WBBM (Western Key Station of the Columbia Broadcasting System) — is now carrying the largest volume of advertising in its history

WBBM is carrying more local and national 'spot' advertising than ALL the other major Chicago stations combined—with three out of four of its clients on renewals. Sales in 1933 are 14.1% ahead of 1932. Sales in 1932 were 15.2% ahead of 1931. You don’t have to theorize about these results!

For Complete Details and "Open-Time" write to:

WBBM — 410 N. MICHIGAN AVENUE, CHICAGO

or to RADIO SALES, INC. — 485 Madison Ave., New York
Now...Hygrade Sylvania Announces

A Complete Electronics Department

- full production facilities - leading electronics engineers

For more than 30 years, the Hygrade Sylvania Corporation, and its predecessors have supplied the electric light industry with standard lamps of highest quality and uniformity. And since earliest days of radio, this company has pioneered in the development of radio tubes.

Now, with the formation of its new Electronics Department, the Hygrade Sylvania Corporation expands to meet the newer demands of electronics. In addition to lamp bulbs and radio set tubes, this company now produces radio transmitters, transmitter tubes, special receivers, industrial tubes and custom-built electronic devices of every specialized nature.

A technical staff composed of William J. Barkley, General Manager; D. F. Repogle, Chief Engineer; Victor O. Allen, Assistant Chief Engineer; and 22 other electronics engineers and executives, all formerly associated with the DeForest Radio Company; a complete research laboratory fully equipped for any purpose required in the electronic art; and ample production facilities insured by a new fully equipped plant where all electronics work will be coordinated—all of these factors add to the Hygrade Sylvania resources the same skill and knowledge responsible for today's most important commercial applications of electronics.

The Hygrade Sylvania Corporation invites you to avail yourself of its technical experience, and vast production and research facilities. For consultations, write to:

THE HYGRADE SYLVANIA CORPORATION
Electronics Division
64 Lakeview Avenue
Clifton, New Jersey

BROADCASTING • April 15, 1933
There can be no question about the dominance of WTAM, Cleveland, in a wide area which includes northern Ohio, eastern Michigan, northern Indiana and western Pennsylvania and New York. No matter from what point of view you consider it,—coverage, popularity or results achieved,—statistics and surveys show an overwhelming preference for WTAM.

An interesting chart, “Thirty Major Markets,” tells WTAM’s story better than words. Copies are available at the office of the NBC Local Service Bureau nearest you. Send for it.

LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ • WMAQ & WENR • KPO, KGO & KTA

BOSTON • WIZ • SPRINGFIELD, MASS • WZMA • SCHENECTADY • WGY • WASHINGTON, D.C. • WRC & WMAL

PITTSBURGH • KDKA • CLEVELAND • WTAM • DENVER • KGA • PORTLAND, ORE • KEX • SPOKANE • KGA

ONE CONTACT FOR SEVENTEEN STATIONS SIMPLIFIES LOCALIZED BROADCASTING PROBLEMS

April 15, 1933 • BROADCASTING
KDKA, the pioneer broadcasting station of the world, has always been an influential factor in the radio business. A pioneer in the development of successful commercial programs, KDKA has grown with the whole broadcasting industry, its prestige and popularity increasing with the years.

To reach — and effectively cover — the rich, heavily populated market of which Pittsburgh is the center, use the facilities of KDKA. Its tremendous power (50,000 watts) and outstanding programs, both network and local, assure a maximum, responsive audience at all times. For records of results and availability of time, write or telephone the nearest office of the NBC Local Service Bureau.
A Distinctive Mark of Merit
Such as This Must be Deserved
WHY..?

Serving the public faithfully over a period of eleven years, WIL has written into the air the following outstanding achievements in this great metropolitan area.

FIRST...commercial station on the air in St. Louis
FIRST...to broadcast baseball play-by-play
FIRST...to broadcast boxing blow-by-blow
FIRST...to broadcast police news
FIRST...to broadcast election returns
FIRST...to have its own news-gathering organization
FIRST...to provide consistent, nightly assistance to those in distress or need
FIRST...to have its own Washington news correspondent
FIRST...to broadcast music by remote control

In fact, "first" has come to be such a customary habit with WIL that listeners of this area have learned to look upon this station for leadership.

You Cannot Adequately Cover St. Louis Without Using WIL

ST. LOUIS, MO. WIL ST. LOUIS, MO.

April 15, 1933 • BROADCASTING
News Flash!

Washington, D. C., April 3rd. In a decision rendered here today by the U. S. Court of Appeals, radio stations WMCA and WPCH are now authorized to unite for full time operation on the 570 k.c. channel in the New York metropolitan area, thus sustaining the verdict of the Federal Radio Commission.

By virtue of this important decision WMCA-WPCH becomes the first full time New York independent station.

America's Premier Regional Station

WMCA

THE "AIRLINE" TO THE
NEW YORK
METROPOLITAN AREA

KNICKERBOCKER
BROADCASTING
CO. • • • INC.
DONALD FLAMM, President

WMCA BUILDING
NEW YORK CITY

CHICAGO OFFICE
FREE & SLEININGER
180 NO. MICHIGAN AVE.
CHICAGO, ILL.
NAB Opens 3-Point Attack On ASCAP

BY SOL TAISHOFF

Failure of New Parley Brings Program Bureau Formation, Decision to Litigate and to Promote Legislation

ABRUPTLY turned away by E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, in a new effort to negotiate downward revision of the musical copyright contracts struck upon broadcast stations, the National Association of Broadcasters will embark at once upon a three-point plan having as its object the complete release of the industry from the grip of the copyright pool.

With the law firm of Newton D. Baker, special NAB copyright counsel, leading the way, the first step was taken last week with the incorporation of the Radio Program Foundation, established to set up a wholly-owned music and program material reservoir for radio. The breaking off of negotiations with ASCAP on April 4, when Mr. Mills refused point blank even to consider lower fees, means immediate steps will be taken for litigation against ASCAP under the direction of Mr. Baker—a move that had been held in abeyance until all hope for reopening of conversations was discouraged. Remedial legislation to check the activity of ASCAP is the third phase.

Calm Precedes Action

THE DECISION to proceed against ASCAP was reached in New York April 5 after Mr. Mills had been called upon by a committee of NAB officials headed by Alfred J. McCozer, NAB president and director of WOR, Newark. For more than a month, copyright affairs had been a prominent topic, since it was the desire of the NAB board of directors to clear the atmosphere of all hostility pending an effort to reopen negotiations in compliance with repeated statements by Mr. Mills that he stood ready to confer with the NAB on such a revision.

After preliminary conversations between Mr. Mills and Joseph C. Hostetler, law partner of Mr. Baker, a committee of the NAB met with Mr. Mills April 4. Isaac D. Levy, WCAU, Philadelphia, chairman of the NAB special finance committee, accompanied Messrs. McCozer and Hostetler.

Hardly was the meeting under way, before Mr. Mills announced that there would be no revision of the contracts proposed to be made in compliance with other words, he told the committee which had come to confer with him in response to his constantly reiterated assertion that he was ready to reconsider the formula under which stations this year pay 5 per cent of their net receipts plus a sustaining license, would not be reduced. Next year, under the three-year contracts, the rate is scheduled to be 4 per cent, and the third year 5 per cent, added to the sustaining license.

The committee made its departures to have Mr. McCozer then called to New York for a meeting on April 5 Philip G. Loucks, NAB manager director, and Oswald F. Schuette, NAB copyright director. At that meeting with members of the group which had visited Mr. Mills present, the three-point plan was decided upon. The new plan dovetailed with the decision reached by the NAB board at its meeting in Washington in February as to what should be done if the attempt to reopen negotiations failed.

Foundation Incorporated

DURING the remainder of the week a meeting to set up the Program Foundation, under the Delaware laws, a move which had been constantly reiterated assertion of the indefinite status of negotiation, was rushed to completion. Its incorporators are Messrs. McCozer, Schuette, and Donald Flamm, president of WMCA - WPCH, New York. A meeting will be held within ten days to elect officers and press the organization into action.

With Mr. Schuette as its operating head, the Foundation will establish relations with independent copyright owners and publishers, and at once set up an organization competitive with ASCAP. Negotiations will be opened with certain other copyright pools not exclusive in their relationships with users of music probably along with certain of the foreign associations with which ASCAP has been having much trouble of late. Internal dissension within ASCAP, with publishers and composers complaining about the meagerness of their "cuts" from the ASCAP royalty pool, may cause a few of the present affiliates of that organization to break away and deal individually with the Foundation.

Legislation Launched

THAT LITIGATION will be instituted under the guidance of Mr. Baker is definite. Whether it will be by independent suit alleging unfair competition and restraint of trade, or in cooperation with the Department of Justice or Federal Trade Commission, both of which have been investigating ASCAP as an allegedly illegal monopoly, could not be learned. The next fortnight, at least, it was indicated, should bring some definite determination of this matter.

(Continued on page 8)
A. P. Victory Over KSOO Stirs Interest In Radio News Group

Newspaper Ban on Station Service is Foreseen; Time Ripe for Broadcaster's News Agency

By MARTIN CODEL

THE POSSIBILITY that the oft-discussed radio news association will soon be organized to furnish news for broadcasting by stations throughout a country has been given impetus by the decision of Judge James D. Elliott in federal district court in Sioux Falls, S. D., granting a temporary injunction to the Associated Press against the unauthorized broadcasting of its news dispatches by KSOO, Sioux Falls.

That radio stations, whether or not they are owned by or otherwise affiliated with newspapers, may be forced to establish their own sources of news, is also indicated by preliminary rumblings from the forthcoming annual meetings of the American Newspaper Publishers Association and the Associated Press. Radio will be one of the foremost topics at the A. N. P. A. convention in the Hotel Waldorf-Astoria, New York, April 25 to 28 and at the Associated Press meeting in the same place April 24.

Newspapers Favor Ban

A. N. P. A. has been polling its membership as to its attitude toward radio, and preliminary reports are that the returns have been favorable to prohibition of news radio in view of the fact that only a small percentage of the newspapers have radio interests or affiliations. It is expected that the A. N. P. A. will resolve against the broadcasting of news, though radio-affiliated newspapers will probably not be forced to abide by its decision.

On the other hand, the vote of the membership of the Associated Press, a cooperative and non-private news-gathering organization, may be made obligatory, and there is every indication that that vote will also be unfavorable toward radio. There are about 100 radio stations that are owned outright or corporately affiliated with broadcasting stations, and there are perhaps 200 more that have satisfactory news and promotional tieups with radio.

Even if all these 300 newspapers held out in favor of radio, and in spite of the fact that some of these newspapers are national leaders, they could undoubtedly be outvoted by a preponderance of the A. P. membership of about 1,200.

In a letter to L. B. Palmer, general manager of the A. N. P. A., the president of the United Press, Karl A. Bickel, early in March, the Associated Press Management Bureau stated that the U. P. is "ready to prohibit broadcasting of its news dispatches at any time the membership of the American Newspaper Publishers Association votes to that policy provided the other two management bureaus also agree." Should the A. P. vote against radio, and the U. P. move in the same direction, it has been indicated the International News Service will do likewise.

The Associated Press has made much of its victory over KSOO, which had been charged with broadcasting its news dispatches without permission or authority. Long dispatches on the progress of the case, from time the suit was entered through the temporary injunctions and until permanent restraining order was issued, were sent out over A. P. wires and published by its member papers.

Judge Elliott overruled counsel for KSOO who contended that the A. P. was a monopoly in restraint of interstate commerce and was discriminatory as between stations when certain stations could use A. P. news through newspaper ownership or affiliations while others were completely barred from using that news.

Judge Elliott, in effect, sustained an A. P. property right in news for 24 hours, as determined by the U. S. Supreme Court in the case of Associated Press vs. International News Service. The victory for the A. P. was as sweeping and complete as was its victory over its rival in the celebrated 1917 case. The injunction against KSOO undoubtedly means that no station without advance permission can broadcast any newspaper items, even if rewritten for the microphone.

Odin Davis, counsel for KSOO, is reported to have announced an appeal would be taken to the Circuit Court of Appeals. He had until April 14 to file the appeal.

The idea of a press association topology radio, at least from the major centers of news, has long been discussed, and in some qualified quarters is regarded as wholly feasible provided radio stations are willing to pay for the service. That hundreds of stations are exceedingly eager to subscribe to a news service has been indicated by various canvasses that have been made of the radio field.

The radio news service might be established somewhat along the

(Continued on page 29)

Beer Gets Off to a Flying Start

FOR AN HOUR and a half after midnight April 7, date of the legalization of 2.2 beer, CBS staged a special broadcast from St. Louis, Milwaukee and Chicago, leading beer centers. St. Louis was the scene of broadcast operations the moment beer became legal, with CBS microphones and announcers posted on the roof of the Anheuser-Busch brewery. Then there was a switchover to the airport, where the first cases of beer from that brewery were shipped to President Roosevelt, Vice President Garner, Speaker Rainey and former Governor Alfred E. Smith. In this fashion, senior announcer of KMOX, CBS key station in St. Louis, is broadcasting the event.

When the program shifted to Milwaukee, the famed Schlitz plant was the locus, and listeners heard the clamon the loading of the first trucks and their departures with initial orders. The musical background was a German band. The Chicago broadcast was from the Prima brewery and from various restaurants, hotels and night clubs.

Two Chicago stations, WGN and WBBM, reported the preparations for the nationwide broadcast era by describing the activities at several breweries in Chicago, Milwaukee and St. Louis during the last few hours before the beverage became legal. Quin Ryan conducted his regular nightly feature "History of Beer" by a general program sponsored by the Atlas Brewing Co., Chicago, from that brewery, and followed by a description of the plant. Steve Trumbull, CBS director of publicity in Chicago, gave a word-picture of the preparations at the Schlitz brewery in Milwaukee, over WBBM, and Pat Wynn described the scenes at the Prima plant in Chicago, which CBS relayed.

BREWING • April 15, 1933

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BREWERS ARE SLOW TO OPEN ACCOUNTS

Radio Expects Large Share Of Beer Advertising

BETWEEN $10,000,000 and $20,000,000 will be expended by brewers for national advertising during the current year, a fair portion of which is expected to go to radio advertising. The industry has recognized for some time brewers to wait until the current "rush" period is ended before organizing campaigns.

A similar policy has been adopted by many local brewers although a number of independent stations have reported signing accounts. Several weeks may elapse before large scale advertising is resorted to generally. Competitive conditions require that brewers not now considering substantial advertising budgets to embark on campaigns.

The United States Brewers Association informed BROADCASTING that an estimate of $20,000,000 for beer advertising has long been quoted in the industry. This figure, it said, probably represents a very rough calculation of the funds to be spent by individual brewers, manufacturers of equipment and suppliers to the brewery trade.

Anheuser-Busch has announced a $1,000,000 appropriation for advertising during 1933, a part of which will likely be devoted to network advertising. Jacob Ruppert, of New York, has appropriated $500,000, to be devoted largely to periodicals.

Wynn Opening Delayed

FURTHOR postponement of the opening of Wynn's Associated Broadcasting System has become necessary because studio and offices were not in readiness April 10, the last announcement that the station would open on advice from New York. Work is going forward, however, it is reported, in aligning an aggregate group of small stations for a "test" network, in the hope that operations may start by May 1. It also was stated that WPNF, Philadelphia, and WTNJ, Trenton, (formerly WOAX) are still among the stations which plan to take the new station, an offer of Wynn's Amalgamated Broadcasting System, Inc.

Daylight Time

BOTH nation-wide networks and the stations in the Daylight Saving Time zones will operate their programs under Daylight Saving Time beginning April 30. In general, program listings will remain unchanged. For example, a 2:30 p.m. EST, will be heard April 30 and thereafter at 8 p.m., Eastern Daylight Saving Time, with schedules will continue until Sept. 24.
Originality Over the Air Pays Pepsodent

Disregard of Traditions Has Marked Sponsor’s History; New Style of Announcement Latest Innovation

FOLLOW the leader is great as a child’s game, but it’s wrong us an advertising principle.

There, in three words less than the famous twenty, is the secret of the Pepsodent Goldbergs’ success with radio. And it isn’t necessary to tell you that that is some success.

Take “Amos ‘n ’ Andy” (and don’t you wish you could). When we asked them, the other advertisers laughed at its fool-hardy ignorance of radio. “Only musical programs can succeed,” they said. But Pepsodent set to work and, to their own surprise, they happened to tune to the busy station, WGN, Chicago. This act seemed to be just what they wanted.

“We thought then that we were all set”, said Harlow Roberts, advertising manager of the Pepsodent Company, and we went to the station with our idea. But now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren’t sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. That was the customary procedure.

“When I look at the number of quarter-hour, six-times-a-week broadcasts on the air, I don’t see how we could have run a program without that amount of doing and, probably, some few exceptions. The station was then working seven days a week but that was cut back to six months after we broached the subject before NBC lined things up to us. Then we started it six times a week.”

And so we started out, not knowing what radio would do for us, but hoping for the best and determined to give it a fair trial. We thought that our program was all right; we knew that it was different, at least.

The Origin of Dual Program

WHAT HAPPENED then is radio history: how eastern listeners accepted “Amos ‘n’ Andy” as eagerly as the mid-western audience had; how by changing time to an early evening hour in the east we softened up many, many complaints from the middle west because listeners were unable to get home from their work before the programs and thus were forced to make another radio innovation by changing the time of the program.

Time went by, “Amos ‘n’ Andy” ceased to be spectacular; became an American institution; consistently headed all radio popularity polls; started millions of fans using Pepsodent toothpaste twice daily; introduced the new Pepsodent antiseptic to immediate success.

Pepsodent was soon looking for another radio program that would carry the good work still farther. “The Goldbergs”, a sketch of Jewish family life, was selected. Immediately a chorus of horror arose from the traditionally-minded critics. “You can’t do that. You’ll offend all the Jews. Or if they like it, you’ll offend all the Gentiles.”

Again Pepsodent ignored tradition, and when the program’s judgment was. “The Goldbergs” had been on the air for a few months the sponsors decided to check up to see just how good their program was. Listeners who wanted the program continued were asked to send in a vote to that effect, written on the back of a Pepsodent carton, and Pepsodent offered to send off a non-breakable bath-room glass in return. Exactly how many cartons came in has not been disclosed, but the factory making the premiums got so far behind that glass was being held out two months after the offer was discontinued.

We didn’t pass. Ideas about programs changed and rechanged. With a very few exceptions the Modem Hour, full-house service, programs disappeared, to be replaced by daily or tri-weekly quarter-hours, usually with a dramatic or humorous skit as a lead-in (followed by Pepsodent’s example). Commercial announcements grew shorter, more informative. The rumor spread that “Amos ‘n’ Andy” were slipping; that even their regular fans were tiring of late and out of display to avoid Bill Hay’s too lengthy, too familiar sales talk.

Pepsodent’s reaction was typical. Instead of joining the crowd, Pepsodent again struck out on a new path. Instead of shortening the announcements had been lengthened. With the beginning of 1933 Pepsodent has launched a new type of commercial announcement, now, that is, the dramatic program. What Dr. Goldbergs” (and their Patents) may be the subject matter.

Dramatized Announcements

THE BEST of these new-style commercials is to accompany the moans and whimpers: “Mother—There, there, son. Try to bear it.”

Son—I am trying. I’m trying my darnedest.

Mother—Mother will rub your gums. Maybe that will help.

Father—Hey! that kid gone to sleep yet? What’s the matter?

Mother—I don’t know. I think you’d better call the doctor.

Father—But it’s only a tooth. It will come out soon, anyway.

Mother—Please call up Dr. Brown. I want to talk to him.

Father—What? At this time of night? I can’t do anything. I’ll have to do it. Hello, Dr. Brown? . . . This is J. C. Jones speaking . . . Mother, Dr. Brown is on the wire.

Mother—Hello, doctor. We’ve go to do something about Junior’s tooth. Yes . . . Yesss . . . Just a minute, I’ll write it down . . . I’ll get it tonight and bring him in in the morning. Goodbye.

Doctor—Tell me what the matter is.

Mother—Doctor said there’s probably a large cavity that needs filling. Junior probably hasn’t been brushing his teeth.

Father—It’s only a tooth. I didn’t think they ever filled a tooth.

Bill Hay—Only a baby tooth! Won’t that hurt him? When he finds out how important baby teeth can be . . .

The Dentist Speaks

THE SCENE of the second part of the playlet is in the dentist’s office. The dentist is speaking:

Good morning, Mr. Hay. That’s good. Is this the tooth that caused the trouble? . . . You’re a rather tough one, but youve got all that pain. I’ll bet you play football. Junior—Uh-huh.

(Continued on page 10)
**WMCA Is Awarded All Time on 570 kc.**

D.C. Appellate Court Upholds Decision of Commission

Full-time operation on the 570 kc. regional channel has been won by WMCA, Newark, after a three-year battle before the Radio Commission and in the courts with WNYC, New York, city-owned station, with which it formerly shared the channel. The Court of Appeals of the District of Columbia on April 8 sustained the Commission's decision of last year awarding WMCA full time through an exchange of assignments between WNYC and WPCH. Donald Flamm, president of Knickerbocker Broadcasting Co., Inc., operating both stations, announced recently following the decision that WMCA-WPCH would be operated on a 20-hour schedule daily. New transmitting and studio facilities recently were installed by the stations.

In its opinion the court said that WMCA and WPCH were owned by the Commission to be financially well qualified to continue rendering valuable service; that they are controlled by the same interests, operated under the same management and policies, and that to permit the operation of both stations on the same frequency "will permit a more efficient use of existing facilities."

"There is nothing in the present case which indicates that appellant (WNYC) is placed at any disadvantage," the court said. "Indeed, from an examination of the record it would seem that the present license granted is materially to its advantage."

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**Hold Cantor Hour**

THOUGH Eddie Cantor on April 28 leaves the Chase & Sanborn coffee hour on NBC-WFAN Sunday night, the period will be retained by the Commission. The program will be turned into a variety show along the lines of Rudy Vallee's Fleischmann series. J. Walter Thompson Co., handling the account, has selected Bert Lahr, Lee Sims and Illomay Bailey to inaugurate the project. Cantor aides are looking forward to Hollywood to make another picture, but will return for Chase & Sanborn in the early fall.

**WOAX Now WTNJ**

CALL letters of WOAX, Trenton, N. J., have been changed to WTNJ, with the approval of the Radio Commission.

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**THE AKRON SAILS BY**

This unusual photograph was taken when the ill-fated dirigible circled the masts of WIOD, Miami, in a salute in recognition of that station's handling of its radio traffic during recent winter maneuvers of the airship over Florida and Cuba.

**TO THE STAFF**

The Akron disaster came as an exceptionally bitter blow, for this broadcasting station had enjoyed a unique affinity with the ill-fated dirigible. During its recent winter maneuvers in Florida and Cuba, the Akron did all its radio communicating with the mainland via W4X, the short wave relay auxiliary of WIOD, receiving weather reports, ordering supplies and otherwise maintaining its shore contacts through the broadcasting station.

This photograph is an enlargement of a motion picture shot taken by C. J. Lewis, Miami photographer, when the Akron circled around the towers of the "Wonderful Isle of Dreams" station just at sundown in a salute of gratitude for the services rendered. faintly discernible in the photo, just beyond the Akron, are three escorting naval planes. Jesse H. Jay, operator of WIOD, later introduced Comdr. McCord to the WIOD audience. He received letters of commendation from Naval officials for the work of his station operators. Standing 12-hour watches to handle two-way communication with the Akron were Milton G. Scott, chief engineer of WIOD, and L. E. Dutton and Leslie Sherwood, operators.

Situated on a small island connected by a short bridge to the mainland, WIOD, incidentally, has one of the most novel transmitters in broadcasting. Its two 250-foot towers are combination towers and lattice masts specially designed for the tropics to withstand high gales. Its ground system is made up of herringbone and salt water grounds so arranged as to provide constant ground capacity.

**PROSPECTS**

That Liggett & Myers Tobacco Co. will continue its Chesterfield radio advertising, despite the avowed intention of most cigarette accounts to drop during the present price war and despite the expiration of its CBS series April 15, arose from the report that Newell-Emmett Co. has just auditioned a new show consisting of Lou Holtz, Mildred Bailey, Four Eton Boys and Lanny Hayton's orchestra. It was auditioned as an hour feature. Chesterfield's definite radio advertising plans after April 15 remain undisclosed.

**Administration Measure Would Put Restrictions On Security Advertising**

Sale and advertising of securities would be regulated under the Federal Securities Bill (H. R. 413) taking shape in Congress and bearing the endorsement of President Roosevelt. The measure would prohibit advertising of securities in any interstate medium until detailed information has been filed with the Federal Trade Commission and received its endorsement.

The restrictions on advertising apply to all media. In advocating the legislation, President Roosevelt said the measure puts the burden of telling the whole truth on the seller and should give im- petus to honest dealing in securities and thereby bring back public confidence. "The purpose of the legislation", he said, "is to protect the public with the least possible interference to honest business."

Section 14 of the bill, relating specifically to advertising, is drawn from the

That shall be unlawful for any person, firm, corporation, association, or any other entity to carry or cause to be carried or transmitted in interstate commerce, by or with any means or instruments or agency of transportation, in any medium of trade, to sell, offer to sell or deliver, directly or indirectly, or to accept an offer to buy, through the use or medium of any book, magazine, publication, circular, advertisement or other printed, written or spoken communication, when such book, magazine, written, or other graphic or spoken communication is addressed or otherwise transmitted to any person at any place in any state or territory of the United States or the District of Columbia, where at that time it is lawful to sell, offer for sale, tender for sale or delivery, or to solicit subscriptions or orders for such security or securities.

The bill carries penalties for violation of $5,000 fine, five years imprisonment, or both.

**WKBO and WNJ Time Taken Over by WHOM**

THREE-FOURTHS time operation has been begun by WHOM, Jersey City, under the Commission's decision authorizing it to take over schedules formerly allotted to WNJ, Newark, and WKBO, Jersey City. The station, formerly operated after the Supreme Court had denied it a hearing, and WKBO was purchased by Henry L. Proctor, owner of the Jersey Broadcasting Corp., operating WHOM. Mr. O'Mealia has endeavored to secure additional time for three years.

Eff ective immediately, Mr. O'Mealia said, WHOM will operate during the day from 6 a.m. to 10 p.m. and from 6 p.m. to midnight. He announced also that new studios are being opened in Newark, in addition to New York City, and that the transmitter shortly will be relocated. The executive staff of "Around the Clock" Tancred, managing director, Roger W. McAdam, commercial manager, Paul Gerard, chief engineer, and James R. Crocker, program and sales director at Newark.
Farm Tractors? Sure Radio Sells Them

By PAUL C. SMITH
Advertising Department, Caterpillar Tractor Co., Peoria, Ill.

Despite Limited Appeal of Product, Manufacturer Finds Broadcasting Ideal Medium; Uses 11 Stations

THE ULTIMATE object of all advertising is to sell goods and, long before our first venture into broadcasting, radio had given ample evidence of its capability to sell certain types of sales. Cigarettes, toothpastes, cereals and a score of other low-priced commodities have been sold with conspicuous success over the air.

Since almost everyone is a prospect for these articles, and their price is well within the average purse, advertising them over the air seems resolved into building a program that would appeal to the largest possible audience and remind them that the sponsor's product was the one to buy. There are many outstanding examples of programs of this type and there are many sales curves that give eloquent testimony of their effectiveness.

Prospects Limited

BUT SUCH a broadcasting plan did not seem to fit our products. We do not make "seconds," and only a relatively small percentage of the radio audience can ever be prospects for tractors, combines and road machinery. How were we to reach these prospects with radio and what methods were we to employ?

This was the question that faced us as we planned an experimental series of broadcasts in the fall of 1930. There was very little information to be gleaned from the radio experience of other advertisers with a similar product, so we tried to get down to fundamentals and work out a broadcasting plan that would fit our needs. Who did we want to reach with radio programs? Prospects and owners. Where did these people live? Mostly in small towns and on the farm. What had sold our products in the past and would sell them in the future? The performance of the machines themselves.

The answers to these three questions went a long way toward charting a course for our first radio advertising campaign. Question 1 told us that our programs should be built for a specific audience and not for the radio audience as a whole. Question 2 located the audience, and Question 3 indicated that our advertising should be based on the performance of our products.

Picking a Station

IT WAS evident that we needed a farm station and, what we found, strangely enough, in the heart of the second largest metropolitan district in the world was WTS in Chicago. Since then, we have found other stations that build their programs primarily for the farm audience, but they are all too few. You can almost count them on the fingers of one hand.

After station selection, came program and talent. Driving tractors and operating machinery are men's jobs, so we decided on a group of men to present the programs—an announcer and male quartet. They were called the "Caterpillar Crew": A transcription of the exhaust of one of our largest tractors served as a distinctive sound effect to open and close the broadcasts. Owners' stories formed the foundation of the program, and musical numbers were selected from old favorite tunes. Modern jazz and classical music were avoided.

The Breakfast Hour

THE HOUR of presentation and the length of the broadcast received careful consideration. We wanted to reach the farm family when they were together and would be most receptive to the type of program we were planning. This meant either an early morning or a mealtime hour. We finally selected the breakfast hour when morning news and new ideas are welcome, and plans are being made for the work ahead. We found that most of our stories could be staged in 15 minutes, so that fixed the length of the program. We scheduled six programs a week to secure sustained interest.

At last we were ready to write continuities. We tried to make them complete stories in which our products took their natural part and songs were used for atmosphere and interest. We confined most of the stories to the area in which the programs would be heard, for corn belt farmers are not interested in the methods employed to grow cotton in Georgia or wheat in Kansas.

Response Immediate

WE WENT on the air with these programs on Jan. 1, 1931, and the results were gratifying from the first. Almost immediately, we experienced a decided increase in coupons clipped from our farm paper ads. Then came letters from listeners. Owners and operators were the first to write. Soon, listeners, who did not own our products, were asking for literature and specific information. Many of them could not be classified as immediate prospects, but there were some who became owners. The responsiveness of the radio audience amazed us and their interest in our program and products was genuine and gratifying.

At the end of six weeks, we added a second station in the wheat belt. The following fall, seven more stations were included in the list, and this year we have been using eleven stations scattered from coast to coast.

But in adding to our list of stations, we have not changed our original broadcasting plan. We are still using "spot" broadcasting and are originating separate programs at each station. The programs are written for a specific audience in a given territory. Some continuities can be syndicated, but many programs are written for a single station.

The plan has worked well. It has developed new prospects for our dealers, given their salesmen a new channel of sales, and turned owners into a valuable sales asset. But radio has done more than this. Hardly a day goes by that we do not get additional evidence of its effectiveness. Possibly it is an actual sale, perhaps it is a letter from a farm wife telling how her small son roused the family to listen to our program. We've heard a tractor driver telling of a thrilling experience he has had with one of our machines. But whatever it is, it impresses us anew with the breadth of radio's appeal, the responsiveness of the radio audience and the tremendous possibilities it offers for selling our products.

The current series of broadcasts was completed March 1 on the following stations: WLS, WLW, WCCO, WSM, KOA, WDAF, WKY, KMMJ, KFYR, KHQ and KGW. In previous seasons, we have extended our programs to late as July only, to find that interest and results decline rapidly after March 1, when the farmers in most sections of the country get busy in the fields. Consequently, we decided to spend our radio budget this year on more stations during the season when radio advertising is most effective for us.

NBC Auditions

PROGRAMS auditioned by NBC during the last two weeks for prospective sponsors or for sustaining periods included: two 15-minute dramatic sketches for the Lionel Corp., New York (electric toys); Arnold Johnson's and Jack Shilkret's for Phillips Morris & Co., New York (unofficial singer for Fuller, Smith & Ross agency); 16 members of the Metropolitan Opera chorus; Joe Harnell and the Modernaires; Francis Markoe in "Wisdom of the Ages"; Madelaine LeFortier, French opera; "Mr. O'Brien's Boarding House" sketch; "Pirate Prince," singers and orchestra under Harold Levy; Prince Oholensky and Marilyn, waltz; Mandeville King, speaker; "Winnie the Pooh," and John Kelvin, Suzanne Caraschi, Lelia Bets with Renee and San Carthe, singers.

JACK PEARL, the "Baron Munich," played his NBC-WEAIF Thursday night hour, on April 22 starts a series of one-night stands in the south and middle west. The show was on Memphis Monday. Accompanied by Cliff "Sharlile" Hall and Paul Whitman's orchestra, they will broadcast from theaters en route.

April 15, 1933 • Broadcasting
Commission Faces Heavy Cut; Return to Commerce Rumored

Few Employees to Go Under $140,000 Budget Slash; Secretary Roper Submits New Merger Plan

THE ADMINISTRATION's economic program will be a BROADCASTING Commission with another cut in appropriations and possibly will effect a reorganization that would throw radio regulation over to the Department of Commerce, it became known during the last fortnight.

A reorganization plan covering the whole field of transportation and communications was submitted to President Roosevelt at an executive order that might be forthcoming shortly covering a detailed plan for reorganization of the whole federal establishment in particular reference to independent commissions and agencies. Whether this plan will include radio could not be learned officially, but it was believed likely.

Roper Won't Comment

SECRETARY Roper himself has refused to discuss the plan. Speculative articles published in connection with the report held that the Radio Commission, under an executive order, might be forthcoming shortly covering a detailed plan for reorganization of the whole federal establishment in particular reference to independent commissions and agencies. Whether this plan will include radio could not be learned officially, but it was believed likely.

The Commission has received notice from the Department of the Budget that it must cut its estimates by $14,000 to $640,000 for the fiscal year which begins July 1, a portion of which, however, will be absorbed by the new federal cut of 6 1/3 per cent that is in effect prior to April 1. Consequently, it is expected that the Commission can effect most of the savings through curtailment of overhead costs and by leaving vacant a number of jobs in the legal and other divisions that under ordinary circumstances would be filled. A wholesale release of employees is not contemplated, although possibly two dozen of the 300 on the rolls, both in Washington and in the field, ultimately may be discharged.

Saltzman on Committee

THE REORGANIZATION plan covering the whole field of transportation and communications was worked out in a preliminary way under the direction of Secretary Roper, and a separate subcommittee set up by the Secretary included on its membership of four: Maj. Gen. Charles McK. Saltzman of the Commerce Department, chairman, and Judge Ewin L. Davis, of Tennessee, former chairman of the House Merchant Marine, Radio & Fiery Bureau Committee and co-author of the Radio Act of 1927.

While radio has been considered by that subcommittee, it was learned at the department that it is but one of a score of government activities being analyzed with a view to effecting an economy in regulation. General Saltzman and Judge Davis, it was pointed out, were selected because of their broad knowledge of the whole field of activity, rather than of the specialized field of radio. Secretary Roper is understood to favor a consolidation plan under which three separate bureaus, covering transportation (and communication) land, sea and air, would be created, each under a bureau head and each directly to the Committee of Commerce. How radio would figure in this picture could not be learned.

All Plans Tentative

THE SUBCOMMITTEE has been functioning for about a month, holding hearings behind closed doors and keeping all of its activities confidential. No public announcement has yet been made of its full recommendation. It was emphasized that the work of the committee was purely preliminary and that the final plan will not carry the weight of administration approval. With railroads, shipping, commercial aeronautics, telephones, Telegraphs, cables and power, as well as radio, involved, the consolidation plan naturally will be subjected to most profound consideration by President Roosevelt before final action is taken.

The fact that President Roosevelt only recently filled two vacancies on the Commission and that the budget Bureau has ordered a reduction on these lines indicates that the administration does not plan to alter the status of radio regulation at once. Should the President want to go for a more drastic cut at all, however, it probably will be given serious consideration.

The $140,000 cut in Commission estimates is the second reduction for the radio division that has occurred during the last few months. During the last fiscal year it had an appropriation of $1,111,000. This was reduced approximately 30 per cent or $331,000 for the following year last fall, because of the War. The General Saltzman-Davis committee of the Commerce Department by the Commission, and the subsequent discharge of 40 employees. As some of the cuts in the salaries of the independent offices bill carried an appropriation of $780,000 for the coming year, but a drastic cut was vetoed by President Hoover.

Employees Must Go

WHILE the exact plans of the Commission in curtailing its operating costs are not known, it is believed that one of the major savings will be through decision by the agencies in the Legal Division, including that of general counsel and assistant general counsel. The pay cut, affecting 86 employees, will reduce the economy necessary below $100,000.

Larger part of the savings may be effected by closing several field offices and the release of a small number of field employees, by reductions in rentals, reduction in expenditures for supplies and release of a number of employees in Washington, where this cut was announced, the offices will become operative until July 1, the Commission has more than a month in which to work out the economies.

New Vick Account

VICK CHEMICAL Co., Greensboro, N. C., on April 10 launched an additional series of 5-minute transcriptions to introduce its newest product, Vick's Antiseptic. Transcriptions will be broadcast in morning, afternoon and evening at 25 cents a ticket under the name “Vick Song Weavers”. Evening time has been taken over 15 stations from Boston to Minneapolis.

Cuts Announcements

BRISTOL-MYERS Co., New York, (Ingram shaving cream) on April 3 eliminated all commercial announcements on the Phil Cook program over NBC-WJZ and gave Cook a free hand to mention the sponsors in his own words and in a manner that would not break the continuity.

ARMOUR & Co., Chicago packers, used 325 newspapers at the outset of its Easter campaign for face-in-the-market advertising in addition to its NBC programs featuring Phil Baker.

General Canadian Reallocations Ordered

By Radio Commission, Effective April 16

Large Cities Get High Power, Rural Areas Low Power, Under Plan That Follows Air Board Proposals

By JAMES MONTAGNES
TORONTO, ONT., April 10—With Rooseveltian directness and speed Canada's Radio Commission announced changes in wave lengths and power covering all stations in Canada effective at 6 a.m. April 16. The announcement came in the form of telegram from the Radio Branch, Department of Marine, to all divisional radio inspectors, who were told to notify individual stations in their districts.

The new set up is not available at this writing, but is known to follow closely the recommendations of the Air Board Commission which led to the formation of the present Canadian broadcast organization. The Ontario section calls for powerful stations in the larger population centers and very low power supplemental stations in the smaller cities and rural communities. All 500-watt stations have been cut to 100 watts in Ontario, and stations which the Commission will eventually nationalize have been granted power increases. In Ontario CPFR, Toronto, will use 10,000 watts and CJIC, London, 5,000 watts. Frequency changes have also scrambled the locations of the smaller stations, the larger remaining practically on the same frequencies.

Advertising Classified

"FOR THE purpose of interpretation of Section 8, Sub-section (B) of the 1932 Act, Broad- casting Act, 1932, dealing with the question of permissible advertising content, the Canadian Broadcasting Commission has ruled that, for the present, advertising shall be considered under two headings:

(a) Direct advertising.

(b) Direct advertising shall be con- (Continued on page 31)
PROBABLY one of the most difficult businesses to advertise without offending prospective buyers is that of the funeral establishment. That radio, with the opportunity for presenting a suitable musical background for any commercial talks, is the ideal medium for morticians, is apparent in this story of a Los Angeles firm which has increased its gross income 50 per cent largely through semi-weekly broadcasts. As is to be expected, the results of advertising in this field are not immediate but cumulative.

**Mortuary Uses Radio With Foresight**

**Sponsor Increases Business by Employing Good Taste In Program, Avoiding Offensive Sales Talks**

By WESLEY B. TOURTELLOTE

Edwards Bros. Mortuary

Los Angeles

The funeral business itself is one in which tact, good common sense must be observed to the radio to further the activity of the funeral establishment. That radio, with the opportunity for presenting a suitable musical background for any commercial talks, is the ideal medium for morticians, is apparent in this story of a Los Angeles firm which has increased its gross income 50 per cent largely through semi-weekly broadcasts. As is to be expected, the results of advertising in this field are not immediate but cumulative.

**Type of Announcements**

A BRIEF commercial announcement opens and closes the program. A sample opening announcement follows: "The Colonial Chapel... another measure of hope and cheer, is brought to you through the facilities of Edwards Brothers Colonial Mortuaries, 1,000 Venice Boulevard, Los Angeles, the finest institution of its kind in the west. The Colonial Chapel, under the direction of Mr. Tourtelotte, resident organist for Edwards Brothers, presents a group of fine religious concerts, every Sunday afternoon, for a mere fraction of the cost of a funeral. The music has been composed and arranged by Mr. Tourtelotte.

And now let us relax a few moments while our minds drift back to that little Colonial Church upon the hill near the old tobacco farm. It is a lonely evening. There is snow upon the ground. And as the wayfarer ponders wearily by the church, he pauses, and listens as the voices of the choir are wafted to him on the crisp, cold air of the night." Four old hymns follow.

How Program Ends

HERE IS a specimen closing announcement: "And now our little series of song is ended. The Colonial Chapel has brought us a group of old favorite hymns, and the Colonial Concert is heard Thursday evening at the same time. The program has come to you through the facilities of Edwards Brothers Colonial Mortuary, 1,000 Venice Boulevard, Los Angeles, the finest institution of its kind in the west. The public is cordially invited to attend these broadcasts of the Colonial Concerts, as well as the other organ recitals originating in the Colonial Chapel and played by Mr. Tourtelotte.

Your attention is directed to the advisory staff maintained by Edwards Brothers and which is at your service without obligation on your part. For any information desired, address Edwards Bros. Colonial Mortuary, 1,000 Venice Boulevard, Los Angeles, or telephone Prospet 5281." Hymns were chosen because listeners indicated a preference for that type of broadcast. A fan mail, including letters which are asked for a specific instance, amounted to an average of 100 letters per week. As a class, as shown from our fan mail, our audience is chiefly made up of older persons.

I think the ideal mortuary program would be on a staggered schedule. It might conceivably hear three times a week programs of hymns, and on alternate evenings a song program of old-time music, with a Sunday afternoon or evening concert program of classic music.

Perhaps potential sponsors would wonder what our current series is limited to hymns. The answer is, no. From time to time we have put on special broadcasts. For instance, during Christmas week we offered an augmented cast to present carols and yuletide selections. Following the death of Calvin Coolidge, our program dispensed entirely with the commercial affects and the best of times were celebrated to form a memorial in honor of the late president. Other special recitals are broadcast Thanksgiving, Easter and similar holidays.

**Business Increases**

DIRECT SALES promotion over the air has no value for mortuary establishments unless it is properly executed. That it may be a decided detriment. The business angle lies in building up, over a considerable period of time, a subconscious picture of a stabilized institution which has adequate facilities and a background to do the business. One that is ethical and renders its services to rich and poor alike without discrimination. Each of the two years that Edwards Brothers has been on the air has shown an increase of from 40 to 50 per cent in gross business, both as to the number of cases and receipts. I would estimate that at least half of the business has been due to mass consciousness developed through the medium of radio.

Numerous clients have definitely stated they selected Edwards Brothers because the name was familiar on the air. Many have said that the good taste in program presentation and the elimination of irritating sales talk were prime factors in their selection.

**Full Time for WIL**

FULL TIME operation for WIL, St. Louis, was authorized by the Radio Commission April 14 in a decision ordering deletion of KKFW, also of St. Louis, which had shared time with WIL. KKFW, operated by the Commercial Protective Bureau, was charged with failure to serve public interest by soliciting funds for non-commercial medical and religious enterprises of its owner, Emil Hartmann.

The decision becomes effective in 20 days, or May 4. That time a full time schedule at that time unless court appeal is taken. WIL was represented before the Commission by Louis O. Caldwell and Howard W. Vesey. L. A. Benson is its president and general manager.

**Gulf Oil on 2 Nets**

USING both an NBC-WJZ network and a CBS 41-station hook-up, Gulf Refining Co., Pittsburgh, will feature noted humorists in its new radio campaign starting this month. NBC account starts April 30, Sundays, 9-9:30 p.m., EDST, with Will Rogers. Date for starting the CBS series has not been set, but it will feature Irvin Cobb and will be heard Wednesdays and Fridays, 9-9:15 p.m. Cecil, Warwick & Canc, New York, handles both accounts.

**AN INCREASE in power from 25 kw. to the maximum of 50 kw. was requested by WBZ, Boston, in an application filed with the Radio Commission April 15.**

Kentucky Seeking To Tax Networks

**SUITs seeking to collect state franchise taxes for the last five years for the interstate medium, filed during the night by M. J. Brennan, revenue agent for Kentuck, the state, were taken at the attempt upon the part of a state to collect such a tax from a radio network, which heretofore has been considered beyond state lines.

Pending the filing of formal answers by the networks, no official opinion on Kentucky’s action was available at the end of the week. It is pointed out, however, that a similar tax against railroads had been upheld by the courts in certain states.

By putting the public capital stock of the two networks as concerns Kentucky, the state asks franchise taxes and penalties, for revenues of $15,200,000 NBC assessments and $1,451,601 CBS assessments. The amounts of taxes and penalties has not yet been determined.

The petitions assert that all other corporations or associations exercising the privilege for franchise not allowed to natural person pay franchise taxes to the state, counties, and municipalities wherein the franchise is exercised.

**Study of Relationship Of Advertising to Sales Undertaken by A.N.A.**

AN INSIGHT into the general relationship of advertising budgets to net sales will be provided in a new study of the advertising budgets of national manufacturing concerns by the Association of National Advertisers which was announced by the A.N.A. The study will be based on a new program, which was initiated in the 1933 advertising budget was determined and whether or not this was a change from the previous year. The 1933 advertising budget has been made up, i.e., the entire calendar year, for a fiscal year or for a short period; whether the budget is revised periodically; whether the advertising budget for 1933 is large or small; whether the budget for 1932; a breakdown of the advertising budget and whether there is an increase or a decrease in export advertising.

Questionnaires are being sent to 2,000 national manufacturers covering consumer products and products sold to industry only. The results will be published in 1933 and broken down by industries. The question concerning the breakdown of the budget for 1932.

The first shows the expenditure in advertising media such as magazines, newspapers, radio, farm papers, catalogues, handbooks, mailing lists, display boards, store windows, advertising cards, direct mail, dealee helps, premiums, samples, store and window displays, promotions and exhibits, internal publications, services and sales literature, etc., covering 1922 expenditures as against 1923 budget.
RADIO: FREE SPEECH DEFENDER
Leo Fitzpatrick Answers Detroit Free Press's Attack
On Broadcasting in Coughlin Controversy

AN ELOQUENT defense of radio against unjust attacks by what he termed a "low press" was voiced by Leo Fitzpatrick, president and general manager of WJR, Detroit, in a letter to the Detroit Free Press. Mr. Fitzpatrick wrote the letter in the interest of maintaining WJR's reputation in the face of an attack on theValidity of its programs. Mr. Fitzpatrick expressed his concern that the Detroit Free Press had failed to present an accurate picture of the controversy raging between the Rev. Charles E. Coughlin, pastor of the Shrine of the Little Flower, and the Detroit Free Press. Mr. Fitzpatrick asserted that it is time for radio to take a stand in its own behalf.

Suits Threatened
THE CHALLENGE came on the heels of a threat by E. D. Stair, publisher of the Free Press, to file a libel suit against Father Coughlin, WJR and the 26 stations which carry the priest's Sunday afternoon talks for a suit against the Detroit paper in connection with the local banking situation. Father Coughlin was reported as being suit for charges in the paper that he had used illegally money donated to the Shrine of the Little Flower.

Mr. Fitzpatrick's radio talk follows in part:

"In yesterday morning's paper [FREE PRESS] there appeared this statement: 'One of the great problems before our civilization today is the sinister insidiousness of the radio.' To that statement, I wish to offer radio's reply; and to claim that radio broadcasting is the greatest weapon mankind has had in the century old struggle for freedom of speech. There never has been a time when mankind needed an instrument through which an attack of this condition was made as effectively. Nor has there ever been a time when attack by which such attacks, if unjustly made, could so quickly and successably be refuted.

Radio is Unbiased
"Radio is the first means of communication to offer equal rights to both sides. If radio attacked any individual or one group to attack another, then the other side is afforded equal facilities for returning the attack. The radio voice is no editorial policy to sway public feeling. It cannot bias or color arguments in any way. Radio does not, and cannot, refuse its time to speakers on either side of any issue. Radio, by presenting arguments of both colored, unbiased, unfeigned, the decision squarely up to you, the public.

"According to the editorial column to which I have already referred with radio, there is no record of any controversy, color ...

Wynn Audience Largest In Survey of 15 Cities
ED WYNN and the Texaco program were deemed to be the most popular sponsored network program on the air last winter by the Arnold Research Service, New York. Mr. Wynn, at the conclusion of his survey of program preference in 15 cities. Telephone interviews revealed that the comedian had a great interest in the total listening audience to which his program was available. Others which showed a high listening percentage are: Robert Burns, 57; Goldblatt, 56; Maxwell House, 52; Blue Ribbon Malt, 51; 'n' Andy Chinook Club, 49; Oldsmobile, 44; Buick, 40; Myrt and Marge and Sherlock Holmes, each 35; Wheatena, 34; Inside the Carnival, 33; Radio S Topics, 32; Fu Manchu, 31; Tastes, 30.

At least 36,000 telephone interviews were made each evening between 7 and 8 p.m., from April 1 to April 8, with the results tabulated by the survey firm of FORBES MAGAZINE, is the first speaker April 18.

Dyer Buys WSBC
GENE DYER, operator of WGES, Chicago, has announced the purchase of WSBC, Chicago, from C. J. Gorden, wholesale furrier, who has been operating the latter station for the last 2 years. The sale, which was made effective April 1, will be divided with WCRW and WEDC.

Mr. Dyer has plans for WSBC along with WGES. He has appointed John Stanford program manager and Harry Hosford musical director.

Stoopnagel Movie
COLONEL STOOPNAGLE and Budd, CBS comedians, are busy interpreting Stoopnagel for the screen. The CBS comedians have just finished filming a sequence for their first feature talking picture, "International House," which has made a one-man show and have explained their economic movement to the newsreel camera.
EDitorial

Watts vs. Listeners

Watt an idea—buying station time on wattage. Yet many buyers of radio time still contract on that basis.

No space buyer would expect to cover New England with one Boston newspaper, although Boston papers do circulate extensively throughout New England. Some radio buyers, on the other hand, pretend to believe that if a station is powerful enough to cover New England it actually is listened to all over New England. This is not true and hasn’t been true since Coolidge’s first administration.

Coverage is not watts—it’s listeners. Local stations, like local newspapers, are necessary for complete New England coverage, because each station has strong local appeal.

The advertiser who buys the Yankee Network obtains eight-station coverage reaching into every major trading area. In addition he has the advantage of greater flexibility. He can spot his program in the particular trading area where he has the most retail outlets.

The Yankee Network
Exclusive National Sales Representation:
SCOTT HOWE BOWEN, Inc.
New York Chicago Detroit
San Francisco Omaha

Iodont Program
Boosting Sales

Detectives “Black and Blue” are pulling plenty of mail for Iodont Tooth Paste—and it is the kind of mail that means sales. The number of requests for premiums (each request accompanied by an Iodont box) indicates that these two comedians—“the world’s dumbest sleuths”—are reaching a highly responsive audience through WNAC, the Yankee Network Key Station.

The program is on three times a week—Mondays, Wednesdays and Fridays at 6:30 P. M.

Price Cut for A. M.
Announcements

The Boston Information Service of Station WNAC which is on the air each morning from 7:45 to 9:00 o’clock, each afternoon from 1:00 to 2:00 P. M., except Sunday, giving the advertiser 150 word announcements between recorded selections of the world’s finest music, is now offered at Ten Dollars per broadcast. This is a reduction of 33 and 1/3 per cent.

The high standard and result getting power of these broadcasts will still be in effect, but in order to make it possible for more people to enjoy the benefits of this very excellent period, the price has been reduced to Ten Dollars.

YANKEE NETWORK
SIGNS 8 ACCOUNTS

New Sponsors Snap Up Choice
Time As Winter Contracts Expire

The signing of eight new contracts, totaling $100,000 new billing, by the Yankee Network during the two weeks ending March 4th, is a striking demonstration of confidence in the pulling power of WNAC and the Yankee Network in New England.

This is the time of year when the expiration of short term contracts makes available some choice time on this popular regional chain, and advertisers were quick to snap up this open time.

The new contracts include the following accounts:

- Berwick Cake
- Underwood’s Deviled Ham and Clam Chowder
- Bar-De Mayonnaise
- Estabrook & Eaton Cabinet Cigars
- Gilchrist’s (Department Store)
- Carroll Perfume Stores
- Gibson Electric Refrigerator
- United States Oil Burner

It will be noted that these accounts are all national in character, with the single exception of Gilchrist’s department store.

Incidentally, the rapidity with which this business was signed shows how anxious many advertisers are to reach the New England market. New England still has money to spend, and the Yankee Network reaches the largest audience in this territory.

17,281 Letters
For ROBERT BURNS

17,281 letters in response to a single broadcast—that is the record set up by WNAC, Boston, and WEAN, Providence in connection with the Robert Burns Fifth Anniversary Program, Wednesday, March 1st.

A response like this certainly means that these two dependable old Yankee Network stations are producing heavily for the Robert Burns Cigar and will continue to do so.

The Robert Burns program, sponsored by the General Cigar Company, features Burns and Allen. It is on the air every Wednesday evening at 9:30.

April 15, 1933 • Broadcasting
JOINT GROUP URGED TO PROMOTE RADIO SERVICE MEN PROPOSE PLAN TO COORDINATE INDUSTRY

**FORMATION OF A “Joint Committee to Extend the Usefulness of Radio”**

Mr. Hathaway, executive secretary of the Institute, presented the plan in tentative form in Washington on April 4 to Philip G. Loucks, NAB managing director, and Bond Associates; and Mr. Hathaway was invited as general manager of the RMA. Final approval rests with the boards of the two groups.

**Hits Unethical Practices**

MR. MR. HATHAWAY explained that the proposal was presented with a view to bringing about a closer relationship between the several branches of the radio industry, and to conduct in economical fashion a promotional and educational campaign. He said that the proposal was not in conflict with the established policies of any part of the industry. Use of “editorial periods” on the air is being considered a part of the project.

Established nearly two years ago, the Institute is engaged in the development of the service field to enable the clientele of the radio industry to obtain the type of service that will insure satisfaction and good-will, Mr. Hathaway declared. Heretofore, he said, the service field was unorganized and working the haphazard fashion, so that it has never been in position to do its part in selling radio to the listening public.

**KGNO Gets Increase**

AN INCREASE in power from 100 to 250 was requested by KGNO, Dodge City, Kan., was authorized by the Radio Commission April 7, in accordance with the recommendation of Examiner R. H. Hyde, (Report No. 451).

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**JUNE QUOTA DISTRIBUTION**

**[OFFICIAL RADIO COMMISSION TABULATION AS OF MARCH 25, 1933]**

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**Engineers to Cooperate In Deleting Radio Hum**

A RESOLUTION providing for mutual cooperation between set manufacturers and broadcasting stations in the elimination of hum in both transmitters and receivers was adopted at a joint engineering meeting of the NAB and Radio Commission April 8. Attending were members of the NAB engineering committee, RMA engineering committee and representatives of the two broadcast companies.

The resolution states that most stations and receivers are satisfactory; but that some, even when new, exhibit hum modulation. Attention will be directed to the few transmitter installations and receivers that do create hum.

Those attending the meeting in behalf of the NAB included Joseph A. Chase, chairman of the engineering committee; J. C. McNary, NAB engineer; E. K. Cohan and W. B. Lodge, CBS; Charles W. Horn and Raymon Guy, NBC; R. N. Harmon, Westhouse, and John Petzer, WKZ, Kalamazoo.

The meeting was attended by L. Nelson, Bell Laboratories, chairman broadcast committee; John V. Hogan, consulting radio engineer, and F. Jones, RCA-Victor, Virgil Graham, Stromberg-Carlson, chairman of the RMA engineering committee, also attended.

**Court Denies WQQ Plea; Dismisses WERE Appeal**

A MOTION for reconsideration of the KFRI-WQQ case, filed jointly by the Radio Commission and WQQ, Kansas City, was denied by the court. The case was heard by the Court of Appeals in Kansas City April 7. In a decision last month, the court reversed the Commission’s order discharging the KFRI, Wichita, Kan., on full time on 1300 kc. In so deciding, it remanded the case to the Commission for rehearing, which led to the joint motion for reconsideration.

A motion for disapproval of the appeal of WERE, Erie, Pa., from the Commission’s decision ordering it off the air, was granted by the court.

The Court today refused an appeal by the Commission, contended that the Erie Broadcasting Corp., licensee, was bankrupt, and therefore not qualified to hold the license, and that the Board’s ruling was without merit. The case was dismissed.

**WHO-WOC Tests 50 kw.**

THE NEW building of the Central Broadcasting Co. having been completed and the antenna towers up, tests of the new 50 kw. transmitter of WHO-WOC, Des Moines-Davenport at Mitchell, Iowa, took place April 17, and after midnight April 17. The station is tentatively scheduled to go on the air April 24, with its full-time dedication April 31.

**AMOS N’ ANDY**

AMOS N’ ANDY arrived in New York April 10 to make an animated cartoon movie short, the second in a series. The cartoons are based on their radio act.
Bill on Food-Drug Ads Being Studied

Tentative Plan Forms Part Of Government Program

PRELIMINARY consideration is being given by the Department of Agriculture to the sponsorship of legislation for amendment of the Pure Food and Drug Act of 1906 to make its terms applicable to advertising of such commodities in all media.

Prof. Rexford G. Tugwell, assistant secretary of agriculture, informed BROADCASTING April 11, that he has asked the Food and Drug Administration of his department for suggestions along that line, but emphasized that building of a definite nature has been done. He said this was simply a part of a general legislative program being studied by the department.

The existing act gives the Food and Drug Administration power to prevent adulteration of foods and drugs (including cosmetics) and to require that they be properly represented on their labels. It does not give control over advertising, which in another fashion is vested in the Federal Trade Commission.

It was recalled that last year the Agriculture Department favored legislation which would make the law applicable to advertising of foods and drugs in print or over the air. In other words, representations as to the merits of products made in published advertising would not be permitted to exceed what was construed to be proper by the Administration on the labels of the packages containing the commodities. The advertising medium, in that proposed legislation, would have been held equally responsible with the advertiser.

Bristol-Myers Test

IN AN EFFORT to determine what period of the afternoon brings the best response to a particular advertising appeal, Bristol-Myers Co., New York, through World Broadcasting System, is spotting its "Through the Looking Glass" transcription series for Ingram's Milkweed Cream at different afternoon hours on different stations. After thus testing for four weeks, the company shifted periods for another four weeks and reported obtaining a 50 per cent increase in inquiries. The test will be continued for a time.

Watch Tower Net

WATCH TOWER Bible & Tract Society has arranged a special A. T. & T. hookup of 36 stations for the Easter Day broadcast 6-5 p.m., EST, April 16, by Judge J. F. Rutherford. Stations included were WINS, WIOC, WOC, WDRY, WHO, WOL, WKDN, KYW, WLBZ, WAGM, WCAO, WFBR, WESS, WHEC, WIBX, WADC, WAIL, WLBW, WEA, WDBH, WNAC, WNBH, WMAS, WORC, WECM, KSTP, WFEA, WPG, WIKO, WBBR, WFBQ, WBF, WHR, WCAH, WIP and WISN.

Last Forms May 1 Issue Close April 25
“THE VOICE OF CINCINNATI”

WCKY

5000 watts cleared channel unlimited time

IN THE HEART OF THE RICH MIDWESTERN MARKET.
Received mail from 1620 cities in the United States and 103 cities in Foreign countries in 1932.
The preferred station of 4,917,000 potential listeners in a total of 81 counties in Ohio, Indiana and Kentucky.
Affords concentrated coverage in 9 buying centers.
Complete merchandising service at no extra cost.

OWNED & OPERATED BY L. B. WILSON INC.
"A Point Missed"

WITH THE penetrating thesis of that brilliant little booklet printed for private distribution by CBS titled "We Think a Point Has Been Missed", the radio and advertising fraternity cannot but wholeheartedly agree. Attention is called to the fact that radio has been generously thanked by publicists and the press for the part it has played in President Roosevelt's attack on the national crisis. The "point missed" is that "it remains for radio to thank the President." Why? We take the liberty of quoting:

Surely no one thing could have sung radio farther forward in the minds of men who must win public faith in a name, or an idea, or a product, than the use of the microphone to sell America.

What else could have crystallized into print, overnight, such flashing phrases as K e n n t h Goode's: "On March 4th, President Roosevelt did advertising's most magnificent job. Eight minutes over the radio, advertising 'courage,' conquered despair." And * * * Let him (any advertising man) figure how much Mr. Roosevelt's eight minutes over the radio added to the cash value of the nation.* * * Commodity markets pulsed, dollars rose around the world, demand for department store credit leaped 40 per cent.

What else could have won radio such gallant praise from the press? * * * Yet, for those of us who have been behind the scenes in the weeks which have followed, it is hard to believe that any other drama could have called radio so urgently into the council and conference rooms of America —its force suddenly revealed, its promise newly seen, its influence on social and on business thinking so swiftly accelerated overnight.

The real "pull or push" of the big idea always seems to wait upon a man. We believe that radio has thus far only scratched the surface of its use as an educational and advertising force. We believe one man has revealed the power of its "pull" —far more pointedly than all of radio's success stories put end to end. And we believe that radio broadcasting and American business, working in closer double harness than ever, will find that they owe that man a lasting debt.

Copyright War

RADIO has finally called the bluff of Mr. E. C. Mills, general manager of ASCAP, on his constantly reiterated invitation to reopen negotiations for a new license that would give more music royalties. And they found he was a bluffer, with an ace in the hole; nothing else.

In a desire to be fair with ASCAP, in spite of its many showings of bad faith, a committee of the NAB headed by President McCosker, called on Mr. Mills to open negotiations for revision of the contracts. The maestro of Tin Pin Alley promptly announced to these gentlemen that there would be no revision of the contracts—"except upward." That was the false cloak behind which he has hidden since last autumn when he first announced he was ready to talk about readjustments. To every protest against the new contracts since then, he has replied that the door was open for further arbitration.

To call such an act bluff is putting it mildly. It is subterfuge of the worst order. Honesty and fair play was all that the NAB had sought in its ultimate acceptance of that invitation.

That was the last straw. It is open warfare now between the NAB and ASCAP. NAB's case is in capable hands. And the radio industry goes into it with a clear conscience for it feels it is on the right side of the law. The litigation against ASCAP, whatever its form, should be effective with Newton D. Baker and his associates handling it. With Mr. McCosker heading the NAB and its activity on the two other fronts of the three-point program detailed in this issue, broadcasters can be assured of a courageous and effective attack. In Oswald F. Schuette as NAB copyright director in charge of the Radio Program Foundation and in pressing legislation, the industry has an indefatigable worker who can make himself heard and felt.

Mr. Mills, we believe, will find that he has trifled once too often with the radio industry.

Commission's Fate

ADMINISTRATION economy has hit the Radio Commission again, this time to the tune of $140,000. During the coming fiscal year, which begins July 1, the Commission must get along with about half the appropriation it had last year. But it can stand the cut, and probably without material loss in efficiency.

Despite this, there is still talk of abolishing the Commission altogether, and of transferring radio regulation back to the Commerce Department. That should not happen, at least unless provision is made for a radio appeals board to insure judicial scrutiny of controversial matters. Radio regulation is too important and too complex a matter to be subjected to the control of one man, who would become a virtual dictator in allocating facilities. Even with five men, the Commission is accused of yieldling to political pressure all too often. How much easier it might be to pull political wires, if only a single individual had the say?

It is by no means certain that the Commission will be abolished. Elsewhere in this issue it is reported that Secretary of Commerce Roper has submitted to President Roosevelt a plan to consolidate all governmental agencies dealing with transportation and communications. On the committee that worked out this plan were General Saltzman, former Commissioner of Aviation, and Flasher S. Baker, former chairman of the House Merchant Marine, Fisheries and Radio Committee. These men were not placed on that committee of four because of their radio knowledge; they were selected because of their concept of the whole broad field of railroading, shipping and aviation, as well as the several branches of communication. The problem is vastly bigger than radio alone.

The President and Roosevelt have seen fit to complete the personnel of the Commission, and since its Budget Bureau has taken occasion to slice the Commission's appropriation again, it is difficult to believe that he contemplates abolishing the Commission. The Roper plan, which may or may not include radio, is simply tentative, and will be subjected to scrutiny in every detail before it gets presidential approval.
We Pay Our Respects to

ARTHUR BURDETTE CHURCH

BACK in 1914, a skinny lad of 18 who was working his way through college built an amateur radio station out in Iowa. Known to his amateur buddies as "Announcer ABC," this youngster used the station to promote the sale of weightless apparatus to other amateurs and to schools. In this way he realized enough to pay his tuition and all other expenses.

That may or may not have been the beginning of the use of radio as an advertising medium. It was at least the beginning of the career of one of radio's best known, best liked and most successful broadcasters. That screwy kid was Arthur Burdette Church, now vice president and general manager of KMBC, Kansas City, and treasurer of the National Association of Broadcasters.

Arthur Burdette Church is master of all the arts that unite to make radio. Figuring in the training is a bit of radio engineering, music, content writing, radio salesmanship and salesmanship. A half-dozen of the programs he originated at KMBC have been graduated to the networks, the most famous of which is "Easy Aces." His station is generally recognized as one of the outstanding one-kilowatt broadcast plants in the country.

At 37, Mr. Church is a pioneer among the pioners of radio. He has had no other profession than radio, beginning in broadcasting in 1921, or less than a year after modern broadcasting had its inception. He was actually actively interested in radio experimenting in 1913, a year before he installed his first "ham" station, which was of the old "stone crusher" variety gap type.

Arthur Burdette Church was born in the little Latter Day Saint (Mormon) community of Lamoni, Iowa, August 5, 1896. He was graduated from the Graceland Junior College at Lamoni. During summers, between school terms, he studied radio at Dodges Institute, Valparaiso, Ind. He also studied music at Graceland College and at Valparaiso University.

An indefatigable worker, young Church was not satisfied with the revenue he made selling apparatus over his amateur station. In 1920, he became a commercial radio problem by virtue of his studies at Dodges Institute. He organized his own station at the school, while the call letters were WPE. Radio listeners and "hams" of 10 years ago, will readily remember the deep voice of "Announcer ABC" who was home to be program director and chief engineer as well as an occasional performer.

At the time WPE boasted the first specially constructed studio in the middle west. The following year, 1923, the call letters were changed to KFIX, and the station was acquired by the Latter Day Church. It was moved to Independence, Mo., nine miles east of Kansas City, where the present transmitter is located. The station continued to develop and acquired its present power of 1,000 watts in 1924. It was in 1927 that the Midland Broadcasting Co. took over the station, changing its call letters to KMBC and assigning to Mr. Church the task of broadcasting an organization to keep pace with developments in broadcasting that was rapidly gathering momentum.

Since 1931, KMB has originated on an average of four programs daily to over 20 CBS stations west of its basic network. Most of these programs were built

PERSONAL NOTES

VICTOR C. DIEHM, formerly commercial manager of WOR, York, Pa., and WOK in Kansas City, has been named manager of WYAM, Baltimore, and WRAV, Reading, Pa., has been named manager of WAZL, Hasleton, Pa., latest unit of the Mason-Dixon Group. Jack McCartney has been transferred from WITM to Philadelphia as the new program director of WAZL. Ralph Hoyte, former announcer of WFBP, Baltimore, is now announced and continuity writer. The WAZL station will be manned by Thomas W. Ramsay, manager and staff pianist; and Kathryn Kahler, in charge of women's features.

R. C. HANNAFORD, formerly district manager for J. Ralph Corbett, managing and merchandising consultant with offices in New York and Cincinnati, has joined WCKY, Covington, Ky., to direct a merchandising service for its clients.

MRS. MARJORIE HALLER, wife of Robert H. Haller, assistant manager of KOMU, Honolulu, has been engaged by NBC, San Francisco, as research editor and reporter on Rush Hughes' Landgendorf Pandemic program.

HERM M. DONISCH, noted German composer and recently a musical critic, has been named director of the department of the Deutschermandsendungs Wien. Konigswasserhaus, succeeding Professor Meermann. Mr. Donisch has also been active in politics.

GEORGE E. BOUNDS has been appointed director of advertising and publicity for KMKX, St. Louis. He was previously sales director of the department of publicity for Parks Air College and before that was with B. Nugent & Bros. store, St. Louis.

E. P. H. JAMES, head of the NBC sales promotion department, New York City, has been appointed general representative of the New York Advertising Club April 6.

PHILIP F. WHITTEN, for the last two and a half years account executive with CBS, is now sales manager for WINS, New York.

DUNCAN MOORE, director of public relations with WRJ, Detroit, has been appointed an editorial writer in the "Michigan Aviation" by Gov. William A. Clements.

PAUL MYERS, former commercial manager of KFDV, Culver City, Calif., has been transferred to his new post as assistant program manager for KFKE-KECA, Los Angeles.

and arranged by Mr. Church himself.

Since 1925, when the NAB was a toddlerling industry trade association, Arthur Burdette Church has been a member of its board of directors. In July 1933, he was the youngest member of the board.

Always active in local civic affairs, Mr. Church is a 18-year member of the Kansas City Chamber of Commerce, a member and past vice president of the Kansas City Advertising Club, vice president of the Kansas City Electric and Radio Association, and a member and past secretary of the Harebell Club. In addition, Mr. Church is a member of the college fraternity that is Sigma Pi. He was married while attending Graceland Junior College.

"Mr. Church has got two real hobbies—radio and photography. He is awaiting the time when radio will embrace photography to bring to the audience something that shall be called television. He will be ready, for KMB is an affiliated holder of an experimental television license."

JUDITH WALLER, educational director of NBC in Chicago, spoke on "Education in Broadcasting," before the Northwestern New York State Teachers' convention in Buffalo, April 7. She will speak on the same subject before the Illinois Congress of Parents and Teachers, April 30, and at the annual meeting of the National Congress of Parents and Teachers, May 24.

CLYDE SWEETEN, formerly conductor of the KRO Golden Gate Theater in San Francisco and before that with the Salt Lake Symphony, has been appointed the musical director of KFRC, San Francisco. The appointment was made by Walter Kelley. Mel Venter has joined KFRC as announcer, taking the post vacated by former KFBK, Jr., who is on a leave of absence in Europe.

RAYS MAGEE, music and program director for Los Angeles, has been promoted to the post of music director for the Don Lee Syndicate, in company with William Hays, movie critic, and Joseph Schenck, film producer. Mr. Magee has joined NBC Chico studios April 7 on their way to Los Angeles.

WEBLEY EDWARDS, program manager for WRC, Washington, D.C., has been visiting in California.

PHIL LOHMAN, advertising man, has joined the sales staff of WFWA, Dallas.

BEHIND THE MICROPHONE

NEARLY two columns of the April 1 issue of Broadcasting was taken up with the series of the North Carolina state prison at Raleigh, where noted radio二氧化碳ist, staff artist of WPW, for responding regularly to requests for numbers coming from the prisoners.

THE CHORI of Illinois Wesleyan University, Bloomington, Ill., presented an original Easter oratorio written by Bill Cooper and Harold Fair, of the CBS Chicago studios. It opened in a CBS network April 12.

MICHIEL PERIERRE, concert master of KFI, Los Angeles, left for France early last month for a honeymoon trip of two years.

HOWARD PETRIE, NBC announcer, and Miss Alice Wood, NBC hostess, will be married in the Little Church Around the Corner April 21.

GAY LEE, noted director of women's programs, has joined KD, St. Louis, as director of a new feature. She was formerly with KMOX, St. Louis.

AARON GONZALES, young Spanish composer-pianist, has been added to the staff of KJL, Los Angeles. He is a recent graduate of Los Angeles College.

NORMAN BARRY, former sports announcer of WIBO, Chicago, has been added to the announcing staff of KFRC, Los Angeles.

GEORGE T. CASE, formerly chief announcer of WCKY, Covington, Ky., has been appointed the announcing staff of WPFB, Cincinnati.

LLOYD GRIFFIN, announcer of WIBO, Chicago, and Dorothy Vergess, Chicago, were married in Chicago March 26.

BOS NELSON, formerly of WLAB, Louisvile, is now conducting a music series weekly on WIBO, Chicago.

LANNY ROSS, NBC singer, is making a short of popular songs for Paramount Pictures.

April 15, 1933 • Broadcasting
WILLIAM L. DOUDNA, radio editor of the Wisconsin State Journal and announcer on its station, WIBA. Madi-
son's popular 1000 Red begins his weekly program in the area recently by bal-
lot of listeners. He won over four NBC and two CBS announcers.

ADDITIONS to the talent staff of WMCA, New York, include Don d'Al-
vrez, ace of a Spanish noble family living in Spain with the Repub-
and Dorothy Cole, a Chicago society sign.

GUY AND NETTIE Bernard, plan-
team, have been added to the staff of WWL, New Orleans.

TWO MARRIAGES reported from NBC in San Francisco this month: Kenneth Carney, producer, to Nell Burleson, advertising woman; Kathleen McCall, executive secretary, to Michael Holmes, Leland Stanford student.

THEODORE HAHN, Jr. and his Southern Symphonies, formerly heard of
1220 KRS. to WBRE, view
switch almost
engineer, to the
new song, hill billy
a
land, the
stars
be
gone
nouncer
champ
Jersey
one
ter
at
Barn theater
on
Southern
THEODORE HAHN,
NBC
TWO
GUY AND
NBC
son, was voted
announcer
WMCA, 
year.

FISK, Mrs. Wallace 
Leland 
student.

HOWARD,

William 
-technical terms the intricacies 
switch almost 
listeners.

DONALD

Colpitts, also 
artist
under
the
series of
Hitler
president
of Bell Laboratories
and was the

preeminent
engineer
of Bell Lab-

E. GOLDER has been advanced to 
vice president in charge of radio 
engineering and traffic of the Southwest 
Broadcasting Co.

PROF. C. M. JANSEY, Jr., consulting 
radio engineer, returned to Wash-
ington April 12 after a month's trip in 
the middle west. He visited Des 
Moinc, Omaha, Chicago and Minne-
sapolis, inspecting broadcasting in 
each city.

ED WACHTER has been moved from the Morse room of NBC, San Fran-
cisco, to the traffic department to edit 
all communications, a shift brought 
about by the installation of NBC's inter-station teletype system.

A. H. SAXTON, division engineer for 
NBC, San Francisco, was inter-
viewed over the NBC-KPO network 
March 15, in the series of "Per-
sonal Close-Ups" given weekly by 
Mrs. Elsa Muir. Mr. Saxton spoke 
his hobby of operating the antenna 
installation of the new 50 kw. 
transmitter of 

FORBES VAN WHY, chief engineer at KUTY, Hollywood, in its first 
days, but in sound film work the last five years, has returned to the sta-
tion's technical staff.

CLARENCE ELI WILSON, radio 
eengineer, died at his home in Concord, Mass., March 9 of cancer. He 
was formerly with Western Elec-
tric Co., but a year ago joined the 

VICTORINO M. DE LA CRUZ, Jr.

Versatile Engineers
Jacksonville City Station Reaps 
Profit in Unique Setup

STAFFED entirely by engineers, selling no local time directly for 
programs yet making a substantial profit annually—such is 
the unique story of WJAX, Jack-
s

 совершенной 
методом 

government.

Mr. Hopkins National spot 
accounts, like the network accounts, are handled by vice station man-
agement, profits going to the city 

Mr. Hopkins joined WJAX in 1916, coming from the old A. & T. Station WCAP, Washington. 
his engineering assistant is 

GORDON M. CLEAVELAND, Jr., assistant 
engineer, has joined the staff of WBTA, 
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government.
NOTE the small spot in solid black on the map.* In this small but tremendously important area—the WOR Service Area—are concentrated more than a seventh of all the radio sets in the United States! Note also on the map the six equivalent areas that would have to be covered to reach as many potential radio listeners as are in the WOR Service Area. Let us tell you how you can deliver your sales message to this great market effectively—yet at a small cost!

*This map and other interesting market data appear in "The Story of WOR". If you haven't seen this book drop us a line and we'll be glad to send you a copy.

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

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, NEW JERSEY
New York Business Office: 1440 Broadway

April 15, 1933 • BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS

NEW and renewal accounts on Westinghouse Broadcasting Network, Inc. (WBAP Dallas), WBBM Chicago, and WYB Chicago.

B. F. Goodrich Rubber Co., Akron (tires) 5-minute transcriptions, Ruthless, WBBM Chicago.

Patch Syrup Co., Cairo, Ga., announcements daily except Sunday, Chicago.

Bostick Advertisers, Inc., Standish Shoe Co., Fort Worth (W. A. Bass 


Peruna Co., Chicago (Peruna tonic) announcements daily except Sunday, and quarter hour studio programs daily, Heath-Seehof, Inc., Chicago; Zygma Co., New Haven, Conn. (toothpaste) announcements three times weekly; Great A. & P. Tea Co., New York (tea) quarter hour transcription twice weekly, Paris & Peart, Inc., New York; Babcock Bros. Auto Supplies, Inc., Denver (white goods) announcements three times weekly; Knox Steet Appliances Co., Dallas (Figurine) daily announcement for one week, Star Gas Co., Dallas, half hour program, also a remnant of the original Tasteful Baking Co., New York (Tasty Twist bread) daily except Sunday announcements were direct.

KYW, Chicago, reports the following accounts: American Research Laboratory, Inc., Chicago (Aril antiseptic) quarter-hour transcription programs three times weekly, 156 times, handled direct; Hemphill Co., (tonic) three mornings, weekly, 52 weeks, bds Watches Advertising Co., Chicago.

On each fourth Saturday of the month, Hamburger, Ia. (vegetable and flower seeds) announcements were direct, KDKA radio, Pittsburgh, Pa., daily for indefinite period, handled direct, C. A. Mosso Co., Chicago (Mosso Oils of Salt ointments) half hour narrative program two nights weekly, 52 times, Gale & Pietich, Chicago, (Moscotol Drug Co., Chicago (Muscleton) 6 announcements weekly, also direct, S. O. S. Co., Chicago (wire cleaner) announcements six nights weekly for indefinite period from April 10, Henri, Hurst & McDonald, Chicago.

WTMJ, Milwaukee, reports the following new accounts: Shell Petroleum Corp., St. Louis (gasoline and oil) daily announcements; Lambert Pharmacal Co., St. Louis, the Little Tires and Rubber Co., New York, 12 announcements, and the Lambert Pharmacal Co., St. Louis (Listerine) 16 programs starting April 3.

WBBM, Chicago, reports the following accounts: Household Finances Corp., Chicago (personal loan s) "Household Highlights" transcription twice weekly, 26 times, handled by Charles Daniel Frey, Chicago; United Remedies, Chicago (Canthrox Sham - pose) six morning programs a week for 13 weeks, by Heath-Seehof, Chicago; J. Oliver Johnson, Chicago (grass seeds) transcription three times weekly, McVilkin Advertising Co., Chicago; United Remedies, Chicago (Hollywood Pomegranate Juice) quarter-hour programs Wednesday to Saturday, and half-hour Tuesdays, Heath-Seehof; Sterling Products Co., Wheeling, W. Va. (drugs) "Peridol and Sam" transcription, five weekly quarter-hour programs, 13 weeks, Blackett-Sample-Hummert, Chicago.

WMAQ, Chicago, reports following accounts: American Conservation Co., Chicago (insurance) with quarter-hour one weekly, 15 weeks, Needham, Louis & Brophy, Chicago, Pontiac division of Buick-Oilmobile-Pontiac Sales Co., Detroit, sponsoring Sisters of the Skillet in quarter-hour night programs daily, 29 times, Campbell- Ewald, Detroit; S. O. S. Company, Chicago (wire cleaner) announcements from March 30 to April 15, handled by SHB and Henri, Hurst & McDonald, Chicago.


among the national accounts on WMAQ, Macion, Ga., are: The Leo Tire and Rubber Co., New York, 12 announcements, and the Lambert Pharmacal Co., St. Louis (Listerine) 16 programs starting April 3.

WEEL Boston, reports the following accounts: Conover Co., Chicago (dish- washer) spot announcements daily for 60 days; P. Duff & Sons, Pittsburgh (gingerbread mix) spot announcements three times weekly, four weeks; Dr. W. J. Ross Co., Los Angeles (dog food) spot announcements three times weekly; Dr. Lyons Tooth Powder, New York, half hour transcription weekly, 13 weeks.

WBAL Baltimore, reports the following accounts: Vick Chemical Co., Chicago (soap) announcements of daily announcements during March and April; Ward Baking Co., "Nitto Green" transcriptions, Tuesdays and Thursdays, through WBS; C. M. Ather Paint Co., third yearly renewal, Thursdays, 7:15-5 p.m.; Maryland Dairy Council, renewal of evening time service.

KSD, St. Louis, reports the following accounts: Minit-Rub transcriptions; Missouri Pacific Railway, baseball news for five months; Goodrich Rub- ber Co., Akron, Ohio, transcriptions, through Rutherford & Ryan, New York.


SIMPSON PRODUCTS Co., unit of Landon Packing Co., Terre Haute, Ind., is using WMAQ, Chicago, along with several newspapers to introduce its new dog food, "Doggin' Dippin'," followed by Sheboygan- Gordon Co., Chicago.

SHELL PETROLEUM Co., St. Louis (Listerine) handles chemicals for WENR, Chicago, 2:00-2:15 p.m., handled by J. Walter Thompson Co., St. Louis.

WLS, Chicago, reports the following accounts: Kester Soldor Co., Chicago (soldor) 15 minutes of the Saturday Night Hour dance for indefinite pe- period, through Aubrey & Moore, Chicago; Haring Co., Chicago (fire cleaner) half-hour afternoon musical program, 13 weeks, Henri, Hurst & McMullen, Chicago; Bandjao and Drum Co., Chicago (piano lessons) sponsoring half of Saturday Night Hour dance program, 13 days, half-hour twice daily programs for five days a week, 16 weeks, handled by Charles Silver & Co., Chicago.

WGY, Cortland, Ky., reports the following accounts: WGY, Radio, 600, KYW, Kansas City, Mo. (Cystex compound) 6 spot announcements and three 15-minute programs, one daily and three indefinite announcements; New England Nurseries, daily announcements; Coca Cola Bottling Co., Cincinnati, civic club quarter hour three mornings weekly; M. F. Simpson & Co. (gas station cleaner) two 15-minute programs weekly.

Allergy, N. Y., reports the following accounts: Edith Warner Hopper, Inc., Chicago (cosmetics) announcements of one hour through WBS; and Carlton & Hovey, Lowell, Mass. (Father John's cough drops) on fifteen 15-minute morning transcriptions beginning Oct. 15, broadcast Advertising, Boston.

KESTER SOLDER Co., Chicago, used 600 in Chicago; B. F. Goodrich Co., Dallas, during the week of April 3; handled by Aubrey & Moore, Chicago.

NETWORK ACCOUNTS

CORN PRODUCTS Refining Co., New York (Argo and Linit) on April 10 started Pedro De Cordoba, dramatic star, and Will Osborne and orchestra on 22 CBS stations, Mondays, Wednesdays, Fridays, and Sundays.

WILLIAM D. Peart, Los Angeles, has been the Westinghouse radio announcer for the past 39 years.

On each fourth Saturday of the month, Hamburger, Ia. (vegetable and flower seeds) announcements were direct, KDKA radio, Pittsburgh, Pa., daily for indefinite period, handled direct, C. A. Mosso Co., Chicago (Mosso Oils of Salt ointments) half hour narrative program two nights weekly, 52 times, Gale & Pietich, Chicago, (Moscotol Drug Co., Chicago (Muscleton) 6 announcements weekly, also direct, S. O. S. Co., Chicago (wire cleaner) announcements six nights weekly for indefinite period from April 10, Henri, Hurst & McDonald, Chicago.

WTMJ, Milwaukee, reports the following new accounts: Shell Petroleum Corp., St. Louis (gasoline and oil) daily announcements; Lambert Pharmacal Co., St. Louis, the Little Tires and Rubber Co., New York, 12 announcements, and the Lambert Pharmacal Co., St. Louis (Listerine) 16 programs starting April 3.

WEEL Boston, reports the following accounts: Conover Co., Chicago (dish- washer) spot announcements daily for 60 days; P. Duff & Sons, Pittsburgh (gingerbread mix) spot announcements three times weekly, four weeks; Dr. W. J. Ross Co., Los Angeles (dog food) spot announcements three times weekly; Dr. Lyons Tooth Powder, New York, half hour transcription weekly, 13 weeks.

WBAL Baltimore, reports the following accounts: Vick Chemical Co., Chicago (soap) announcements of daily announcements during March and April; Ward Baking Co., "Nitto Green" transcriptions, Tuesdays and Thursdays, through WBS; C. M. Ather Paint Co., third yearly renewal, Thursdays, 7:15-5 p.m.; Maryland Dairy Council, renewal of evening time service.

KSD, St. Louis, reports the following accounts: Minit-Rub transcriptions; Missouri Pacific Railway, baseball news for five months; Goodrich Rubber Co., Akron, Ohio, transcriptions, through Rutherford & Ryan, New York.


SIMPSON PRODUCTS Co., unit of Landon Packing Co., Terre Haute, Ind., is using WMAQ, Chicago, along with several newspapers to introduce its new dog food, "Doggin' Dippin,'" followed by Sheboygan-Gordon Co., Chicago.

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BROADCASTING * April 15, 1953

BLIMP ANTENNA—Here is Westinghouse's new radio blimp just before it was sent aloft over the KDKA transmitter at Saxenborg, Pa., carrying the new experimental 500 foot half wave antenna with which a series of experiments have started which may greatly increase broadcast transmitting efficiency. Ralph L. Johnson, chief engineer of the Westinghouse radio department, is in immediate charge of the experiments, which are being carried forward under direction of Walter C. Evans, manager of the Westinghouse radio department. On paper, he has figured that the blimp antenna will increase signal strength several hundred times that now possible with the conventional antennas.
MAKE THE ENTIRE ATLANTIC SEABOARD BUY YOUR GOODS!

WPG rates are based on local coverage but this is what you really GET . . . . . .

Over-water transmission!

With only the ocean between Atlantic City and the thickest population centers of New England, there is nothing to stop the sweep of WPG's 5,000 watt signal (on a national cleared channel).

Agency time-buyers who have investigated the records have found that WPG is listened to regularly in—

20 cities in Connecticut 23 cities in Maine
34 cities in Massachusetts 6 cities in Rhode Island
13 cities in New Hampshire 22 cities in Florida

All this in addition to WPG's Primary Listening Area which contains a population of 257,273, and 175,432 radio listeners.

To which you can add the official figure of 12,000,000 visitors to Atlantic City in 1932.

ALL for the local rate!

The smartest buy in radio is worth investigating.

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

Studios Located in the World’s Largest Auditorium Directly on the Famous Boardwalk

ATLANTIC CITY, NEW JERSEY

RADIO SALES, INC., 485 Madison Ave., New York • 410 N. Michigan Ave., Chicago
One advertiser used 40 stations—and WSM produced as much direct business as all the other 39 put together.

EXCLUSIVE NATIONAL REPRESENTATIVES

EDWARD PETRY AND COMPANY
NEW YORK  CHICAGO  SAN FRANCISCO

CLASSIFIED

Z

SM

Affiliate

50,000 WATTS

650 Kilocycles

BROADCASTING  April 15, 1933

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Baltimore

Maryland's Only Clear Channel Station
Famous orchestra BROADCASTS with Moving Coil Microphone

Arthur Judson—Manager of The Philharmonic-Symphony Society of New York—says, "In broadcasting our regular concerts, your Western Electric Moving Coil Microphone is an essential part of the equipment. Its use assures us of the highest quality and fidelity of tone reproduction."

New York's famous Philharmonic-Symphony Orchestra—like others—chose the Western Electric Moving Coil Microphone because it provides clear, undistorted pick-up. It assures uniform response throughout the range of audible frequencies, so necessary in putting programs on the air properly. Changes in temperature, humidity or barometric pressure have no effect on this equipment. The Moving Coil Microphone has made possible the improved single microphone technique. It is adaptable in operation so that it can be used to cover a single artist or the largest orchestra. Three mountings are available—desk, floor and suspension. Bell Telephone Laboratories developed the Moving Coil Microphone—Western Electric makes it to Bell System standards. You can depend upon it for utmost quality.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Company
U.S. Supreme Court Hears Arguments in the WIBO Case Quota Issue, Property Rights Avoided in High Tribunal

STRANGELY devoid of references to the validity of the Davis amendment and radio quota regulations and to the property rights of stations in their facilities, arguments were presented to the Supreme Court April 11 on the moot WIBO case. Counsel for the government as well as for WIBO and WPCC, Chicago, hemmed in their presentations in such a way as to ignore very largely the fundamental issues that had been raised in the lower court.

Rep. James M. Beck, (R.) of Pennsylvania, former Solicitor General of the United States, appeared as counsel for the two Chicago stations, which seek to have sustained the opinion of the Court of Appeals of the District of Columbia reversing the Radio Commission's order deleting them on purely quota grounds. Solicitor General Thacher argued for the government (Radio Commission), seeking reversal of the lower court so that WIBO and WPCC might be deleted and their facilities turned over to WJKS, Gary, Ind., because it is located in an underquota state whereas Illinois is vastly overquota. Mrs. Mabel Walker Willebrandt, counsel for WPCC, appeared as intervenor. Claim was made by Mr. Beck that the Supreme Court has no jurisdiction in the case and that the issue was settled in the WGY case four years ago, when the court held it could not review the decision of the Court of Appeals as an administrative tribunal or a "super" radio commission. At that time, he argued, the court ruled that Congress had no power to confer judicial power on an administrative court, and that although Congress has amended the Radio Act since then it actually did not have authority to take such a step.

Agent of Congress

THE COURT of Appeals, in fact, still exists as an administrative tribunal, despite the act of Congress, Mr. Beck asserted. In the first instance, he contended, Congress designated the Commission as its agent for the granting of radio licenses, which he described as nothing more than the distribution of "administrative favors." In the WIBO case, he declared, the issue is not that of the right of a licensee against the government but is a controversy between the duly licensed stations. While the Davis amendment provided for equitable distribution of the privileges among the states, he argued that a private individual could not complain that a certain amount of the facilities had not been given his state.

Regarded as of particular significance was the contention of Mr. Beck that the Commission cannot delete a station except for cause under the revocation clause of the Radio Act. In the WIBO-WPCC case, he said, the public interest of these stations has not been challenged and that they have a "presumptive right" to continue operating so long as they serve public interest.

Finally, Mr. Beck contended that a proper hearing was not afforded the two Chicago stations. He recalled that a hearing was held before an examiner, who recom-mended against granting the WJKS application. Then the Commission, after receiving exceptions filed by counsel for WJKS, overruled the examiner, without further hearing. It was from this decision that WIBO and WPCC appealed to the Court of Appeals, which a few weeks ago reversed the Commission by a 3 to 2 vote.

Mr. Beck held that a hearing before an examiner was not a hearing within the meaning of the law and that the Commission itself cannot hold such a session before "due process" is afforded.

Thacher Defends Move

Solicitor General Thacher argued that the applicants had a proper hearing before the Commission, following which the Commission decided it would be in the public interest to grant the facilities of the Chicago stations to the Gary applicant. He held that on its 1930 kw assignment WJKS could not provide the character of service required to cover its service area, whereas Chicago was served by a large number of stations and could without hardship relinquish the 560 kw assignment of WIBO and WPCC.

The Davis amendment, Judge Thacher stated, requires an equal allocation of facilities among the states within any zone. By granting the Gary application, he asserted, the Commission was carrying out the mandate of the law. Pointing to the overquota status of Illinois, he declared it was in compliance with the law to grant facilities of that state to an underquota state. In the case of WPCC, licensed to the North Shore Church, he contended the station has been used to broadcast the views of the church and that station profits had gone into a general fund of the church and not into a trust fund.

Mrs. Willebrandt reviewed the legislative history of the Radio Act and the procedure underlying the promulgation of the Commission's allocation orders. Under those orders, she argued, the Commission was left with no alternative except that of granting facilities in an overquota state to responsible applicants in underquota states.
Radio News Group Discussed
(Continued from page 8)

lines of a cooperative press association, with members of station staffs acting as local reporters for the system as a whole when big news breaks locally. This is the way the A. B. Presses work. In addition, such a press association would have its own staffs in key news centers.

That the formation of such a radio news-gathering agency would furnish keen competition to the existing press associations, which have many times been eagerly sought for straight purchase of their news reports by radio stations, goes without saying. If radio enters seriously into the news-gathering field, its transmission speed of 186,000 miles per second—the speed of light—could not possibly be equaled by any wire service. In other words, radio would bring news from the microphone to the listeners’ ears far faster than any press service could carry it from the printing press to the readers’ eyes.

Moreover, instead of having a happenstance service to reach the listener when he happened to be tuned in, radio could report the news at scheduled intervals throughout the day. Even without such an arrangement, there is scant doubt that radio would report the news faster, as witness the radio networks’ handling of such events as the political conventions, the elections, the inauguration, the President’s pronouncements, the beer bill, the California earthquake, etc.

This is the alternative the press services face if they persist in a complete divorce from radio. On the part of the networks, it is known that they are none too eager to enter the news-gathering field but would prefer news-flash arrangements with the press associations, for which they would very likely be willing to pay. They have always urged cooperation between radio and the press, and, almost invariably during the reporting of big spot events urging listeners to turn to their local newspapers for further complete and recorded details.

Correspondents Available

ON THE PART of radio stations, there is no doubt that many of them would welcome the advent of a radio news association and would willingly pay generously for the service. Most stations with new affiliations are now prohibited from selling the sponsorship of the news flashes and comments. A radio news association would undoubtedly not impose such a ban, and news flashes, being of such great public interest, could easily be sold to advertisers.

There is no question that the organization of such a news service would be a highly expensive undertaking and that at the outset, at least, it could not be expected to establish bureaus or correspondents in every part of the world. But it could readily establish news-gathering points. A plentiful supply of experienced news gatherers is assured because so many newspaper men are now unemployed due to the general situation, which has forced newspapers along with other businesses to curtail their staffs. Radio is already very largely manned by ex-newspaper men. The problem of personnel would be the simplest among the manifold other problems facing the organization of a radio news association.

Call-Bulletin Transfers Only Local Radio News From KFRC to KPO

AS A RESULT of a series of negotiations between NBC and the Hearst afternoon San Francisco Call-Bulletin, the newspaper has transferred its news and features broadcasting from KFRC to KPO after eight years with the former station. By the new deal NBC acquires the only news service in San Francisco as Associated and United Press and International News Service have discontinued supplying current events to the broadcasters.

Under the terms worked out by Lloyd E. Yoder, head of the NBC press department, and Robert Holiday, publisher of the Call-Bulletin, the newspaper supplies the KPO with three news broadcasts daily by "Duke" Meyer, who has heretofore been the Globe Trotter; one special a period a week by Pat Frayne and staff; two home economic periods by Ann Welcome and one period of style column by Dorothy MacDonald. In addition the Call-Bulletin is spending considerable money in installing remote control studio in its publishing building, which will be completed by May 1, and is enlisting its radio department to such an extent that Meyer will handle radio only.

An added advantage of the deal is that KPO is still owned by Hale Bros. department store, and the San Francisco Chronicle, which is the town’s only independent daily. However, NBC has leased the station but continues to identify it as owned by the store and the newspaper, and will continue to do so for several years.

Still another unusual angle is that KFRC has tied up with Hearst’s other local paper, the Examiner, which has dropped an NBC station, KYA. The Examiner, however, is not supplying news or news broadcasts to KFRC, but merely features that station in its daily column.

PROVING CONFIDENCE

WLS has an interesting story to tell. It is about the friendly confidence of the big WLS audience that hears, listens and responds to the advertising message from advertisers who repeatedly use this station.

Our listeners are daily proving their confidence in us. In 1932 they wrote us more than a million letters. In the first three months of 1933 they have made us a new record—their letters have averaged more than 30,000 a week—not including the thousands written direct to advertisers.

Advertisers, too, are daily proving their confidence in WLS. During the first three months of 1933 63% of all our advertisers were broadcasting on renewal contracts and 35% had used the station for three years or more. Their selection of WLS has been justified. Through this medium they are reaching the folks who live on the farm and the many additional thousands in midwest towns and cities—the people who not only listen to WLS consistently, but who also place the utmost confidence in the station and in the advertisers who use it.

We should like to tell you more about the results that advertisers have experienced in using this station. We have helped them solve their advertising problems and we would like to have the opportunity of talking over your problem with you.

WLS

Won’t you let us tell you how you too may reach the remarkably responsive WLS audience? A letter or telephone call will bring you full particulars.

50,000 Watts .. 870 Kilocycles

The Prairie Farmer Station

BURRIDGE D. BUTLER  GLENN SNYDER
President  Manager

1230 West Washington Boulevard  CHICAGO
ProgramExchange
Urged by Dr. Koon

STATION MANAGERS and program builders are increasingly eager to exchange program ideas for the mutual improvement of service, Dr. Cline M. Koon, senior specialist in education by radio of the U. S. Office of Education, declared April 6 urging broadcasters to keep inspection trip through the south.

After conferring with managers of 22 stations in six states, Dr. Koon said that without exception they want to improve their public service and community programs in close association with other stations. A wide divergence of views on program ideas exists among station heads, he declared, and they are eager for better cooperation in public relations on the part of station managers. "I am sure," said Dr. Koon, "that considerable animosity still exists between the press and radio but that in most instances the two groups are适应ably adjusting their problems. He made the trip to familiarize himself with the educational programs and to establish relationships with the Federal Education Bureau. Stations visited are in West Virginia, North and South Carolina, Georgia, Florida and Virginia. Dr. Koon began the trip March 22.

Opinions of Announcers Solicited in University Colloquium Survey

ANNOUNCERS and others directly associated with broadcasting are being queried by the School of Education, New York University, in connection with a study of their jobs. The work is being made under the supervision of Prof. Walter Barnes, president of the National Council of Teachers of English.

A total of 180 examples of current colloquiums are listed in the questionnaire, and the recipient is asked to mark those he considers acceptable in broadcasting. Among these are the following:

"My contention has been proven many times."
"I took it to be they."
"If I expect he knows his subject." "Well, that's going some."
"I suppose that's him."
"Aren't I right?"
"The record market collapse left me busted."
"He most always does what his wife tells him."
"It looked like they meant business."

The child was weak due to improper feeding.

VINCENSERO De Crescenzo, Italian composer now in New York, is writing songs for Nino Martini, CBS tenor featured twice weekly with Howard Barlow's orchestra. New York stations are broad- casting the songs during his broadcast.

Pepsodent Success
(Continued from page 9)

Dentist—We'll have this fixed in just a minute. . . Now let's look at some of these others. Don't squirm, now. What's this? . . . and this?

Mother—What?

Dentist—More teeth than just this one need attention. But I won't touch those today. You can go along to school now, Junior.

Junior—Good. Docto'r. Goodbye, Mother.

Mother—I thought baby teeth didn't need attention. They have to come out so soon anyway.

Dentist—When a baby tooth decays it can cause almost as much trouble as a permanent one. A decayed baby tooth causes lowered resistance and frequently is the cause of poor school work. When a baby tooth decays the permanent tooth growing beneath it will be less likely that it will grow in a solid, strong condition.

After the flash came through during the early morning hours of April 9, when the networks were off the air, arrangements were made to pick up the story with one of its openings. Both networks carried bulletins when they signed on and throughout the day broke into their scheduled programs to announce new developments.

NBC set up two remotes in the Navy Department close to the press room. As fast as reports, NBC, are running, reports were put on the network by Vincent Callahan, associate director of public relations of NBC in Washington, and by Herluf Provven, assistant manager of WRC. CBS relayed its bulletins to its offices in the Shoreham building, a few blocks from the Navy Department, where they were put on the air by H. C. Butcher, manager of WJJS, and members of his staff.

At noon NBC presented Secretary of the Navy at an exclusive broadcast. The Secretary spoke from his office. Both networks that evening presented Lieut. Commander H. V. Willey, one of the three survivors of the crash, from New York.

CBS broadcast an eye-witness account of the sinking of the J-3, Lakehurst blimp which had crashed while engaged in searching for the wreckage of the Akron. Announcer Paul Douglas was flying down to the scene of the Akron crash when the blimp was lashed. He was back to the scene with short wave rebroadcasting equipment in time to describe the sinking. CBS also presented Rep. McClintic, of Okla., a member of the House Naval Affairs Committee.

INSPIRES SONG

Commercial Feature Gives Theme

To "Threads of Happiness"

DURING the last five years or so many newspaper editors have borrowed their titles from successful motion pictures. But a new song just published, "Threads of Happiness," appears to be the first instance of an independent song-hit being inspired by a commercial radio program. The program, of course, is "Threads of Happiness" sponsored by the Spool Cotton Co., New York, over CBS stations.

A few weeks ago, a team of song writers approached Donald Cordell, radio director of the Paul Cornell Co. New York agency, creator of the Spool Cotton Company's program, with the song which they believed would make a good theme song. Fearing to stereotype his program by the use of a theme song (it already has as its signature, six musical chords, symbol of the 6 cornet feature of J. & P. Coats and Clark's O.N.T. sewing thread), Mr. Cornell turned it down. But he offered the comment that in his opinion it was good enough to merit purchase by a music publisher. These composers took the hint and made a sale—to no less a publisher than Irving Berlin.

"Threads of Happiness" was first sung by Morton Downey on his sustaining period and has been used by Tommy McLaughlin (baritone of the "Threads of Happiness" program) during his personal appearances. It had its first plug on its namesake program.

KOIL shows
400% Increase

KOIL shows RESULTS

Four times as many satisfied advertisers are using KOILTIME as last year. Many of the advertisers are colleges that prefer KOIL programs and KOIL policies—and back up their preference by patronizing KOIL advertising departments. KOILTIME users have their choice of anything from 40-word breaks to sponsorship of accepted studio programs. KOILTIME is the only network giving such a variety of advertising services, guaranteeing continuity and merchandising department to make every broadcast profitable.

KOIL KRAZY KWILT in preparation

This new Saturday night feature is produced by KOIL out of the local theatre stage by 30 studio artists and popular orchestra. Ready for sponsorship in April. Write for rates. Affiliated with NBC's Blue Network

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET
NEW YORK, N. Y.

THE TEST STATION

"Voice of Barnsdale—
The World's First Refiner"
COMMERCIAL DEPT., OMAHA, NEB.

BROADCASTING * April 15, 1933
NAB Opens Fight on ASCAP

(Continued from page 7)

thor. While there is little hope for the passage of such legislation at the current special session which is likely to end in June, it will form the basis of hearings at the new session beginning in January. Congressional sentiment is "almost universally in favor of the broadcasters and other users of copyrighted music who have heaped criticism upon ASCAP and its allegedly extortionate tactics in taxing them so highly for the right to use their music.

Year of Negotiations

THE NAB action culminates more than a year of effort to work out a revision of copyright fees for broadcasting amicably. Early last year a special copyright committee of the NAB attempted to devise a new copyright scale to supplant the flat rate basis which heretofore had netted ASCAP nearly $1,000,000 a year. This effort proved futile, and following a series of conversations which finally yielded the 3-4-5 per cent plan, which the NAB accepted under threat of having ASCAP withdraw all performing rights from radio, Mr. Schuette was appointed to arbitrate the dispute.

Beginning Sept. 1 Mr. Schuette had numerous conferences with ASCAP officials, only to have them halted by Mr. Mills, who said he would no longer negotiate with Mr. Schuette on any basis but was willing to confer with any representative group of broadcasters on a revision. At the NAB convention in St. Louis in November Mr. Schuette was given a vote of confidence and virtual dictatorial powers in dealing with the copyright situation.

In the meantime ASCAP added fuel to the fire by giving to certain newspaper-owned stations preferential contracts and by eliminating royalty fees on funds derived from political speeches during the presidential campaign. The latter move followed attacks against ASCAP by politicians who were assessed an extra 3 per cent by stations to offset the royalty tax.

Invitation to Baker

WITH THE engagement last January of Mr. Baker, former Secretary of War, as generalissimo of NAB copyright forces, Mr. Mills immediately dispatched an invitation to the distinguished lawyer to reopen negotiations. It was because of this invitation, constantly repeated by the ASCAP general manager, that the NAB board at an extraordinary meeting in Washington in February decided to have another conversation with Mr. Mills prior to resorting to litigation.

Following the board meeting Mr. Schuette confined his activity to necessary details of the copyright case, so Mr. Mills could have no complaint of fighting the issue publicly. In the meantime, however, ASCAP unleashed a publicity broadside of its own in the form of a new propaganda again called "Words & Music"; copies of which were showered upon members of Congress, newspapers, schools, and in fact, every place it was felt they might do some good. Ivy Lee, the noted public relations counsel, was retained to direct this propaganda effort.

Many New Compositions

Written by WINS Staff

WINS, NEW YORK, boasts that it is becoming the "Pin Pan Alley" of radio, and as proof points with pride to the long list of recent compositions by its sustaining artists. Some of these are: "My Prairie Dream Girl" and "We're back in the Old Coral" by Doug McTeague; "American March" by Gregoire Fransen; "Rock-a-bye Moon" and "You're in Love" by Fred Steele; "Now We Must Say Good-bye" by Sammy Williams; "Dancing in the Starlight" by Erskine Butterfield; piano studies by Miriam Barshak; "Le Barbier de Belleville," a comic opera parody, by Marcel Etcheper; "Making Little Plans" by Allen Prescott; "Iullabies by Virginia Newbegin; organ studies by Marchia Stewart; "Since You Went Away, Sweetheart" by Eddie Walters; "Mammy" by Stepin Fetchit; "Go-oh" by Lou Babenstein; and a number of songs by Henry Marshall.

Good Programs Deserve EFFECTIVE MERCHANDISING

"Good morning, Mr. Mailman"

HE may be all smiles . . . he may bring many complimentary letters in response to your programs . . . but beware! Down in that pile of mail, there may be an envelope containing a pink-slip, innocent enough in appearance, but actually an official document telling you that your station wave isn't acting very nicely these days.

Yes, the Commission is strict. It has to be in the matter of frequencies to keep the air clear. So why not avoid trouble by maintaining a rigid check on your station's carrier wave?

Westinghouse offers you a frequency measuring service second to none. Your wave is checked by equipment which duplicates that used for official purposes. The accuracy of this equipment is assured by verification daily with time signals from Arlington and weekly with the standard frequency transmission from WWV. The cost? You'll be surprised at the reasonable figures quoted.

So, if you want to be in a position to smile as you say . . . "Good morning, Mr. Mailman" . . . in other words, if you want to have that secure feeling that your station is holding to its wave . . . write the Radio Division, Westinghouse Electric and Manufacturing Company, Chicopee Falls, for more information and rates on
Applications

APRIL 2

WDFD, Calumet, Mich.—Authority to install automatic frequency control.

WHAT, Philadelphia.—Modification of license to have hours specified in license in accordance with time-sharing agreement.

KFU, Galveston, Tex.—Consent to voluntary assignment of license to Southwest Broadcasting Co.

WTSA, San Antonio, Texas.—Modification of license to change hours of operation to have exact hours specified in license.

KFUL, Galveston, Texas.—Consent to voluntary assignment of license to Southwest Broadcasting Co.

WBFR, New Church of Christ, Post, Texas.—To use 1,000 w., 5 day, specified hours; NEW, Kenneth A. Hunter and Fred M. Hager, Jr., Owatonna, Minn.—To use 1,600 w., 25 day, specified hours.

APRIL 4

WSWW, New York.—Consent to involuntary assignment of license to Warner Communications, Inc. of New York.

KUOA, Fayetteville, Ark.—Modification of license to change hours from 1300 to 1500, specified hours.

NEW, San Diego, Calif.—Will Ellis Phillips for CP to use 1,420 w., 100 day, unlimited hours.

NEW, Honolulu, Hawaii.—Otis Hill for CP to use 1,200 w., 100 day.

Applications returned: NEW, Twin City Broadcasting Co., Bloomington, Ill.—CP to use 1,200 w., unlimited hours.

KFUX, Kansas State College of Agriculture.—Renewal of visual broadcasting license.

WDFP, Flint, Mich.—Voluntary assignment of license to Flint Broadcasting Co.

WJED, Hagerstown, Md.—Involuntary assignment of license to Mutual Broadcasting System.

WAFM, Bangor, Me.—Modification of license to increase hours of operation from specified hours to 1-7-7.

WJAS, Philadelphia.—Modification of license to include additional 250 w., unlimited.

WPXO, —Philadelphia.—Modification of license to increase power from 1,000 to 1,250 w., unlimited hours.

KUOA, Fayetteville, Ark.—Application for modification of license to increase power from 1,000 to 1,250 w., and change hours of operation from specified hours to unlimited.

Applications returned: NEW, The Derrick Publishing Co., Oil City, Pa.—Application for CP for a new station at Oil City, Pa., 1,000 w., unlimited.

APRIL 8

NEW, Erie, Pa.—Leo J. Omell for CP on 1,420 w., unlimited.

WABI, Bangor, Me.—Modification of license to increase power from 1,000 to 1,250 w., and change hours of operation from specified hours to unlimited.

WIFI, Philadelphia.—Modification of license to increase power from 1,250 w., unlimited hours.

KUOA, Fayetteville, Ark.—Application for modification of license to change frequency from 1390 to 1500 to 1600 w., unlimited hours.

WPLG, Miami.—Modification of license to increase power to 500 w., unlimited.

Applications mailed: NEW, Kinetronics Corp., Oil City, Pa.—Application for CP for a new station at Oil City, Pa., 2,500 w., unlimited.

APRIL 13

NEW, Erie, Pa.—Leo J. Omell for CP on 1,420 w., unlimited.

WPLG, Miami.—Modification of license to increase power to 500 w., unlimited.

WPXO, Philadelphia.— Modification of license to include additional 250 w., unlimited.

Applications returned: NEW, Kinetronics Corp., Oil City, Pa.—Application for CP for a new station at Oil City, Pa., 2,500 w., unlimited.

KOGM, Albuquerque, N. Mex.—License to cover CP for local move and changes in equipment, granted 10-21-32.
**STUDIO NOTES**

**THE ENJOYMENT of Music** titles have been dropped from the schedule effective April 13 on WEVD, New York, under the direction of Sigmund Spaeth. The course will be a serious attempt to explain the fundamentals of music, with illustrations on the piano, through the material presented in a popular manner. The course has been sponsored by various foundations of music in leading New York colleges.

**RECORDINGS of broadcasts from** around the world, heard in New Zealand have been made by E. H. Scott, owner of WATX, Walnut Creek, Calif., and his transmitter, who is on a tour through New Zealand and Australia. Mr. Scott recorded the signals clearly enough at a distance of 8,284 miles to make program listening enjoyable.

**KJI, Los Angeles, celebrated its** eleventh anniversary with a special program April 13. WHOM, Jersey City, is broadcasting a series of Wednesday evening programs featuring Mrs. Luther Bur- bank, widow of the noted naturalist, who is a regular feature of the program. NEW YORK, Schenectady, Cleveland and Chicago joined in a special program April 9 marking the inauguration of new transmitters for WOR, New York, transmitter of KPO, San Francisco.

**HAWAIIAN SKETCHES**, featuring the musical program, are being presented by CBS Saturday nights directly from Waikiki beach, Honolulu, over short wave relays.

**MORE THAN 25 individual acts of** the WLK (Barn Dance) Band were broadcast on the station's ninth anniversary April 13 from the Eight Street Theater, Chicago.

**COLLEGE POETS, graduate and un- dergraduate, are being discussed and** featured. The program is in a replacement of the Intervisual Betterment Foundation's program.

**ANNOUNCING,**

**THE IDEAL MIXER CONTROL**

**EQUIPMENT**

**TWO NEW STUDIOS for WGN, Chi- cago, have just been completed in the Tribune Tower. They have been designed particularly for dramatic shows and the two CBS features originating at WGN—"Easy Acres" and "The Devil Bird." The studio equipment was supplied by Johnsman & Co., and the control panels were supplied and installed by Jenkins & Adair, Chicago.

**REPEATER stations for amplification of limited broadcast stations in the Amalgamated Broadcasting System, the proposed Ed Wynn network, have been designed, constructed and installed by the Frazier Amplification Company, with the engineering and construction by M. Segal, B. M. Webster and G. S. Smith.

**KWKH Time to WWL**

**REMOVAL from the air of KWKH, Shreveport, La., operated by W. K. Henderson, and award of the time on the 850 kc. clear channel to WWL, New Orleans, was recommended by the Radio Commission April 14 by Chief Examiner Yost. Simultaneously, Mr. Yost recom- mended that three other applications for new facilities be rejected.

In his report, Examiner Yost declared that although Henderson claimed that the various crusades and campaigns be conducted over the station were in the public service "it clearly appears that in each instance the campaign suited in substantial financial benefits either to W. K. Henderson personnel or to one or more corporations which he controlled." WWL is represented by Paul M. Segal, B. M. Webster and G. S. Smith.

**WASHINGTON, D.C.**

**APPLICATION for approval of station facilities in the new city of Davenport, Iowa, has been granted to the WCBB of Davenport Corp., by the F.C.C. The station, which will operate under the name of WCBB, will serve a small community.

**ANNOUNCING**, THE IDEAL MIXER CONTROL

**TYPE 653**

**VOLUME CONTROL**

Type 653-MA 50 w.

Type 653-MB 200 w.

Type 653-MC 500 w.

All sizes, same price: $2.125

THIS new General Volume Control is mechanically rugged and free from noise, even in low-induc- ance dynamic and ribbon-type microphone circuits. Nothing equals it in reliable performance. Note these features:

**FEATURES**

Large number of steps, no sliding contacts on wire

Linear attenuation up to 45 db

Complete cutoff

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**FOR THIS MIXER BULLETIN**

Ask us to send you Bulletin Ex-330B which describes many tested mixer circuits for prac-

**GENERAL RADIO COMPANY**

CAMBRIDGE, MASSACHUSETTS

April 15, 1933 - BROADCASTING
Survey Shows 24 Scholastic Stations
National Committee Reveals Radio Education Findings

The first comprehensive and constructive survey of the operation of radio in educational institutions has been conducted by the National Committee on Education by Radio, shows there were 24 such institutions licensed to operate their own broadcasting stations, with powers ranging from those of 100,000 watt stations, when the inquiry was completed.

Three of these, it is admitted, have leased their facilities to other interests (commercial), namely, WAPI, Alabama Polytechnic Institute; KUOA, University of Arkansas; and KOE, New Mexico State College. A fourth is not thus listed but is known to be leased commercially also, namely, WESC, Cornell. Another, WPSB, of Pennsylvania State College, has voluntarily been abandoned.

This work was accomplished by Dr. F. E. Tyler, prepared under the direction of a joint survey committee, the 150-page volume is factual in the main and carries an introductory address by Dr. William John Cooper, U. S. Commissioner of Education. It has been revised for release to include in the index from 631 administrators in 71 educational institutions, which is particularly significant in that the questions probe directly into the reasons why higher educational institutions do or do not broadcast and inquire into other attitudes of educators toward broadcasting.

To the question why their institutions are not now operating a radio station, 361 educators gave as follow answers:
- 304 (84 per cent): doubt as to educational value, (42 (1.16 per cent): feel that this is an opportunity for students to gain experience, (29 (0.8 per cent) willing to operate the station, (24 (0.66 per cent): not interested, (4 (0.11 per cent): no time.

These figures alone would appear to discount the conclusions reached by Mr. Tyler in a supplementary and highly opinionated brochure titled "Some Interpretations and Conclusions of the Land Grant Radio Survey", in which he expounds again the National Committee on Education by Radio's policy of derailing commercial operation of broadcasting stations and demanding that the federal government reserve frequencies for educational stations. "The present exercise of authority over state educational institutions by the Federal Radio Commission in the allocation of broadcasting facilities," Mr. Tyler states, "is an invasion of the rights of the states to control education.

Mr. Tyler insists on the right of any educational institution to use radio, calls it "the most economical plan to use facilities of commercial stations that serve states adequately, but concludes that when more time is wanted the institution should establish its own station.

"When one of these institutions has made all the necessary preparations to establish itself as a broadcasting station," he declares, "it should be mandatory upon the Federal Radio Commission to issue a license upon such frequency and hours of operation as may be necessary to enable the institution to render a reasonable service to its constituents." What should be done with the existing stations that would inevitably be superseded by such an influx of educator-stations, Mr. Tyler does not suggest.

Radio Free Speech
(Continued from page 14)

with the other. Instead, to use a phrase I have often used, I have thought of them as twin media, the one appealing to the eyes, the other to the ears; the one a visual art — the other, the spoken word.

"I do not take issue tonight with the great body of clean newspapers in the country. But those who operate the radio, it is very evident, is identical with mine; they are newspapers which use radio, and operate with the same expected publicity and in line with the progress and new ideas of public service which radio represents, that is the case of yellow journalism, which is familiar to every American citizen; and unjustified attacks, motivated by any personal reason or resentment, can only be termed yellow journalism. Radio, by presenting both sides, uncolored and unbiased, of any question, combats and defeats yellow journalism. It combats any influence or force, which would give the public only one side of a question.

Free Speech Medium

"Radio is the greatest advocate the world has today of freedom of speech. It has brought you the voice of the President, the voices of kings and queens of other lands; it has brought you the voices of great teachers and scientists, the voices of adventurers and explorers, of great leaders in every phase of man's development. It has brought into your homes discussions of every topic of public interest. Radio is the first to bring word of danger, the first to bring word of relief. It is a vital voice, in every home; not merely a means of music and entertainment and advertising, but much more than that.

"It is your direct wire into the hearts of your fellow man, the direct wire between any millions of United States citizens are kept closely in touch with each other, by which the United States is kept in closer touch with nations of the world. If there is any fair-minded medium in the world today, it is the American radio broadcasting — which offers equal opportunities to every one — which does not alarm with headlines or sensationalism, or stoop to flimsy and subtle editorial policy — but is as direct and truthful as one man talking directly to another. It must be kept in close touch with nations of the world, and the record of its own spoken word, ready to give an accounting to its public at any time!"

Canadian Reallocation
(Continued from page 12)

considered as consisting of continuous sales talk referring directly to the commodity or commodities handled by the advertiser, and which is not a statement of fact either by itself or in conjunction with a program given for entertainment purposes.

"The proportion of direct advertising permitted by the Commission shall not, under any circumstances, exceed 5 per cent of any program word.

"The total advertising content of any program period is to be kept within the 5 per cent special for the country, but not within the 5 per cent, and the Commission will consider as special cases, applications from stations or advertisers for approval to broadcast programs in which the combination of direct and indirect advertising may slightly exceed the figure, provided that the nature of the advertising is considered by the Commission to be acceptable to Canadian listeners.

Leeway for Networks

"The COMPLETE continuities for all such programs, including network publication, shall be individually submitted to the Commission for approval, and shall be individually approved by the Commission before the program is broadcast from any Canadian station.

"This interpretation gives a certain leeway to some of the network broadcasts which have been entering Canada through affiliated outlets in the Dominion. Both NBC and the CBC have made arrangements with the Commission for the further broadcasting of programs in their reciprocal arrangement, and a satisfactory arrangement has been reached regarding this matter. Further reciprocal agreement has also been made for sustaining chain broadcasts and Commission broadcasts, the way in which the signal of the station is being in the United States and the Dominion to be put on networks in both countries.

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DEPRESSION NOTES . . .

A Station Is Known By The Accounts It Keeps!

In the six months period between Sept. 1, 1932, and March 1, 1933, 80% of W-G-N's clients have either renewed or extended their contracts for broadcasts over The Chicago Tribune Station. This is the highest published renewal figure that has been called to our attention. Seasonal advertisers, of course, did not renew during this period.

A Station Is Known By The Programs It Nurtures To Chain Proportions!

Thirty broadcasts each week are produced by W-G-N for both the CBS and NBC networks,—and W-G-N is not a "key" station! W-G-N is not sold by either chain as an originating station—we produce only resident programs when demanded by the advertiser. Local success has prompted our clients to increase appropriations to expand to network broadcasts!

A Station Is Known By The Company It Keeps!

Despite the tendency of some advertising media to wink at standards and policies during times of business stress, W-G-N has faithfully kept the banner high. You need never be ashamed of your neighbors on W-G-N! Thousands of dollars in revenue have been refused by W-G-N—from accounts and products that are not W-G-N caliber. Also, W-G-N has never accepted a penny for political talks—even in a presidential and a depression year. It hurts the pocketbook—but it pays in the end, in our standing with the audience and with the chain and local advertisers who insist on W-G-N.

AN INDEPENDENTLY OWNED STATION AFFILIATED WITH C-B-S

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

April 15, 1933 • BROADCASTING
Transcription
Turntables
by RCA Victor

Announced Jan. 15
One Hundred in use
March 15

$100...no need to pay more...DANGEROUS to pay LESS!

Two months ago the RCA Victor Company announced a reproducing equipment designed particularly for broadcasting of transcriptions. That the world's leading recording and reproducing laboratories should produce the finest equipment of this kind yet developed was not unexpected. But the remarkably reasonable price—that was news. Naturally some broadcasters had to be convinced. Many of them ordered a single equipment to try. Not one came back—and most of them ordered one or more additional units. Now—over one hundred of these shipments in daily use attest their quality and reliability.

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