S ALES strategy today calls for selective selling. You must make every shot count. This you can do by concentrating on your best markets. Start by concentrating on Market Number 1—the New York Metropolitan area! Here you can secure maximum sales results from every dollar you invest.

WOR offers you effective coverage and complete acceptance for your radio advertising in the entire New York Metropolitan area without costly excess coverage—at an astonishingly low cost per potential listener. Investigate!

WASHINGTON, D. C.
MAY 1, 1933
$3.00 the Year
15c the Copy
Mr. Warwick S. Carpenter,  
Broadcasting Publications, Inc.,  
29 East De La Guerra,  
Santa Barbara, California.

Dear Mr. Carpenter:

As you know, we have used Broadcasting for advertising purposes to interest prospective sponsors of radio programs in our production of radio plays, and naturally other advertising agents and advertising managers see these advertisements and as they have asked us why we use this medium, I thought you might be interested in the reasons therefor.

The reason is quite simple. We tabulated the replies received giving reference to Broadcasting, and those received giving reference to another periodical that we used at the same time, and found that the number of replies received through the medium of Broadcasting was eight times that of the other periodical.

Can you wonder, therefore, that we are again using your periodical of April 1st for the purpose of acquainting prospective sponsors and advertising agents that our production "Growin' Up" is available for territory East of the Mississippi River.

Very truly yours,

EARNSHAW, YOUNG, INC.

R. E. Messer  
Production Manager
WSM Nashville has just one low rate. It applies to all, under all circumstances. There is no "local" rate. There are no secret rebates or discounts or concessions of any kind. WSM's coverage, popularity and actual results for advertising make it the biggest buy in radio today. So it is shrewd to buy WSM, Nashville, but you don't have to be shrewd to buy it.
"STEAMBOAT BILL" finds

WCCO

The Best "PORT OF ENTRY" to the Great Northwest

Three times a week this beloved radio character steams into countless thousands of homes throughout the Northwest with his good ship—

MALT-O-MEAL

—bringing happiness and health to boys and girls.

Campbell Cereal Company, Northfield, Minnesota, provides the "cargo" in the form of Malt-O-Meal—"The delicious breakfast cereal with the toasted caramel flavor."

Rogers & Smith Advertising Agency, Chicago, pioneers and leaders in Broadcast Advertising, supplies the "pilot" and "power" in a program that has been unusually successful.

WCCO, Minneapolis-St. Paul, offers the "best port of entry" to the homes of this great territory.

It's a winning combination

NORTHWESTERN BROADCASTING Inc., Minneapolis, Minn.
RADIO SALES, INC., 485 Madison Ave., New York; 410 N. Michigan Ave., Chicago
A.P. and A.N.P.A. Declare War on Radio Wire Service Curtails Local News Broadcasts, Bans Nets; Publishers Recommend Charge for Program Listings

AN OPEN BREAK between broadcasting and the press, with newspaper publishers in general casting aside entirely the proved fact that they can use radio cooperatively to their own promotional ends and gain profit by it, appears today in the design of the radio resolutions adopted by the Associated Press April 24 and the American Newspaper Publishers Association April 20 at their annual meetings in New York.

The A.P. resolution, which is mandatory upon more than 1,000 member newspapers whether or not they own, are corporately interested in or are otherwise affiliated with radio stations designed to curtail the use of A.P. news and local news of its member papers for broadcasting purposes. It bans entirely the furnishing of news, even the briefest bulletins, to the networks.

The A.N.P.A. resolution, which is recommendatory, declares that radio program listings in newspapers are advertising and should be paid for as such. It is fair to assume that publishers will continue handling the matter as they see fit, for the resolution is not mandatory and the situation varies in various cities.

Other Services May Follow

THAT the United Press will follow the action of the A.P. seems a foregone conclusion in view of a previous written avowal of that intention by Karl Bickel, U.P. president. Whether the International News Service, Hearst press association, will follow suit was questioned in many quarters, but earlier indications were that it would, despite Mr. Hearst’s well known friendship toward radio and despite the local news tieups practically all of his newspapers have with radio stations.

As Broadcasting went to press, it was learned that local restrictions on radio use of U.P. news had been ordered, but their nature was not made known at the time.

U.P., along with A.P. and I.N.S., has not furnished news to the networks since the November elections, though they continued to permit local broadcasts.

The A.P. resolution, published in full text on this page, despite barring chain broadcasts of its news entirely, limits local broadcasts to “brief bulletins covering events of major local, national or international importance.” It provides that when such local news broadcasting is done, whether by a member owning, operating or simply using one, assessments shall be levied pro-rata on those newspapers in order to bring down the assessments on non-broadcasting newspapers. News broadcasts are in no way to be connected with commercial programs.

The resolution, introduced by James G. Stahman, publisher of the Nashville Banner and president of the Southern Newspaper Publishers Association, authorized the A.P. board of directors to draw up regulations covering its provisions. The regulations limit bulletins to 30 words, excepting sports events, but say nothing about assessments. The board’s regulation resolution follows in full text:

Recognizing that any action at this time might be tentative, the board prescribes the following regulations:

Resolved, That Associated Press news of major local, national or international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than thirty words each, and one bulletin only on any one subject. Sports events need not be subjected to the thirty-word or one-subject limitations. Such bulletins shall be broadcast only within the hours of publication of the member, with full credit to the Associated Press and the member newspaper broadcasting. (Morning paper hours are from 4 p.m. to 3:30 a.m.) Such broadcast of bulletins shall not in any way be connected with commercial programs; that E. O. S. material, which is not subject to limited hours of production, is excepted, but such matters shall be subject to the thirty-word limitation. And be it further.

Resolved, That all resolutions hereinafter adopted by the board concerning broadcasting inconsistent with this resolution be rescinded.

That concerning the recommendation of the membership that added assessments be imposed upon members broadcasting this question, involving many complications, is deferred for further consideration.

In pursuance of its policy to protect the news reports of The Associated Press, the board seeks in the Federal court to prevent the unauthorized use by radio of such news reports will be vigorously prosecuted.

Networks Aren’t Worried

NETWORK executives declared they were not particularly concerned about the finally expressed attitude of the A.P., inasmuch as they had not been getting A.P. news bulletins since the 1932 elections anyway. They indicated they would continue broadcasting spot events as heretofore, using their own Morse and tele-type systems for relaying news flashes gathered by the newspapermen who are preponderant on their payroll.

The networks are not as interested in news bulletins as they are in spot coverage, such as they recently demonstrated during the inauguration, the banking crisis, the California earthquake and the Akron disaster. It is to be expected that they will continue such broadcasts with renewed vigor in the face of the open opposition of the Associated Press.

The Associated Press, which has regularly been carried over the networks from Washington ever since President Roosevelt took office, knows it is unlikely to be given any space on the Federal court.”
SUGGESTIONS for revision of the Food and Drugs Act, to make it unlawful to advertise such products the selling of which is prohibited by the Act, were offered to the Department of Agriculture by representatives of the A.P. Broadcasting Bureau. The associations of broadcasters, publishers and advertisers at conferences held April 21, 28 and 29. The sessions were called by Assistant Secretary of Agriculture R. G. Tugwell, and were held behind closed doors. Inasmuch as those sessions have been closed the last few weeks, when it has been known that a revision of the act was under consideration, suggestions have been pouring into the department.

"Our discussions in the department," Mr. Ochs believed, "have covered practically every phase of remedial action to improve an act which is generally admitted to be out of date. We have been able to submit to various groups directly or indirectly interested will, we expect, expedite the production of a draft revision, if such a draft is that will, at the same time, accomplish the degree of consumer protection we want."

Radio Represented

AMONG those who attended the discussions were Philip G. Louches, NAB managing director, and officers of the A.A.A.A., A.P.A. and A.N.P.A.

Proposed legislation whereby a product would be product would be declared misbranded if falsely advertised so as to deceive or mislead the consumer. The A.P.A. and A.A.A.A. have adopted the following principle by the Advertising Review Committee created by the A.A.P. and the A.A.A.A. at a meeting in Washington last week.

The committee said it was in full sympathy, in principle, with the proposed legislation with the understanding:

"That such amendment be drawn along simple and broad lines, permitting of a flexible interpretation; that the present liability for misadvertising is limited only to the vendor or advertising agency involved (to avoid shifting partial responsibility to advertisers who are not always in full possession of the facts)."

It also urged that any form of government approval of advertisements be required in advance of being published (to prevent any burden upon the timely publication of advertisements)."

"That violation of the amendment governing advertising shall not incur the penalty set forth in the proposed revision of the amendment."

"That a constructive administration of the statute be provided (which will not discourage offenders without hampering or obstructing legitimate advertising) and as an eligibility criterion for the publication of advertising appeal to the public."
Life Insurance Program Keeps Public Fit

By CAR YOUNG

7,000 Join “World’s Largest Gym” Class Each Month; Commercialism Barred on 8-Year-Old Feature

“Lord, Our God, Be Thou Our Guide, That No Foot Shall Slide.”

PROBABLY the foremost example of institutional service via radio, which obviously creates extensive good will for the sponsor’s thousands of insurance agents, is the Tower Health League Exercises broadcast weekday mornings on an NBC-WEAF network under the direction of Arthur Bagley, “the dean of continuous daily broadcasters.” The program is entering its ninth year with a record of 2,500 broadcasts covering 3,500 hours, receipt of 1,223,500 letters and the mailing of more than 2,000,000 pieces of health and welfare literature.

Broadcasting each weekday morning. Since the initial program in March, 1925, more than 2,500 of these broadcasts have carried, in excess of 3,500 hours. Seven stations of the NBC-WEAF network have been added. They are: WACE, WEEL, WGY, WBEN, CKGW, WFI and WRC. There are four “gym classes” at 6:45 a.m., 7 a.m., 7:20 a.m., and 7:45 a.m. EST.

The late Robert Lynn Cox, vice president of Metropolitan, conceived the idea of using radio and organized a broadcasting bureau which operates an up-to-date broadcasting studio. He envisioned the program as accomplishing a three-fold job:

1. Serving others, based on the altruistic ideal of improving the health of the nation. Indirectly, of course, such missionary work is in the interest of the owners of Metropolitan’s 42,000,000 policies.

2. Disseminating health information of a preventive sort in addition to regular exercise.

3. Making familiar the name of the Metropolitan Life Insurance Company without commercializing the program in any other way.

Letters Not Capitalized

IF THE Metropolitan wished, there is no reason why it could not capitalize on the increasing nationwide interest in radio programs and use the thousands of names obtained weekly as “prospects” for life insurance policies. But that

has never been the aim of the Metropolitan Insurance Company in sponsoring the Tower Health League Exercises. The Metropolitan has leaned backwards in its efforts to keep commercialism out of the programs. In fact, the point is emphasized that “you should never hesitate to send in for a Tower Health League Card. There will be no solicitation.” Listeners apparently believe in this fact in view of the knowledge of Metropolitan executives, no letter among the 1,218,981 received in over eight years has ever been used to get new business.

Of course, examples of individual initiative of Metropolitan solicitors will be found. Some representatives, upon seeing a home with an aerial on the roof, will call and leave a copy of the Metropolitan Cook Book or the Budget Book. The Metropolitan does not even recommend this type of approach. Its executive feels, in brief, that the Tower Health League Exercises are separate and distinctly apart from selling life insurance coverage.

Bagley a Veteran

ARTHUR BAGLEY, described as the “dean of all continuous broadcasters”, entered his ninth year of service on April 1, 1933, and has participated in one of the programs with the exception of brief vacation periods. Mr. Bagley’s total time on the air represents approximately four months of uninterrupted broadcasting—24 hours a day! For the first two years he conducted exercises for two hours each morning and in the last six years he has held the air from an hour and a quarter each day. William Mahoney, who plays the piano, has been with him for the last seven years. It is Bill Mahoney’s music that keeps arms and legs waving in proper cadence.

Mr. Bagley’s personality behind the microphone “gets over.” He is an experienced physical director and knows how to conduct the “World’s Largest Gym Class.” He was a physical director for 25 years and prior to that time was a newspaper reporter. He feels that this valuable background has helped him little in planning his daily programs. He radiates an “indelible something” that is a result of both his personal philosophy and his business outlook.

Romance of Radio

“THERE’S a lot of romance in this job,” he said. “Broadcasting has shown me that personal contacts are not always necessary to full living. The contacts I have made through letter-writing have been the source of immense pleasure and stimulation to me. Make no mistake about radio—it’s not cold and lifeless. It daily brings me letters and post cards from people who dig deep into their personal affairs and tell me things about themselves that they would never reveal in an interview. I sometimes feel that I am touching America’s pulse and
reaching, incidentally, into the homes of a enormous cross-section of the country.

"The physical side of broadcasting is not only useful but also feel that I help people to become mentally stimulated. I like to believe that I can help to distract listeners' minds and keep them away from everyday troubles. If a person can laugh before 10 o'clock in the morning, the world is better.

Although Arthur Bagley's broadcasts sound exasperating, such is not entirely the case. He developed the idea of the Tower Travelers, the preparation to the presentation of the 75-minute program. This does not include the time devoted to answering his large mail.

Jig-Saw Continuity

LOOKING at one of the Metropolitan continuities, you would be struck with its similarity to a jig-saw puzzle. Only Mr. Bagley can know what the many signs, symbols and marks mean. Pages one and four bear printed sections to correspond with the population areas covered by the eight NBC stations. Both are marked with letters directly applicable to listeners in those areas, short or two sentence answers to questions which Bagley expects that listeners write in about. There are marginal notes that are spark-like, and complete sentences. A few examples: "Aristocrats of health..." the drill making better health fashionable..." the daily mail of the day and long life..." pep-day class, lively, alert... roses in your cheeks, twinkling eyes, happy folks..." etc.

Especially popular with Tower Health Leaguers are the daily bike rides from coast to coast. In a comparatively few minutes a continuity covers the intervening territory between various offices. These "road maps" are so accurate and true that Mr. Bagley receives any number of congratulatory messages from the risen confidence, mayors and leading citizens thanking him for calling attention to the healthiest interesting points of their localities.

Mr. Bagley's short closing announcements are good examples of telegraph idiom. His few samples will illustrate the point: "We hope you feel better fitted for the day's tasks. The Metropolitan bespeaks for you a profitable weekend. We will look for you Monday morning, and there you are, happy people"." Happy, healthy Tower Health Leaguers, your Pep-Day Drill seems to have given a real lift to office morale. This week may the weekend bring you to your physical, mental and spiritual blessing. See you Monday".

Mail Response

THE METROPOLITAN believes that when it has valuable welfare literature to send to interested Tower Health League Executives, a space of 100 square inches of the pamphlet is not sufficient. The script is written to "sell" effectively during the daytime and has been mentioned on the daily program so that the listener receives a very complete picture of just what he can do with his money. A reader may decide to send in the form when writing in for a copy. More than 50 per cent of the letters received have as their subject common human ills: colds, overweight and underweight; 20 per cent concern diet: 20 per cent are about children and about 10 per cent can be classified only as miscellaneous. The most common is the physical director's daily mail that it is necessary to employ a staff of eight to handle it. Every day that is occasionally interesting and three have been as many as twenty persons working on the mail at one time. It does not limit the amount of the year. More people take advantage of the Tower Health League Executives in the winter time. The mail averages 500 letters on each working day. As high as 1500 have been received on some days.

The number of letters received from April, 1925, through April 12, 1933, totalled 1,201,490. The total of Health Charts mailed during the same period was 996,593; welfare literature mailed out totaled 285,897.

The significant fact in connection with these figures is the number of Health Charts mailed. This figure of 7,029 for this typical month very probably represents new listeners. How many radio programs on the air know that after eight solid years of 75 concerts all have been broadcasting each day, six days a week, 7,000 are joining its audience every month? It is proof of the popularity of Metropolitan's setting-up exercises. Conversely, such sustained popularity proves that the company is meeting a need and that Arthur Bagley is filling a need in American lives.

"Are these letters? In the first place, we know that they are not just typical "fan" notes with which the majority of radio executives are familiar. Great variety is carried throughout a majority of the letters. Practically all have some comment for Mr. Bagley and the job he is doing for Metropolitan Life. Housewives by the thousands say they have lost a pound or two by dieting down the waistline. Letters reach Metropolitan from all walks of life.

"CAN RADIO SELL INSURANCE?"

Yes, Indirectly, Replies Executive, Showing How WTIC Backs Up Agents Throughout the Country

By DANIEL A. READ

Secretary, Travelers Insurance Co.

"WHAT has Station WTIC done for The Travelers Insurance Company?" says an insurance agent. "Is it worth the money we have put into it?"

These questions you probably would have asked your insurance company a few years ago were you an insurance official of The Travelers. And I, constantly in touch with our many branch offices throughout the United States and Canada, would have told you, and with enthusiasm, of the great feeling of good will and confidence which WTIC's voice inspired in thousands of Travelers agents located hundreds of miles away from the home office.

Yes, you would have asked me questions such as these rather critically a while ago; but today, like myself, you hold the tremendous advantage an insurance company holds over competitive institutions when it operates a high-powered station of its own, especially if that insurance company spreads its business tentacles over a vast area.

WTIC's Purpose

"HAS RADIO sold any insurance?" Rather, the question should be, "Has it sold any policies directly?"

I do not know, and, frankly, I do not care. Fundamentally, an insurance policy involves a high degree of personal salesmanship and this in itself precludes any substantial selling of insurance a la mail order. Long ago, the Tower Health League, the company which WTIC must stand as a symbol of public service—unflattering as the beacon which shines nightly without fail from the Travelers Tower.

We do not believe in making WTIC a vocal battering ram for high pressure sales talks on insurance. I like to think of an insurance company as a family doctor—the old-fashioned, practical, high-minded physician whose chief concern was the welfare of his patients and who gave not only of his knowledge and science but of his heart.

Every person who may read this article I am sure will agree with me that we have a duty to have our policies with an insurance company that is strong, safe and secure—a true pillar of stability. And it is your duty to protect your insurance in the company that issued it.

Paves Way for Agents

WE of The Travelers feel that WTIC helps make the name well known. The following announcement brougha:

"Station WTIC, Hartford, Connecticut, The Travelers Insurance Company. On a number of occasions when touring I have given my address as Hartford. "Oh, WTIC was the comment. And when I have mentioned that I was connected with the company operating WTIC, a feeling of friendly confidence membrane.

In other words, the good will which has been built up in people's minds by listening to WTIC was incorporated into that mystique of the Travelers organization. And especially has it benefited Travelers agents when interviewing prospective buyers of insurance. It has helped "break the ice" during those first few moments of an interview, upon which success or failure so often depends.

Again, radio may not be as ideally suited to the sale of insurance as the more conventional mediums of advertising, phone book ads, newspapers, radio, etc. However, the series features a dramatization of the Count of Monte Cristo produced by Mr. Young, Los Angeles. If successful, it will be placed nationally.

Heart Series to SHB

SCOTT HOWE BOWEN, Inc. has taken over for the Heart series newspapers the production of the series dramaticizing features selected from the American Weekly. Largely an exchange proposition between the Heart series newspapers and stations, the program will be placed once a week during the summer and two weeks during the fall. About 130 stations will be used, with the production in charge of Edward Edyon, recently named SHB production manager.

23 Get Oil Account

BARNSDALL REFINERIES, Inc., Tulsa, Okla. (B Square Oil Products) is using transcriptions titled "Bagley's Gasoline" over a number of Western stations. Placed through Scott Howe Bowen, Inc., the programs were produced by Betty Van Deerinck in the studio of Byers Recording Laboratory, New York. They feature Lou Katzman's orchestra, and a voice cast of flowers, Wiggins and the Rondeliers quartet.

Petry Adds Two

ADDITION of WOAI, San Antonio, and KYVO, Tulsa, is announced by Edward Petry & Co., Tulsa, the agency having brought to 20 the total number of stations represented by the company.

Networks Report Gains For March Time Sales

MARCH revenues from time sales by NBC and CBS showed a substantial increase over preceding months of this year, reaching the aggregate of $3,633,862 as compared to $3,864,738 in February and $3,204,082 in January. But the figure is still very much under the March, 1932, total of $4,303,833, according to National Advertising Records.

NBC's income from March time sales of $1,997,468, which compares with $2,864,738 in March, 1932. CBS the same month had a revenue of $1,006,658, which compares with $1,436,050 in March, 1932.

Practically all classifications of advertisers showed reduced duties from March, 1932, but the lubricants and petroleum products class increased more than twofold from February to March totals. The two networks, while radio, phonographs and musical instruments increased from $75,877 to $147,242.

Forhan's Uses Spot

ZONITE Products Corp., New York (Ford toothpaste) returned to the Decubitus for a three-year lapse for a test campaign over WOR, WBBM and KNX, in a co-production placed by McCann-Erickson through Scott Howe Bowen, Inc. Five episodes will be given each week after 7:30 p.m. DST. To run for 13 weeks, the series features a dramatization of the Count of Monte Cristo produced by Mr. Young, Los Angeles. If successful, it will be placed nationally.
'Buck Rogers' Stirs Imagination, Sells
Design For Children, Serial Has Many Adult Patrons; 
Huge Response Leads to Doubling of Outlets

By Earl J. Freeman
V. P. in Charge of Advertising
The Kellogg Company
Battle Creek, Mich.

"BUCK ROGERS in the Twenty-

fifth Century", the radio feature sponsored by the Kellogg Company, is an unusual program for a number of reasons. It was the first program of its kind, while designed primarily for children, its stirring episodes and appeal to the imagination have attracted a host of adult followers. In the second place, while filled with thrilling adventures and hair-

bread excitement, it is free from features which have brought down upon many adventure programs the criticism of mothers and teachers.

The story concerns a young man, Buck Rogers, a famous pilot, 20 years old when the World War ended. Engaged in surveying the lower levels of an abandoned mine near the battle lines of France, Buck is trapped by a cave-in and overcome by a curious and unidentified gas. When he awakens, he finds himself, rocket ships, internal corridors of an aircraft, one of the U.S. merchant ships, a large crowd in the mine. Before the crowd he is discovered to have escaped from the strata once more and lands in the mine itself, now controlled and operated. The ship, in its original state, was not guarded and Buck, a child of the future, is led away, to the delight of the crowd. Buck is not yet aware of the great adventure that lies ahead, nor was he prepared for the thrill of it all. He is a child of the future, a child of the twenty-first century.

Sound Effect Problems

IN THIS WORLD, to which Buck at first finds it difficult to adjust himself, rocket ships zoom between the earth and the planets at incredible speeds. Jumping belts enable their wearers to cover distances of 90 feet with a single stride. Space vehicles designed for landeron earth and other vehicles largely unnecessary except for great speed or covering great distances. When Buck first lands on earth, he is accompanied by one huge building spreading for miles; with mazes of thoroughfares, and a large crowd of spectators.

One of the chief problems which Buck is responsible for is the production of the program had to solve was that of creating the sound effects of the world of the twenty-first century. Much the same problem would have been faced by anyone in the twenty-first century who tried to foresee, and picture by sound alone, our roaring subways, the building of one of our giant skyscrapers, or the passing overhead of a huge dirigible. It was necessary first to determine what sounds would best reproduce the picture of machines that existed only in the imagination. It then remained to discover how to create the sounds.

Experiments Half Year

THE EXPERIMENTAL work lasted six months. At the end of this period, a number of the most usual sound machines had been developed. Some of them involved ingenious adaptations of devices which had never dreamed they would be put to such a use. Others were specially built, are highly complicated, and are electrically controlled and operated. The turn of a dial produces the sound of the landing of a great rocket ship or the muffled roar of traffic in a twenty-fifth century city.

The grip that "Buck Rogers in the Twenty-fifth Century" has gained in the radio world is illustrated by the fact that a large crowd gathered at a Brooklyn department store to see the show held there. After a short talk by Buck and the others it was announced that Buck would sign photographs of the cast and give them away at a nearby display booth. Then a near-

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Tremendous Response

"BUCK ROGERS in the Twenty-

fifth Century" has been carefully planned with its influence upon young people in mind. While it is as exciting as any "thriller" program, it aims at building character by presenting a constant example of courage, loyalty and self-reliance. How successfully this aim has been achieved is shown by the fact that it is one of two widely popular programs appealing primarily to children, which received the approval of both parents and teachers in the Scarsdale survey.

Other evidence of the reception accorded the "Buck Rogers" program is afforded by the thousands of requests for copies of a booklet bearing the same title as the program and describing the background of Buck's amazing adventures in the world of the future. The program is broadcast every Sunday except Saturday and Sunday at 7:15 p.m. EST, over ten stations on CBS.

Since early in February, the broadcast has been heard during each broadcast, in return for a Kellogg package top sent in to the Kellogg Company - thus providing a direct tie-in between the program and the grocer's sales.

Kasper-Gordon Studios
To Serve New England

FURNISHING audition facilities to agencies and advertisers, the Kasper-Gordon studios at New England has opened its doors to advertisers who wish to develop radio programs for the New England territory. Facilities also include equipment for the making of electrical transcriptions, according to an announcement by Aaron S. Bloom, commercial director, formerly president of the Advertising Guild of Boston. Arrangements have also been made to run lines to Boston studio facilities.

Among programs already offered are "Grunle & Grunt, the Great Two Tires" (Blunder Valley); "The Battleship Blunderland", an adventure serial; "Adventures in Vitamin Valley", children's program; "Snoop & Snoopy, the Ballyhoo-gans of the Air"; mystery satire; "Alida in Blunderland"; comedy; a dramatization of Dumas' "Three Musquests", and a dramatization of the "Arabian Nights".

Associated with the Kasper-Gordon studios are Edwin H. Kasper, Edwin L. Kasper, Eugene L. Gordon, radio and concert singer; John Philbrick, Broadway comedian, and Mr. Bloom, collaborator with Mr. Kasper in building radio programs.

NBC Still to Sponsor
Damroesh Music Hour

ON ACCOUNT of the "more optimistic outlook for business", it will not be necessary for NBC to look to public-service foundations and public-spirited persons in order to find funds for its program. As a result, NBC has adopted a policy of selling its program at no cost to the Music Appreciation Hour during 1933 and 1934. This policy has enabled the station to serve the public at no cost, and to make the program available to the public.

WJJD Moves Studies

THE NEWLY formed Public Service Broadcasting Inc., which has taken over the operation of station WJJD, Chicago, former Local Order of Moose station, has moved its studio from the Wm. W. Kellogg House and has taken an entire floor of the 20 North Wells Building.

Since the move, WJJD has expanded its operations from one hour a week to seven hours a week. WJJD, Gary, Ind., heads the company.

May 1, 1933 - Broadcasting
Commission Alters Functions, Examiners Slated For Release

Democrats Complete Control; Brown Named Acting Chief Counsel

ALTHOUGH still in the dark as to the timing of the Com- mission’s plans concerning radio regulars. R. A. Brown, the Radi- o Commission has reorganized its executive as- signment. H. V. White, appointed acting gen- eral counsel, to the chairman, to carry on in the office of assistant general counsel. H. V. White, appointed acting gen- eral counsel, to the chairman, to reorganize the commission.

Mr. Brown as chairman, on April 25 the Commission elected H. Brown, Republican second zone commissioner, to the vice-chairman. R. B. Porter, Iowa Dem- ocrat, was appointed acting general counsel, with the understanding that the post of general counsel will not be filled at present.

While official announcement was made, it was understood April 29 that the Democratic majority had released all three of its examiners and that it planned to have the Press Section, headed by G. Franklin Wisner, veteran newspaperman, to take effect May 30.

The examiners:

Chief Examiner Ellis A. Yost, Elmer E. Pett and Rosel H. Hyde—All are Repub- licans. Although the commission claims these deletions were made neces- sary by the cut in appropriations, it was apparent that the real desire is to create openings for patronage reasons.

It is not certain that all these changes will become effective at all, since efforts are being made to save the jobs in each instance.

It has been indicated that Mr. Hyde might be transferred to a clerkship, rather than released out- right.

Ralph L. Walker and George H. Hill, both attorneys in the legal division, are slated to become examiners.

In revising assignments of ex- ecutive duties to individual commissi- oners, the Commission placed Jacob H. Masclitz, who is now a member of the Democratic fourth zone member in charge of the legal division. Chair- man White, who formerly held that assignment, assumes the duty of administrative matters. Vice Chair- man Brown continues in charge of the field force, and Commission Starbuck retains supervi- sion over the engineering divi- sion.

Commission Starbuck re- mains supervisor of the press ser- vice and has the additional supervi- sion of the examiners’ division.

Saving on Legal Aides

MR. PORTER, who has been an assistant general counsel since November '31, replaces Ben S. Fisher, Oregon Republican, as assistant general counsel. Mr. Fisher has held the assignment since Duke M.

Mr. Porter

Patrick resigned the general coun- selship March 1. Mr. Fisher re- verts to his regular status of as- sistant counsel.

In line with the administration’s economy program, the Commission has made an executive appointment for the time being. The post pays $10,000 a year, whereas an assistant general counsel, holding it in the past, was paid $15,000 a year, although all government salaries now are reduced 15 per cent.

The Commission shortly is ex- pected to announce a number of staff cuts made necessary by the $10,000 slash in appropriations ordered by the Budget Bureau. While major economies will be ef- fected among the field force, it is now planned to abolish the press service and to release certain ex- aminers stationed in Washington. How many employees will be re- leased has not yet been decided.

No Word on Transfer

MEANWHILE, no further word has been forthcoming either from the head of the Commerce Department regarding reports that the Commission would be abolished and its functions transferred to the Commerce Department as part of a proposed transportation bureau. A reorganization plan to abolish the Commission and sub- velt by Secretary of Commerce Roper on April 11. It was learned definitely, however, that the Roper plan was brought up in the Cabinet on Friday about nearly a score of convictions, including seven broadcasting cases, and 12 short wave cases having to do with the Diamond Co.

It was understood that protests against any change in the present form of regulating radio have been made at the White House and the time Secretary Roper submitted his plan, it was said President Roosevelt might see it fit to put it in effect by an executive order.

"PAINLESS ADVERTISING" TESTED

WOR Program Maestro Proves Subtle Appeal Value

In Experiments On Sustaining Program

IN COOPERATION with WOR, Newark, Raoul Marlo, former mo- tion picture director and until recently an executive program direc- tor of that station, has just con- cluded a two-week experiment in what he terms "painless advertising." These tests, which have proved remarkably suc- cessful, were made in connection with the dramatic series "Isles of Romance," which Marlo and an ex- perienced group of players have been broadcasting from WOR on Sunday and Tuesday evenings.

Although a sustaining program, a deliberate effort was made to avoid the more response from the listening audience, precisely as a sponsor would desire. But in each instance, the pseudo-commercial announce- ments were confined to just a few seconds at the close of the entertain- ment.

Type of Program

AT THE opening of each episode Marlo was introduced as a sea- soned traveller who had visited picturesque and interesting spots throughout the world. Then, after his brief narration of some un- usual incident of one of his visits to a tropical island, the program would open with an intrac- tion of a thrilling story against that island's background. Each of the pseudo-commercial announce- ments was expertly crafted with appropriate musical accom- paniment, and although there was no actual voice, the suggestion that the listener visit the locale of the program, that desire was cleverly created by music. At the conclusion of the program, the listener was offered to send without cost a book- let containing the series' episodes written in story form.

Responses to this offer exceeded all expectations. Many of the re- plies were written on bank and business letterheads and on mono- graphed cards. One subscriber, a number praised theugged the letterhead, "I have employed in written with Ed Wynn that the public is heartily sick of long-winded radio adver- tisements and that the successful program of the future must con- sole its commercials to not more than thirty seconds. Of course the strictly indirect appeal we have employed in 'Isles of Romance' would not serve in every case—for instance that of a soap manufac- turer where the mention of a trade-mark name is essential. But to stimulate a desire to travel, let us say, our method would be ideal.

"It seems to me that our broadcast- ing of 'Isles of Romance' serves to demonstrate the fact that the shorter the commercial appeal and the stronger the indirect appeal the greater will be the advertiser's return.

A former stage, screen and radio actor, Marlo has a score of broadcast hits to his credit, includ- ing "The First Year," "The Fairly Club," "Inside Stuff" and similar successes. At present Marlo is cruising in the West Indies with a radio cast consisting of re- actors, actors and actresses as his guests. The purpose of the cruise, he says, is to test the accuracy and color for the backgrounds of future episodes of 'Isles of Romance,' which he pro- poses to produce as serials while aboard the yacht and to broadcast upon his return.

Commission Investigates 60 Unlicensed Stations Prior to Court Action

ABOUT 60 unlicensed broadcast- ing stations, of which one half are in Texas and many in Pennsyl- vania, have been reported to the Radio Commission and are being investigated by the Commission's field force in collaboration with the Department of Justice, according to official information made available here.

Assistant Attorney General and general counsel, has been in charge of criminal prosecutions for the past few months, has brought to trial before a grand jury, 17 of the stations, 12 of which are broadcasting stations, including seven broadcasting cases, and 12 short wave cases having to do with the Diamond Co.

With the policy established of prosecuting all cases to the limit, the Commission is cooperating with the Roosevelt Administration in the particular districts involved. Convictions have been obtained on the legal ground that all radio transmission is interstate com- merce, subject to the Commission's jurisdiction, and that even the smallest station causes interfer- ence to receiving sets outside the state, thus violating the radio act. The sentences range from two to five years in prison.

The Commission plans at once to begin prosecutions in Texas. The 17 stations, out of more than 200 broadcasting stations are being ex- amined by the inspectors in the field, and as soon as sufficient evi- dence is secured cases will be turned over to the Department of Justice for prosecution. Commis- sioner Yost said the cases were the result of information received from the public and the courts.

Beauty Account

CRYSTAL Corp., New York (Out- side Broadcasts), announced yesterday the week of April 30 in initiates a radio campaign in the Chicago and Philadelphia territories that will be expanded to other loca- tions through the summer. Pro- gram is "The Outdoor Girl Musi- cal Gazette, an adaptation of the technique of newspaper headlines to topical songs, with dialogue and music by Frank Novak, Eileen Doughill, Leila Vaughn, Ray Clark and Hugh Conard, the latter as announcer. Production for World Broadcasting System was by Betty Van Deventer. United Advertising Agency, New York, handles ac-

WCGU Now WARD

CALL letters of WCGU, Brooklyn, N. Y., have been chan- ged to WARD, presumably to represent the Brooklyn series. WCGU is un- licensed. The station is now con- trolled by Rabbi Aaron Kronen- burg of Brooklyn, and operates in the metropolitan area, and Mor- ris Meyers, New York attorney. It is not, however, operating now, C. O. Unger, for- mer owner, is no longer connected with it in any capacity.
GermanRevolutionandBroadcasting*

Hitler Regime Commandeered System Prior to Election; Now Uses It As National Propaganda Medium

ONCE BEFORE wireless listeners were enabled to "witness" a national revolution in the 1930 Spanish revolution the microphone played no small part in enlightening the population on current events. But the organizers of the German revolution of March, 1933, knew how to put broadcasting completely at the service of their aim. Every day the Government "commandeered" time for several special transmissions. Each member of the National Government addressed the people through the microphone on several occasions, and not only the relayed by all German stations and, in many instances, by the Austrian stations as well, but the Government spokesmen were also heard by wireless listeners. This was followed by a commentary on an enormous torchlight procession in which all patriotic organisations participated, and the day's celebrations were brought to a close with the relay from the State Opera of the Third Act of The Mastersingers, in the presence of a distinguished audience, including the whole Cabinet and the Diplomatic Corps. The first "working" session of the Reichstag on the following day was also relayed by all stations. Chancellor Hitler's declaration of policy was recorded and rebroadcast several times by all stations. In short, never before, since the incipient broadcasting, has the whole German nation been able to follow the activities of the Government to that extent.

**Jazz is Barred**

IT IS perhaps quite natural that the National Revolution should have influenced the whole broadcasting system, including the programme policy. Thus, jazz, plays and concerts are devoted entirely to national events and to past Prussian history. The playing of jazz music has been prohibited. The Berlin Programme Director has declared that this "nigger" music should no longer be heard over the wireless. Many military bands, playing old military marches, and plays around Frederick the Great and the 1813 war of liberation, form an important part of the programmes. Jewish conductors of the national orchestras have disappeared; Jewish conductors and composers are no longer considered.

The revolution in Germany had another consequence so far as broadcasting is concerned. The most prominent men in German broadcasting are now in key positions. Herr Schaffer, a Jew, and the former Chief Engineer of the R.R.G., was also sent on leave; he was replaced a few days later. In addition, many orchestral conductors, musicians, and subordinate officials have been dismissed, and it is generally believed that further dismissals are yet to follow.

One other fundamental change: hitherto broadcasting came under the jurisdiction of the Post Office so far as the technical and financial side was concerned, and all matters of programme routine, policy, and personnel were dealt with by the Ministry of the Interior. By a new decree the whole of broadcasting is now dealt with by the newly-formed Ministry for the Enlightenment of the People and Propaganda. Dr. Goebbels, the former propaganda chief of the National-Socialist party, has been appointed to the new Ministry. In an interview with press representatives the new Minister claimed that he would do his utmost to infuse the national culture spirit into broadcasting, and to eliminate from it all those who did not work with that end in view. He also stated that one thing could not be said of the National Socialists, that they were tedious. Broadcasting, too, should be made free from tediousness.

The position of German broadcasting is as yet not quite settled; the next few weeks, no doubt, will bring further important decisions.

In order to facilitate the reorganisation of the Reichs-Rundfunk-Gesellschaft the Managing Director of the company, Dr. Kurt Magnus, has tendered his resignation, which has been accepted by the Broadcasting Commissioner Dr. Kruekenberg, and which has taken effect at once. Dr. Magnus, after winding up his affairs at the Funkhaus, will retire into private life; his knowledge and experience as a lawyer, however, will still be available to German broadcasting. The Joint Managing Director of the R.R.G., Ministerialrat Giesecke, will also resign from his position. However, he has offered his available assistance in matters affecting international broadcasting to be available.

Herr Giesecke will be replaced as Special Commissioner in the R.R.G., the management will now be taken over by Broadcasting Commissioner Dr. Kruekenberg and Ministerialrat Leberke. The latter has been a departmental chief in the R.R.G.

Dr. Magnus was co-founder of the first German broadcasting company, the Berlin Funkstunde, and acted as its chief in 1922. He was the first man to see the urgent need for co-operation among the individual broadcasting companies and he loosely grouped them by forming the Reichsfunkverband. In November, 1922, as Organisations advantages of some central control and the Reichsfunkverband became the Reichs-Rundfunk-Gesellschaft, a wholly state enterprise, with Dr. Goebbels as Managing Director. He was also on all the boards of the German regional companies, excepting the Bavarian.

No Longer Open Forum

The reason for Dr. Magnus' resignation has been given in his own words: "The present revolution in Germany has done away with the old idea that broadcasting is, or should be, an unethical instrument of entertainment and education. It has also done away with the idea of public broadcasting or might be used as an open forum for public debates or exchange of opinions. The new Minister for the Enlightenment of the People and Propaganda, Dr. Goebbels, wishes to use German broadcasting as an instrument of mass control.

Dr. Goebbels himself has spoken of broadcasting as 'that wonderful and intimate instrument for the influencing of the masses,' He desires to use this instrument for the propagation of an idea.

"I belong to the old Germany," said Dr. Goebbels, the German of Herr Hitler, of the Steel Helmets, of Herren von Papen and Seldte, but I have been able to help this intricate, this delicate instrument, and have made use of it in the now obsolete, unplanned, political way. I called him Dr. Goebbels, but there is a short distance between us. I cannot in all matters see eye to eye with him, although in general lines we think alike. It is for that reason, for the reason that Dr. Goebbels requires a more intimate, more personal relationship with him in every smallest thing, that I have decided to resign my post. I could perhaps have remained as a back seat, but I did not choose to do that.'"
Canada Allocates
With Mexico Wave
Conference in Mind

Orders Reallocation as CKOK, Now CKLW, Keeps Wave

By James Montagne

OTTAWA, Ontario—Canadian-listeners have been twirling their radio dials since 1916, due to the introduction of their favorite local and distant stations because of the sweeping reallocation ordered into effect that day by the Canadian Radio Commission. In some quarters, as in Ottawa, there have been wide expressions of disappointment over the changes some of the new assignments block out certain American stations, especially on not-so-new receivers.

The reallocation left some stations untouched. Most retained their former powers, whether or not their former wave lengths were shifted elsewhere. All “phantom” calls were eliminated, thus reducing the log of Canadian stations by more than a dozen. Only a few stations were actually eliminated.

New Setup of CKOK

AMONG the important changes ordered into effect by this reallocation was the consolidation of CKOK, Windsor, Ont., with CJGJ, London, Ont., where there had been considerable agitation in Parliament over alleged American ownership interests in CKOK. The two stations are to be merged under the title of the pany, all Canadian in capital, and will operate as CKLW. Studios will be maintained by both Windsor (presumably the Detroit stations across the river are to be retained) and London, but the transmitter of CKOK will be used.

Like the old CKOK, the new CKLW will continue to use the 540 kilocycle clear channel indefinitely. This was decided by the Canadian Radio Commission after efforts to shift the station to the clear channel of 340 kilocycles, now assigned to CKGW, Toronto, had aroused a storm of protest. The Canadian Radio Commission said CKLW will be continued on 540 “until another place can be found for it.”

For the most part, the April reallocation was designed to conform with the U. S.-Canadian wave agreement of May, 1932, concluded after the satisfaction of both parties by their radio experts through the intermediary of Canada’s Minister to the United States, W. D. Hervey (see Complete). The U. S.-Canadian wave agreement were published in the May 15, 1932, issue of Broadcasting.]

Preparing for Parley

IT IS FELT here that the new allocation arrangement is an excellent preparation for the forth- coming 16th North American conference length conference at Mexico City. It is thought possible that Canada, by eliminating some stations and changing wave lengths, will persuade others to bring its broadcasting into orderly line with the United States, and may obtain missions at the North American parley.

The Canadian Radio Commission (Continued on page 28)

New Canadian Allocations

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<th>Call Letters</th>
<th>Location</th>
<th>License</th>
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<tr>
<td>CKLW</td>
<td>Windsor, Ont.</td>
<td>Ontario Broadcasting Co.</td>
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<tr>
<td>CKMX</td>
<td>Edmonton, Alta.</td>
<td>University of Alberta</td>
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<td>CFCJ</td>
<td>Edmonton, Alta.</td>
<td>Christian and Missionary Alliance</td>
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<td>CKOK</td>
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<td>Rogers Majestic Corp.</td>
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<td>CKCQ</td>
<td>Toronto, Ont.</td>
<td>H. Goddard &amp; Sons</td>
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<td>CKRL</td>
<td>Moncton, N. B.</td>
<td>Canadian Radio Commission</td>
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<td>CFCF</td>
<td>Montreal, Que.</td>
<td>Canadian Marconi Co.</td>
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<td>Winnipeg Grain Exchange</td>
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<td>CFPC</td>
<td>Charlottetown, P. E. I.</td>
<td>Eastern Broadcasting Co., Ltd.</td>
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<td>W. C. Mitchell &amp; G. Liddle</td>
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<td>Alberta Publishing Co., Ltd.</td>
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<td>Gooderham &amp; Worts, Ltd.</td>
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<td>J. R. Richardson &amp; Sons, Ltd.</td>
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<td>J. E. Selby, Ltd.</td>
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<td>Electric Shop, Ltd.</td>
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Hockey Broadcast Offers New Field

For U. S. Stations

Success of General Motors
In Canada Points Way

By C. M. Pasmore
Director of Broadcast Advertising, Campbell Publishing Co., Toronto, Ontario

WHILE the growth of interest in hockey in the United States, the nation’s new radio sport, is not seriously considered by American sponsors for the 1933-34 season. In the major cities of Canada, where practically every game, amateur and professional, is publicized by major networks, New England and 21 in Canada.

Seventeen of the largest American cities boast one or more teams in the four main professional hockey leagues; and many other cities and towns have strongly supported amateur games.

During the recent Toronto-Boston series for the major league championship, one crucial game was carried in 80 cities across New England and 21 in Canada.

Ideal for Broadcasting

HOCKEY, in this writer’s opinion, is of all sports the most suitable for broadcasting. It is played at an hour when the largest listening audience is on the air. It is lighting fast, teeming with thrills, and charged with force and frequent physical contact. There are none of the long waits that mar a football game. It is the sport for action—the major league action. That is why hockey broadcasts in Canada have built up an audience largely composed of people who are not hockey fans. They are simply entertainment-seekers—in other words, typical radio-set owners.

Up until the start of the 1931-32 season the broadcasting of hockey was handled in much the same way as the ordinary sponsored football broadcast—simply a mention of the sponsor’s name or product by the sport announces after each period. Intermissions were deadly dull. General Motors Products of Canada, Ltd., decided, however, to undertake a series of hockey programs that should be handled with just as much care as any other commercial hour.

Utilizes Intermissions

AS NOW constituted, the broadcast begins with a stirring theme song, into which is injected a reference to the evening’s program, and the announcer’s sharp exclamation, "General Motors Hockey Broadcast! (Continued on page 28)"
"Home Folk" Appeal of Small Station

Local Talent Has Following That Insures Coverage; Transcriptions Offer Alternative at Low Cost

By R. R. BAKER
Manager, WTRC, Elkhart, Ind.

MR. CITY FELLER, meet Mary Jones.

Mary is the daughter of old Bill Jones, of the famous Cornings at Mitchell's Corners. Right smart quarter-section it is, too. Guess Bill has done pretty well. One of the many men made a name for himself, who is doing fine in law at the county seat. Another girl is teaching school. Old Bill, was graduated in a farm course at the state university and is now working out some times while working for the county farm bureau. Don't know what became of the other boy. He went away somehow. Maybe he is now one of the many advertising executives in the Big Town and has forgotten all about the home folk.

Now we come to Mary.

Home-Town Talent

MARY SINGS. She has sung ever since she was old enough to lisp. She sang first in Sunday school, then in the consolidated school and the high school. In Edwy's school, too. Later she had voice training and was away quite a spell. The first time folks around here heard her sing after she returned home was at the Music Fiesta last fall when 6,000 people from all around this section brought her back for three encore.

...She sang even better at the Jones family reunion last winter. Over a hundred of the Jones connections were present. She sang the old songs just as good as any-where anybody. Folks like Mary. They like her personality and they like her singing. She has a you-and-I sort of voice, just like she was talking to ye and not anybody else around. It hits you right where you live.

Mary is singing over the radio now. We'll come back to that. She is entertaining thousands each time she goes on the air. Mary may not be another Kate Smith; but when she sings you can bet nearly every radio in range of the station is tuned in.

On All Small Stations

NOW THAT we have met Mary let's analyze the situation a little as it applies to the station over which Mary sings. Mary's counter-part may be found on practically every small radio station in the country. What I am about to relate applies with equal truth to the great majority of small stations. If talent is good enough to be heard over the small station, it has already secured a good position, and personal following in connection with church, school, lodge or other as-sociations. Such talent carries a direct person-to-person appeal that is not possible on the larger stations. In the program director is careful in making the selections and observes the proper rotation, nearly every large social organization within the radius of the small station can be covered in a comparatively brief period.

Interestingly, one of the best places to cultivate this type of talent is the pick of the best in the neighboring towns. This is exclusive of our regular weekly community programs; they are not for Cantors, Ed Wynns, nor yet the Boswell Sisters, but they are Tom, Dick and Harry, and Susie, Jenny and Margie to their home town friends, and most of them are good enough to attract listeners all over our territory solely through their programs. This same is true on most small town stations.

All this talent is a composite of Mary Jones. Collectively, they have thousands of friends with whom they are on a "Hello, Pete" or "How are you, Neil?" basis.

THE PLACE of the small town broadcasting station in the national advertising field is discussed herewith by a manager of such a local outlet. Mr. Baker, an experienced newspaper man before entering the radio field, contends that the low-power rural station plays a role in its community similar to that of the daily or weekly newspaper. While Mary Jones' singing would never get beyond the audition room in a metropolis, it delights the home-town folks who know her personally. As a result the local station is tuned in even when a network program is available.

By G. O. SHEPHERD
Director, WYNN, Asheville, N. C.

To the Editor of Broadcasting:

Although radio is eleven years old, it becomes increasingly evident that only a few advertising agencies have an adequate and definite idea of what it is all about. There are agencies able and willing to do a good job, but generally the new medium, but considering the large number of firms handling advertising matters, there are surprisingly few that exhibit any sort of intelligence in their contacts with radio stations.

Just the other day, while glanc-ing through one of our local dailies, I noticed an advertisement appearing over the signature of a firm whom we somehow familiar. Curiosity prompted, and I read the ad. It was a small one, four inches in a single column, but at national rates it represented a fairly sizeable piece of change, and it proved interesting to me as a layman and as a point of fact certain circumstances came to mind. And these lead me into my story.

The firm signs the advertisement manufactures a widely distributed article which has its greatest demand during the Easter season and, during the weeks just prior to Easter Sunday, a special campaign on behalf of this firm's merchandise is conducted. For the last three years, I believe, radio has been used, along with newspapers. The usual plan was followed this year—three programs, transcribed to take fifteen minutes, and one of these ads inserted in a large list of papers, to run three times. The advertisements were not devoted to advertising the product, but were in the form of invitations to the listening public, suggesting that they "tune-in" the special programs—three of them, spotted on an afternoon (daytime—this is important) spot.

So far, you'll probably wonder where any criticism could be directed at such a campaign—and, as far as yours truly is concerned, the plan is not being criticised. As a plan it was excellent—providing really ideal tie-up between newspapers and radio. Listeners, seeing the ad-invitation, would thus want to hear the program and, hearing the program, they'd respond to the advertising argument. Right! So far—so good.

Now our commercial department members, conducting this campaign this year, in the previous year, had put its best efforts forward to sell the agency on the idea of spotting the transcriptions on our station. Letters to which much care had been given went forward. But said agency, not wanting to know their receipt. Now we...

(Continued on page 21)

They carry a person-to-person appeal that cannot be duplicated on the Big Time.

In short, we use the smaller radio stations are just plain folks, neighborly folks, whether talking over the back yard fence or sending our talents to smaller communities for a free concert. It unites the entire area into one big family. They just tune us in when we go on the air in the morning and let 'er flicker. We are the "daily paper" of the air, the intensive coverage in our respective areas, as the national hook-ups are the SATURDAY EVE-NING POSTS of the META ZINES of the air. The national advertiser should give us as much consideration in our field as he does the daily newspaper field. It is not only good business but common sense.

Transcription Alternative

IF THE national advertiser does not desire to avail himself of the pulling power of selective small station reach, they can "roll his own" with electrical transcriptions. There has been a remarkable advance in this type of entertainment production that makes it possible at a reduced cost. But transcription firms, at least a few of them, seem to have missed the principle of trying to get all the traffic will bear. About a year ago I was quoted $69 for a 15-minute transcription of the series of thirteen. That was the initial price. The final price was $29. Today equally as good transcriptions are available for as little as $5.

If transcription companies can afford to sell their products at $5 to small radio stations direct on a more or less hit or miss basis, what an attractive price they should be able to make national advertisers who would order several hundred for intensive coverage through the small station. In many instances the cost could be split 50-50 with the manufacturer's local representative.

Service Not Duplicated

PLEASE note that the small radio station coverage is not duplicated. The small radio station does not compete with the large station into the next small station's broadcast area as a rule.

Let's put it another way. Suppose our station, $750 for the price of a circulation of a million. Suppose this magazine decided to print five million copies and send five copies to each subscriber for the price of one copy—if the subscriber chose to take them. Would you, the advertiser, pay five times as much for your advertising? Then why do you ignore exclusive radio operation for circulation during the day when comparatively few radio fans have any choice as to chain programs. But when Mary sings—!

Educators Meet

"FUTURE of Educational Broadcast-
ing in the United States" is the general theme of this year's annual assembly of the National Advisory Council on Radio in Education in New York, May 19, under the direction of Levering Tyson.

May 1, 1933 * BROADCASTING
Lapel Mike for Department Stores

WQAM Introduces Idea on Miami Shopping Program; Crowds Follow Radio Voice on Merchandising Tour

WQAM, Miami, steps forward to claim the distinction of being the first department store in the nation to use lapel microphones successfully in department store merchandising. Burdine's, of Miami, is the current, and perhaps the leading, user of this many-faceted medium. The price of this famous store, is the personality that "sold" the idea to her sponsors and to the public.

As everyone in the business of broadcasting knows, no unique method of broadcasting amounts to much unless there is a distinctive personality mixed up in it somewhere. Burdine's is particularly fortunate in having had as its radio contact with the public for the last two years over WQAM a woman with a warm and colorful voice to reflect the friendly spirit of the store.

Intimate Radio Chats

ENID BUR (her real name is Ruth Robertson, by the way, an anagram) has a large following for her daily 15-minute morning broadcasts. Although she has previously originated in the studio, her talks have been personalized so as to appear as individual chats among friends. Listeners "drop in" on her radio friends, with an occasional reversal when they drop over to home to pass the time of day. Here's her favorite personal method of merchandising when she mentions a bargain, going from one thrifty shopper to another.

Fred W. Borton, president of WQAM, suggested the lapel telephone idea to Enid Bur, who turned the trick with her sponsors. Other stores have used direct broadcasts, but Bur's personal effort in every piece of copy, had previously rejected the idea because of its lack of direct radio advertising. The informal character of the lapel microphone and the flexibility of its use earned it a trial.

Store Fully Wired

THE FIRST of the new series of broadcasts was advertised on the air and in the department store's newspaper copy. Radios with loudspeakers were installed in various parts of the store. WQAM arranged outlets on all four floors, provided an engineer and a page boy to follow Enid Bur and carry the microphone lines. Hundreds of people attended, and remember, this was 9:45 on a weekday morning. The first broadcast took place in the gift department, never a very busy place.

As the familiar Burdine theme music was heard over the WQAM studios, there was a buzz of comment from the spectators, and the microphone itself was a topic of conversation. Enid Bur stepped out from behind a counter, the lapel microphone in the center of an attentive shoulder cordon, and began to talk, moving from one display to another. Few of the spectators seemed to notice the microphone or the connecting wires. The loudspeakers carried the program perfectly to all parts of the store and the listeners in their homes caught the subdued air of store activity.

Publicity Draws Crowds

NEWS photographers were on hand and considerable publicity followed. On succeeding days the crowds increased, with corresponding increased sales immediately following the program. Each day the program was centered in a different department, and soon the audience was participating in the program. To Enid Bur's "Good morning," there would come over the air the booming response of the spectators. Frequently, as she went along the aisles, Miss Bur engaged in conversation with department heads. The continuity was mostly impromptu, along prepared lines, and dealt with new merchandise and special offers.

On one occasion, hats were being discussed and the audience was showing a decided interest. Suddenly Enid Bur paused in her talk and said "I'm going to buy a hat this morning, if you'll help me select it." The guests moved closer and gave vent to varied expressions, as one hat after another was tried on. Then Miss Bur asked which one they liked best. The majority replied that they preferred the second one. "Why," asked Miss Bur, and the air was filled with logical reasons. So the second hat was donned again, there was applause, the sales slip was made out and the sale completed.

Permits Direct Merchandising

BURDINE'S is known throughout Florida as "The Friendly Store" and these lapel microphone broadcasts are reflecting the atmosphere of friendliness. The results are varied. Salespeople are stimulated by the "drop in," and particularly to see and hear the broadcasts remain to shop. Word-of-mouth publicity spreads throughout the city. The listeners at home come in to see the things of which Enid Bur has spoken, with the desire to buy already created. Actual direct merchandising that would sound crude in a studio program goes over the air as naturally and with as much listening interest as a news event.

Needless to say, these lapel microphone broadcasts require more time and ingenuity in preparation than straight studio continuity, but they also get more attention, and by tests, have stimulated more trade. Daily radio programs over WQAM, not straight merchandising talks, nor entertainment, but friendly and intimate programs direct from the aisles of the store, used as a supplement to newspaper advertising, have won a permanent place in the Burdine budget. In closing, we reiterate our contention that the method of department store broadcasting, the contact with the public must be through a distinctive personality, and Enid Bur is just that.

Plymouth Broadcast

TO ANNOUNCE its new line of Plymouth cars, Plymouth Motor Corp., Detroit, Chrysler subsidiary, used a 56-station CBS network April 21 in a one-hour variety broadcast. It was produced through J. Sterling Getchell, Inc., New York. The agency, the program featured Howard Barlow's symphony orchestra and included dramatizations of the year's biggest news events a "March of Time". Metropolitan newspapers on April 20 and 21 carried 500-line ads calling attention to the broadcast. Local dealers in cities tied into the network campaign with spot announcements. The campaign was similar to that adopted by Plymouth last November when dealers were addressed via radio by the company's officials to acquaint them with the new model. Plymouth is believed to be preparing for a regular network program.

Hanrahan is Appointed Head of KSO and WIAS

JAMES C. HANRAHAN has been appointed executive vice president of the Iowa Broadcasting Co., subsidiary of The Des Moines Register and Tribune, and station manager of KSO, Des Moines, and WIAS. Mr. Hanrahan, who has been associated with the Register and Tribune for seven years, returned to Des Moines in April after being the managing editor in Washington on a leave of absence from his duties as promotion manager for the company's newspapers.

In Washington he was assistant to Gardner Cowles, a director until last month of the Reconstruction Finance Corporation and publisher of the two Des Moines papers. Mr. Hanrahan also had charge of the publicity and promotion of the L. F. C.

William C. Gillespie, KSO manager and Phil Hoffman, WIAS manager, will continue in their present capacities. Mr. Hanrahan has announced. John H. Heiny, for several years a member of the Board of Directors of the editorial staff and more recently associated with Mr. Hanrahan at the R. F. C., has joined his staff.

Congressional Inquiry

Of Radio is Demanded

A RESOLUTION condemning the use of broadcasting for advertising purposes and asking that Congress investigate broadcasting "with a view to better discrimination as to what persons or organizations should be licensed to control public air channels and for what purposes" was adopted by the National Paper Trade Association of the United States at its recent annual convention. A copy of the resolution was sent to the Radio Commission April 17 by A. H. Chamberlain, executive secretary.

In his letter Mr. Chamberlain stated the association comprises "cooperating wholesalers and retailers of paper and allied lines, representing all sections of the country. The resolution follows:

"WHEREAS, Many abuses have sprung up in connection with radio advertising in its use as an advertising method, is conducted on the public channels of air communication not open to free competition, but enjoying partial monopolies under Federal grants, be it

"RESOLVED, That the National Paper Trade Association call upon Congress to institute a complete investigation of the broadcasting structure of this country with a view to better discrimination as to what persons or organizations should be licensed to control public air channels on what grounds and in what degree.

"RESOLVED, That we pledge our cooperation in a suitable joint committee to investigate the propriety of legislation on the commercial use of radio channels for advertising rather than the functions of public service and benefit in which they should be employed."

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BROADCASTING • May 1, 1933
It takes **POWER** to sell this market **economically**

and one "**50 KW,**" **WOC-WHO**
does the whole job at rock-bottom cost

**IOWA** presents an unusual situation in radio coverage—and an unusual advantage to the radio advertiser.

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

The area served by **WOC-WHO** is really a composite market, including more than a score of sizable cities and hundreds of small towns. The only way to cover such a territory effectively—and **economically**—is with a high-powered station delivering consistent service and a strong signal day or night.

Considering its power and the size of its audience, you will be astonished by the low cost at which **WOC-WHO** can do your selling job in this important territory. Write, wire or phone for new low rates that make the WOC-WHO market an outstanding place to go after increased business right now.

**CENTRAL BROADCASTING CO.**

Davenport
1002 Brady Street
Phone Kenwood 5140

Des Moines
914 Walnut Street
Phone 3-3251

Iowa has ten commercial radio stations with total evening power of 4,000 watts

May 1, 1933 • BROADCASTING
All of the facilities of the NBC Chicago headquarters are available to advertisers using radio stations WMAQ and WENR. Located in the Merchandise Mart, one of the largest buildings in the world, the NBC studios and offices are the last word in modern equipment and efficiency.
Experienced Advertisers Choose

WMAQ

OR

WENR

In this tremendous market it is only a question of choosing the area which best fits your distribution. For complete coverage of Chicago's metropolitan area, plus the rich and populous region surrounding Chicago use WMAQ. For equally effective metropolitan coverage, plus a wider area made possible by WENR's 50,000 watt transmitter, the choice is obviously WENR. Both stations enjoy a popularity and prestige which assure a maximum audience at all times. And each station can point to exceptional successes in results gained for advertisers.

We have prepared maps showing the markets of these two stations which are not only dependable indications of coverage but also give you a clear idea of the scope of influence each station has. If you will write to our nearest office we will be glad to send you copies of these maps, rates and other pertinent information.

RVICE BUREAU

SAN FRANCISCO

KPO, KGO & KTA

KECTADY, WGT, WASHINGTON, D.C., WRC & WMAL

KOA, PORTLAND, ORE., KEX, SPOKANE, KGA

Solves Localized Broadcasting Problems

May 1, 1933 • BROADCASTING
The Press Row

IN ALL their deliberations, the editors and publishers gathered at the A.P. and A.N.P.A. radio sessions appeared to give scant thought to the fact, well known to those newspapers that have approached the radio problem intelli- gently, that radio might be enlisted by them as a promotional medium to gain circulation, lineage and prestige. In other words, they ignored utterly the value of time on the air to them—time that tremendous advertising possibilities for them and time that many broadcasters have offered them freely on an exchange basis.

Being in the advertising business themselves, the publishers nevertheless overlook the best possible advertising medium at a newspaper’s command! We know of newspapers that have built circulation through their radio tieups. We know of some that have made “spotlight” lineage pay them a net income—a species of space accounts that all too many newspaper advertising departments are overlooking in spite of the excellent selling point they can offer radio sponsors in pointing out how they can build audience for a particular program. As for prestige, there can be no question about the prestige value of broadcasting by any publication; viz., the Time magazine series, which also brought direct results in the way of circulation.

The newspaper publishing business is too accustomed to having things its own way—to having advertising as well as news gravitate toward it. When this lively thing called radio appeared, aggressive and productive, the publishers were wont to deride and make light of it as did the railroads the buses and airplanes to their later regret.

The A.P. resolution excluding its news from the networks and limiting local news broadcasts was obviously inspired by the bitterness engendered by economic conditions. Radio has been charged with flourishing at the expense of the advertising budgets that might otherwise go largely to newspapers. Figures showing that radio's encroachments have actually been mostly on billboard and direct mail budgets, and that radio represents only a meager percentage of the loss the depression has made newspapers suffer, apparently will not persuade short-sighted publishers.

If there must be competition in news, as radio, as Publisher Ochs of the New York Times asserted at the A.P. meeting, will find a way to get that news. Formation of a radio press association seems most desirable. One should be inspired by the belief that the A.P. resolution will soon be amended after the present experiment has proved its inefficacy. It is significant to note how little perturbation in the radio ranks both the A.P. and A.N.P.A. decisions have caused. Publishers, we predict, will soon come to the conclusion that it is more advantageous to them to cooperate and cooperate with it than to hamstring it.

Playing Politics

DISMISSALS face a number of tried and true specialized employees of the Radio Commission. The dismissals are being made in the magic name of economy. But is economy really the motive? Never lily white where politics is concerned, the Commission is now playing politics with personnel, for no sooner will these men vacate their posts than certain good Democrats are slated to get equivalent places on the Commission staff. That these Democrats have no specialized knowledge of radio and will replace men who have performed non-political functions honestly and diligently, does not seem to matter.

We refer specifically to the scheduled clean-out of the examiners’ division and the abolition of the press section, not to mention several technical specialists and clerks that are slated to go. For a quasi-judicial body like the Radio Commission to bend the knee to the political wind as it is doing is a sad commentary on governmental bureaucracy. Staff cuts are incumbent, of course, under the curtailed budget—accepted by the Commission without a murmur of protest—but the dismissal of trained specialists to make way for political job-winners is inexcusable even in the heartless game of politics.

We know of quite a few Commission supernumeraries, high and low, who might better be dismissed for the sake of efficiency as well as economy. What a retribution of justice if the very men who have ordered these changes shortly find themselves out in the cold while the Commission's trained rather than political staff is retained by the Department of Commerce!

The RADI0 BOOK SHELF

A CLASSIFIED summary of the United States Census Bureau's 1930 statistics for cities of 10,000 population or more has been compiled by E. Katz Special Advertising Agency and published in "Nine Hundred and Fifty-five Cities." (New York office; $3). Designed for use of advertising agencies, sales managers and radio stations, the brochure contains all marketing information available from government sources pertaining to the cities covered.

A COMPREHENSIVE theoretical treatment of the fundamentals of thermionic emission and of the vacuum tube is provided in the newly published "Theory of Thermionic Vacuum Tubes" by E. Leon Chaffee, professor of physics at Harvard University (McGraw-Hill Book Co., New York; $6). Based on the author’s lecture notes for a course given at Harvard since 1922, the book is to be followed by a second volume covering Prof. Chaffee’s remaining material on vacuum tubes.

"LAUGHS, giggles, coughs and sneezes are no longer unpardonable sins in the radio studio," avers Orrin E. Dunlap, Jr., radio editor of the New York Times in an article that appeared in the Sunday Times Magazine of April 23. The article takes you inside the theater-studios for the Eddie Cantor, Ed Wynn, Jack Pearl and like performances, telling how such artists are stimulated by visual stimulation and the fabric of applause, which Mr. Dunlap says is not particularly bothersome to the non-visible audience.

SUCCESS stories of spot broadcasting and sundry news about the Scott Howe radio organization are carried in a folder to be "published at regular intervals" by Scott Howe Bowen, Inc., New York, for distribution among agencies and advertisers. The first issue contains the first of a series of short articles on spot broadcasting in relation to other forms of radio advertising by Norman Craig, former agency executive.

TALKS by Harvey S. Firestone, Jr., vice president of the Firestone Tire & Rubber Co., delivered each Monday night on the NBC-WEAF network from September, 1931, to September, 1932, have been reprinted in book form in response to numerous requests for copies from listeners.

Advertising Waste

A FLAGRANT instance of the lack of judgment on the part of an advertising agency in selecting a network for local advertising is evidenced in this letter of complaint from the director of WWNC, Asheville, N. C. The agency used a newspaper tie-in display in Asheville to call attention to a radio program on a station 600 miles away and operating on the same channel as WWNC but with only one-fourth the power. Obviously, the program could not possibly reach Asheville with WWNC on the air. As the writer points out, the advertiser, not knowing of the agency's failure to coordinate radio and newspaper advertising, may decide next year that the radio appropriation, at least for that vicinity, has been wasted. And so radio gets an undeserved black eye while millions of dollars are wasted. The WWNC director does well to smoke out such an offender.

Inspired By Envy

THE NATIONAL Paper Trade Association has joined the ranks of envious educators and newspapers in denouncing broadcast advertising and in demanding that Congress reallocate radio facilities among more public-minded institutions, viz., their own. Their resolution, carried at the Fall meeting, is obviously inspired by the disgruntled newspaper minority and the trade unions associated with the printing press. No further comment is necessary!
CONTRARY to a popular belief among many of the followers of radio's Old Guard of pioneer announcers, that May of Pepsodent fame and George Dewey Hay, known throughout the South and parts distant as the “Solemn Old Judge,” are not brothers. If you ask George about it, he will say: “That part is tough on me because Bill is a Scotchman and I am a spendthrift.”

There you have George—quick wit, regular fellow and master of ad lib. Indeed, the “Solemn Old Judge” would be first to admit that, much as he loves his announcing jobs, he loves them more when he can do them without a written script. Probably it was his ad libbing that made him one of the most popular announcers in the South in spite of his northern nativity.

The “Solemn Old Judge” belongs to that coterie of Old Timers whose names will survive in radio history long after they are among the dear departed—Leo Fitzpatrick, the “Minnesota Chief”; Lavern Kay, the “Little Colonel”; Harold Hough, the “Hired Hand”, and Bill Hay of the Scotch burl.

It was while he was working as a reporter under the late great C. P. J. Mooney, editor of the Memphis Commercial Appeal, that George Hay was assigned to the microphone of its Station WMC. Becoming radio editor of that newspaper in 1923, he took over announcing on the late night feature frollic, assuming the title of “Solemn Old Judge” which is the name of a grave demeanor that belies the hearty good fellowship and natural wit that reigns there. Nearly every DX-er of those days knew his voice on the then not so crowded wave lengths.

Out of a job with WMC, WLS, Chicago, then operated by Sears Roebuck by Eddie Bill, now of WMWD, Peoria, offered him a job as announcer. He accepted it. In the fall of 1924 his popularity was attested by his winning the Radio Reliability gold cup in its announcers’ contest.

GEORGE DEWEY HAY

FOR WLS he later barnstormed through the country with Ford and Glenn, the popular radio team. He was guest announcer at WSM, Nashville, along with Leo Fitzpatrick and Lambdin Kay, when that station was inaugurated on Oct. 5, 1925. They liked him there and offered him a job. He took it, and has been there ever since, doubling in brass as its “printer’s devil” as well as announcer by turning out its publicity and acting as its newspaper liaison officer.

George Hay was born in Attica, Ind., Nov. 9, 1895. His parents moved to Chicago when he was 10 and he attended primary and high schools there. In 1918, when he was 22 he joined the Army, training at Camp Gordon, Atlanta. There he gained his love for the Southland and he determined to stay. Mustered out of the service, he returned to Chicago in 1919 but soon was back in the South as a reporter for the Memphis Commercial Appeal.

Covering police court in Memphis, he soon began writing a column titled “Rowdy, Judge.” The whimsical note he struck in the column won it wide recognition, and his selected writings have since been issued in book form. His chief hobby is the “Grand Old Opry” program, a variety feature in which he acts as master of ceremonies, one of the stellar attractions on WSM. His other hobby is golf. He has been married 15 years and in the father of two daughters, ages 9 and 13.

NBC Auditions

AMONG auditions of programs and artists at NBC in New York during the last two weeks were: script for Kraft-Phenix Cheese Corp., Chicago; script for Merck & Co., Rahway, N. J. (chemists); talent for Borden Sales Co., New York (foods); Duncan Sisters and orchestra; Count Felix von Luckner; Leon V. Quigley, sketch; Hobart Bosworth, sketch; “Pipes and Strings” with Leon White, Ray Costa and Polluck & Kahn.

PERSONAL NOTES

ROBERT H. BURDURTE, former assistant manager of WRVA, Richmond, Va., has joined the staff of KFMA, Waukegan, Ill. Mr. Burdure is widely known in broadcasting as a football star and athletic coach. Former manager of WMC, Mr. Burdure has been assistant manager of WLY for the past three years.

THOMAS F. O'LEARY, well known Detroit advertising man, and lately of the sales department of the Detroit Times, has been engaged as manager of WOOL, Grand Rapids, Mich., of the group of the Michigan Radio Network.

WILLIAM A. COKER, formerly pro- motive director of the National Association of Commerce, has been appointed director of sales and promotion of KDKA, Pittsburgh. Recently he was with the station relation department of NBC in New York.

CLAUDE MORRIS, recently transferred from KDKA to NBC in New York, has returned to KDKA as dra- ma director. He is the program director of KDKA, Pittsburgh, until recently he was with the station relation department of NBC in New York.

EDWARD KIRBY, formerly with the G. P. Clark Advertising Agency, Nashville, is now with the Life & Accident Insurance Co. and its radio station, WSM, Nashville, doing advertising and promotion and merchandising work.

JESSE H. JAY, operator of WIOD, Chicago, has been confined to his home by illness for two weeks, and is expected to recover.

J. M. BEVENS, formerly in the retail business, has been appointed manager of KGRS, Amarillo, Tex.

PROF. L. CZERNIAWSKI, since 1926 manager of sales and promotions of WJPS, Miami, Florida, has been appointed manager of WNSM, Nashville, Sr.

E. R. CLEVER, former manager of WMCO, San Francisco, has been appointed manager of WSSW, Wenatchee, Wash.

JAMES ROOSEVELT, oldest son of the President, earned radio news commentator April 27 when he gave a descriptive account of President Roosevelt's speech at 4 p.m. Wallace GADE, manager of WJDX, Wash., has been appointed program director of the Mutual Broadcasting System.

SENER ORTIZ TIRADO, popular Mexican comedian, who is the leading announcer of Mexico's National Opera Company, has signed a contract with NBC for his new radio show. He made his debut April 20.

IRENE BORDONI, star of the stage and radio, has completed a journey of two continents, inaugurating a new series of programs over NBC April 17.

LOWELL BAXTER is the new staff organist and pianist at WCKY, Covington, succeeding Tommy Ott, signed.

JERRY JERMAIN, formerly of the KTAH staff in San Francisco, has joined the crew of a three-hour show in the place of Alna LaMarr, who has joined the Kansas City station.

WALTER RUNKER, Jr., chief announcer at KFRC, San Francisco, has embarked on a five-months' European cruise.

CHARLIE HAMP, who appears in a daily one-man show for Red Star "Happyface" on NBC's KVI, Tacoma, Wash., mid-April, pocketed his 1,086th hour of broadcasting, having been on the air for exactly 18 years. He is reputed to be the highest salaried non-network star in radio.

ED BROWNING has returned to the staff of WDEL, Wilmington, Del., as a consultant on programming. He had been away from WDEL for several months.

BEHIND THE MICROPHONE

PHIL KOTY, University of Kentucky graduate, has been engaged by the WKBK Air Theater, Birmingham, as announcer-salesman. NBC also reports that Gene Edwards, recently appointed program director of the WKBK Air Theater, will be married to Miss Margarette Oser of Birmingham, Ala.

WALLACE GADE, announcer of KVI, Tacoma, Wash., was married April 22 to Miss Polly Frederick, former pupil of the school program on KVI and KPCB.

KVI, Tacoma, Wash., boasts one of the busiest newsmen in the country in Maurice Webster, who has just rounded out his first six months in radio on his 17th birthday. He is also publicity director of the station.

CHARLES L. LYNX, NBC announcer, new to Akron, O., April 17, to broadcast a description of the first flight of the dirigible Macen. He was assisted during the broadcast by Tom Manning of WTM, Cleveland.

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LEILY GRAYES THOMAS has established the Thomas School of Broadcasting at 1241 Jackson St., San Francisco. She has been a vocal teacher in the bay district for several years.

TOM DOOLEY and Danny Burke have taken their country store rustic act, "Horse Sense Radio," from WGY, Schenectady, to an NBC-WEF network for Sunday night spot, starting April 22.

NORMAN WILSON and his orchestra, formerly at the Coral Gables Club in Florida, have been invited to the music organization for KRKD, Los Angeles.

CHARLES SHEPHERD, radio manager of KFV, Los Angeles, was made an appearance as guest conductor with the Los Angeles Philharmonic Orchestra in April.

RUTH SEANOR, Junior Leaguer and member of the Service Club, has been added to the host staff of NBC in Chicago. She is a graduate of the Connecticut College for Women.

IN THE CONTROL ROOM

TRIBUTE to Samuel Finley Breese Morse, inventor of the telegraph, was paid by a nation-wide CBS broadcast April 27 on the occasion of his 142nd anniversary. Climax of the broadcast was a copy of the cable from Paris, from Mrs. Leila Morse Rummel, 82, his only surviving daughter.


SVERRETH CUTTING, chief engineer of KVL, Tacoma, Wash., has returned to his post after being absent since last October on account of illness.

H. C. LUTTGENS, NBC central division engineer, was interviewed on the mechanical workings of a radio network by Helen Stevens Fisher in the NBC Farm and Home Hour in April.

PacIfic AdMen Meet

PACIFIC Advertising Clubs Association, composed of nearly thirty west coast ad clubs, will hold its 30th convention in the Senator Hotel, Sacramento, Calif., June 18 to 21. Tacoma, Wash., and Salt Lake City will be represented. Headquarters for the convention will be in the Tremont Hotel, and representatives will attend from British Columbia, Washington, Idaho, Montana, Utah, Oregon, Nevada, Hawaii and California. There will be general assembly sessions for three days and round table discussions on advertising problems. NBC vice president and Pacific coast manager, has been appointed chairman of the program committee.

DO YOU KNOW WHO IS DOING THE REAL JOB FOR THE ADVERTISER? SEE PAGE 23

Page 20

BROADCASTING • May 1, 1933

ACCORD STILL Sought
On Wave Widening
Syes Heads U. S. Delegation; White Quits as Delegate

WITH WORD still awaited from Colorado as to a definite date for the North American conference there to consider redistribution of wave lengths, progress is being made in the drafting of a United States proposal. With much of the detail work assigned to sub-committees of the general preparatory committee meetings are being held periodically in the hope that the various groups involved will agree on a plan for enlargement of the broadcast band.

Chairman Sykes of the Radio Commission has been formally named chairman of the delegation to represent this country at the conference. Simultaneously, it became known that Senator White, (R.) of Maine, had resigned as a member of the delegation. He was named last February, before the commission in session by the State Department, and it was generally supposed he would head the delegation. It is believed that Senator White's resignation was prompted by the naming of Judge Sykes as chairman. His successor has not yet been named.

No Accord Yet

WHILE the nature of the preparatory committee discussions has not been made known, it is understood that the agreement has been reached as yet on the manner of enlarging the broadcast band. From the start, the NAB, through its representative, James W. Baldwin, has favored invasion of the long waves, while government and marine services have opposed it. Should these groups be unable to agree, the American delegation will have to decide whether to favor the upper or lower bands, or both. It is believed that the conference will be held late in May or early in June, in Canada, as the United States and Mexico, are expected to be represented.

A possibility being considered on the impending negotiations was seen in the filing recently of applications by several clear channel stations for authority to increase their power to the maximum of 50 kw. WGN, Chicago, WBZ, Boston, and WBN, Baltimore, have filed such applications, all having been parties to the high power hearings of two years ago, when terminal power was fixed at the maximum output to nine stations. The WGN application already has been designed for broadcasting to the maximum. Other clear channel stations may

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Col. SAMUEL REBER, for many years general European representative of RCA, has died at Reed Hospital, Washington, April 16 at the age of 69. A pioneer figure in the radio world, Col. Reber resigned from the charge of the international section, Signal Corps, with the 28th and 88th divisions of the A. E. F. in France. He was an 1886 graduate of West Point and took special electrical engineering at Johns Hopkins in 1894. He was retired from the Army in 1913, shortly thereafter joining RCA. He was a member of the Institute of Electrical Engineers, Institute of Radio Engineers and Franklin Institute. He is survived by his widow and two sons, Lieut. Miles Reber, U. S. N., and Samuel Reber, Jr., diplomatic officer of the U. S. State Department. Burial took place at Arlington April 18.

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IT'S EXECUTIVE personnel will be among the gathering of former executives of the DeForest Radio Corp., Passaic, N. J., the new electronics department of Hygrade Sylvania Corp., Emporium, Pa., Mr. Barkley Pa, has gone into production at a branch plant located at Lakeview Ave., Clifton, N. J. Radio transmitters, transmitter tubes and specialized custom-built electronic devices are being made at the Clifton factory, the Emporium continuing the production of receiving tubes and lamp bulbs.

Staff All DeForest Men

THE STAFF comprises William J. Barkley, general manager; D. F. Ricks, superintend-ent engineer; Victor O. Allen, assistant chief engineer, and 22 engineers and executives, all formerly with DeForest.

Mr. Barkley resigned as vice president of the DeForest company last February to join Hygrade Sylvania. He has been in radio since 1907 when he became president of the old wireless Specialty Association. He is carrying for-mering equipment for United Fruit vessels. This company in 1919 was sold to United Fruit whose radio offices were taken over by RCA, Mr. Barkley continuing with United Fruit in a consulting capacity.

Mr. Replogle is a native of Alaska, attended college in Oregon until 1916, returned to Alaska and in 1921 entered Massachusetts Institute of Technology, being graduated in 1924. For a time he was with the Boston Edison Co., then in the sales end of National Carbon Co. In 1931 he joined DeForest to take charge of engineering and production.

ALLIED Broadcasting Corp., with offices in San Francisco, Portland, Seattle and Vancouver, has opened an office in the Crescent Building, Portland, with sales, technical and service starting from continuity preparation to the finished transcription. George F. Carefoot is president and manager with R. S. Seness as sales manager.

Hygrade Sylvania Opens Electronics Department

At Clifton, N. J., Branch
Ad Agency on the Carpet

(Continued from page 18)

don't mind being turned down—that is the privilege belonging to the fellow we are trying to sell. But, we derive a strange satisfaction in knowing that our letters have been received and the decisive, if negative, information that is contained in "we regret we'll be unable to use your station this year. Maybe next year—" and so forth.

We tried several times to land this Easter egg, but with nothing approaching success. Evidently the agency was not interested in the coverage we had to offer—and so that was that. Until I read that advertisement! Then, I learned that they were interested and they were inviting listeners to hear their programs from another station!

Now the station with which I happen to be connected is a 1000-watt, operating on 570 kc. Naturally, the 570 spot on the dial of any radio receiver within up to fifty miles, at the least, is pretty well occupied by our signals—at any time when we are on the air. That being more or less common knowledge, my surprise was most acute when I reached that portion of the ad-invitation giving dialing instruction.

600 Miles Away

LISTENERS were being asked to tune-in a program which would be broadcast by a station also operating on 570 kc.—and located approximately 600 miles by air from our city! The station whose call letters were given in the advertisement is one that might be heard locally, provided we were not on the air, but even that is extremely problematical. For daytime reception, listeners know that they have to depend upon the local, since it affords practically the only enjoyable reception. Even the super-powerful stations are heard with an accompaniment of noises that destroy the enjoyment of their programs during the daytime.

And therein you have an example of how an advertiser's money may be spent by some one who is in a position to make completely a good advertising campaign's chances for success. As we see it, there is more to the planning of a radio campaign than the creation of a good program. Even the best program will fall down when it comes to results, unless due care has been taken in the selection of the broadcast outlets. That job—the selection of stations—is the one job that, in many instances seems to be left to the office boy. Or maybe to the "stick-a-pin-in-a-map-while-blindfolded" method.

One of Many Instances

WE FIND it mighty hard sometimes to believe that radio advertising can be handled with such an apparent disregard for results, yet this is just one of many instances that have come to our attention, where a little intelligent consideration of facts which could be gained from a perusal of a station log would have prevented the wasteful expenditure of an advertiser's money.

We made an honest effort to approach both the agency and the client with the fact that this station's facilities were available to them. We gave them complete coverage information. We have no quarrel with them, nor with any firm that does not choose to buy what we have to offer—when they buy time on a station 600 miles away—and use space in local papers to attract an audience, well, we cannot help but wonder. No one station has a corner on coverage—not in these United States. But every station has certain outstanding advantages which are deserving of consideration, and we know that what coverage claims we do make can be proved by the use of any one's yardstick.

Among these is a claim which should be obvious—with our 1000-watt operating on 570 kc., there can be no possibility of any one in our primary or secondary area getting a 250 watt station, operating on any frequency, no matter where it may be located. It just can't be done! Yet, we have an advertiser trying to do the impossible, and by now he is wondering why such sparse returns—why no audience comment, et cetera. And maybe, when next Easter rolls around, he'll have strong arguments against the use of radio, all because some one didn't know—or, did not want to know!

A Constant Audience To Hear Your Story Awaits you at WHAM The 25,000 Watt STROMBERG-CARLSON STATION at Rochester, N. Y.

There are two kinds of listening audience...

FIRST: That which listens to the station for some highly publicized or long-established feature.

SECOND: That which listens to a station regularly because of the uniform quality of its programs.

It is the latter type of audience which WHAM has to offer you. The proof? The Widmer Grape Products Industry of Naples, N. Y., uses 30 minutes weekly. On the fourth broadcast, it was decided to make an announcement 30 seconds long of a jigsaw puzzle to be given free on receipt of a postcard. No preliminary publicity was given this announcement and it occurred as part of the regular program. Nearly 7,000 replies were received!

These replies came from 18 states and 4 Canadian provinces, but the interesting part is that only 21.29% came from the city of Rochester while 78.09% came from Central, Western and Southern New York, Western Pennsylvania and Eastern Ohio, within the 250 mile radius which WHAM covers regularly.

CONCLUSIVE PROOF OF A CONSTANT LISTENING AUDIENCE!

In this prosperous area is found 59.27% of the nation's manufacturing. From it comes 53.2% of the tax returns showing incomes over $5,000.

From WHAM you not only reach a CONSTANT AUDIENCE, BUT an Audience that Has the Means to Buy and which Spends Those Means Regularly.

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

Western Electric Double Turntable 33 1/3 R.P.M., lateral and vertical pick-up equipment.

Let us send you rates, open time, and complete market data.

May 1, 1933 * BROADCASTING
The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WNAC, Boston, reports the following new accounts to July 1, New York: San Francisco (Lovalon Shampoo) 26 transcription broadcasts, twice weekly, 9 A.M. thru 5 P.M., through SHB, San Francisco; Dorothy Muriel, radio and movie actress, has signed on with social events daily except Sunday to Sept. 25, Harry M. Frost, Boston; Market Institute (material for music director) talks on gardening Sundays, April 9 to July 2, Wood, Putnam & Wood, Boston; Conrad & Co., Boston department store, 13 broadcasts on Mondays from stage of Metropolitan Theater and 10 broadcasts of high school orchestra competition for Concord cup, through Salinger & Publicover, Boston.

WBEM, Chicago, reports Bulova Watch Co., New York, sponsoring 9 times daily for 13 weeks periods, through Biow, Co., New York; Scientific Laboratories, Chicago, (re duction) sponsoring daily announcements for 26 weeks, direct; Pharma Co., (Collins & Treacy) sponsoring announcements Tuesdays and Fridays for 26 times from April 11, thru Cleveland, Chicago; Kodak, thru Bulova, Chicago; Eitel, Inc., Chicago (Old Heidelberq Inn at World's Fair) daily announcements for indefinite period from April 8, thru C. Wendell Muenster, Chicago; Marcus - Leseine, San Francisco; Loyal, Hollywood, daily announcements, 26 times thru April 26, thru Harry C. Ward, Chicago; Ward Baking Co., Chicago (bakery goods), Mitti Green in "Happy Land," Chicago, 13 weeks; six evenings a week from April 19, thru WBS and Joseph Katz, New York.

WMAQ, Chicago, reports signing Pillsbury Flour Mills for "Today's Children" show, 2 show 5 mornings weekly, 8 weeks from May 3, thru Dolores Pictures, Chicago; neapolis, Luxor, Ltd., Chicago (soap) has signed for half-hour dramatic shows on one night a week beginning April 10, led by N. W. Ayer & Son, Chicago; Chocolate Products Co., Chicago (Kav (O chocolate drinks) is sponsoring "Adventure in Squibail Land", chil dren's show, on one week, thru WBS and Young & Rubicam, New York. WMAQ also reports that the Advertiser Co., Chicago, has engaged a 16-piece orchestra, starting April 27, together with other features in a special campaign.


THE FOLLOWING stations report signing Affiliated Products, Inc., Chicago, for its Louis Phillipe transcription account: KAL, Dallas; WCAU, WSH, WNAS, WHAS, WOKO, KSTP, KOL, WSPD, WTMJ.

WASHINGTON, MAY 1--

Model of Vienna's Bisamberg--New Austrian 120 kw. station is the first in Europe to use 300 kw. tubes. One of its aerial masts acts as aerial and the other as a reflector to prevent radiation of too much energy to the eastward or away from Austria.

WASHINGTON, MAY 1--

WLS, Chicago, reports France-America Hygienic Co., Chicago (toilet goods) sponsoring quarter-hour "Fan Fare" Friday afternoons for indefinite period from April 21: handled by Mason Warner, Chicago. Kitchen Art Foods Co., Chicago (food preparations) is using five minute morning spot daily from April 19 for indefinite period; handled by Rogers & Smith, Chicago.

KYW, Chicago, reports Crazy Water Co., Mineral Wells, Tex. (mineral water) using three 15-minute evening programs a week for 13 weeks from April 17; handled by Robert & Smith, Chicago. E. Griffiths Hughes, Inc., Rochester, N. Y. (Kruschen reducing 6% is) sponsoring quarter-hour musical program one night weekly for indefinite period, handled by Johnstone Advertising and Sales, Rochester, N. Y.

WGN, Chicago, reports S. O. S. Co., Chicago (decoyer) using 15-minute program daily mornings for 13 weeks: handled by Henri, Hurst & McDonald, Chicago. Hill Nurseries, Chicago (seeds and plants) is using 15-minute evening program Fridays for four weeks.

WJJD, Chicago, reports the Willard Tablet Co., Chicago, sponsoring twice daily musical pieces for indefinite period, direct; Scientific Laboratories, Chicago (Reducoids) daily 15-minute programs for indefinite period, direct; United Remedies, Chicago (Kolovant hair dye) 15-minute program daily for indefinite period, thru Heat-Seehoff, Chicago; Prima Brewing Co., Chicago (beer) sponsoring home games of Chicago White Sox ball club and telecasts reporting out of town games for season, direct.

SOUTHWEST Broadcasting Co., Fort Worth, Tex., reports the following accounts signed for the several stations of its Texas-Oklahoma network: Gooder-Universal Laboratories, Dallas (hand lotion) musical program, Thursdays, 9-9:30 p.m., 52 weeks, all stations, handled direct; C-S-O Laboratories, San Antonio (antiseptic), two daily announcements, direct.

HOLBROOKS, Ltd., Birmingham, England (Westwood), has taken a 30-minute morning program from CBS, Toronto.

GENERAL BAKING Co. has undertaken the sponsorship of Mike and Herman, formerly heard on Chicago's over WOBA-WSAN, Allentown, Pa.

STONE'S BEACH, Indiana summer resort, is using a 10-minute musical program three times weekly on WCKY, Covington, Ky.

NETWORK ACCOUNTS

WASEY PRODUCTS, Inc, New York (Zemo and other products) on April 24 started the "Voice of Experience" on 15 CBS stations, Mondays to Fridays, inclusive, May 11-15, also Wednesday, May 11, 15-15 p.m. program was first carried on WOR, Newark, with great success. Erwin-Wasey & Co., New York, handles account.

P. LORILLARD Co., New York (Old Gold cigarettes) on May 10 renew what Waring's Pennsylvanians, George Givot and Mandy Lou on 57 CBS stations, a 30-minute program, 9:30 p.m. Levine & Mitchell, New York, handles account.

THE NONSPI Co., New York (deodrant) on June 8 starts The Street Singer on 36 CBS stations, Mondays, Wednesdays and Fridays, 9-11:30 p.m., p.m., the first four weeks, and Mondays and Wednesdays, 9-11:30 p.m., thereafter, Cecil, Warwick & Cecil, New York, handles account.

BUICK - OLSMOBILE - PONTIAC SALES Co., Detroit (Pontiac ears) has extended through June 22 its Col. Stoopnaghr and Bud feature on 44 CBS stations, Thursdays 9-10 p.m. Campbell - Ewald Co., Detroit, handles account.

GULF REFINING Co., Philadelphia, reports the following accounts signed for the several stations of its Gulf-Oklahoma network: Gooder-Universal Laboratories, Dallas (hand lotion) musical program, Thursdays, 9-9:30 p.m., 52 weeks, all stations, handled direct; C-S-O Laboratories, San Antonio (antiseptic), two daily announcements, direct.

GOLD DUST Corp., New York, on April 28 started "Goldy and Dusty" and "the Dustmen" on 10 CBS stations, daily except Saturdays and Sundays, 9-11:30 p.m. Batten, Boston, handles account.

KRAFT-PHENIX Cheese Corp., Chicago, on April 22 renewed its 10 NBC-WJJD network, Saturdays, 11-11:15 a.m., 13 weeks, handled by Thompson, Chicago, handles account.

BOURJOIS, Inc., New York (toilet articles) on May 1 adds Don Lee network to its "Elegance in Paris" program.

CHEVROLE'T MOTOR CAR Co., Detroit, has extended contract of NBC-WJJD network, thru Jack Benny for six weeks to June 25.

BRISTOL MYERS Co., New York, on May 26 will extend "Phil Cook and Ingram Shawers" program to include Fridays and Saturdays from May 22, 4:45-5 p.m. on NBC-WEAF network.

SWIFT & Co., Chicago (meat packers) has renewed "Thornton the Magician," on NBC-WJZ network, Thursdays and Fridays, 8:45 p.m. The program was to have gone off the air April 28.

R. B. SEMLER, Inc., New York (Kremi hair tonic) on April 26 changed the time of its Wednesday program on CBS to 11:15-11:30 a.m.

HOU5S, WGN, Chicago, "Musical Memories" programs on the NBC-WJZ network on May 2 and thereafter and will change time to Tuesdays, 10-10:30 p.m.

QUAKER OATS Company's "Dick Daring" programs on April 27 and thereafter changed time to Tuesdays, 6:45-7 p.m. on an NBC-WJZ network.

KEENAN'S "Goldbergs" program on May 1 added KPO and KDA, daily except Saturdays and Sundays, 12:30-1:00 p.m., EDST.

JOHN H. WOODBURY Company's program with Donald Novis and Leon Belasco's orchestra on an NBC-WJZ network, starting May 3 to be heard thereafter on Wednesdays, 8:30 p.m., EDST.

Railway Renewes

The ONLY eastern railway to utilize radio advertising along with other media, Chesapeake & Ohio Railway on April 26 concluded its first year of radio account. Its nightly "All Aboard" call on WRC, Washington, timed with the departure of its air-conditioned train, the George Washington, has won a large audience with the company. Its "spokesman" to its value in building passenger traffic. Account, handled by Campbell-Ewald, Detroit, will be handled by W. S. Whitman, Nashville, SC, and WHAS, Louisville, as well as WRC.

Derby by Remote

THOUGH the Kentucky Derby will be covered as usual May 6 by the networks, WGN, Chicago, will offer for the ninth successive year send its accounts coverage to 3000 radio engineers to handle the event independently, as it did the Olympic Games of 1924. The Olympic Games had a large audience for the remote hookup, while the 1932, Quin Ryan, WGN manager and chief announcer, will be assisted by W. H. Whitefield, NBC, and Carl Meyers, chief engineer, will handle the special hookup.
PROSPECTS

GEORGIA ICE Manufacturers Association is planning an 8-week campaign using radio and newspaper advertising. Account is handled by Eastman, Scott & Co., Atlanta.

THE COMMERCIAL BREWERY, Charlestown, Mass. (old Homestead Lee) will use radio with newspaper advertising in a campaign handled by The Goulsion Co., Boston.

LEOPOLD MORSE Co., Boston (men's clothing) will use radio locally, with Ingalls-Advertising, Boston, handling accounts.

HOLLYWOOD DIET Corp., Chicago, will use radio with newspapers in a campaign to be handled by Phelps-Engel Phillips, Inc., Chicago.

IVANHOE FOODS, Inc., Auburn, N. Y. (Ivanhoe Mayonnaise) is using business with other media in a new campaign just started in selected northeastern and Ohio, Indiana and Michigan cities.

CROSLEY RADIO Corp., Cincinnati (radios and refrigerators) makes up its May and will use radio with other media. Frey & Collier Co., Cincinnati, handles account.

MANCHESTER BISCUIT Co., Fargo, N. D., will use radio and newspapers in a campaign to be handled by the Minneapolis office of Erwin, Wasey & Co.

THE LANE Co., Alta Vista, Va. (cedar chests) formerly a CBS network advertiser, reports it will again use radio in its fall advertising, which will be placed by Henri, Hurst & McDonald, Inc., Chicago.

AGENCIES AND REPRESENTATIVES

CALLING a one-day "brass tacks" session by members and members, with no speakers, no outsiders, no banquet, no entertainment, no frills of any kind, the Association of National Advertisers will hold its meeting in New York May 15 in executive session. Economic conditions, it was explained by Stuart Pedley of the Borden Co., president, led to calling the one-day conference in lieu of the ANA's usual semi-annual three-day meeting.

SESSIONS of the 16th annual meeting of the American Association of Advertising Agencies will be held in the Mayflower Hotel, Washington, May 11 and 12. The convention program this year will feature exhibits of accomplishments by advertising under adverse business conditions.

H. E. RINGOLD has been appointed sales manager of Scott Howe Bowen, Inc., New York, which recently appointed L. D. Fernand, formerly general manager of the Evans Publishing Corp. and before that general manager of the Conde Nast publications, as vice president. Scott Howe Bowen also announces the appointment of Edward A. Bryan, formerly production manager of WLW, Cincinnati, as program counsel.

CARL HAVELIN, recent sales di- rector for KFI but now vice president of Bowman, Deute, Cummings, Inc., Los Angeles, is chairman of the radio departmental meetings to be held by the Pacific Advertising Clubs in June at Sacramento, Calif., and Lindsey Spight, of the San Francisco NBC sales force, will be vice chairman.

RICHARD MORENS, for the last few years a specialist in radio writing and production in his own agency in Fort Wayne, Ind., has joined Guen- ther-Bradford & Co., Chicago agency, as head of its radio department.

EDWARD VOYNOV, Chicago manager of Edward Petry & Co., has been elected vice president of the company. Edward Petry is president and "Hank" Crystal is secretary-treasurer.

JOSEPH R. SPADEA, formerly in charge of the Detroit office of Scott Howe Bowen, has been transferred to the New York office. The Detroit of- fice has been closed.

PREMIER-PABST Sales Co., Chicago (Blue Ribbon Beer) has appointed Matteson-Phogart-Jordon Co., Chicago, to direct its advertising. Marvin Harms is advertising manager and T. W. Davis account executive. Agency formerly handled the Blue Ribbon Malt account and now handles the entire Premier-Pabst account.

ST. LOUIS

AGAIN THE CENTER OF THE WORLD'S BREWING INDUSTRY

Thousands of workmen have been returned to their old jobs. Thousands of extra dollars are pouring in St. Louis daily—and into the pockets of these well paid craftsmen.

The return of beer means much to the entire nation as a business stimulant. Then think what it must mean to St. Louis, the world's great brewing center.

YOU CANNOT ADEQUATELY COVER ST. LOUIS WITHOUT USING WIL

WIL - St. Louis, Missouri

WILK YELLOWS THE REAL JOB FOR THE ADVERTISER!

5000 Watts . CLEARED CHANNEL "The Voice of Cincinnati"

May 1, 1933 * BROADCASTING
The Big Five of Pittsburgh’s Department Stores

USE WCAE to Carry Merchandise Messages to Pittsburgh’s LARGEST RADIO AUDIENCE

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of 18 hours, 18 minutes carries programs of local appeal and NBC Red Network features.

1000 Watts 1220 Kcs.

Affiliated with Pittsburgh Sun-Telegraph

STUDIO NOTES

COOPERATING with the American Radio Relay League, national amateur organization, the following stations are carrying A. R. L. programs: WMAQ, Chicago, WEEA, Boston; WMBD, Peoria, III.; KGKO, Wichita Falls, Tex.; KKA, Seattle; WARI, Bangor, Me.; KWSG, Pullman, Wash.; WPTF, Raleigh, N. C.; KGDY, Huron, S. D.; WCAH, Columbus, O.; KMMJ, Clay Center, Neb., and WGLC, Hudson Falls, N. Y., are planning to carry amateur programs shortly.

AN UNUSUAL feature of a booklet prepared by KSD, St. Louis, is a chart setting forth a full week's comparative programs of the three leading St. Louis stations. The booklet also analyzes the population of the cities in KSD's "area of influence" and tabulates the population characteristics and retail outlet in Greater St. Louis.

KFWB, Hollywood, is recruiting talent for a junior Hi-Jinks. Bill Ray, assistant manager, has sent out a call for boys and girls of school age who can imitate the station's Hi-Jinks performers. The best in the preliminary auditions will be used later for a junior performance of the successful Hi-Jinks program. If the turn-out proves large and the interest is keen, it is planned to stage an entire series.

TALKS on the trend in women's styles are given weekly over KYW, Chicago, by Mrs. Austin W. Young, fashion preview editor of the Chicago Herald and Examiner. A NEW program of interest to women particularly is "Who's Who in Akron," a daily morning broadcast in which a woman discusses local women prominent in social and business affairs, on WJW.

A LISTERINE carton was the only admission required of children for the vaudeville and movie show during the week of April 21 at the Majestic Theater, Chicago, which had as one of its attractions the cast of "Uncle Quin and His Skalwags," feature of WGN, Chicago. The program is conducted weekly by George Dugger of WGN, under sponsorship of the Lambert Pharmacetical Co., St. Louis.

SEARS ROEBUCK & Co., Chicago, sponsoring two quarter-hour musical programs daily over WLS, Chicago, for the last several years, has combined the program presentation into a half-hour feature each morning.

THE NEW studios of WPRO, Providence, R. I., are nearing completion. The studio includes a large studio, a small studio, a transcription room, and an announcing room. In addition, there is a control room, located between the studios, and a large business office, reception rooms and an audition studio.

AMONG new entertainers on WBT, Charlotte, N. C., is Princess Naconom, an Indian, the granddaughter of Califton Joe, Indian scout who served with George A. Custer, Buffalo Bill, Kit Carson and other pioneers. The princess recounts true stories twice weekly under the sponsorship of the Independent Grocers Association of the Carolinas.

DEVOTED to the activities of KOIN, Portland, Ore., the "RADIO ADVERTISER," a four-page tabloid newspaper, is being issued by that station from the presses of the Portland Journal-Register. A SERIES of "Timely Topics on Health" was started over WAAB, Boston, and is now in the Yankee Network April 20, and will be continued weekly for the auspices of the Massachusetts Memorial Hospital. Sustaining program consists of talks by hospital officials on health preventive measures.

Nearly Half of Radios Over Three Years Old

FORTY-TWO per cent of all radio receivers in use today are more than three years old, according to a survey reported in the periodic publication, Radio Retailing. The tabulations are based upon interviews with owners of more than 7,000 sets in 79 towns and cities.

The survey revealed that less than 16 per cent in use were purchased during the last year, that 39 per cent are two years old or less and that 52 per cent have been in use less than three years. Ninety-three and three-tenths per cent use alternating current, and the average tubes for each set was found to be 7.35.

AFA Chairmen Named

PROGRAM chairmen for five of the national departmental groups which will participate in the 29th annual convention of the Advertising Federation of America in Grand Rapids June 25-29 have been announced as follows: Irwin Maier, advertising manager of Milwaukee Journal, for Newspaper Advertising Executives Association; Clarence D. Blessed, Walker & Co., for Outdoor Advertising Association; E. Lee Turley, U. S. Advertising Corp., for Direct Mail Advertising Association; Francis H. Lawton, Jr., General Business Films, for Talking Motion Picture Division; and Charles F. Hatfield, St. Louis, American Community Advertising Ass'n.

Commission to Buy Precise Receivers

THE RADIO COMMISSION is in the market for seven first class high fidelity receivers and four home recording units or "robot listeners," for use primarily by the forces in follow- ing station programs and in recording material of questionable character to be used at formal hearings. Manufacturers have been invited and will be opened at the Commission May 10. Leading manufacturers are expected to submit bids. Specifications call for accuracy to five kilocycles, plus and minus, which means the units must be highly selective. Automatic volume control and a minimum of 10 tubes are also specified.

The receivers, which will augment, rather than supersede apparatus now in use, will be placed at monitoring stations in Boston, Baltimore, Atlanta, Chicago, Grand Island, Neb., Portland, Ore., and Los Angeles.

Where the four automatic recorders will be stationed has not been definitely decided, although it is planned to use one on the west coast, the second on the east coast, the third in the center of the country, and the fourth in Washington. When programs under investigation are recorded, the plan is to introduce them in evidence and "play back" the programs to the Commission. One such portable unit has been in the Commission's possession for about two years. It is similar to the home recording sets sold for public distribution.
Radio Sells Insurance

(Continued from page 8)

help in safety campaigns, and tell in a more or less general way concerning some of the fundamental values of insurance. But beyond that we must leave the actual job to the agent.

Institutional Programs

The TWO spearheads of radio advertising which The Travelers used are the "Travelers Hour" and the "Travelers News Bulletin." The "Travelers Hour" is broadcast each Monday night from 7 until 8 o'clock and features a staff orchestra of 40 musicians under the direction of the distinguished Dutch-African composer and conductor Christiania Kriens, and each program presents a nationally known vocal or instrumental artist. On this program there appears absolutely no commercial plug for the name of the sponsor. The announcer simply says, "The Travelers Hour, sponsored by The Travelers Insurance Company, The Travelers Indemnity Company and The Travelers Fire Insurance Company."

The "Travelers News Bulletins," one-minute talks blending historical interest with the value of insurance, are offered every day. These talks are written by the publicity department and follow a semi-dramatic story form.

Let the station make the name well known and let the agent, backed by office training, go out and do the actual selling. He may be stationed in Atlanta, or in Denver, but wherever he is the voice of the mother company will reach him. It will make him feel that he is not stranded and alone, but that he is an integral part of one big family. And which one of us does not like a little moral support now and then? Sentimental? Perhaps. But psychologically it is good business.

Cotton Campaign

As part of its National Cotton Week celebration, May 15 to 20, the Cotton Textile Institute, New York, has announced plans to spend more than $2,000,000 to advertise cotton merchandise. Whether radio would be used was not revealed.

WRVA

RICHMOND

VIRGINIA'S PREMIER RADIO STATION

ESTABLISHED 1925

90% Increase in the number of radio sets in Virginia since 1930 census.

82 1/2% Owned radio sets among the 6,707 homes contacted in house-to-house survey in Richmond territory by large national advertiser.

84% Of the radio-owning homes interviewed in the Richmond territory stated they listened most to WRVA.

This steadily increasing audience in a state where taxes are low, retail sales are holding up remarkably well, and the number of farm mortgages is next to the lowest in the nation, will hear your message from WRVA, the only NBC outlet in Virginia.

5,000 Watts Full Time Clear Channel
Applications

**APRIL 18**

WMAL, Washington, D. C.—License to cover CP for auxiliary transmitter renumbered in name of NBC.

WANG, Ansonia, Conn.—Install new equipment at new location (to be determined by tests) and move station.

KFQD, Anchorage, Alaska—Modification of license to change frequency from 1320 kc. to 830 kc.

KCZV, San Francisco—License to cover CP to move transmitter from San Francisco to Richmond, Calif. (to be determined by tests) and move station.

WGNY, Chesterton, Ind.—Modification of license to increase power from 50 kw. to 100 kw. WSEN, Columbus, O.—CP to move transmitter locally.

**APRIL 19**

WFRB, East Dubuque, Ill.—Modification of CP to move station from Joliet to East Dubuque, Ill., change frequency from 1710 kc. to 1550 kc., and change from sharing with WCLS to specified hours, to extend commerce and recreation plus operating limit from 6:00 a.m. to 11:55 p.m., respectively.

KWDR—Modification of 50 kw. CP to extend operating date from 5-17-33 to 11-17-33.

**APRIL 25**

WRAK, Williamsport, Pa.—Modification of license to change frequency from 1350 kc. to 1450 kc. and install new transmitter.

WDCN, Charleston, W. Va.—Modification of license to increase power from 250 kw. night, 500 kw. day to 500 kw. night and day, respectively.

WJBU, Lewisburg, Pa.—CP to move station to Sunbury, Pa., amended to change transmitter site locality and change night power from 100 kw. to 250 kw.

KUDA, Fayetteville, Ark.—CP to make changes in equipment and operating hours at new location.

WDJH, Joliet, Ill.—License to cover CP to install new transmitter.

WSDC, Chicago—Modification of license to change specified hours of operation.

WCRW, Chicago—Modification of license to change specified hours of operation.

**APRIL 27**

WJSV, Alexandria, Va.—License to cover CP to move transmitter from St. Vernon Hills to Mt. Vernon Memorial Hospital, Alexandria, and install new transmitter.

WQWU, Charleston, W. Va.—Modification of license to increase power from 250 kw. night, 500 kw. day to 500 kw. day and night, respectively.

**APRIL 28**

WREN, Columbus, O.—Granted CP to move transmitter locally.

*Glossary*

**Glossary**

**CP**—Construction permit.

**EC**—Electric cables.

**KK**—Killowatt.

**LS**—Power until local sunset.

**DD**—Daytime.

**LT**—Limited time.

**PP**—Power percentage.

**WE**—Watts.

**EI**—Examiner’s report.

**GO**—General order.

**Actions of the Federal Radio Commission**

**April 16 to April 30 Inclusive**

**Decisions**

**APRIL 18**

WINS, New York.—Granted CP to move station from Astoria, L. I., to Park Forest, Ill., to install new equipment.

WNBW, Scranton, Pa.—Granted extension of authority to move station from May 16 to June 1, pending action on pending application.

WQBC, Vicksburg, Miss.—Granted special temporary experimental authority to change frequency from 1340 kc. to 1360 kc., with 600 kw. power, unlimited time, for reciprocal license to build station.

KOCW, Chickasha, Okla.—Granted special temporary renewal to move station from Chickasha to Little Rock, Ark., for changes in equipment, change hours from 1200 to 2:30 p.m., and increase power from 100 kw. to 300 kw. WGW, Chicago.—CP to make changes in equipment, change hours from 1200 to 2:30 p.m., and increase power from 25 kw. to 50 kw.

WQO, St. Louis.—Granted oral argument before the Commission en banc for May 3.

WJAM, Miami, Fla.—Granted special temporary authority to reduce hours of operation from unlimited to specified hours to June 1.

WBQI, Vicksburg, Miss.—Modification of special temporary experimental authority to reduce hours of operation from unlimited to specified hours until May 1.

**APRIL 21**

KJCA, Clovis, N. M.—Granted CP to move station locally.

KICB, Chattanooga, Tenn.—To move transmitter with changes to reduce power from 250 kw. to 50 kw.

**Glossary**

**CP**—Construction permit. 

**EC**—Electric cables.

**KK**—Killowatt.

**LS**—Power until local sunset.

**DD**—Daytime.

**LT**—Limited time.

**PP**—Power percentage.

**WE**—Watts.

**EI**—Examiner’s report.

**GO**—General order.
Stalling for Time, ASCAP Considers Parley with Baker

Society’s Action Kept Secret Pending Report to NAB

APPEARANTLY stalling for time until the courts adjourn this summer, the board of directors of the American Society of Composers, Authors & Publishers met in New York April 27 to consider the possibility of reopening negotiations with broadcasters for readjustments of royalty fees.

E. C. Mills, ASCAP general manager, declined to divulge the board's action to Broadcasting, declaring that he had not yet communicated with Newton D. Baker, special copyright counsel of the NAB, who board says would negotiated only on condition that a “per piece” method be substituted for the present percentage-plus-sustaining-fee basis. It is generally believed, however, that the board would like to see further conferences between Mr. Mills and Mr. Baker.

Reason for Stalling

ASCAP, it is apparent, fears litigation against it by the broadcasters or by the Department of Justice or Federal Trade Commission.

By prolonging negotiations for a few weeks more, all federal courts are in summer recess, the Society would not have to worry about any suits until next fall.

On Sept. 1, under present ASCAP contracts, broadcasters must pay an increased royalty of 4 per cent of their “sets”, plus a sustaining fee; for on that date the second year of the three-year contracts begins.

This new turn in the copyright controversy developed after an NAB delegation, headed by President Alfred B. McCarter, walked out of a conference with Mr. Mills April 4, when the ASCAP official said there would be no revision of contracts “existing as of date.” Thus turned, away the NAB officials decided to embark upon a three-point program to save the industry from the ASCAP stranglehold.

Baker’s Ultimatum

MR. MILLS, however, immediately afterward communicated with Mr. Baker and informed him of his purported readiness to talk over matters. In reply, Mr. Baker stated he would be willing to talk only if it were understood in advance that the basis of negotiation would be toward a “per piece” plan whereby broadcasters would pay a nominal fee only on the compositions used. He demanded also that, during the period of the new negotiations, the present scale of royalties be amended so that the percentage would be paid only on receipts from programs actually using ASCAP music.

The ASCAP board met to consider the conditions of the board of directors as a criterion, it is certain that it authorized Mr. Mills to negotiate with Mr. Baker, with the primary objective of stalling for time.

Mr. Mills told Broadcasting in an interview that ASCAP had a new plan, this time to operate the ASCAP Transcription Studio in Chicago instead of cable, as a means for securing a larger volume of income. The plan is apparently designed to increase the royalty income of ASCAP to the extent of $500,000 per year.

The ASCAP Transcription Studio in Chicago was opened in April with a staff of 100 employees. The studio is equipped with the latest sound equipment and is under the direction of Mr. Robert J. Smith, who has been with ASCAP for 15 years. The studio will provide a full range of transcription services for broadcasters, including the transcription of radio programs, television programs, and commercials.

The ASCAP Transcription Studio is located in a new building at 333 N. Michigan Avenue, Chicago, Illinois. The building is equipped with the latest soundproofing materials and is designed to provide a quiet, comfortable atmosphere for the transcription staff.

The studio is equipped with state-of-the-art recording equipment, including professional microphones, mixing consoles, and recording consoles. The studio is also equipped with a comprehensive library of music, sound effects, and voice-over talent.

The ASCAP Transcription Studio is open for business from 8:00 a.m. to 9:00 p.m., Monday through Friday. The studio is closed on Saturdays and Sundays. The studio is available for use by all ASCAP members, and non-members can also use the studio for a fee.

Washington Court Holds KHQ Is Guilty of Libel

FOLLOWING the principle laid down by the Nebraska Supreme Court in the case of Attorney General Sorensen vs. KFAB, incident, the Supreme Court of the state of Washington has held KHQ, Spokane, jointly liable with its alleged defamatory utterances over the station. The KFAB case, which laid down a principle dangerous to broadcasting, was carried to the United States Supreme Court for final adjudication. In the KFAB case, the Supreme Court held that the state of Washington has the power to control broadcasting, and that the state of Washington has the right to impose penalties on broadcasters for defamatory utterances.

On the KHQ case, the state of Washington has the power to control broadcasting, and that the state of Washington has the right to impose penalties on broadcasters for defamatory utterances.

WJSV Extension

WJSV, Alexandria, Va., CBS Washington outlet, has been granted a 90-day extension from May 1 for Experimental Laboratory Station location. The Navy Department had protested against interference caused by the 10 kw. station with the operation of experimental stations at the Naval Research Laboratory, at Bellevue, D. C., but granting the extension and a directional antenna which apparently has corrected the condition to the Navy's satisfaction. The extension was granted with the understanding that if, at the end of the period the interference is not completely remedied, WJSV must seek a new site for its transmitter.

Net Again Delayed

PLANS for the formal opening of the Radio Broadcasting System, Inc., network, headed by Ed Wynn, Broadway and radio comedian, remain indefinite. Several times postponed, the opening last was predicted for May 1. While details of the financial backing for the Wynn project, which contemplate ultimate establishment of a nation-wide network, have never been divulged, it is reported unofficially that Arthur Gardner, reputed to be a Detroit millionaire, is heavily interested.

Radio Subcommittee

REP. BRIGGS, (D) of Texas, has been named chairman of the radio subcommittee of the House Merchant Marine, Radio & Fisheries Committee, according to an announcement by Representative John Bland, of Virginia. Other Democratic members of the subcommittee are: Reps. J. C. Crosby, Pa.; Ramezpeck, Ga., and Brown, Ky. Republican members are Lelahrbo, J. N. and Edmonds, Pa. Also serving on Speaker's subcommittee but having no vote is Delegate McCandless of Hawaii.

May 1, 1933 BROADCASTING
5 MINUTES—NO MORE, NO LESS
Networks Believed Ready for Ultra-Short Program As New Source of Badly-Needed Revenue

By PETER DIXON

TWO YEARS ago this writer had his name on the jacket of a book called "Radio Writing", which had to do with the technique of preparing material for publication. It also contained a number of predictions of future developments in radio. One paragraph may be quoted here:

"The tendency in programs, especially programs of a dramatic nature, is to make them shorter and shorter. A few years ago there were more dramatic programs lasting sixty minutes than there were half-hour broadcasts. Then the half-hour program became popular. Recently the fifteen-minute broadcast has assumed first place, especially when it is continued day after day and the story is serialized. Nor will this shortening of the episode stop at fifteen minutes. This writer believes that, within the next two years there will be a great demand for programs of five-minute length."

A Bid for Business

THE DEMAND for five-minute programs exists today and several examples are on the air. There have been five-minute broadcasts on smaller stations for months, but they have been little more than lengthy commercial announcements. Station WOR, New York, has made time available for sponsored broadcasts five minutes in length and a number of the electrical transcription makers are turning out five-minute disks.

Before July 1, unless unexpected sources of revenue are developed, the networks are expected to sell time to advertisers in five minute units. The division of the hour into units smaller than 15 minutes is something of which the networks have long wanted to do. Five and ten minute programs will add many complications to an already complicated job. For every additional five minutes needed by the networks, and a bargain counter; of five minute program spots may bring in that revenue.

Advertising agencies, too, don’t want to be quoted on shorter programs. Said one advertising man, with the request that he be not quoted by name: "Five-minute programs will help a lot. All of us on the scene who are interested in radio but who don’t want to spend the money necessary to give it a fair trial. If we could only sell the listeners like a five-minute program, some of them would go on the air immediately and a certain percentage would probably buy more and more time in the future."

Arguments against the five-minute program are many and some of them are very logical. Picking up and dropping networks every five minutes will increase chances of mistakes. Bookkeeping will be more complicated. More studios will be needed, and there will be necessarily more confusion throughout the broadcasting station. That five-minute time period will be sold without restriction seems unlikely. WOR limits the five-minute programs to certain hours in the morning, a short period at noon and to the half hour before 7 p.m.

The program experts aren’t enthusiastic about the idea, nor are they about the idea of commercials in the five minutes. Nor are the directors of feature pictures enthusiastic about the new developement for the reason that the shorts are making money for the movie companies and that is what matters these days."

Listener’s Viewpoint

THE LISTENER who will either suffer or benefit most from the five minute program when it arrives, isn’t in a position to have an opinion on the shortened broadcast. He probably won’t like the type of broadcast already on the air, which is nothing more or less than a dramatized sales talk. On the other hand he rather enjoys the five-minute musical program, which offers more than four minutes of melody and less than a minute of sales message.

This writer believes that the five-minute program is entirely practical from an entertainment standpoint. Actually, the five minute entertainment unit has been demonstrated many times in the last few years. The Fleischman hour, featuring Rudy Vallee, is really a series of five minute episodes. Careful planning, cooperation between the advertisers buying time within the same half hour or hour and a willingness to be content with very brief commercial announcements should make six five-minute programs sponsored by six different advertisers just as entertaining as a half hour sponsored by one advertiser.

Dozens of practical five minute programs suggest themselves. The serialized mystery or romance can be done in five minute daily episodes. Comedians of the Cantor, Bennett, Allen and others, would be appreciated in five minutes of foolishness. Harmony trios and instrumental novelties are natural selections for short periods.

Canada Reallocates

(Continued from page 12)

with the reallocation assumed its own call letters CRIC so that the stations it recently purchased from the Canadian National Railways will hereafter be known as CRVC, Vancouver, CRGO, Ottawa and CRCA, Moncton, N. B. These calls were lent to Canada by the Portuguese surrey, which had them by international treaty.

In Parliament April 22 the radio budget estimates were considered, along with questions from the floor, as to whether the Canadian Commission has barred the Judge Rutherford broadcasts. Included in the estimates was an Item of $225,000 for new construction in western Canada, which may be an indication that Canadian would build one or more of the 50,000 watt stations there that are authorized under the U. S. - Canadian wave agreement.

While the expenditures of the radio commission are covered by license fees of $2 per radio, it is necessary to consider the use of the Commission in Parliament since the license money is paid direct to the national Treasury. One million dollars were voted to the Commission, the largest item of which was $400,000 for the purchase of land lines for chain broadcasts is estimated to cost the Commission that amount. The minutes of three stations taken over by the Commission are being paid for this year at a cost of $50,000 to the Canadian owners.

Salaries for the Commission and expenses for the year must be covered by the remaining $125,000. There are about 30 on the staff, including engineers, operators and clerks. The salaries of the three commissioners are $3,000 for chairman and vice-chairman and $2,000 for the third commissioner.

Hollywood Studio

TO SERVE as key studio for the NBC Hollywood on the Air program and for other programs originating in Hollywood, RKO has announced the construction of a broadcasting studio on its lot in the film center. Lloyd Yoder, NBC public relations director in San Francisco, was in Hollywood in April to confer with John Swallow, head of RKO broadcast activities. Decision to build the studio will be made on the result of the recent visit of M. H. Aylesworth, president of NBC and RKO.
Newspaper-Radio Promotion
(Continued from page 6)

instill enthusiasm in REGISTER and TRIBUNE carrier salesmen. Each Saturday afternoon the "Adventures of Joe Warner" is presented. The roles in these fast moving skits are taken by carrier boys. For ten weeks the programs included music by the newsboys' brass band.

For a time, various departments of the newspaper were visited by announcers with mikes. The hustle and noise and colorful background of work in the editorial, mechanical and business offices were described in order to instill in the carrier boys the drive and energy of the newspaper plant.

About 80 plugs a week are given the advertising department. These are sandwiched into spot musical programs or between network programs. They are divided between want ad promotion and straight institutional blurbs and are of a practical nature, compelling and certain to attract attention.

One will call attention, for example, to an advertiser who wants to exchange a cow for a washing machine. Another adroitly calls attention to a new feature of state interest appearing on the feature pages. In the news broadcasts, given three times daily, are scattered 100-word announcements sometimes tying in cooperative promotion activities of the papers and local theaters.

KSO for several weeks carried interviews with passersby from in front of the newspaper and TRIBUNE building. Crowds about the mike attracted the attention of a restaurant proprietor across the street. Within a day or so the whole set-up had been moved into his place of business on a commercial contract.

A KSO mike recently brought to Des Moines lively debates on the floor of the state legislature senate.

Throughout all these activities, whether it be the broadcasting of news from the studio or of the state senate in action, the policy always is to "tease" the listener with a lead or enough of the details of the story to arouse his interest in the full details to appear in the next edition of one of the two papers.

Trade Show Plans
RADIO and Music Trades Association of Southern California has announced a radio and electrical show in the Shrine Civic Auditorium, Los Angeles, May 14 to 17. Although complete organization plans were not released for publication, it is understood Los Angeles broadcasters will unite in advertising the show and stage personal appearances of radio talent. Under the original plan, as outlined to the broadcasters meeting in April, the radio stations will receive 50 per cent of the profits from the show for their efforts to put over the event.

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MIAMI

Presents: A Year Round Market to the National Radio Advertiser who seeks not only to reach one of the most valuable winter audiences, but a summer population of equal importance. Miami was in the National Spotlight this winter and it will continue as the forerunner of better times through the year.

1000 Watts
1300 Kilocycles
Full Time

WIOD Wonderful Isle of Dreams

Schedule 17 Hours Daily Year Round

is synonymous with Miami, the Magic City, and is the index to the buying power of this famous community. Valuable time is open and rates are right. Western Electric 33 1/3 turntable equipment for vertical and lateral transcriptions.

Rates and Data on Request From:
THE ISLE OF DREAMS BROADCASTING CORPORATION
Southernmost Associated Station National Broadcasting Co.

---

Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

..Coordinated Communications that COVER THE WORLD

• Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada. Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraph.

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

Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph
Commercial Cables
All America Cables
Mackay Radio

May 1, 1935 • BROADCASTING

Page 29
Patent Threat
To the Editor of Broadcasting:
I wish to call your attention to a letter received by this station from Wired Radio, Incorporated, 60 Broadway, New York City, to which was attached a very large list of patents which that company claims to own, some of which they accuse us of infringing. They offer to license their patents to us for $25 per month.

FOR SALE
STATION COMPANY STOCK
100% interest in private corporation owning a modern, well established 500-1000 watt broadcasting plant, unlimited time, chain connection located in center of one of richest trade territories in nation. Splendid opportunity for wholesale commercial development by experienced interests.

Price: $35,000 Cash or will finance at $40,000 to suit responsible parties.

Address:
Box 88, BROADCASTING


GLENN D. GILLET Consulting Radio Engineer Synchronization Equipment Design, Field Strength and Station Location Surveys Antenna Design Field Surveying, etc. National Press Bldg., Washington, D. C.

WFBG
ALTOONA, PA.
1310 kilocycles 100 watts
ADVERTISERS CHOICE for thorough coverage of Central Pennsylvania.

BROADCASTING * May 1, 1933

Useful Tip
To the Editor of Broadcasting: I thought you would be interested to know that as a result of a small item which appeared in the May issue of your magazine, we have been able to make a sale.

In the issue of January 15, there was a story about a Church Choir Contest, broadcast over KMOX, St. Louis. We took this as an opportunity to write Griffith's Company, coal merchants of Washington. Today we have Griffith's Consumers Company under contract.

This is just more proof that your magazine is valuable to those engaged in the sale of broadcasting stations.

VINCENT F. CALLAHAN, Assistant to the Vice President, NBC Station WNCR, Washington, D. C.

April 27, 1933.

California Radio Bill
Fought by Broadcasters
CALIFORNIA broadcasters are up in arms against a state senate bill which would delegate powerful authority to the state radio bureau. The bill was introduced by Senator Duval, of Ventura county (where the VENTURA PHONOGRAPH logs its 2480 kilocycles) but it was tabled after strong protests. It would have set up a $4,000 per year state radio director and staff with power to censor radio programs and advertising.

The dictators would even be empowered to issue a license granted by the Federal Radio Commission. California stations would be taxed at the rate of 40 cents per watt. The Pacific Radio Trades Association in San Francisco presented a resolution protesting against the bill to the senate committee on governmental efficiency, charging that the measure is discriminatory and contrary to the public interest.

Broadcasters signing the resolution were: H. C. F. Drew, KFRC; Ralph Brunton, KJBS; Don E. Gilman, NBC; P. D. Allen, KLX; W. W. Elder, KFO; L. A. Suchak, KTVB, KFAB, KFAB; J. G. McCune, KFAM, KFAM; Fred R. Smith, KFAM, KFAM.

Sales Tax on Time
AWO PERCENT sales tax on gross receipts of broadcasting stations is levied under the Oklahoma sales tax law, signed by the Governor April 18. The law specifies that the tax shall be levied "upon all sales of service in radiocasting, whether in the transmission of music, news, advertising, or in leasing, hiring or renting of radio equipment or facilities."

The law is not a direct tax on electricity, except that it shall be 1 per cent in cases where current is sold for industrial purposes. It is not mentioned in the legislation, and therefore are presumed to be exempted.
KMOX CAN HELP YOU SELL THE MIDDLE WEST MARKET and METROPOLITAN ST. LOUIS

if... you are planning a series of spot broadcasts with transcriptions or local talent,

KMOX WILL PROVE PROFITABLE ON A COST-PER-LISTENER BASIS

if... you are planning a test broadcast before considering a network program St. Louis is the logical test market and

KMOX IS THE IDEAL LOW-COST TEST STATION

if... you are using a network other than the Columbia Broadcasting System, you are not adequately covering St. Louis

ADD KMOX TO YOUR LIST WITH SPOT BROADCASTS

if... you plan to offer a product or service locally to the St. Louis Market

KMOX IS YOUR BEST BET! CONCENTRATE UPON ITS VAST COVERAGE!

Write for the New 1933 KMOX Coverage Survey—Prepared for Agencies and Advertisers.

KMOX—The Voice of ST. LOUIS, Inc.

MART BUILDING - ST. LOUIS, MISSOURI
National Representatives RADIO SALES, Inc. - New York & Chicago

50,000 WATTS - 275.1 METERS - 1090 KILOCYCLES

May 1, 1933 • BROADCASTING
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 unit to try. Not one came back—and most of them ordered one or more additional units. Now—over one hundred are in daily use, attesting their quality and reliability.

TRANSMITTER SECTION

RCA Victor Co., Inc.

(A Radio Corporation of America Subsidiary)

CAMDEN, N. J.

"RADIO HEADQUARTERS"

New York: 153 E. 24th Street
Chicago: 111 N. Canal Street
San Francisco: 235 Montgomery St.
Dallas: Santa Fe Building