest in their publications. This is comparable to what is known in radio as sustaining programs. I merely have to call your attention to such broadcasts as the World Series play-by-play, football games, the introduction of the lapel microphone at the Democratic National Convention and election returns, to say nothing of such events as the broadcast of opera stars, outstanding orchestras and the news reviews by Edwin C. Hill, to show you what radio can do in this respect. All of these broadcasts develop a listening audience, they incur goodwill toward radio and public acceptance for the transmitting medium. They establish a platform upon which the advertiser can stand.

Unique Survey
WE RECENTLY conducted a local survey which was most unique and enlightening. A druggist friend of mine told me a few weeks ago that he had been ordering certain articles that he had never ordered before and that they were selling rapidly. He could not account for these sales at first, but upon inver- sion of Druggist had found that they were on the air. Acting on this information I analyzed our program schedule and found that about 75 per cent of the products advertised were salable through drug stores. We sent out 1136 questionnaires and received in return 448 or nearly 40 per cent.

In Featuring the NEW Union Mutual Life Programs
RADIO STATIONS thruout America, with power ranging from 100 to 50,000 watts, are
(1) Adding substantially to their operating revenues in the broadcast of this series of 5 minute "open schedule" or "floating time" programs.
(2) Advertising a remarkable life insurance service, guaranteed by a sound progressive legal reserve Company, foremost in the development of the COMPANY TO POLICYHOLDER PLAN, eliminating all costs of medical examination and personal solicitation, and for the first time in history applying the tremendous mass merchandising power of radio to the DIRECT sale of life insurance.

T HE UNION MUTUAL LIFE COMPANY of Iowa is the ONLY life insurance company prepared to extend this invitation and opportunity to your station—and you will never know how really worth while these programs are in the building of profits, listener interest and good will until full information concerning these new programs is in your hands!

Quoting Carl H. Butman, former secretary Federal Radio Commission: "You are doing a very wonderful thing in a pioneer field and I think the whole industry owes your Company a vote of thanks."

Send TODAY for FREE INFORMATION concerning this new radio feature!

Union Mutual Life Company of Iowa
Des Moines

"We think radio advertising to be the best. Any kind of line advertised over the radio will increase sales on that particular item."

"We have found a very decided increase in sales in any article for which they have a daily need after radio advertising started. Several of the lines which we have checked as good have only become so since the radio advertising started."

"We believe this form of advertising will increase most any merchandise of merit from 40 to 75 per cent. We believe since nearly every family has some kind of radio this is by far the most effective means of advertising."

"Radio advertising effective. Helps a lot on slow moving merchandise. We hope more manufacturers will see the light."

"We wish it were possible for most everything we sell to be advertised on the air. Our experience has been that the radio advertised lines are the only ones showing an increase in sales. The others falling off."

Banks Close, Radio Sells
(Continued from page 9)
first day, $600 worth the second day, $400 the third, and in the second week Detroit's bank holiday! The other stores did a business on this item hardly worth mentioning.

Perhaps the greatest of Kern's adventures in selling to a depression market was its silk sale. Twenty-thousand yards of glistening silk—offered at 59 cents a yard. A fair price, undoubtedly. The same quality once sold for $1.59 a yard. But silk epitomizes luxury. It isn't a necessity like tonight's dinner. Billy Repaid put the story on the air, with all his enthusiasm. Would it sell? WJR executives, apprehensive, stopped in Kern's on their way to work—to find the silk department submerged by housewives. More than 6,000 yards were sold the first day; 1,700 women attended the sale! Later purchasers averaged silk for three dresses. And this day was highest in sales of any single day in Kern's silk department for over six years!

Spontaneity is Key
IT'S spontaneity that puts it over, plus of course the careful judgment and thought used in selection of the item. The intelligent use of radio may be the salvation of department stores in the present emergency. And the retailer who can't get returns from radio is making a mistake, somewhere. Either the copy lacks punch, what he has to sell isn't interesting, or the time is not right. Retailers have no right to blame radio as a medium. What they need is to discover a dignified common sense manner of appeal over the air; to find out what the people want, and promote it until they stop wanting it.

This was a golden opportunity for radio to prove itself. What we could put over in critical times will go over doubts when times are good. And when listeners flock to buy sewing machines, silks and silverware during a banking holiday, then radio seems to be doing its job.
Supreme Court to Hear Arguments on Appeal of WIBO Case in April

SUPREME COURT consideration of the validity of the Davis amendment and the quota regulations governing distribution of broadcasting facilities will begin the week of April 18, when the Court remanded the case to the District of Columbia Court of Appeals. The Court has agreed to hear arguments in the WIBO case, which was denied by the Commission's decision denying the Commission's power to regulate radio ever to be held. Mr. Thacher will argue the case for the government, and Mrs. Mabel Walker, Assistant Attorney General, and counsel for WIBO, Gary, Ind., will appear for the intervenor. The last office action in the case, filed this month, represents the Commission's order of last year compelling the two Chicago stations and assigning their facilities to WIBS. The Court of Appeals, by majority, will remand the Commission and hold its decision arbitrary and capricious. The final victory by the Commission would empower it to transfer facilities as it sees fit from the 27 overquota states to underquota stations.

The Court of Appeals for the Distri-But of Columbia March 18, denied the petition of WJJD, Mooseheart, Ill., for a stay order from the Commission's decision denying it authority to operate after sunset at Salt Lake City, site of KGPS, Oklahoma City, the facilities of which were sold by Mr. Wallace. Action was taken on the Commission's motion.

The Commission's petition for rehearing the appeal of KFPP, Seattle, from changed wave assignment, was denied by the court March 18. In reversing the Com- mission, the court a fortnight ago remanded the case to the Com- mission. In a petition filed March 28, the Commission asked the court to hear and reverse its decision in the case of WQO, Kansas City, in which the court reversed the Com- mission's decision denying the sta-

AN INCREASE from 350 to 600 watts in the power of CMCJ, Havana, and a license to CBMY, Havana, changing its status to com- mercial and thus authorizing it to accept advertising, have been de-

Canada to Expand Sustaining Service

Commission is also Planning To Encourage Sponsors

INDICATING its intention of ex-

The Canadian Radio Broad-

casting Commission has announced that it is negotiating for the rental of coast-to-coast lines to hook up stations for national broadcasts. At present the Commission's broad-

casts are limited to three programs per week—symphony concerts on Tuesday nights, band concerts Fridays and old-time music Saturdays. The high cost of transcontinental wire transmission, the Com-

mission stated, "in the absence of a permanent lease on coast-to-

cost wires, and the fact that practically all the important broad-

casting stations as well as leading en-

tertainment organizations were un-

der contract for the best broad-

casting time when the Commission came into being, have been factors limiting the scope of the Commiss-

ion's activities in national broad-

casting.

The Commission plans, how-

ever, after it secures wire facili-

ties, to provide a complete sched-

ule of national programs to be broadcast from coast to coast for specified hours each day. The Com-

mission probably will have control of transcontinental wires from 6 to 11 o'clock in the evening. Ne-

gotiations for the wires, it is ad-

\n
must be undertaken.

The Commission's pro-

grams will carry no advertising, it is stated that "the Commission plans to encourage large advertisers to develop transconti-

ental broadcasts of a type that will appeal to Canadian listeners." It is felt that the Commission's recent acquisition of the stations of the Canadian National Railways "will facilitate to some extent the efforts of the Canadian Broadcasting Commission to improve Can-

adian broadcasting."

Nationalization of Canada's en-

tire broadcasting system still ap-

pears to be distant, in view of the fact that the 1932 act establishing the Commission stipulates that the government shall not exceed the revenue received from radio set license fees. The revenues from the $2 fees totalled $1,400,000 for the first 10 months of the present fiscal year.

E. M. C. J.

Case April 18.

FORECASTS of which the court reversed the

The court reversed the Commission's decision that WSM, Nash-

vile, and WCKY, Covington, Ky., assisted in relief work following

local disasters.

more examples of heroic work by radio stations appeared during the last fortnight as WSM, Nash-

tville, and WCKY, Covington, Ky., assisted in relief work following

local disasters.

A twister demolished 500 homes in East Nashville and caused 11 deaths and hundreds of injuries. Remaining on the air until 3:30 a.m., WSM broadcast mes-

sages of relief and presented talks by police, fire and welfare officials. Eye-witnesses described the devast-

ation wrought by the tornado. Harry Stone, WSM manager, and "Tiny" Stowe, continuity writer, made a tour of the stricken area and subsequently reported their observations on the air.

The Cincinnati flood, during which the Ohio River rose to the greatest height since 1913 drove thousands of families from their homes in southern Ohio and northern Kentucky. WCKY announced the height of the river hourly and broadcast news reports several times daily.

Statements to the public from C. A. Kyeistra, Cincinnati city man-

ager, and other officials, asking the people to stay away from the flooded areas and to cooperate in other ways with relief workers were broadcast. Official calls for mobilization of militia and reserve men for flood duty also were put on the air.

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any speci-

fied number of measurements per week as well as individual measurements at station's

request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. Phone: Stewart 2810

CHICAGO, ILLINOIS

RADIO TO RESCUE

WSM and WCKY Aid in Relief—After Local Disasters

EN ROUTE to Ottawa to act as

advisor for the Canadian Radio

Commission, Maj. W. E. Gladstone

Murray (right), Canadian-born

public relations director of the

British Broadcasting Corp., spoke

to American listeners over NBC

March 25. M. H. Aylesworth, NBC

president, is shown at left.

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Write for prices on schedule suitable to your needs.

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CHICAGO, ILLINOIS

CKOK continues to lead all stations in its area, in number of sponsors, because, dollar for dollar, it offers the greatest and most responsive audience in its entire terri-

ory.

With advertising appro-

priations guarded as never before, local mer-

chants have concentrated on proven media. Their confi-

dence, during these trying times, is a true criterion of CKOK's effectiveness.

5,000 Watts 540Kc. 555.6 Meters

INTERNATIONAL CLEARED CHANNEL

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario
ASCAP Propaganda Organ Out
As Dill Pushes Copyright Bill

"Words & Music" Defends Copyright Demands;
Congress Will Not Act at This Session

CONVENING of the new Congress brought a fresh surge of copyright activity, evidenced first by the appearance of a brand new propagandistic sheet -- "Words & Music" -- created by over one hundred fifty people with a single purpose: to urge the reformation of the copyright laws to break the "copyright monopoly" and to prevent the "feudal people with more rates for holding up radio stations".

Publication of the ASCAP propagandistic sheet, a four-page pamphlet, was timed for the opening of the seventy-third Congress, since it is generally known that the copyright group dreads most a revision of the existing copyright law in 1909 which would strip it of its monopolistic power and probably subjugate it to government control in the assessment of royalties. The Dill bill is designed to do that, and the Sirovich copyright bill, introduced by the Democratic chairman of the House Patents Committee, Rep. Sirovich of New Jersey, would go even further in that regard.

ASCAP calls its new house organ "Words & Music". It is understood that Ivy Lee, New York public relations counsel, is handling the campaign for ASCAP. It is a shame to copy the organizations of the Copyright League in their methods. It is a shame to copy the tactics of the ASCAP in its bill-making campaign.

It is reported that more than 3,000 copies of "Words & Music" were distributed among newspaper publishers and editors, members of Congress, radio station owners, representatives of the radio trade, the Copyright League, and advertisers, in the hope of influencing Congress and促使 publishers to pressure Congress to pass the bill.

Let's Get Editorial!

LOOKING back to last autumn, when the broadcasting industry finally realized that it would have to pay $2,500,000 in royalties, it was said that the Copyright League would "fear it might do to us". It feared that the bill would be passed, but it did not fear the industry, and accordingly stockaded it in the financial yard, where it was safe to shelter it from the cupola of the house of representatives.

Which leads to the conclusion that the time is come when broadcasters shall set up in their schedules an "Editorial Period", or in some way begin making those expressions of belief and opinion that are important to the editorial column of any newspaper to the end that broadcasting shall come to have an influence similar to that of the press.

Here and there are stations which express their own opinions on the Copyright bill. One of these states that "the bill was passed by three years."

In a good many places local issues have won or lost because of favor or disfavor of a radio station. But not enough of the stations have realized their opportunities to make anything like a "what radio thinks" as there is a "what the press thinks." Probably the station directors have been too busy getting broadcast to start in this world of ours.

There are other reasons for a general expression of broad op in public matters, of course. Chief among them perhaps is the very fact that many have facilities for speaking their minds. No other agency, save the press, has the opportunity that broadcasting has for forming public opinion. It's a step in reasoning to conclude that it is radio's duty to interpret, as best it can, public affairs, and aid the people in arriving at opinions.

Broadcasters have the facilities, the public needs the advice, and most certainly radio men know how to express themselves. The public should benefit, and, very important in times like this, broadcasters could defend themselves against such as ASCAP. So, let's get editorial!

*EDITOR'S NOTE—This editorial contribution comes from the pen of John N. Henry, manager of KOIL, who for some time has been following out the ideas he has expressed, not only on the air but in trade-deal speeches in Omaha and Council Bluffs newspapers. His trade-advertising arrangements with the newspapers, incidentally, led the American Radio History to further details, its letter to Mr. Henry stating that it expected to recommend to member papers that they try to make similar hookups with radio stations.

Defends Past Negotiations

THE LEADING article discusses music and the radio, and defines, from the ASCAP viewpoint, the steps leading up to the negotiation of the copyright bill, which was signed into effect last September, and under which stations pay 3 per cent on the "net receipts" in the first year, 4 per cent in the second and 5 per cent the third, plus a "readjusted" sustaining license. The article also discusses ASCAP's "special contract" for newspaper stations, designed to give them preferred treatment that it rounded up for Senator Dill and caused him to tighten the requirements respect ing copyright pools in the pending bill and to threaten legislation making it unlawful for newspapers to own stations. The special newspaper legislation was to "give practical effect" to ASCAP's recognition of the contribution of the press in the development of music.

Recalls Mills' Invitation

THE PROPAGANDA sheet reiterates also the invitation of E. C. Mills, ASCAP general manager, to reopen negotiations for revision of the current copyright bill for the owners of radio stations. Mr. Mills had refused to deal with Mr. Schuette, but extended an invitation to Newton D. Baker, former Secretary of the Interior, to which Mr. Schuette had replied that the government was the "distinguished lawyer was retained by the NAB last January as its copyright counsel.

Mr. Baker and his associates are now making a detailed study of the issue and shortly are expected to write out the ideas of the issue and shortly are expected to express the views of the owners of radio stations. The owners of radio stations are expected to express the views of the owners of radio stations.

"Words & Music", devotes to feature articles about ASCAP activities and songwriters, most significant of which is a newspaper advertisement, the fact that William H. Woodin, Secretary of the Treasury, is an ASCAP member and that ASCAP is "honored" to have him identified with it.

In introducing his copyright bill, Senator Dill asserted that it was "solutely essential" to obtain a revision of the 1909 copyright law as soon as possible. He said, however, that he had no desire for passage of such legislation at the current session, which is pleonastic to the matters requested by President Roosevelt. As soon as practicable, he asserted, will ask to have the Senate Patents Committee, headed by Senator Wagner, (D.) of New York, take up the bill.

"We must determine the limitation on the owners of copyrighted music and the law should recognize the difference between a combination of copyright owners and individual owners to prevent such combinations from becoming so complete as to end competition." Senator Dill asserted in discussing the radio provisions of his measure. He ex- (Continued on page 29)
Commission Completed (Continued from page 8)

Mr. Petey

Mr. Petey was radio director of the Democratic national campaign committee and chairman of the committee in charge of radio for the Roosevelt inauguration. Only 28 years of age, he attended the University of Kansas and has worked in the east for several years. He went to the Democratic committee from RCA Victor Co., where he was in the commercial sales section of the Phonophone division. Prior to that he was with Metro-Goldwyn-Mayer, as film distributor in Kansas City.

With Mr. Petey's appointment, it was practically certain that John B. Reynolds, acting secretary since Mr. Baldwin's resignation, would revert to his status as assistant secretary. Mr. Reynolds, a native of Minnesota, joined the Commission more than two years ago, moving with Mr. Baldwin from the Department of Justice.

Following a brief hearing March 29 at which Mr. Hanley testified, the Interstate Commerce Committee reported his nomination favorably to the Senate. Confirmation is expected within a week.

Mr. Hanley declared he had had no experience whatever in radio, but had an "open mind" on all matters regarding regulation. He declared he had no stock in radio companies and had never handled radio or utility law cases.

"I do recognize the right of the government to regulate the radio industry and safeguard the rights of the people," Mr. Hanley testified. "Being a Democrat, I am opposed to monopoly of all kinds. I understand radio offers a very strong field looking toward monopoly."

Mr. Hanley said he had no opinion whatever regarding chain programs and had never attempted to criticize them. He said also that he had an "open mind" on the subject of commercial programs, but was very much interested in educational stations and thought they should be given a fair hearing. Mr. Hanley left Washington March 29 for Omaha to "straighten out my law practice". He said he hoped to return about April 15.

Copyright Situation
(Continued from page 28)

plained that he had strengthened several of the provisions dealing with music copyrights and providing for a committee of arbitration to settle all conflicts on royalties.

Among other things, the bill would prohibit multiple infringement suits against users of copyrighted music, and would prevent ASCAP or other music owners from withdrawing more than 10 per cent of the works covered by their licenses. The latter provision would block an organization such as ASCAP from exercising the threat it made last year to withdraw copyrighted music from the air unless the NAB acceded to the new royalty formula. NAB, as a consequence, claimed it accepted the new formula under duress.

Other provisions of the bill dealing with radio have been reported from time to time in past issues of Broadcasting. The Senate bill, also yet reported, would have the effect of dissolving ASCAP, if adopted as reported by the House committee last session.

A NO T H E R S M A S H H I T!

"GROWIN' UP"

featuring GAY SEABROOK AND EMERSON TREACY -

EARNSHAW-YOUNG, Inc., creators of famous radio successes—offer for sponsorship East of the Mississippi River, a sparkling new comedy of American youth—"Growin' Up"—featuring the well known stage and screen stars, Gay Seabrook and Emerson Treacy. Here is fresh, clean, wholesome radio entertainment ... rollicking comedy ... a brand new note in radio. Here is a play that will sell merchandise. Recorded by electrical transcription in the Hollywood Studios of Freeman Lang—with a big cast, orchestra and sound effects. A great show all ready for immediate spot use in the territories where you need business most.

"Growin' Up" is now on the air under contract in the West—only Eastern territory available.

There is no guesswork about an Earnshaw-Young Production. What a record! "Chandu", "Black and Blue", "Omar Khayyam", "Count of Monte Cristo", "Ali Oop", "Folgeria", "Adohr Opera of the Air" and many others.

For audition, prices, merchandising plan, publicity, etc., write or wire home office, Los Angeles.

EARNSHAW-YOUNG, Inc.
Hollywood
Graybar Building
Detroit
New York City
PETROLEUM SECURITIES BLDG.
LOS ANGELES

April 1, 1933 • BROADCASTING
Applications...

MARCH 16

WJEM, Tupelo, Miss.—Modification of CP granted 12-28-32 to move station to Leesville, La., to change frequency and equipment and completion to 4-9-33 and 7-8-33 respectively.

WGBI, Columbus, Ohio.—Grant of modified license to move station to Charlotteville, Va., to change frequency and equipment and completion to 4-8-33 and 5-2-33 respectively.

MARCH 22

WOAX, Trenton, N. J.—Authority to determine operating power by direct antenna measurement.

NEW, Lewiston, Me.—Philip J. Witzen for CP to use 400 kw., limited time—renewed and amended to proposed transmitter and studio location and equipment.

WHEC, Emery, Va.—Modification of CP granted 2-8-33 to move station to Charlottesville, Va., to change proposed transmitter location to 2.3 miles from business premises.

WJHU, Lewiston, Pa.—Consent to voluntary assignment of license to Charles S. Blue.

WJHU, Sunbury, Pa.—Move station WJHU to Sunbury, Pa.

WQA, Laurel, Miss.—License to cover CP granted 1-10-33 for changes in equipment.

KCHL, Little Rock, Ark.—CP to make changes in equipment, change frequency and power from 1250 kc. 150 w. to 670 kc. 500 w.

MARCH 28

WJEM, Tupelo, Miss.—Modification of CP granted for modifications and equipment and completion to 3-25-32 to 4-9-33 and 7-8-33 respectively.

WGBI, Columbus, Ohio.—Grant of modified license to move station to Charlotteville, Va., to change frequency and equipment and completion to 4-8-33 and 5-2-33 respectively.

Applications dismissed at request of applicants:

WKRE, Beverly Hills, Calif.—Modification of license to move station to Los Angeles, Calif., to change frequency and equipment and completion to 4-8-33 and 5-2-33 respectively.

NEW, Bloomington, Ill.—City-Wide Broadcasting Co. for CP to use 800 kw. daytime power and 50 kw. nighttime.

KXK, La Grande, Ore.—Eastern Oregon Broadcasting Co. for CP to use 200 kw. daytime power and 50 kw. nighttime—facilities in terms of 2 quota units to be withdrawn from KQAC, Corvallis, Ore.

KQTL, Twin Falls, Idaho.—CP to change transmitter and studio location locally.

KDB, Sells, Ariz.—CP for changes in equipment and installation of frequency monitor.

MARCH 29

WMCA, New York.—License to cover CP granted 7-5-32 for changes in equipment and completion to 4-10-32.

KXG, Tucson, Ariz.—Modification of license to change frequency from 1750 kc. to 1650 kc. 100 w. to 1430 kc. 1 kw., facilities KTU, Los Angeles, and KECF, Los Angeles—CP to change transmitter location locally, exact site to be determined and change frequency requested to 500 w. instead of 1 kw.

KEXA, Los Angeles—CP to change transmitter location locally, exact site to be determined and change frequency requested to 500 w. instead of 1 kw.

KFGS, Breese, Ill.—Modification of license to change power from 125 kw. to 50 kw.

KFGY, Roseville, Minn.—License to cover CP granted 1-15-33 to move station to St. Paul, Minn., to change frequency and equipment and completion to 4-20-33.

KFO, San Francisco—License to cover CP granted 11-17-32 to move station to Nanton, Minn., to change frequency and equipment and completion to 4-20-33.

KWAV, Lincoln, Nebr.—License to cover CP granted 11-17-32 to move station to Nanton, Minn., to change frequency and equipment and completion to 4-20-33.

WAZK, Houston, Texas.—Modification of license to change hours of operation from 580 kw. to 1190 kc. increase power from 250 kw. night to 500 kw. to 250 kw. day and 250 kw. night.

KWAZ, Houston, Texas.—license to cover CP granted 1-10-33 to change hours of operation from 250 kw. to 250 kw. night to 500 kw. to 250 kw. day and 250 kw. night.

KWBB, Meridian, Miss.—Pete Bros., Herbert H. Fette & Ewald Fette for CP to use 1220 kw., 75 kw. D. specified.

Decisions...

MARCH 17

WBGR, Scranton, Pa.—Permission granted to make changes in equipment.

WKN, Oklahoma City.—Modification of CP to extend completion date of CP to June 17.

WGMN, Gulfport, Miss.—Modification of license for change hours of operation from unlimited to specified, as follows: Daily except Sunday, 11 a.m. to 1 p.m. and 7 p.m. to 11 p.m. Monday through Saturday, 10:45 to 11:45 a.m. and 3 to 5 p.m. CST.

WQA, Laurel, Miss.—Grant of modification of license to change specified hours.

WTRG, Elkhart, Ind.—Grant of license covering changes in equipment and increase in D. power from 50 to 100 kw. 1015 kc. 50 kw. night to 100 kw. LS, simultaneous with change to new antenna.

KGFK, Moorhead, Minn.—Grant of license covering increase in D. power from 100 kw. to 300 kw. 1015 kc. 50 kw. night to 300 kw. LS, simultaneous with change to new antenna.

KGFX, Wolf Point, Mont.—Grant of license covering increase in D. power from 250 kw. to 500 kw. 1015 kc. 50 kw. night to 500 kw. LS, simultaneous with change to new antenna.

KPO, New York.—Grant of 10-day extension of equipment.

WGST, Atlanta, Ga.—Grant of authority to take deposits in the matter of the hearing on application of Coleman & Dobkins Co.

Set. for hearing: NEW, Visual Broadcasting Laboratories, Kansas City, Mo.—CP for visual broadcasting: 2100-2800 kc. and 4500-6400 kc., 50 kw., KSRO, Springfield, Ill.—CP for change of equipment and increase in D. power from 100 to 250 kw. and make changes in equipment, increasing maximum radiated power from 100 to 250 kw. WIN, New York.—Modification of license to increase operating power by direct antenna measurement; also change frequency.

KGFX,Src, Buhl, Idaho.—Modification of license to increase power from 500 kw. to 1 kw. experimental.

Applications dismissed at request of applicants:

WTP, Charleston, W. Va.—Modification of license to change hours of operation from 500 kw. to 1 kw. on a 250 kw. station.

WAEZ, Huntington, W. Va.—Special authorization to change hours of operation from 580 kw. 1190 kc. increase power from 250 kw. night to 500 kw. D. 500 kw. to 500 kw. night to 500 kw. D. 500 kw. night to 500 kw. D. 500 kw. night to 500 kw. D. night and change hours of operation from sharing with WOHU to limited time until June 30, 1933.

WTKD, Los Angeles.—Granted renewal of license.

WAFB, Baton Rouge, La.—Grant of authority to make changes in hours of operation with a point of 2 to 3 between the hours of 1 and 6 a.m. and 1:15 p.m. to 7:15 p.m. and 10 A.M. to 3 P.M., on renewal of applicant-came application.

KXDO, Augusta, Me.—Set for hearing application for renewal of license.

WPTO, Portland, Me.—Grant of authority to make changes in hours of operation with a point of 2 to 3 between the hours of 1 and 6 a.m. and 1:15 p.m. to 7:15 p.m. and 10 A.M. to 3 P.M., on renewal of applicant-came application.

WTBF, Kennewick, Wash.—Application for CP to move station to Yakima, Wash., to change frequency and equipment and completion to 3-25-32.

KWAV, Houston, Texas.—Renewal of special temporary authority to reduce hours of operation from unlimited to specified.

WOR, Newark, N. J.—Special temporary authority to grant.

KGGM, Albuquerque, N. M.—Special temporary authority to reduce hours of operation from unlimited to specified until June 1.

Examiners' Reports...

WRA, Wilkes-Barre, Pa.—Examiner Pratt recommended (Report 465; Docket 1855) that application for CP with new transmitter for WBBN, Scranton, Pa., be denied and unlimited time be denied on grounds that there was insufficient evidence of market for additional service on the ground that applicant is showing no administrative need for additional service and there is evidence of the Commission's regulations regarding equipment and operation.

NEW, Robert Donovan, Weaver, Deshnoke, Neb.—Examiner Hydes recommended (Report 466; Docket 1891) for WBBN, Scranton, Pa., the issue of a CP with new transmitter for unlimited time.

Population Survey

NEARLY three years in the making, the final "Population Bulletin: Families" covering 1930 census statistics for all states has been published by the U. S. Census Bureau (Superintendent of Documents, Washington, 15 cents).

This 85-page summary incorporates many of the statistics previously published for each state individually, and is a document of inestimable value to advertisers, agencies and stations in sizing up marketing areas and potential radio audience. Many of the earlier documents were either reviewed, or their radio statistics republished, in earlier issues of Broadcasting. The topics covered in this bulletin are: families classified by color and nativity of head, tenure of home, value of monthly rental of non-farm homes, size of family, families classified according to the number of full-time wage earners, families classified according to gainful workers, families classified according to number of lodgers, families classified by age of head, employment status of home-maker, dwellings and families having a radio set.
Stations Broadcast Earthquake News As Plants Tremble

Radio Establishes Tradition As Men Endanger Lives

A TRADITION all its own—one that ranks with the ship operator's "stick to your post," the showman's "bed must go on" and the newsman's "get the story"—was established by radio during the California earthquake when broadcasting stations and their staffs kept a breathless world informed of developments of the disaster while walls of their studio and transmitter plants were trembling and actually giving way.

To an independent station, KFOX, Long Beach, the area, and its duifty staff goes the highest palm of bravery, though other stations maintained a vigil and broadcast news to the eager populace. It was KFOX, nearly wrecked by the shocks, that carried reports to a nation-wide CBS network via KHJ, Los Angeles, which itself was being severely shaken by the successive temblors.

Broadcast in Darkness

KFOX stayed on the air though its studio roof was gone and its walls a twisted mass of wreckage. Chief Engineer Leslie MacDowell, who happened to be out at the time the first shock came, dodged flying debris and raced to the studio room to keep the station on the air. Chief Announcer Ted Bliss was already at the microphone, while Jack Strohl, another announcer, stood waist deep in a tangle of phonograph records that had been shaken from their platters by Lou Foley, switchboard operator, remained at her job through the whole eerie night, while Hal Nichols manager, nurtured a chest injury suffered when bricks caved into his machine as he was driving into an alley back of the studio building.

A lucky circumstance kept the KFOX power supply from failing, though the night broadcasts had to be done in total darkness. The station, though not a network member, was quickly switched into Los Angeles, where the staff of KHJ was also on the job. KHJ's power failed with the first shock, but Ernest Underwood, chief engineer, Don Lee network chief engineer, was at the controls, while Paul Rickenbacker, production manager, and Kenneth Niles, his assistant, worked at the microphones, broadcasting on the air, stations were pressed into service to shorten their instructions to men in the field, and the Navy sent portable apparatus into the field. Amateurs were active in sending out messages to relatives and friends of the victims all over the country.

EARTHQUAKE'S KEY STATION—This is how KFOX, Long Beach, from which eyewitness reports of the California disaster were broadcast to the nation, looked after the earthquake. The KFOX transmitter withstood the shocks and continued to operate, was linked with KHJ and thence to the CBS network.

KFWB's Service

WHILE KHJ and KFI were silent, KFWB claimed it had the majority of the normal audience, which was given bona fide news reports as received by direct wire from the editorial offices of its affiliate, the Los Angeles Examiner. This service was maintained during the whole incident, KFWB also joining with the amateurs to furnish a news and first-aid service that was authentic and evoked high praise.

Soon restored to the air, KHJ's staff stood by their posts even while the plaster, tile and chandeliers cracked and crashed. On the second floor of the 8-story building the broadcast rooms did not know when the building might come crashing down upon them. Yet they immediately set up a "new broadcast division" under Leo Tyson, general manager, getting bulletins through the Los Angeles Times and flashing them not only over KHJ but to WABC, New York, and thence over the entire CBS network.

This service continued throughout the night. Harold G. Perry, Don Lee network chief engineer, was at the controls, while Paul Rickenbacker, production manager, and Kenneth Niles, his assistant, worked at the microphones, broadcasting on the air. KREG, Santa Ana, in a section that was also severely shaken, remained on the air with necessary messages. Police broadcasting stations were pressed into service to shorten their instructions to men in the field, and the Navy sent portable apparatus into the field. Amateurs were active in sending out messages to relatives and friends of the victims all over the country.

Mr. Peery, traffic manager, and Gerald Norton, sales executive, were pressed into duty as reporters, speeding by car to the Compton--Long Beach area to interview witnesses, visit hospitals and make contact with KFOX. They lost their car during the assignment. While they were out, Jack Van Nostrand and Pete Weaver, staff writers, wrote the broadcast material as it came in, and Newkirk, standing amid the debris at KFOX, was the first to tell the story to the entire CBS network.

KFSG, Los Angeles, with the cooperation of KRKD, organized an emergency relief bureau which worked in conjunction with the State Welfare Department. After a few announcements over the air, foodstuffs, blankets and money for medical supplies poured in to the receiving desks.

Slight damage to other stations in or near the earthquake area has been reported. KFI, Los Angeles, required some repairs. KNX, with its transmitter in the San Fernando Valley, was not disturbed. KGFJ was off the air for three hours only. KREG, Santa Ana, in a section that was also severely shaken, remained on the air with necessary messages. Police broadcasting stations were pressed into service to shorten their instructions to men in the field, and the Navy sent portable apparatus into the field. Amateurs were active in sending out messages to relatives and friends of the victims all over the country.

Booklet Analyzes Consumer Markets

Latest in Series of Reports Covers Pacific Southwest

A NEW GUIDE to the relative distribution of purchasing power and markets for general consumers' goods in the important sales areas of the United States is presented in "An Aid For Analyzing the Market for General Consumer Goods in the Pacific Southwest," newly issued publication of the Department of Commerce.

The basic information offered in this recent study is drawn from the records of the National Census of Distribution. The area covered includes California, Nevada, Utah, Arizona and New Mexico, whose retail sales in the census year aggregated in excess of $3,576,000,000.

Pointing to the wide variation in sales potentials in this area, as indicated by the census, the report presents a comparison of the retail sales index and the population indicator for each county in the Pacific southwest states, and for each city of 2,500 population or more. The retail sales index shows what per cent the local sales are of the national, the purchases in the United States, the state and the immediate area.

Special information touching upon the agricultural resources of the section, and the markets for automobiles and household goods, including health and safety equipment, and equipment for the home, electrical and gas equipment in the five southwest states is included. Another feature of the study is a series of maps and charts designed to present at a glance the salient differences in the sales potentialities in the various states and local areas of the territory.

Other Studies Made

"AN AID for Analyzing the Market for General Consumer Goods in the Pacific Southwest" is one of a series of reports designed to provide compact, readily usable handbooks of basic marketing data for the principal sections of the country. Three such studies, dealing with Connecticut, Ohio, and the New England area as a whole, have been previously issued. These reports were prepared by Charles B. Eliot, under the direction of E. F. Gerish, chief of the economic division, Bureau of Foreign and Domestic Commerce.

Copies of the reports may be obtained from Roedel and Company, the Superintendent of Documents, Government Printing Office, Washington, or from district offices of the bureau in principal cities.
Beer to Stimulate Advertising

(Continued from page 6)

The bureau and its field agents are being swamped with applications for licenses to manufacture the product by newcomers in the field. Among these, it is reported, are numerous bootleg beer cliques which thrived since 1919, but which now are threatened with extinction by the legal process. In the larger cities, some of the so-called beer "barons" feel that they have established worthwhile trade magazines and outlets for their products and hope to profit in the legitimate field, if they can procure the licenses.

Several reasons are advanced to support the belief that the bulk of the brewery business on the air will be spot broadcasting. First, it is assumed that the many breweries are assuming that 'barons' feel that they have established worthwhile trade magazines and outlets for their products and hope to profit in the legitimate field, if they can procure the licenses.

Soft Drink Competition

BREWERS, it is indicated, will rely heavily on home distribution, and most of them feel that the beer market is good for them. They will be able to support the belief that the bulk of the brewery business on the air will be spot broadcasting. First, it is assumed that the many breweries are assuming that the "barons" feel that they have established worthwhile trade magazines and outlets for their products and hope to profit in the legitimate field, if they can procure the licenses.

State taxes, freight handling charges and general overhead expenses are regarded as factors which will rule out the distri-

Today ... as for the past 3 years

KSTP leads all Minnesota stations combined for concentrated coverage and listener preference ... proved by today's results in the ... livery to the consumer, and at restau-

lary and at restaurants, hotels and fountains.

Wine advertising is not expected to be very large. Wineries contend that 3.2 per cent beverage alcohol is palatable and that a decidedly larger alcoholic content is necessary to revive the American taste for wine. On the other hand, soft drink companies plan the introduction of carbonated waters having a 3.2 per cent alcoholic content. Such products might bring to the air a line of advertising competitive with beer.

Dill Explains Proposal

SENIOR DILL TOLD the Senate in support of his amendment, that radio "ought to be kept free from the propaganda that it can be used for if some such provision as this is not in the bill." Following his speech, Senator Harrison, (D) of Mississippi, chair of the bill, said he hoped the amendment would be defeated and asked for a vote. It was defeated by a vote of 35 to 24. Among those voting for the Dill amendment were Adams, Ashurst, Austin, Bankhead, Black, Bone, Borah, Bratton, Capper, Caraway, Connally, Dill, Fess, Fa- nes, Frazier, Goldsborough, Gore, Hale, Hastings, Hatfield, Hayden, Keys, McNary, McHugh, Nye, Pope, Robinson (Ind.) Russell, Sheppard, Smith, Stephens, Thomas (Okla.), Townsend, Vandenberg and White.

Thus, as finally written into law, the bill carried the amendment on advertising offered by Senator Walsh, (D) of Massachusetts, which permits advertising of 3.2 per cent beverages, since they are held by the law to be non-intoxicating.

Dry States 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. 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 • April 1, 1933
Morgan Committee Starts New Scheme

"Listeners Society" Formed As Allocation Plan Fails

APPEARENTLY admitting failure of its plan to break down the existing system of broadcasting in this country—a campaign that led many of its own members to turn their backs on the move—the National Committee on Education by Radio has embarked on a new venture in the formation of the "American Listeners Society" intended "to supply machinery through which listeners may exert an influence in determining the nature and content of radio programs."

Joy Elmer Bussard, chairman of the committee, is understood to be head of the society, although the directors have not been announced. His campaign to obtain 15 per cent of all broadcast wave lengths for educational institutions caused a schism in educational ranks and it finally developed that no actual authority to carry on such a movement was vested in the committee, which is headed by the Payne Fund of New York.

Broad Program Set Up

"INVITATIONS" to join the society at $1 a year, subject to approval of the unpaid board, have been mailed out to a select list. The so-called society's 7-point program proposes improvement of radio in America, publication of a periodical, encouragement of radio research, sponsorship of a broadcasting institute, personnel of educational stations, maintenance of a radio library and improvement of laws and governmental administration affecting broadcasting.

In some quarters it is believed that the society plan is intended to raise funds to support the committee after its endowment from the Payne Fund, which has two years to run, expires. For a new endowment, it must show results of a constructive nature. The committee has aroused ill will not only among many broadcasters but among many educators who have received cooperation from individual stations and networks in furtherance of education by radio.

The most prominent of educators now are associated with the National Advisory Council on Radio in Education, directed by Levering Tyson, which has cooperated with stations throughout the country in offering educational services.

Of significance has been the apparent absence of Armstrong Perry, service area director, from the committee's activity. It has been noticed that whenever a radio issue of importance arises, Mr. Perry is "on the road". His activity now is being handled by Tracy F. Tyler and E. J. Coltrane, the latter an educator who makes most of the Congressional contacts.

Radio Education Group Meets in Ohio May 4-6

THE FOURTH meeting of the Institute for Education by Radio will be held at Ohio State University, Columbus, O., from May 4 to May 6. Leading educators and broadcasters from all over the United States and foreign countries are expected to attend.

Subjects to be discussed are: use of radio in the schools, methods of presenting educational programs, ways in which the listener can be advised as to the educational programs on the air, studies of the audience response to programs and ways of measuring it. As a special feature broadcasters will present sample recordings of programs already successfully broadcast.

Round table sessions will be held on special phases of educational broadcasting, such as commercial stations and educational organizations, college and university stations, school broadcasting, and research in radio education.

Among the speakers will be Prof. Herman Hettinger, University of Pennsylvania; John J. Karel, CBS; Prof. Edward S. Robinson, Yale; Elizabeth Watson, Ohio State University; Tracy F. Tyler, National Committee on Education by Radio; President A. G. Grane, University of Wyoming; Frank E. Mullin, NBC; Helen Johnson, CBS American School of the Air; Hattie S. Parrott, North Carolina School of the Air; Judith Waller, WMAQ; H. B. Mccarty, WHA, University of Wisconsin; Levering Tyson, National Advisory Council on Radio in Education; E. A. Weir, Canadian Radio Broadcasting Commission; K. G. Bartlett, WMAQ, Syracuse University; Dr. C. M. Keen, U. S. Office of Education; Gwendolyn Jenkins, WEAD, Ohio State University; B. H. Darrow, director, Ohio School of the Air, and Morse Salisbury, U. S. Department of Agriculture.

Radio Education Future Advisory Council Topic

"THE FUTURE of Educational Broadcasting in the United States" was the general subject of the 1933 annual assembly of the National Advisory Council on Radio in Education May 19 in New York, according to announcement by Levering Tyson, director.

Mr. Tyson explained that because of current conditions the council has decided to restrict the sessions to individuals qualified to participate by reason of their experience or their association with an organization directly concerned with educational broadcasting. "It is expected that a discussion meeting of this character, combining skill shades of opinion and practice, will be productive and of reciprocal benefit to all concerned with this subject", he stated.

Wide Talent Search

AUDITIONS in all cities within a 200 mile radius of St. Louis are being conducted by KMOX under direction of Billy Knight, who recently reorganized the KMOX Artists Bureau. The auditions are open to all comers but in the first few weeks uncovered no talent.

You are sitting in the center of the world

...EVERYWHERE

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

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

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

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

* In Canada, through the Canadian Pacific Railway Telegraphs.

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

Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables All America Cables

Mackay Radio

April 1, 1933 • Broadcasting

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www.americanradiohistory.com
Post Office Rules on Fan Mail

(Continued from page 8)

mine how far they will apply to the independent or non-chain station.

We represent radio station WGN, Chicago, III., which is owned and operated by the same management as the Chicago TRIBUNE. Sponsorship programs are broadcast over WGN for many advertisers located in various parts of the country. Mail received from these broadcasts is usually sent directly to the station and then forwarded to the advertiser by express. Could such mail be sent by express to such offices and then turned over to the advertiser or advertising agency? Such a situation appears to be analogous to that just discussed. The Post Office Department's ruling on the subject. A ruling of the department approving any or all of the costly methods proposed is respectfully requested so that Station WGN may be advised to act in accordance therewith.

Post Office Ruling

The DEPARTMENT'S reply, sent March 16, and bearing the signature of W. E. Triem, superintendent of the Division of Railway Adjustments, follows in full:

Reference is made to your letter of March 8, asking for an opinion with respect to the transmission of the mail without payment of postage or other charges by mail of audience mail received by the broadcasting station of the CHICAGO TRIBUNE.

Your letter was submitted to the Solicitor of this department for a ruling, and following is a copy of his reply:

"With regard to Mr. Scharf's first query, viz., whether the fact that the broadcasting station of the department relating to fan mail were rendered in response to requests of chain stations would thereby render the matter or whether such rulings would be binding in the case of independent or non-chain stations, the answer is that no distinction can be made between the two classes of stations. The issue in all such cases is the same: whether the matter proposed to be forwarded outside the mails falls within the category of 'letters' within the meaning of the private express statutes."

"responding to Mr. Scharf's specific inquiries, his first question is whether WGN might deliver mail to the Chicago office of the advertising agency handling such mail which would open and tabulate the letters and forward them to the advertiser by express. This plan would be objectionable. The second part of the first inquiry is whether it would alter the situation if the letters were unopened prior to being forwarded to the advertiser. The answer is yes. If the letters are not to be opened prior to forwarding, it is not required to reach the advertiser, they may be sent by express or by fourth class or parcel post rates. Inquiries of a similar nature all involve similar methods of procedure. It does not matter whether the fan mail is handled by an advertising agency, a branch office of the broadcasting station, or the newspaper which owns same. If the fan mail is to be opened by some person before it reaches the advertiser, it may not be sent outside the mails to such person without payment of postage. On the other hand, it is handled one time or several times before it reaches its ultimate destination, viz., the office of the sponsor of the program, but not opened by anyone before it reaches such sponsor, it may be sent otherwise than by letter without violation of the private express statutes."

Many Artists are Heard

BY NBC for Programs

AUDITIONS held before NBC's program board and artist bureau during the past two weeks for use either on the network or for commercial programs as follows:

March 14—Mrs. Mary Cavanaugh and her two-piece unit; Susie Whalen, vocalist; Count Leo Tolstoy; "Lord Tennyson's Visit to America." March 15—"Isaac in Paradise," a story of the lives of people of the Pacific; "A Bench in the Park"; Rondoliers Quartet for Woodbury (this quartet on March 27 replaced Morton Downey on the Woodbury program); Louis D'Orange, dramatic tenor, and Dave Sachs, pianist.

March 16—John Pearse, singer; Southern Rambler and his Fiddlers Three; "Bringing Up Father" with Gus Hill; "The Old Skipper" with Ed Whitney, right singers, piano and accordion; May Usher; "Samatha and Josiah," sketch, and Lee Case; "A Bench in the Park"; Rondoliers Quartet for Woodbury (this quartet on March 27 replaced Morton Downey on the Woodbury program); Louis D'Orange, dramatic tenor, and Dave Sachs, pianist.

March 17—Ramona for Fleischmann's; "I Gave Her a Friend" with Eunice Howard; Jeanne Judson, talk and Eddie Adair and Mary McCoy in sketch titled "A Bench in the Park."

March 20—Dick Winfrey's orchestra; Prince Alexis Obolsky, singer; Viennese Hungarian Ensemble; "Just Relax" with Jeanne Owen; Eddie Leonard show and Haverford and Boatwright.

March 21—Perry Alderfer, singer; "Confidential" with a cast featuring De Angelo, Robert Armbuster and 8-piece orchestra; Ralph Whitehead; Ohrbach Department Store auditioned Paul Sabin's orchestra with a vocalist, and Clem West.

March 22—Artists for Fleischmann: Miss O'Neill, Walter Woolf, Miss Ginn, Mr. Rings, Miss Loftus, Bobbie Folsom, Bob Hall, Ed Howard and Gus Shy.
## The New Deal at WBT

<table>
<thead>
<tr>
<th>THE NEW WBT</th>
<th>THE OLD WBT</th>
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<tbody>
<tr>
<td>25,000 WATTS</td>
<td>5,000 WATTS</td>
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<tr>
<td>$200 BASIC RATE</td>
<td>$200 BASIC RATE</td>
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<tr>
<td>25% MAXIMUM DISCOUNT</td>
<td>15% MAXIMUM DISCOUNT</td>
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**Primary Coverage**

- **Number Counties**: 85 vs. 7
- **Radio Receivers**: 127,278 vs. 12,820
- **Radio Audience**: 458,201 vs. 39,742

Retail Sales, 1930: $616,190,000.00

**WBT is the only station on the dial for the Carolinas!**

WBT dominates the Carolinas! A multitude of cities and communities report WBT the only reliable source of reception during the daylight hours; and, during the summer, day and night both!

And for the price of last year's coverage, you can buy five times more power today over this Dominant Carolina station.

**Station WBT Incorporated**

- Key Station of the Dixie Network
- Charlotte, North Carolina

April 1, 1933 • Broadcasting
Low-cost operation
of 100/250 watt stations

Use of "CLASS B"
modulators cuts
tube cost in half

The outstanding advance in transmitter design during the
last year has been the perfection and utilization of a
"Class B" modulation system. This development has in-
creased the efficiency of modulator tubes nearly ten-fold
and, correspondingly, has reduced the required transmitter
tube capacity by more than one-half. The saving in tube
cost thus effected is particularly important in low-power sta-
tions where this cost is a relatively large item of operating
expense.
The Type 250-W Transmitter is the only transmitter of
standard manufacture in which this "Class B" modulation
system is available. Moreover, this transmitter also offers
a saving in first cost, for it has been designed to provide
in one unit for 250 watt as well as 100 watt operation.
The RADIOTRONS employed for 100 watts also pro-
vide for 250 watts. An additional amplifier unit is not
necessary.

RCA Victor Co., Inc.
(A Radio Corporation of America Subsidiary)
CAMDEN, N. J.
"RADIO HEADQUARTERS"

Chicago: 111 N. Canal Street    Dallas: Santa Fe Building