WOR extends Cordial Greetings and Best Wishes for a Prosperous 1935!

With the new 50,000 watt transmitter—soon to go on the air—WOR looks forward to the New Year in anticipation of increased opportunities for Service to its listeners and to its advertisers. The Ten Times increase in power will bring 3½ Million more people into the WOR Guaranteed Service Area—including the entire city of Philadelphia. WOR will make this vast additional audience FRIENDS of the station and of its advertisers.
KMOX

RINGS IN THE NEW YEAR—

And Helps to Help You to a Prosperous 1935

—with more morning listeners than any other St. Louis station
— with more afternoon listeners than any other St. Louis station
— with more evening listeners, too, than any other St. Louis station
— with 10 times more power than any other St. Louis station, and:
— with far greater advertising power, as measured by results!

KMOX has more local and network advertisers than any other St. Louis station. For comprehensive audits of audience size and preference as well as advertising preference, enjoyed by KMOX — for specific KMOX sales — and for complete "spot" broadcasting service — write or call.

RADIO SALES INC.
485 Madison Ave. • New York, N. Y.
410 North Michigan Ave. • Chicago, Illinois

RADIO SALES SUPPLIES A CENTRAL, COMPLETE LOCAL AND "SPOT" BROADCASTING SERVICE FOR THE MAJOR CBS NETWORK STATIONS.

KMOX, 50,000 WATTS — THE VOICE OF ST. LOUIS
MAIL is one of the least important factors in radio these days, but if you’re looking for mail returns from your broadcast, we can simplify your search.

Some of our nineteen stations are tremendous "pullers"—some are not. This, as with magazines, is largely a matter of the type of audience reached. But the point is that we know where to get the mail for people who want it.

And, in accordance with our first and most important ideal of service, we’ll tell you the honest-to-goodness facts—even if we lose the order. Give us a call!

"You were right about the mail, Mr. F&S"

FREE & SLEININGER, INC.
Radio Station Representative:

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<th>CITY</th>
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<th>Network</th>
<th>Callsign</th>
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* Population of primary daytime coverage area. † Represented in Chicago and Middle West Territory only.
Record Year Forecast for Radio Industry

By SOL TAISHOFF

Concensus of Broadcasters, Agencies, Advertisers and Trade Data Indicates Income of 100 Million Dollars

FIRST of all advertising media to emerge from the depression last year, radio broadcasting enjoyed a "record volume" of business, and seems headed toward a 1935 spurt that may carry time sales up to the 100 million dollar mark.

This conclusion is based on early trade summaries and on the tenor of the annual symposium on prospects for the new year, published herewith. From advertisers, agencies and broadcasting executives comes the practically unanimous view that the year ahead will see an even greater upturn in volume than the record-smashing 1934. Increases in radio appropriations, say these men who place much of this business, seem to be the rule, with many of the pioneers who signed off radio in earlier years coming back.

Gain of 25 Per Cent Seen

WHEREAS 1934 saw a radio advertising expenditure of approximately $75,000,000 of which about $342,000,000 represented incomes of the major networks, the predictions for 1935 forecast an increased volume approaching 25 per cent, conservatively estimated. Of this probably the bulk will be in the network field, but spot broadcasting, coming more and more in favor by virtue of public acceptance of transmissions, seems likely to enjoy an increase of from 15 to 20 per cent.

Solidly established as a major advertising medium, American broadcasting will make new advances in its service to the public and its value as a medium. Radio 'circulation' has been increased notably by the sale of some 4,700,000 sets during the last calendar year, with a total of 19,000,000 receivers in American homes. Thus, using the multiplier of 41 listeners to the average set, designated as standard by the U. S. Census Bureau, a maximum radio audience of approximately 80,000,000 is indicated. Some 2,000,000 auto receivers in use also have opened new markets that are destined to prove productive for program sponsors.

Nation-wide networks are entering the new year with a good percentage of their desirable hours under commercial sponsorship. Daytime hours are proving more productive, and indications are that the "standing room only" sign will be prominently displayed as the year moves forward.

Spot broadcasting enjoyed its best year in 1934 and, according to present indications, will do even better in 1935. Widespread public acceptance of transmissions, plus results reaped by numerous spot accounts, have accelerated the placement of diversified campaigns. An outpouring of regional networks also has taken place. Network overlap plus accounts made-to-order for major markets are being aligned by these station hookups.

Indications are that many new trade-names will be heard on the air during 1935, augmented by a sizable number of advertisers who deserted the radio, but have found it desirable to return. American Tobacco Co., one of the pioneers, has recently been a late Saturday night three-hour dance program, and plans to spend the bulk of its increased budget on radio during 1935. Campbell Soup Co. will make radio its first medium during the new year. Among other advertisers said to be planning substantially increased appropriations are Studebaker, Ford, Dr. Miles Laboratories, and Centaur Corp.

Radio will march to its new records along with business generally. In his annual report, Secretary of Commerce Roper pointed to definite signs of returning prosperity. Among national advertisers, using all media, surveys indicate that considerably more than one-third will increase appropriations, while substantially one-half will maintain their existing schedules. Over-all appropriations, it is estimated, will be increased by 10 to 15 per cent for 1935.

Among the advertisers and the agencies there has developed a feeling that radio must be taken still more seriously. It has become a highly competitive medium with sponsors vying for listener attention in their presentations of more and more elaborate programs. To obtain worth-while audiences, they believe, programs of high caliber must be offered. They realize that most of the early abuses of radio have been eliminated and that radio, as an expected and highly productive medium, must be accorded infinite care in program presentation.

Another merry scramble for name-talent is foreseen, although deprecated by many of those who foot the advertising bill. Competitive bidding for big names has had the tendency of skyrocketing their salaries, it is claimed.

Increased Power

COUPLED with the phenomenal revival of set sales during the last year is a merchandising medium has been the cleansing of objectionable matter on the air. Working in cooperation with the Federal Trade Commission, many questionable accounts either have been refused or toned down. Moreover, networks and stations alike have been in a position to exercise their prerogatives in selecting accounts, by the accelerated demand for desirable time.

Coverage Audits

SO THOSE who spend the radio dollar may gauge more accurately the markets through which they are covering and plot their campaigns judiciously, the next year more than likely will see the creation of an independent radio research bureau to audit radio coverage and listening habits. Such a bureau, to be supported by stations, advertisers and agencies, is in its preliminary stages of formation, and is favored by all three groups.

The one dark cloud on the horizon, facing all advertising media along with radio, is that of possible restriction of sale and advertising material by Federal mandate. The ghost of the Tugwell food, drugs and cosmetics bill again looms, with like greater distress during the year and with affected industries presenting a united front for reasonable legislation. Also being discussed as a means of curbing Uncle Sam in his financial plight is a possible Federal tax on advertising, to be paid by the media.
PAUL BLAKEMORE
President, Coolidge Advertising Co., Des Moines, Iowa

BROADCASTING is still so relatively new that each year makes substantial contributions to experience in the successful use of this medium; 1934 has seen the position of radio as a vital factor in advertising in the past year. Our experiences with radio in the past have been gratifying, and we expect even greater things from it in the coming year.

JAMES T. AUBREY

RADIO advertising hopes depend on the economic law of accumulative results to sustain their audience instantly by employing celebrities. Against this, however, they pay the penalty of being merely a passing acquaintance of some famous entertainer. Advertisers with smaller talent appropriations are by necessity developing the soundest and most productive programs. "Show Boat" is an excellent example of the program which built its own audience and was so strong it also made a breach of "Man's Family" another. It takes brains and willingness to follow fundamentals in order to build a listening audience, but the results are worth the effort.

LEE H. BRISTOL
Vice President-Advertising Manager, Bristol-Myers Co.

I BELIEVE the prospects for radio advertising by radio during the year 1935 will be unusually bright. Already there is evidence that the demand for popular hours on the air exceeds the supply of the chains and the important stations.

With the increase in knowledge of the use of the broadcast medium for advertising there has been, I believe, a better understanding of the medium and programs. Such knowledge I have great hopes, however, that advertisers will see the wisdom of exercising restraint in their commercials that will prove even more effective from an advertising standpoint and less offensive to the listening public.

The government is already looking with critical eye at instances of a breach in good taste in broad cast advertising; and, every manufacturer would do well to bear this thought in mind and improve his selling technique accordingly. "Toughness" should not be the only criterion for successful commercials.

With a consciousness of this being increasingly appreciated by advertisers and stations alike, I believe that in the coming year become doubly bright in view.

RUSSELL C. COMER
Russell C. Comer Advertising Co.

INCORporating development of merchandising hook-ups and plans both for network and spot broadcasters appears to be the trend in the increase in the efficiency of radio advertising. This observation is based on our own experience in the past two years, which has definitely shown us that intensive merchandising with actual forcing of sales in many instances will pay the direct cost of the radio and get profitable sales increases. With radio time likely to increase in cost, advertisers must launch programs that will pay their way and return profit. Our own research department is constantly working on new ideas, and we expect to see a very appreciable advancement in radio merchandising by the end of 1935.

PERCY L. DEUTSCH
President, World Broadcasting System

WITH industry now forming and carrying out important and far-reaching programs to a speedy economic recovery, 1935 promises to be a year of tremendous activity in national, sectional and local broadcasting.

Large and comparatively small concerns will use radio more than ever as a medium for sales and public relations. The breaching of the air and advertise, while banks, investment security interests, savings banks, public utility companies, fire insurance companies, individuals and organizations, will be reaching broadcasting systematically and continuously to explain to the public the necessary and important functions they perform.

In addition to providing high class entertainment, prominent commercial interests will undoubtedly see programs like these, but the results are worth the effort.

EE T. CUNNINGHAM
President, RCA Victor Co., Inc.

THE radio industry has a great deal to be thankful for in 1934. Total consumer purchases increased not only in number of units but also in value per unit and therefore in total dollars. I believe that this pronounced upward swing in radio buying has carried us away from the depression depths of 1932 and 1933. But volume alone is not enough. The industry, and when we look back over 1934 we see many industry practices that are undesirable and need change.

An industry is never any better than the men in that industry make it, and it is my sincere hope that the upward trend of radio volume will act to remove the desperate pressure on the industry and that it will actively cooperate in seeking better and more constructive ways to promote consumer interest in our products and the orderly distribution of our products. Certainly we have seen a great deal of "jungle warfare" and we hope, the less of it with us. The more the industry applies itself to that kind of internal warfare, the less time it has to give to any promotion of the consumer market.

Radio merchandising attainment new heights in the past year through all-wave reception. The quality of performed music has never been excelled in the radio industry. It is only through this constant progress in the quality and merit of our product that we create the desire for better and better radios. The industry must remember that it is selling its output largely on the basis of obsolescence of existing equipment. Cooperative promotion by the industry is essential to fullest attainment of that result.

HARRY A. EARNshaw
President, Earnshaw-Young, Inc.

THE outlook for radio is distinctly favorable. The character of entertainment is moving along. I predict we will continue to do so as sales managers and advertisers cut back to regard radio as an experiment or test of its ability to serve as an instrument to the vanity of sponsors and to the unrelenting egoism of performers. I predict that the advertising there has been will often be sidestep restraint and brevity in the commercial message. Advertising writers will increasingly appreciate the limitations of radio and through calling for study and the nicest care and discrimination. Producers of radio programs more and more will be "looking down" to a theoretical audience is a mistake. Much of the radio material of the past ten years has been comparable to the motion picture output of the old "nickelodeon" days, which assumed the country west of the Hudson to be inhabited by morons. I look for an increasing interest in the drama, when skillfully adapted for radio and not "calling down" to a theoretical audience is a mistake. Everyone knows that our outlook for 1935 is bright. As more and more has been learned about the technique and possibilities of radio broadcasting, advertisers and agencies have come to realize the increase in confidence and effectiveness. I hope 1935 will see four things
one in the broadcasting field:

1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.
2. Formation of an agency recognition bureau by the National Association of Broadcasters.
3. Extension among broadcasters of the use of 2 per cent cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.

W. B. HENRI, President
Henri, Hurst & McDonald, Inc.

Radio, like the stage and screen, has its vagues. A success of one formula brings a deluge of the same idea in many guises.

This year has seen the advent of radio musical comedy. This type of program calls for longer programs with the resultant larger expenditures. Radio's greatest endorsement is its ever increasing volume—and 1934 has been its biggest year without the national political campaign to swell the total.

Nineteen thirty-five has promise of even greater achievement—better programs to suit the advertiser who pleases his listeners.

We already have commitments that will make 1935 one of our greatest years in radio.

WILLIAM KRUEGER
V. P., Samuel C. Croot Co.

Judging by the present difficulties in obtaining suitable time coast to coast on the big networks, I should think the cost for radio advertising in the new year will be brighter than ever before. More interest in "going on the air" is being shown by the main radio advertisers.

The competition for available time and talent, however, may send the cost upward a point or two—yet it may dampen the enthusiasm of some. Our own clients expect to spend fully as much in 1935 as in 1934 and have been active in the making which will give our radio billing a boost in the new year.

PHILIP C. LOUCKS
Managing Director, NAB

January 1, 1935, finds the copyright controversy unsettled; 45 state legislatures prepare for regular sessions; the 74th Congress ready to convene; the international allocation difficulties unimproved; license terms still of six months duration; the Federal Communications Commission considering the proposal to allocate 25 per cent of all facilities to religious, educational and non-profit institutions; and broadcasters still demanding greater freedom and economic stability.

J. W. MARROW
Pres., Marrow Mfg. Co., Chicago

The Marrow Mfg. Co., after a very successful year, plans to expand its advertising appropriation for 1935. At present the Pacific Coast NBC network is being used. This hookup will be continued during the coming year and in addition we are making a series of transcriptions for use in those territories which cannot be economically serviced by chain broadcasting. We also plan to expand our magazine advertising, to include periodicals in the women's field.

ALFRED J. McCOSSER
President, WOR, Newark; Chairman, Mutual Broadcasting System

Every indication points to a new year of outstanding development in radio broadcasting, particularly in the field of improved and diversified programs. The emphasis in 1934 was very much on the Great strides Mr. McCosker and the rest of the big networks, particularly NBC, WOR, and Mutual, have made in 1934 in the broadcasting of good music and drama. Plans are already under way both by sponsors and broadcasters to increase the size and scope of this development during 1935.

Business indices of financial reports indicate steady rises in all broadcasting activities which have had their reflection in broadcasting. With the reaction of advertisers to the need for additional broadcasting, television, and thorough coverage of concentrated markets of population, stations of the caliber of WOR should receive an added impetus in sales.

In this connection it is gratifying to observe on the part of some commercial firms, sponsoring by advertising, moderation in the commercial announcements and the writer is sanguine that further progress will result in more effective use of the medium.

Facsimile, the long awaited intermediate step to television, made its debut last year in the form of giant strobe. It is to be expected that the novelty of reception combined with our present definition will receive prompt acceptance by present-day listeners if facsimile receivers are marketed at reasonable prices.

ELLIOTT McE LDOWNEY
Director of Advertising, Cities Service Oil Co.

The current season is one of which American broadcasters may be proud. Never before has so much and such varied entertainment been available over the air.

I feel certain that the response of Mr. McEl Downey to the listening audience to richly amplified program schedules is a fine thing for radio as an advertising medium.

We of Cities Service are gratified that our program, which has remained basically unchanged for the past three years, continues to find such wide popular favor. We look forward to a year of increased activity, which broadcast advertising will play a vital and important part in our salesmanship.

Our radio appropriation for 1935 will be approximately the same as in 1934.

A. W. ROBERTSON, Chairman
Westinghouse Electric & Mfg. Co.

Business and government are beginning to pull together. The load is beginning to move. As the two activities learn to work in harmony under the new conditions, marked improvement in economic conditions may be expected. The full business of the electrical manufacturers is the best in three years. Prospects for next year are good.

WILLIAM S. PALEY
President, CBS

The past year has been a period of many new adjustments, in the home, in business, and in municipal affairs. During this time radio broadcasting has been an increasingly vital force in making possible on a more democratic basis than in any other nation, free and fair discussion of economic, political and social relationships.

Just as the broadcasting of information about the humanitarian needs of distressed groups has served to maintain social morale as well as to answer want, the unique open forum maintained by broadcasting is in no country is serving to establish the basis for a mutual understanding between all classes and sections which is essential to the full development of our power and unity as a nation.

I believe this has been radio's most vital activity during 1934, and is an extremely significant contribution to economic recovery.

ARTHUR PRYOR, JR.
Radio Director, Batten, Barton, Durstine & Osborn, Inc., New York

From the program standpoint the entertainment offered the public is continually becoming better, more and more expertly produced. The increase in volume of business has placed the broadcasting industry in a position where they can afford to refuse programs which are objectionable or not worthy. Radio is now accepted as a selling medium and I believe the prospects for the business of broadcasting during 1935 are exceedingly bright.

EDWARD PETRY, President
Edward Petry & Co., Inc.

Today, the present and future outlook for radio broadcasting is brighter than ever before. The industry is in a firm, stable foundation. The one factor which has been the most important one in establishing this industry is the stabilization of the relations between station, agency and advertiser. This has come about only in recent years and significant representation has been established. It is the general belief in the advertising business that the adoption of a single representation, proven to be economically wise over a long period of time in the newspaper field, will continue to make spot broadcasting march on to even greater goals.
EUGENE O. SYKES, Chairman
Federal Communications Commission

THE YEAR 1934 has not produced any single outstanding technical advance in the broadcasting art. There has been substantial improvement along several technical lines. The Commission has been vitally interested in the completion of the development of the 600 kilowatt broadcast station for successful technical operation since May.

The use of wave-length or higher vertical radiators has been expected to increase the power of stations with the result of improvement in service to the listeners. In several other cases stations have been able to profit by the use of directional antennas to restrict interference in one direction while the service in another was improved.

The regulation of the Commission limiting the power on the regular regional channels to 250 kilowatts during the daytime was amended, increasing the maximum allowable of daytime to 5 kilowatts. Many stations have taken advantage of this opportunity to improve their daytime service. The power of a station has been increased by this rule, the state is also revising to take into account the difference in day and night interference characteristics of stations of similar type to make possible the increase in the day power as above enumerated.

The Commission order of June 1, 1934 includes a provision: “Study new uses for radio, provide for experimental uses of frequencies, and determine the practical and more effective use of radio in the public interest.” This section of the Act authorizes the Commission to encourage and direct developments that heretofore the Commission was without authority to do under this Act.

The appreciation of the service rendered by broadcast stations has improved and the definition of the medium has been made by statistical surveys to establish such services with met added interest. The power of the station is only an important factor in determining the area served by such station. It is not possible to accurately determine the entire coverage except by means of a commercial survey.

Mr. Sykes

THE COMPLAINT was made on December 14 in the case of Commission Order No. 215, in which the complainant stated that the station WLCN, owned and operated by Mr. W. L. Cornwell, at Detroit, Mich., had violated the provisions of the Act in that it used the spectrum of 1180 kilocycles, and the power of the station was increased from 1000 watts to 10,000 watts.

The Commissioner’s order, which was to take effect January 1, 1935, provided that the station should not increase the power above 1000 watts.

The complaint was filed on December 14, 1934, by Mr. W. L. Cornwell, owner and operator of the station WLCN, at Detroit, Mich., and the power of the station was increased from 1000 watts to 10,000 watts.

The Commission has been vitally interested in the completion of the development of the 600 kilowatt broadcast station for successful technical operation since May.

W. L. RUBIN
General Cigar Co., Inc.

THE PROSPECTS for radio broadcasting in 1935 are unquestionably favorable. It is beyond doubt a medium of advertising that is both economical and effective. It is true that the program sponsored by the individual advertiser is of sufficient merit, from an entertainment standpoint, to attract a sizable listening audience.

To my way of thinking, the wildest carol for name talent has resulted in skyrocketing their salaries to such an extent that a serious problem to present-day radio programming is the lack of users of radio broadcasting.

With decreased advertising appropriations being the common rut for radio, it is significant to point out that there is a limit to what the individual program of a station can afford to pay for talent, so that if its cost control is not sufficient, the medium may eventually become so expensive as to place beyond the reach of many of its present and future clients.

It seems to me that this problem is of sufficient importance to warrant the continued study and consideration of the broadcasting system, agencies and advertisers.

The more we have in our radio expenditures for 1934 as compared with 1933.

H. S. THOMPSON
Advertising Manager
Dr. Miles Laboratories, Inc.

ANYONE who has tried to get a clear channel on 600-1180 kilocycles in the broadcasting systems can have no doubt of the present popularity of radio. The prospects for 1935 are good, and I believe we shall see never before in our observation the 10 or 20 minute dramatic presentation will grow in popularity with a possible slight waning in the popularity of musical programs.

S. E. VAN WIE
Advertising Manager
R. B. Davis Co.

BECAUSE of the evidence of a definite business advance we believe our 10-year radio advertising will be more productive than any previous year. "Buck Rogers" is an unusually popular radio program. It has proven a successful advertising medium for Cocomalt. Because of our continued success with Rogers’ program we have added a number of additional stations for 1935. We have no reason for favoring other stations, but we will produce increased Cocomalt sales.

J. TRUMAN WARD
President, National Association of Broadcasters

IT IS my sincere hope that 1935 will see the entire broadcasting industry more unified behind the NAB and its ambitions for a more effective use of broadcasting conditions in the United States.

Mr. Ward

WLW May Cut Power To Reduce Interference With Canadian Station

UNLESS it is able to curtail excessive interference with CFRE Toronto, operating on an adjacent channel, WLW, Cincinnati, must reduce its power from 500,000 watts to 50,000 watts at night, under an order issued by the Federal Communications Commission. Its station will become effective Feb. 1, when the present license expires. Action was taken after receipt of protest from the Canadian government.

The FCC specified that if the station can modify its antenna by Sept. 1, so as to be not greater with 50,000 watts than with 50,000 watts on its present antenna, then it will consider renewing the present authority.

The alternative of arbitrary, reducing its night power from 500,000 to 50,000 watts, or of effecting a permanent serious until the time, was given the station. Until the technical work is accomplished, the station may reduce its power but on Sept. 1.

Steel Lodges Complaint

THE COMPLAINT was made a month ago by Lieut. Col. Arthur W. Steel, member of the Canadian Radio Broadcasting Commission, who personally visited the State Department and the FCC.

The FCC on Dec. 22 notified the State Department of its action.

CFCR operates on the 600 kc. clear channel, 10,000 kilocycles removed from the WLW clear wave of 700 kc. It uses 10,000 watts power, and the complainant, who was receiving clandestine in Toronto and surrounding territory. The interference did not become serious until winter set in, when radio wave propagation is at its best. During the last spring and summer, when WLW, 500,000 watts, was on the air, there was no complaint of interference.

Some doubt is expressed over the interference propagated by the interference in the radiating characteristics of the station. To attempt this, it is
Thanks, Radio! Says a Cigarette Advertiser

By M. J. SHERIDAN
Director of Philip Morris & Co.

The Success of Philip Morris, an Advertising Drive That Used Broadcasting Alone and Brought Big Results

BELIEVE that anyone who has made even a casual study of the current trend in cigarette advertising will get a very quick idea of what I am about to say. The cigarette business is a trillion-dollar business. Before any outstanding cigarette job can be accomplished, the product itself must be right. Another point will be as quickly noted, namely, that a cigarette manufacturer who can bring to the public a trademark that has 40 years of entertaining, product differentiation, and who can make that trade mark breathe, peak and become a distinct part of the national consciousness all within the space of a few months' time, is noted to see its sales curve rise and keep rising with little if any mention of flattening out soon. This has been our happy experience with our largest selling brand, Philip Morris. These cigarettes are of the first quality, they are well-known to the public, as a result of 40 years of advertising; yet we decided to try profit to radio advertising dealers because, as I will outline later, their price was reduced from 10 to 25 cents to 20 to 15 cents. Remembering the price, they are paid, we should not be surprised by the history of the tobacco industry. The dominating power one parcel of advertising has in welding this product to the public fancy, constitutes the raison d'être of this story.

Only Radio Used

WITH an advertising campaign based primarily upon a single medium—radio, at relatively small cost, we have pulled Philip Morris sales into fifth place of all 16 brands. With this medium, since the placing of the new price of 15 cents straight, sales have shown a definite and substantial month-by-month increase over preceding months. We know how this was accomplished because we knew what we did accomplish with radio when we used it for two other lesser known brands.

In the fall of 1932, we first used radio to advertise another Philip Morris & Co. brand. Salesmen reported that they found tobacco dealers in a receptive frame of mind due to this radio advertising. Thus, although not sensational by any means, this campaign first focused our attention on the possibilities of advertising by radio.

Shortly after our initial trial of radio, we advanced into Marlboro Cigarettes over the air in Cincinnati. We used a locally-built show. It seemed quite popular and radio stations requested it. We decided, as a result of the Cincinnati experience, to broaden the advertising by radio activities and subsequently strengthened our Marlboro advertising in Chicago, Boston, and on the Pacific Coast with locally-built shows.

PHILIP MORRIS had tried them all. But when Philip Morris wanted to explore new fields and put its product between the lips of more millions, it turned to broadcasting. Result: Another radio success story. Here it is, told by Mr. Sheridan. And he knows the story, because he was part of it. Narrated herewith is the account of a limited-budget advertising drive that stretched its dollars by placing them where they would do the most good. But let Mr. Sheridan tell it.

It was by no chance, therefore, that we turned our eyes thoughtfully to network radio when certain conditions within the cigarette industry's trade seemed to us ideal. A distinct change in marketing 15 cent popular brands was taking place. The 10 cent brands had placed the 15 cent sellers in a difficult situation. Because of the tremendous demand for the cheaper brands, they had increased their price by 25 cents. Cutting on 15 cent cigarettes resulted. This price war obviously lessened the popularity of the 15 cent brands among dealers who were experiencing unprecedented reductions in net profits.

In such a situation we recognized an opportunity—a psychological one—to push the Philip Morris brand. We believed that if we were to sell Philip Morris cigarettes at 15 cents for 20 (giving full value at this price) instead of 25 cents for 10, we could build a strong consumer demand that would convince any seller, however reluctant, to much to gain by maintaining the straight 15 cent price. He would thus be getting away from the cut-throat price race and have a well-defined quality brand to offer at 15 cents.

On a Network

IN VIEW of constantly dropping sales of the leaders, we planned to announce the new price to the network in April, 1933. However, due to a tie-up between some of the 10 cent makers and large chain stores becoming effective in January, which gave promise of aggravating still further the price war of the popular brands), we pushed our plans ahead sooner than anticipated. By switching our Marlboro sales force to Philip Morris exclusively, we got the brand started in January, 1933.

Our network radio advertising followed several months later. On April 17, we launched a 15-cent campaign over 16 stations, three times a week. Shortly after, more stations were added and at the same time the number of weeks on our schedule was cut out on a twice-a-week basis. Then, in September we increased the number of network stations used to 21 and stepped up one program a week. However, the 15-minute show was stepped-up to half an hour. The following month the network used was again increased—this time to 25 stations. In January, 1934, we added 40 large city chain stations; in August, 32 and recently 57. This last decided increase in the number of outlets was made possible by allocating to radio a considerable portion of our publication advertising budget. In addition, this year radio advertising expenditure was stepped-up to $2 million. We are now using 20-second spot announcements in certain cities where we have no network coverage.

Most for the Dollar

BECAUSE of budget limitations and finding that radio gave us the most intensive coverage for our dollar, we had decided upon a thoroughly effective coverage, our campaign centered around radio advertising. Since the advertising expenditure for our first year was so moderate against expenditures which run between 15 and 20 million dollars annually for com-

(Continued on page 32)

How Philip Morris Blends Advertising Continuities...

By GILBERT CANT

THERE are two unusual features in the radio advertising of the cigarettes of Philip Morris & Co., which receive special mention, since they are found in the case of few other sponsors. In the first place, an attempt was made from the beginning to combine carefully the advertising and entertainment parts of the programs. According to Kenneth M. Goode, of the Bloo Co., Inc., New York, which handles the account, the basic philosophy of the builders of the early programs was to avoid a sharp differentiation between advertisements and non-advertisements—a differentiation they felt, in the case of newspapers, all manufacturers and distributors had spent fortunes trying to avoid.

These advertisers had been unreasoning in their efforts to slide into the news columns of the papers. Yet, in most cases commercial radio announcements were kept so separate from program material that the advertising produced an unattractive unfavorable attention to themselves. The designers of the Philip Morris campaign felt that in a radio program the opportunity was available to the advertiser to handle the commercial message so tactfully that it no longer stood out like a sore thumb. The Power of Suggestion

Along the same lines, it was felt that the power of suggestion would be a more effective sales weapon than a specific selling talk from an announcer closely identified with the sponsor, so they worked in their commercials in the drama, by making one of the characters a cigarette-vendor.

This character, Johnny, is in himself the second unusual feature of the company's radio enterprise. He has no name to commend himself to the public in the sense that a well-known artist has, and yet the experience has been that within a short time after the program or spot announcements are heard in a given area, there is a widespread acceptance of him, which causes listeners to write in for pictures, and to request tie-ups that would identify him as a real character. In other words, a living being (in the public mind) has been created quickly, and he has since had to be identified with a flesh-and-blood page boy, whereas in practically all other cases the acceptance at first is for an ordinary person and not the person himself as a result of his or her own personality or entertaining activities.

Adolescent Appeal

In addition to his appearances in the dramatized commercial announcements during the musical program which is heard weekly over the NBC-WEAF network, comprising 61 stations, Johnny is "spotted" in recorded station-break announcements on 25 stations. Most of these stations are outside the best service area of the network program, so the announcements tend to supplement the chain shown started in January, 1933.

Scattered observations by psychologists interested in the program and announcements show that the suggestion value of both is

(Continued on page 32)
Network Business Increased by 35% Over 1933 Figure

Total Revenue of Two Chains Exceeds $42,800,000

NETWORK broadcasting wound up 1934 with a gross income more than 35% above the preceding year, and it is expected that 1935, which had marked the previous record for any 12-month period in the history of commercial radio.

Business figures are available for both networks for the first 11 months of the year just ended, and final estimates of December business, it is predicted, will show that the total revenues of the two chains exceeded $42,500,000. This compares with $31,600,000 in 1933, and $28,100,000 in 1932.

The respective totals for NBC and CBS show that the latter network has markedly increased its percentage of the total volume of national network business, accounting for 35.4% in 1934, 31.6% in 1933 and 33% in 1932.

Progress in Spring

AS WILL readily be seen from the table setting out the figures month by month, NBC has been increasing its percentage in which the most marked advances over 1933 were recorded on both chains during the first months of the year, improvement over the corresponding period of 1933 was about uniform, but greater than that for previous years.

The increase jumped from 25.5% in March to 40.4% in April and from 69% to 76.5% on CBS. While a 48% gain in May was the highest recorded by NBC (whose income was derived from the series telecasts), the peak for CBS was reached during the same month with a gain of 101.2%.

As was pointed out in Broadcasting: During the first quarter, a period showed a much less marked decline from winter and spring levels of activity than might have been anticipated on the basis of the previous year's figures. August was the worst month in comparison with the rest of the year, CBS during the same month attained a gain of 101.2%.

Gain in Closing Months

SINCE then the upward trend has been more rapid through the closing months of the year than it was in the early months of the year. It will be seen from the table below that during the last months of 1933 themselves showed a marked improvement over the previous period. Thus, the percentage increase of 8% over the early months of 1933 is greater than that during the closing months—the showing being substantially greater towards the end of the year.

It is, too, not unreasonable to suppose that the combination of and rapidity of recovery a year ago was accentuated by the fact that it represented recovery from an unusually bad period.

The number of advertisers increased on both networks. At the same time, the average expenditure by these clients was higher than any previous year—$138,500 on CBS, and $143,300 on NBC.

BROADCASTING • January 1, 1935

Network Revenues During 1934

<table>
<thead>
<tr>
<th>Month</th>
<th>Gross network revenues for NBC:</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,869,885</td>
<td>27.9</td>
</tr>
<tr>
<td>February</td>
<td>$1,742,784</td>
<td>26.9</td>
</tr>
<tr>
<td>March</td>
<td>$1,897,468</td>
<td>25.5</td>
</tr>
<tr>
<td>April</td>
<td>$1,817,987</td>
<td>40.4</td>
</tr>
<tr>
<td>May</td>
<td>$1,662,887</td>
<td>48.9</td>
</tr>
<tr>
<td>June</td>
<td>$1,512,189</td>
<td>44.0</td>
</tr>
<tr>
<td>July</td>
<td>$1,370,898</td>
<td>43.2</td>
</tr>
<tr>
<td>August</td>
<td>$1,497,843</td>
<td>75.3</td>
</tr>
<tr>
<td>September</td>
<td>$1,556,606</td>
<td>19.6</td>
</tr>
<tr>
<td>October</td>
<td>$2,130,046</td>
<td>30.3</td>
</tr>
<tr>
<td>November</td>
<td>$2,824,567</td>
<td>22.9</td>
</tr>
<tr>
<td>Total</td>
<td>$21,452,782</td>
<td>30.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Gross network revenues for CBS:</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$941,465</td>
<td>19.3</td>
</tr>
<tr>
<td>February</td>
<td>$844,977</td>
<td>16.8</td>
</tr>
<tr>
<td>March</td>
<td>$1,016,102</td>
<td>50.1</td>
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<tr>
<td>April</td>
<td>$777,456</td>
<td>76.5</td>
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<tr>
<td>May</td>
<td>$624,256</td>
<td>101.2</td>
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<tr>
<td>June</td>
<td>$535,056</td>
<td>47.4</td>
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<tr>
<td>July</td>
<td>$454,414</td>
<td>51.6</td>
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<tr>
<td>August</td>
<td>$547,203</td>
<td>28.0</td>
</tr>
<tr>
<td>September</td>
<td>$1,125,793</td>
<td>50.5</td>
</tr>
<tr>
<td>October</td>
<td>$1,772,716</td>
<td>22.8</td>
</tr>
<tr>
<td>November</td>
<td>$1,372,716</td>
<td>23.8%</td>
</tr>
<tr>
<td>Total</td>
<td>$10,083,666</td>
<td>47.6%</td>
</tr>
</tbody>
</table>

*Estimated.

WFI-WLIT Fusion Awaits FCC Action

Donald Withycomb to Manage Philadelphia Combination

GENERAL management of WFI, Philadelphia, a fusion of WFI and WLIT, time-sharing stations of the American Broadcasting Co., has been taken over by Donald Withycomb, manager of station relations of NBC; for a period of time, WLIW-WLIT-Broadcasting Co., within the next few days as the operating organization of the consolidated station.

At the present time, the operating organization awaits approval from the Broadcast Division of the FCC of voluntary assignments of the licenses of the two companies.

(with WLIW and WLST) is owned by Strawbridge & Clothier, of which Dr. Herbert J. Tilly is chairman, and WLIW is owned by 101, Inc., with Walter T. Crosscup as executive vice president. Both are large department stores and the ownership of the new successor will be retained by them. Samuel R. Rosenbloom, associate and banker of Philadelphia, will serve as president. The station operates on the 500 kc. channel with 1,000 watts, and will constitute a coast-to-coast part of the Philadelphia upon formal approval of the consolidation.

Acts as Coordinator

MR. WITYCOMB, who is now coordinating the activities of the two stations, will continue as manager of the NBC station relations department, with the intention of two months to assist in development of the proposed new station rate readjustment plan which has been approved for more than a year and now is approaching completion. Upon the conclusion of this task, he will move to Philadelphia. His successor at NBC has not been named, but it is R. M. Brophy, assistant manager of the NBC station relations department, who recently resigned as assistant general manager of the Canadian Marcony Co. to join NBC.

Withycomb has been with NBC since its formation in 1926, joining it along with M. H. Aylesworth, president.

"It is with great personal regret that I consider the departure of Mr. Withycomb from NBC," Mr. Aylesworth declared. "But I am pleased to know that he will be selected to direct the important venture at WFI. His wide experience in broadcasting will serve well Philadelphia audience."
Radio's Right to News Upheld by Court

U. S. Court Dismisses Associated Press Suit Against KVOS For the Broadcasting of Its News Dispatches

N A REVOLUTIONARY opinion permitting unrestricted broadcasting of news over radio stations, the same is published in newspapers, was rendered by Judge John C. Bowen of the United States District Court in Seattle on Dec. 18, 1934. In dismissing the suit of the Associated Press against KVOS, Bellingham, Wash., in which the press association had alleged "pirating" of its news dispatches by the station from AP member newspapers published in the state.

If sustained by the higher courts, the ruling will reverse existing law risk by use in newspapers, providing the newspapers already have been circulated. In substance, Judge Bowen based his conclusion on the fact that radio stations, in broadcasting these news dispatches, do not, so far for profit, that radio must be looked upon as a modern means of news dissemination which cannot be blocked for "private investment" in newspapers or press associations.

Appeal Expected

AN APPEAL to the Federal Circuit Court of Appeals in San Francisco is expected, with strong possibility that the case eventually will end up before the Supreme Court. Judge Bowen dissolved a temporary restraining order against the station, discharged the "show cause" order, denied the petition for a temporary injunction, and dismissed the bill of complaint. In substance, he pointed out that the KVOS case was similar to that of the Associated Press against Station K500, Sioux Falls, S. D., in which Judge James E. Farley of the U. S. District Court of South Dakota, on March 4, 1933, upheld the press association's property right.

If Judge Elliott entertained the view, the Seattle Justice declared, "this court finds itself respectfully unable to concur in it."

In its suit, the AP alleged that KVOS in its program called "Newspaper of the Air," broadcast three times daily use AP newspapers, the Bellingham Herald, the Seattle Post-Intelligencer, and the Spokane Spokesman, "and systematically reads therefrom the whole or most important paragraphs or parts, sometimes verbatim and sometimes only rearranging the wording of the most important and most interesting news items in those newspapers, including news items furnished to such newspapers by complainant and including news items gathered by its member newspapers by news and circulating complainant."

The Points Involved

JUDGE BOWEN explained at the outset that the case is an "important one" and that the proper consideration of it necessitated the 24-page opinion. "The record," he said, "discloses several points for decision, but the question most strenuously urged upon the court's attention is the question of the defendant radio station, not engaged in sup- plying news to other radio stations for broadcasting by them, can broadcast over its own station gratuitously to its radio listeners news reports supplied by complainant newspaper agency to its member newspapers after these news re- ports have been printed in regular issues of the newspapers and dis- tributed to the public."

After reviewing the bill of complaint, answer and briefs, Judge Bowen stated his findings and the reasons therefor. The entire case was submitted by brief and there was no actual trial.

Social Aspects

HIS FINDINGS, summarized in the conclusion of the lengthy opinion, are as follows:

"This court holds that when general news furnished by complainant, or local news claimed to be under its control as regards publication, has been printed in a regular issue of complainant's member newspapers and that issue has been, in the ordinary course, published and distributed to the public, such news reports from that moment belong to the public, in- cluding the defendant and all others who may desire to use them, for all purposes except for sale by a newspaper agency to its own newspaper members, and that the mere fact that defendant disseminates gratuitously those news re- ports, as a part of its radio serv- ice after they have been so received by defendant contempor- aaneously with other members of the public, does not prevent defendant from so receiving and using news reports, since such practice by de- fendant does not involve the praz- ing by one news gathering and dis- tributing agency of news reports of another such agency, as was the case in International News Service v. Associated Press, supra.

"Another very important phase of this case is that disclosing the everlasting conflict between pri- vate enterprise and public interest. The case occasions restatement of the principle that improved instrumentality for the advancement of some articles of public news is a public service, and that, including agencies for improved free speech and free press, must not be discarded in the sake of a contract, unfair and improvident, unless the hindrance of the public interest be required by positive law or clear contract."

In which the interpretation of its rights desired by complainant may as contended result in inci- dental financial loss to it, but, in the exercise of its contract, is in this situation for Congress alone to abridge the public interest in favor of complainant's private enterprise, but Congress, even after giving the subject spe- cific consideration in the past, has failed to take any action in the present.

"The relative positions of com- plainant and defendant in the com- munication of news may be better understood by referring to the history of the important phases of development of the fields of trans- portation and communication. In the period prior to our present history of communication of private dispatches and public news was by individual courier on foot or, like Paul Revere, by horse. When the stage coach became the stage coach with the mails, always pressing onward to new frontiers. Next, the locomotive, or, as originally known, the "iron horse," developed the mail express, soon, however, yielding a portion of its communications busi- ness to the telegraph and telephone, and later yielding much of its business to its present aggressive com- petitor of the motor bus, motor truck and airplane. In many instances, electric street railways have been forced out of business by the more convenient and efficient motor bus.

Private Investment

"THESE improvements and de- velopments have occurred in the field of news communication as well as in transportation, and have facil- itated and have been indispensable to the march of progress in which the public has been most vitally in- terested, and, in respect to them the protection of private invest- ment has had to yield to the con- siderations of the public. A fair con- struction of the true situation in the case at bar is that it involves a conflict of the efficiency of modern news dissemi- nation instrumentalties as com- pared with those of by-gone days, and the service rendered services alike private enterprise and public interest.

"Complainant's and its news- paper instrumentalties are not likely to pass into disuse as some news communication instrumentalties have in the past, but the serv- ice rendered complainant's instrumentalties have rendered to the past or may render to the future cannot be employed to hinder the use of more modern means, including those of the defendant radio station, which, in some respects, surpass complainant's facilities to an extent comparable to the advantages of the telegraph train over those of the railroad train."

Dedicated to Public

"ACCORDINGLY, the proper pro- tection of complainant's business, newspaper service or a part and capital cannot justify withholding from the public the more speedy and more extensive dissemination of the public news. In such instrumentalties of defendant radio station and others similarly situ- ated, permanent broadcast by defendant or others gratuitously to their listeners have been taken from sources originated or consolidated. All reports have already been dedicated to the information of the public in a publicly distributed issue of government or private instrumentalties, unless such dissemination is in violation of some clear contract between complainant and defendant or company. No such contract, let it be remembered, with the public, by which the contract's rule of conduct.

"This court is advised of no such positive law, contract or rule of conduct, applicable to the facts here, to which the court's consideration of fact and law the court concludes that the bill states no cause of action in equity or any facts enabling the court to the injunctive relief now sought.

"The temporary restraining or- der will be dissolved, the defendant must be discharged from the 4, 1933, an order of the court's view the bill can in any case be successfully appealed. Counsel may propose appropriate form of order."

In his opinion, Judge Bowen re- views the findings made in the case by B. W. Howard and John W. Kendall, attorneys for the AP, and newspapers, Davis, of Seattle, and William H. Pemberton, of Olympia, counsel for KVOS. Among other things, the opinion brings out that the AP contended KVOS, in its use of news items allegedly pilfered from the member papers, is in competition with the newspapers, it asserts, that the station conducts the news broadcasts as a part of its business; that the station is a business enterprise whose principal source of income derived from sale of time for its station for advertising pur- poses; that the value of such time for advertising purposes is based principally upon the popularity of the station; that the ob- ject and purpose of the newspapers is to attract public and to induce more people to listen, whereby the value of time over other time of news is increased for such advertising purposes is enhanced.

Business Rivalry

THE CONTENTION is made that the major portion of the revenue of the newspapers is derived from advertising and that the value of newspaper advertising space depends largely upon the number of readers, and that the number of readers depends entirely upon the freshness and interest of the news, intelligence and information contained in the news-

(Continued on page 37)
Two New Stations In Canada Prepare For Early Opening

Use of 530 kc. Is Considered; Several Wave Shifts

By JAMES MONTAGNES

THE NEW YEAR starts with a new Canadian Radio Commission station at Windsor, Ont., opposite Detroit, ready for operation on 600 kc., with 1,000 watts daytime and 500 watts night time. In addition, the call letters of the new station, will operate from the same building as the CKSO joint engineers being in charge of both stations.

The aerial systems of the two transmitters will be at right angles. This arrangement is for economy, according to official sources, and it is expected that CRCW will open its own studio later.

J. C. Hardford has been named manager of CRCW. He formerly was with CRCT.

Chevy Switch

Chevrolet radio soon will be switched on Jan. 1 from 600 kc. to make room for CRCW, and will occupy 1,050 kc. CKSO, a 1,000-watt station at Sudbury, where the rich nickel mines of northern Ontario are located, is scheduled to go on the air on 780 kc. The station is owned by the Sudbury Star.

Receiver Problems

THE REPORTED placing of CRCW on 530 kc. is said unofficially to have had possibilities, had it not been for the intervention of Canadian radio manufacturer who pointed out that their sets would not pick up the station. When things were not satisfactory for story goes, the manufacturers called up the Federal Communications Commission in Washington and had them talk to the Canadian Radio Commission to point out that international radio law would not allow any Canadian station to broadcast within 1,500 miles of a seaport on that frequency. This seems to have done the trick, and after some juggling of frequencies the new commission has been assigned to the 530 kc. channel.

However, this by no means finishes the possible use of 530 kc. by Canadian stations. In a conversation with a high Canadian official it was intimated that Canada would endeavor by international agreement to have the 530 kc. channel widened at both ends. All-wave receivers were pointed out as being capable of receiving stations on 530 kc. and with their more universal use as old radios are replaced, the Canadians feel there would be too great difficulty in procuring more channels by widening the present band.

Joseph L. Hardig

JOSEPH L. HARDIG, vice president and general manager of Campbell-Ewald Co., Detroit, died Dec. 17. He had been a member of this board since 1940 and was on the board of directors of the Campbell-Ewald Co. for 18 years, handling various General Motors and other big accounts.

Agency Promotions

ALBERT D. LASKER, chairman of the board of Lasker, for eight years, has succeeded Ralph V. Solilit, president and treasurer since 1931, who resigned in December. Mr. Solilit continues as a director. Several promotions also have been announced. Stuart Sherman, David M. Noyes and Raphael D. Allum, of the Chicago office, become vice presidents. In the New York office, Sheldon R. Coons is executive vice president, Jesse W. Hackett, Thomas M. Keresey and Steve Hannigan are vice presidents. Mr. Hackett also is a director. T. W. Braun leaves the agency and will become chief head of Braun & Co., marketing economists, in San Francisco. Don Francisco becomes executive vice president in the Los Angeles office and William R. Sachee continues as secretary in Chicago.

European Society Guarantees Its List

Assures NAB Against Any Loss From Infringement Actions

ASSURANCES have been received by the NAB from the Society of European Stage Authors and Composers that it will guarantee the entire catalogue of European musical compositions licensed by the NAB for public performance and "hold harmless and indemnify" licensed stations from loss through possible infringement actions, it is revealed in an exchange of correspondence between Philip G. Loucks, NAB managing director, and T. W. Heinecke, president of SESAC.

The correspondence, made public Dec. 17, included a letter from Mr. Loucks propounding a series of questions relative to the SESAC status in the copyright field, and a reply from Mr. Heinecke categorically answering them.

Protection Assured

ON THE QUESTION of guarantying its catalogue, Mr. Heinecke wrote: "We note that in your letter you inquire hypothetically about the possibility of a demand or claim being made on a licensee by another in connection with the rendition of a composition covered by the licence.

"While this inquiry, we would respectfully point out, is entirely academic, inasmuch as during the five years of our existence no such claim or demand against any station or performer has been made, nevertheless, be assured that if such a contingency were to occur, both from our own standpoint in protecting our rights, as well as from the demands of the copyright owners, and to relieve the NAB member of the annoyance and inconvenience which would be occasioned thereby, we would, legally and otherwise, upon ten days' notice to us in writing by United States registered mail, after the making of such claim or demand, personally defend and thereafter, if necessary, hold harmless and indemnify the NAB member from loss through such possible situation occurring by reason of the member's performance of musical compositions licensed for performance by us according to the terms and conditions of the standard license."

To Widen Repertoire

MR. HEINECKE also declared in his letter that the SESAC present repertoire will be maintained and that it expects to increase its repertoire in the future. As to restrictions of compositions—a serious bone of contention with ASCAP—he said his organization's "very rigid" countenance restrictions of any sort which would lessen or impair the value of the license, and SESAC will at no time issue lists of restricted titles of musical compositions which aggregate in excess of 10 per cent of its repertoire.

Regarding announcements of title and composer, and of the music's source, of which permission is required in the interests of the author and composer, "but where the station, in certain instances, finds it inconvenient to make a public announcement, SESAC, of course, will grant permission to waive these announcements."

A number of stations desiring use of the SESAC catalogue have taken licenses from the organization, along with the major networks. The organization recently launched a drive for licenses among broadcasters.

Joseph Hardig

Joseph L. Hardig, vice president and general manager of Campbell-Ewald Co., Detroit, died Dec. 17. He had been a member of this board since 1940 and was on the board of directors of the Campbell-Ewald Co. for 18 years, handling various General Motors and other big accounts.

New Local Station

New Town Station

SUSTAINING Examiner Ralph L. Walker, the FCC on Dec. 4 authorized a new station at Ponce, Puerto Rico, to operate on 1,420 kc., 100 watts night and 250 watts day, specified hours. The station is owned by the Regional Broadcasting Co., of Chicago, and is licensed to WPRO, Providence; Mr. Storer; John Elmer, WCBM, Baltimore; H. H. Howell, WBEW, Buffalo; James Hughes, WFRB, Rock Island; L. A. Benson, WIL, St. Louis.

Selling Beverage

A TWO-HOUR Saturday night jamboree feature that has increased the sponsor's business approximately 400 per cent and has won a 32-week renewal has developed into one of the most popular features over WBRX, Roanoke, Va., according to John H. Moses, managing director. Sponsored by Nehi, a 1,000-watt station, the program is an all telephone request feature. As the calls are received, the names, addresses and selections are read over the air, and the address of the nearest Nehi "Par-T-Pak" dealer is given.

At the end of the year, the name slips are placed in a hat and the first one drawn receives a case of Par-T-Pak gingerale or some other Nehi product.

COMPLETE station and agency listings and directories of FCC Rules & Regulations, transcription companies, station representatives, equipment manufacturers, etc., are a few of the many special features that will be found in the 1936 Yearbook edition of BROADCASTING.

ABS MEETING. - Claiming establishment of a precedent in network broadcasting, owners and operators of stations affiliated with the newly formed American Broadcasting System (ABS) are stating that they will hold conferences and forums to develop policies and procedures. The meeting was called by George B. Storer, president of ABS, to discuss results of and reactions to the first few weeks of operation of the network. Since the meeting WOLL, Columbus and WJW, Akron, have joined the network. Those in attendance, left to right, top row, are: Edward Aleshire, ABS vice president in charge of sales research and development; Albert A. Cormier, ABS vice president in charge of sales; William Pote, WMEX, Boston; James K. Norris, ABS, vice president and treasurer; Alfred Pote, WMIEX, Boston; C. R. McCollough, WDEL, Wilmington, Del.; Robert Thompson, KQV, Pittsburgh; William J. Fape, WHKX, Cleveland; L. B. Beggs, WLS, Chicago; Fred Weber, ABS vice president in charge of network operations; Roy Albertson, WBBR, Buffalo; H. J. Brennen, KQV, Pittsburgh; William A. Clark, WFBE, Cincinnati; L. B. Beggs, Chicago.

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BROADCASTING • January 1, 1935
40,000 Consumers
Tell You About the Outstanding Effectiveness of KNX

Agencies and advertisers who have used KNX have told us and we have told others that "mail response proves KNX pulling power in 11 western states," "KNX gives coverage of the entire Pacific Coast at lowest cost," "coast coverage at the cost of a 'local' broadcast," "lowest milline radio buy," etc.

But now you don't have to take their word for it, nor ours. The voice of 40,000 consumers is concisely reflected in a booklet which is yours for the asking. It's just off the press—send the coupon today.

FREE Booklet! Send Coupon To Nearest KNX Office...

GENTLEMEN:
40,000 is a lot of consumers. I am interested in any analysis of their response to KNX. Send me your FREE booklet.

NAME ........................................
ADDRESS ....................................
CITY ......................................... STATE ......................

"THE VOICE OF HOLLYWOOD"—Speaking with 50,000 Watts on National Cleared Channel
Hollywood, California

GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE
Lindsey Spight, 485 California St.

CHICAGO OFFICE
John Blair 520 North Michigan Ave.

DETROIT OFFICE
J. Curtis Wilson, New Center Bldg.

NEW YORK OFFICE
Humboldt J. Greig 342 Madison Ave.

January 1, 1935 • BROADCASTING
Rep. Prall to Be Appointed to FCC
Will Succeed Hampson Gary, Slated for Diplomatic Post; Commission Cold to Proposals for Class Allocation

ANNING S. PRALL, veteran of a dozen years in Congress as a New York Democrat, will be appointed to the FCC by President Roosevelt when Congress convenes on Jan. 3 and upon assumption of office will become chairman of the Broadcasting Division.

In that post he will succeed Hampson Gary, Texas Democrat, who has served on the FCC since last July as an interim appointee by President-elect Truman. Mr. Gary is ineligible for appointment with the expiration of his term in the House, which is simultaneous with the expiration of his term on the FCC. Mr. Gary, it is learned in official circles, is slated for another office, possibly as postmaster general or agricultural secretary, in which he has a distinguished record attained during the Wilson administration.

President-elect Truman will name the entire membership of the FCC conferred with President Roosevelt at the White House on Dec. 22. This will be the first meeting of the three members. However, whether either at the White House or by individual members, it was ascertained that Mr. Gary would not be asked to relinquish his FCC member and that Mr. Prall would be appointed.

FCC Progress Report

The FCC gave to the President a progress report since its formation last July on all phases of its activity, dwelling particularly upon investigations conducted by the three divisions pursuant to the provisions of the Communications Act and upon which reports are due by Feb. 1. This information presumably will be used by the President in his message to Congress on Dec. 4.

Out of the White House discussion came the FCC's plan to eliminate in a more rapid fashion the consumer's objection to advertising on radio. The FCC is apathetic to proposals for class allocation of facilities as proposed at the so-called "A" conference last autumn. It is believed therefore, that on the weight of the testimony at the hearings before the Broadcast Division, the FCC will recommend to Congress, in reply to its mandate involving class allocations, that the status quo be maintained, possibly with the additional suggestion that greater cooperation between commercial, educational, religious and non-profit groups be developed voluntarily, rather than by Congressional action

Since the change in administration, Mr. Prall has been a recognized authority on the subject. He is well acquainted with the President, having been a member of the New York State delegation to the New York Board of Education for a time during Mr. Roosevelt's term of office. Mr. Prall's insatiable sponsor is Senator Robert F. Wagner (D.) of New York, close personal friend and one of the President's advisors. Both Senator Wagner and Mr. Prall were injured last August in an automobile accident while en route to Canada for a hunting trip. The Senator recovering from his injuries, Mr. Prall suffered a broken leg and has been convalescing since, but is now prepared to take office.

Contact With Congress

DURING most of his career in the House, Mr. Prall has been in charge of Democratic patronage. He is highly regarded by members of both parties, who recognize him as an authority on radio legislation and is considered the logical contact with Congress for the FCC. Last February, he was named by President-elect Truman as a member of the former Radio Commission, to succeed William D. L. Starbuck, Democrat, of Connecticut, whose term had expired.

Rep. Prall, however, decided to conclude that session of Congress, which continued until March, intending to take office, but in the meantime Congress abolished the Radio Commission and reconstituted it. He was not eligible to serve on the new agency because of the Constitutional provision that a member of Congress may not serve on an agency created by a Congress of which he was a member. It was generally believed that a practicing attorney in New York and Washington, was given the interim appointment.

Mr. Prall will be given a seven-year term, but whether it will date from Jan. 3 when he is expected to assume office, or from July 11, when other appointments were made, is not yet known. It is possible that he will be nominated by the President to conclude the one-year term of Mr. Gary, which ends July 11, and to begin his own seven-year term from that date.

The balance of the commission personnel on the Broadcast Division will probably remain unchanged. In addition to Mr. Prall, Col. Thad H. Brown will continue as vice chairman, and Chairman E. O. Syles of the PTA, will remain on the FCC will serve as the third member. Theodore L. Bartlett, assistant to Mr. Gary, probably will serve an additional term. Mr. Prall is expected to bring with him Miss Virginia Hildebrand, his secretary, as a member of the House, and later may name an assistant replacing Mr. Bartlett.

Radio will figure only casually in the early deliberations of Congress, with the exception of the possibility of an amended bill to become a hot legislative topic toward the end of the new session or along about spring.

The above view of chairmen of committees identified with radio legislation and of other members generally recognized as having a serious interest in the subject, expressed just before the new Congress was to convene. The committee is that which radio legislation affecting radio has a chance of serious consideration until the FCC submits to Congress a report on its organizational and administrative work together with recommendations for new legislation. The report is due Feb. 1. Considerable time will be required, it is argued, for the committee in each House to digest the report and shape legislation in accordance with it, in case any is required.

It is probable that additional reports will be submitted after Feb. 1, but it is not likely that radio legislation will be touched at all during the session.

Removal of Objectionable Advertising

As Result of Survey Claimed by FTC

Federal Board Praises Broadcasting Industry for Its Help in Carrying Out Study of Continuities

Mr. Adams

HIGHLY beneficial results are being achieved in the elimination of obviously false and misleading advertising from radio programs as a result of the surveys of radio advertising continuities inaugu-

rated by the Federal Trade Commission, in enlarging its campaign against such advertising matter in cooperation with the FCC, following the recommendation of Mr. Adams, chairman of the special board of investigation of the PTC that was held to give the public information on the controversies and release of the Commission's annual report to Congress.

In the report the Commission praises the "cooperation of the FCC and the Government as well as to the industry "because of the cooperation of members of the industry and the system of procedure developed."

Few Require Scrutiny

MR. ADAMS brought out that only 12 per cent of the continuities surveyed during the first two weeks were considered objectionable and that the checking of the balance of the balance having been passed over as entirely proper.

Since then, the FTC has issued a second call for continuities under a "staggered" plan whereby stations in the five radio zones submit continuities for varying two-week periods. All told, it is estimated that as of Jan. 1, some 22,000 continuities will be in hand, with preliminary review given to 215,000, and with a total of 140,000 held over for further review, as compared to the 22,000 set aside for further study on the first call.

Senator Wheeler declared it was his intention to call the FCC members before the committee for every opportunity to consider, among other things, the nominations of the seven members of the FCC. The prevalent view of committee members is that the FCC group will be confirmed without controversy, unless there are unforeseen developments.

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LARGEST AUDIENCE
MORE THAN ALL THE REST COMBINED

WDAF (owned and operated by The Kansas City Star) presents here the percentage results of a listening habit survey made the week of October 7 to October 13, broken down into hours of the broadcast day and certified by Ross-Federal Service, Inc. (Complete survey in detail available through any WDAF representative.)

<table>
<thead>
<tr>
<th>Time</th>
<th>WDAF</th>
<th>2nd Station</th>
<th>3rd Station</th>
<th>4th Station</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 A.M.</td>
<td>49.7%</td>
<td>23.8%</td>
<td>16.0%</td>
<td>8.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>8-9 A.M.</td>
<td>51.1%</td>
<td>23.7%</td>
<td>14.0%</td>
<td>6.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>9-10 A.M.</td>
<td>50.5%</td>
<td>21.6%</td>
<td>19.1%</td>
<td>5.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>10-11 A.M.</td>
<td>48.1%</td>
<td>26.2%</td>
<td>17.5%</td>
<td>6.8%</td>
<td>1.4%</td>
</tr>
<tr>
<td>11-12 Noon</td>
<td>50.9%</td>
<td>26.4%</td>
<td>14.8%</td>
<td>7.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>12-1 P.M.</td>
<td>50.2%</td>
<td>26.6%</td>
<td>16.9%</td>
<td>4.8%</td>
<td>1.5%</td>
</tr>
<tr>
<td>1-2 P.M.</td>
<td>55.9%</td>
<td>23.9%</td>
<td>13.6%</td>
<td>4.7%</td>
<td>1.9%</td>
</tr>
<tr>
<td>2-3 P.M.</td>
<td>63.8%</td>
<td>23.8%</td>
<td>7.1%</td>
<td>1.9%</td>
<td>3.4%</td>
</tr>
<tr>
<td>3-4 P.M.</td>
<td>59.5%</td>
<td>22.6%</td>
<td>13.5%</td>
<td>3.3%</td>
<td>0.9%</td>
</tr>
<tr>
<td>4-5 P.M.</td>
<td>48.8%</td>
<td>34.6%</td>
<td>10.9%</td>
<td>3.8%</td>
<td>1.9%</td>
</tr>
<tr>
<td>5-6 P.M.</td>
<td>54.0%</td>
<td>34.0%</td>
<td>7.0%</td>
<td>2.8%</td>
<td>2.2%</td>
</tr>
<tr>
<td>6-7 P.M.</td>
<td>61.4%</td>
<td>27.1%</td>
<td>6.7%</td>
<td>1.9%</td>
<td>2.9%</td>
</tr>
<tr>
<td>7-8 P.M.</td>
<td>61.0%</td>
<td>25.0%</td>
<td>9.3%</td>
<td>3.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td>8-9 P.M.</td>
<td>55.9%</td>
<td>32.4%</td>
<td>8.9%</td>
<td>9.9%</td>
<td>1.9%</td>
</tr>
<tr>
<td>9-10 P.M.</td>
<td>65.9%</td>
<td>27.6%</td>
<td>3.8%</td>
<td>1.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>10-10:30 P.M.</td>
<td>59.4%</td>
<td>33.4%</td>
<td>5.2%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

ALL HOURS | 55.3% | 26.9% | 9.7% | 5.7% | 2.4%

GREATEST AREA

WDAF has the greatest primary coverage area of all Kansas City broadcasting stations. Here are the figures in square miles:

<table>
<thead>
<tr>
<th>Coverage Area</th>
<th>WDAF PRIMARY COVERAGE (Night)</th>
<th>Second station (Night)</th>
<th>WDAF PRIMARY COVERAGE (Day)</th>
<th>Second station (Day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Night)</td>
<td>41,505 Sq. Miles</td>
<td>12,126 Sq. Miles</td>
<td>41,505 Sq. Miles</td>
<td>26,169 Sq. Miles</td>
</tr>
<tr>
<td>(Day)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IN OTHER WORDS:

LOWEST RATES

WDAF has the lowest rates. Advertisers who take the trouble to make comparisons will find that program for program, period for period, schedule for schedule, WDAF’s rates in dollars and cents are actually lower in many cases than those of its nearest competitor, without reference or allowance for WDAF’s vastly superior coverage. When coverage and listener preference are taken into account, WDAF’s rates are, in all cases, away and by far the lowest of all Kansas City stations.

Advertisers in The Kansas City Star receive a special discount. “Any WDAF advertiser who spends an equal amount of money in the same calendar month in the Daily, Sunday or Weekly Star for display advertising is entitled to a 25% discount from the regular broadcasting rates.”

OWNED AND OPERATED BY
THE KANSAS CITY STAR

January 1, 1935 • BROADCASTING
... and MAY YOU HAVE
"TWINS"
During 1935!

We mean, of course, may you have the "TWINS", Minneapolis and St. Paul, on your schedule during 1935! For the Twin Cities’ Trade Area—where 74.3c out of every dollar in Minnesota are spent—is in the very heart of the 9TH U. S. RETAIL MARKET, and is certain to remain one of the richest markets in America.

And remember, please, that in this market, the recent ERNST & ERNST SURVEY revealed these significant percentages of listener preference:

KSTP .................. 50.1%
Station B .................. 36.5
Station C .................. 6.0
Station D .................. 4.5
Other Stations .................. 2.9

W-H-E-R-E and W-H-E-N Minneapolis and St. Paul L-I-S-T-E-N is where and when they B-U-Y!

Ask to see the Certified Copy of this Survey at any of our branch offices. And for other proved facts communicate with FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minn., or our National Representatives: New York—Paul H. Raymer Co. . . Chicago, Detroit, San Francisco—Greig, Blair & Spight, Inc.

KSTP
MINNEAPOLIS—ST. PAUL
DOMINATES THE 9th U. S. RETAIL MARKET

Sales of Receiving Sets Exceed 1933 Mark 40%
SALES of radio receiving sets during 1934 will run about 5,350,000, a 40 per cent increase over 1933, according to Dun & Bradstreet, Inc., in a year-end review of the radio industry. From 60 to 65 per cent of the units sold represent replacements. The year will exceed the 1929 record of 4,438,000 units, although it will run below 1929 in gross volume due to the popularity of the smaller and cheaper models.

"Considerable replacement business," states the Dun & Bradstreet survey, "has been received from agricultural districts where sales had been few more than three years, owners now turning in their old sets for the new all-wave models. The many pay-offs during the year, which gave consumers money which had been considered lost, the higher prices for cotton, tobacco and the general run of farm products which placed more cash in agricultural districts than in five years, and the steadier trend of employment have permitted deferred desires for radio ownership to be satisfied to a freer extent possible since 1929.

"Although all previous records were outdistanced during 1934, current indications reveal a stronger uptrend of demand during the first quarter of 1935."

RADIO spots are included in a big new advertising campaign undertaken for the Olds Motor Works, Lansing, Mich., by D. P. Brother & Associates, Detroit.

RMA Develops Program To Coordinate Progress In Facsimile Broadcasts

ORGANIZED development of facsimile research, looking toward production and marketing of suitable devices for home use as an adjunct of sound broadcasting, is being undertaken by the Radio Manufacturers Assn., which has designated a special committee on this subject.

According to an announce by RMA, the Facsimile Committee has already begun to function, starting work on nomenclature and standardization. E. W. Engestrom of RCA Victor Co., Camden, N. J., has been designated chairman of the group, which was organized by Dr. W. R. G. Baker, chairman of the engineering division of RMA and vice-president of RCA Victor Co., Inc., Camden, and Virgil Graham, of the Standards Committee.

"The romantic appeal as well as the service aspects of facsimile are both being considered by the RMA engineers in directing scientific progress toward eventual development of a practicable facsimile broadcasting system," the RMA stated. "The drum-type of facsimile apparatus is now in use by the experimental development of a continuous type of recorder, taking a paper from a feed roll, is regarded as the ultimate practical solution for broadcast facsimile recording. Higher speed also is an engineering goal."

WSPD—

PRODUCES RESULTS

Here are a few reasons why:

• WSPD is on the Columbia Basic network.
• The ONLY Radio Station in Toledo and Northwestern Ohio.
• WSPD presents your message in a market of 1,000,000 people.
• WSPD can honestly claim a 90% Listening Audience.

The Toledo Broadcasting Co.
COMMODORE PERRY HOTEL—TOLEDO

Page 16

BROADCASTING • January 1, 1935
KFRC offers spot broadcasters the lowest rate per thousand listeners in the entire "Bay Area"

Write for full details

The DON LEE Broadcasting System

KHJ Los Angeles
KFRC San Francisco
KGB San Diego
KDB Santa Barbara
KFBK Sacramento
KWG Stockton
KMJ Fresno
KERN Bakersfield

Blankets California!

The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco

Representatives: RADIO SALES, INC.

Los Angeles Office
Don Lee Building, Seventh and Bixel Streets
FIRST "REGIONAL" STATION IN THE SOUTH TO USE 5,000 WATTS
IS KTSA
SAN ANTONIO
- THE SBS NETWORK'S SOUTHERN-MOST OUTLET

December 11th KTSA was upped from 2500 to 5000 watts daytime service becoming the first regional station in the South and the second in the nation to operate on 5,000 watts. With a frequency of 550 kilocycles, KTSA has a wide reception area covering the important San Antonio zone and the rich Rio Grande Valley most adequately. It is a valuable coverage unit in the SBS network whose 12 stations give the most complete and intensive Southwestern radio coverage.

You enjoy extreme flexibility of program presentation with the SBS network. Programs may be fed from any one or more of SBS's 12 stations—as many as 6 or 7 during a single broadcast period if talent location or sales strategy should dictate. You also have the advantage of High Fidelity lines in using the SBS network. Let SBS help speed your sales in the responsive Southwest market.

Pacific Colleges Approve Sponsored Football Tin
THE PACIFIC Coast college conference has unanimously approved broadcasting of football games in 1935, but makes the reservation that each must be approved "subject to securing a satisfactory arrangement with a responsible sponsor." This has been interpreted to mean that the price would be raised above the $60,000 obtained in 1934 from Associated Oil Co., of San Francisco.

Under the 1934 plan, no college in the conference was permitted to withhold broadcast privileges for other stations. The University of Southern California, for example, in several instances permitted unsponsored programs besides its Associated Oil broadcasts. It believed that $100,000 would be asked for the 1935 radio privilege with possibility of shading the figure during negotiations.

Four Stations Get 5 kw.
INCREASES in daytime power to the new regional station maximum of 5,000 watts were granted by the Broadcast Division of the FCC on Dec. 18 to four stations—WTCN, Minneapolis; WNAV, Yankton, D. Dak.; KKH, Los Angeles; and KFPR, San Francisco. Simultaneously similar applications of KDY, Salt Lake City; WEEL, Boston; AMWH, Cleveland, were designated for hearing, as was the application of WTCN for a shift in frequency from 1250 to 680 kc. (clear channel assigned to KPO, San Francisco).
Reach her at home from break of day to nightfall by RADIO

KDKA PITTSBURGH 50,000 WATTS

The rich Tri-State area has its full share of the great radio audience of women working at home in the daytime.

They are the planners, workers, and shoppers of American families. Their days begin with feeding a million Juniors and packing them off to school; with satisfying the appetites of a million Seniors and seeing them safely aboard trolley cars, busses and "8:15's." These women have come to depend upon radio to aid them in solving the problems of homemaking.

To sell this special Daytime audience in the Tri-State area, use KDKA. The pioneer radio station of the world, a giant in power, and as popular locally as it is famous nationally, KDKA has a definite influence on their buying habits.
Insuring the Future

ZEAL for a banner 1935, which the broadcasting industry is entering with its best prospects in history, must not dim a fundamental concept of American radio: That it exists primarily as a public service. Every radio advertiser, every advertising agency and every station manager must keep uppermost in mind the fact that radio exists not merely for advertising messages but for the entertainment and enlightenment of the people. The moment radio "sells out" its time to advertisers, that moment it will be in dire danger of complete extinction as a free American enterprise.

We sound this note of warning as protagonists of commercial radio, which during the last year has proved how faithfully it is meeting public trust and at the same time that it can be operated profitably under prudent management. There is no question that commercial messages are achieving a new technique that is pleasing the public and at the same time detracting nothing from their effectiveness. The Federal Trade Commission's surveys have proved that radio is cleaning its own house most satisfactorily.

But greed for dollars, even though they are there to be obtained, must not be the impelling motive of the broadcasters, large or small. The last year's record time sales and the excellent prospects for this year indicate that there will be demand for nearly every hour on the air, day and night. The broadcasters are beyond the point where the loss of a few accounts, whether because time cannot be cleared or because the product and its message do not pass muster, means any threat to their livelihood. They cannot afford to forget that certain hours—favorable hours, too—must always be kept available for civic, educational and other public service programs of a non-profit character. These may mean dollars out of pocket, and even loss of audience in their lack of interest when handled by inexperienced speechmakers and pedagogues, but they are definitely in the public service category—and the public service stations render, as well as the entertainment they give, determine their right to hold radio franchises.

Next—Facsimile

IN A ROUTINE announcement, the Radio Manufacturers Association has made known that a special technical committee is working on the standardization of facsimile development. To everyone in radio, however, and to the public at large, that action is far from routine, for it signals a big step in the direction of introducing facsimile as a medium of practical picture broadcasting—a phase of the visual art that is destined to develop far ahead of the over-ballyhooed television.

Facsimile, or still picture transmission, unlike television, or the motion pictures that ultimately will be carried by radio, is technically practicable today. There is need for coordination and standardization before any sufficient number of broadcasters can be induced to establish facsimile broadcasting stations and before the public can be induced to purchase the receiving apparatus. Moreover, it is desired to find the propitious time, economically, to introduce this new radio art.

Within two years, we are told by those who should know, facsimile will be ready for introduction—aftcr the all-wave receiver market has tapered off. To the advertiser facsimile will provide a means whereby he can show his merchandise visually to all within the living room. There will be sound accompaniment too, so he can describe his wares while his audience views them.

The broadcasters of today, naturally, should be the facsimile broadcasters of 1937 and 1938. Those who foot the audible radio bill, perhaps augmented by others, should be the facsimile sponsors. But there will be plenty of others who will try to elbow into this field, jealous of the progress of sound radio and the opportunities many of them muffed a decade ago. Progressive broadcasters will watch the development of facsimile, and be prepared to offer it to the public as a public service when it attains the necessary degree of practicability.

The Bellingham Case

ON THE SOUND premise that progress cannot be stopped and that radio is a much faster and more efficient disseminator of news than the newspaper, Federal Judge John C. Bowen, of Seattle, has ruled that broadcasting stations have the unqualified right to broadcast dispatches from newspapers, whatever their origin, once those newspapers are distributed and sold.

This outstanding opinion upsets what the press has believed to be unimpeachable law since the famous INS-AP case in the Supreme Court in 1917, involving the pirating of news. Judge Bowen, however, found the facts in the case of the AP against KVOS, Bellingham, Wash., entirely different from those in the

Because of the big demand for description of the NBC studios in Radio City, large, from abroad, O. B. Hanson, NBC Chief Engineer, has prepared and published a 22-page brochure containing a complete technical description of the plant with illustrations and diagrams. It is available on request.

REFRESHING his recollections of eight years in radio, Howell Cullinan, Boston news commentator, has published a book Pardon Me, Accent in which his experiences inside and outside the news, over WEER, Boston, are narrated.

AP-Hearst case. In the former case there was the element of unfair competition between competitive news-gathering associations, while in the Bellingham case he ruled that no unfair competition existed and that no property rights were violated when KVOS read over the air AP or other dispatches published in newspapers which are sold for a profit. The station makes no profit from these news broadcasts but gives them to the people as a public service, Judge Bowen held.

But the highly significant interpretation was that relating to private enterprise and public interest where progress and development are concerned. Judge Bowen traces the development of transportation and communication of private dispatches and public news, at the outset by individual courier on foot and by pony riders, to the stagecoach, locomotive, telegraph, telephone, and through the motor bus, truck and airplane. All these contributed to the march of progress—and now comes radio.

Judge Bowen minces no words in his opinion. On the property rights issue, he holds that the protection of the business of the AP and of its newspapers, and their invested capital, "cannot justify withholding from the public the more speedy and more extensive dissemination of news through the improved instrumentalities" of broadcasting. A radio station, he points out, surpasses the facilities of a press association or newspaper as a medium of news dissemination to an extent, comparable to the advantages of the airplane over the railroad train.

Unquestionably the case will be appealed and find its way ultimately to the Supreme Court. Actually, the future of the newspaper industry is at stake. If Judge Bowen's opinion is upheld, it will mean that newspapers will probably have to revamp their entire mode of news presentation.

Perhaps the real answer will be the delivery of "facsimile newspapers" by radio.
DOMINICALLY it would be ironic and perhaps a let-down for a man to leave the supervision of 14 of the nation's most important stations for the helm of just one. Yet that is what Donald Withycomb is doing in accepting a call as general manager of the newly formed WFIL in Philadelphia, where he becomes chief executive in his own right. For him it is a stride forward, for what man would not prefer to be the Universal "big frog."

Effective this month "Don" Withycomb takes over the general management of the consolidated stations WFI and WLIT, and prepares to leave the network organization with which he has been identified since its formation in 1926. Actually, he will double in brass for two months, continuing to head the NBC station relations department and at the same time directing the work of the Philadelphia station. Upon completion of the task of readjusting station rates with NBC affiliates—a problem with which he has grappled for many months, along with other NBC executives—he will assume the Philadelphia post on a permanent basis.

In his NBC post, which he has held since 1930, Mr. Withycomb has had duties as diversified and manifold as any man in broadcasting. Aside from the supervision of the 14 NBC owned, managed or operated stations, he has had charge of all transmission and communication facilities; management of network traffic; and contacts between NBC and all its associated stations.

In his new post, he will have opportunity to put into play the wide experience he has acquired in radio during nearly a decade. It will be his task to organize the station and its staff and to build it as an outlet for both national spot and local business, as well as network programs. WFIL will serve as the Philadelphia key of the NBC-WJZ network.

Generally regarded as one of the most handsome men in radio, and possessed of a charming personality, along with a sparkling sense of humor, "Don" Withycomb is widely known throughout the ranks of broadcasting. His knack for doing the right thing at the right time won him rapid promotions in the NBC.

Now in his 37th year, Donald Withycomb was born in Montreal in 1897 and graduated from Lower Canada College there in 1914. He enrolled in the Royal Flying Corps in 1915, and served overseas. It was in 1919 that he returned to Montreal, and entered business with The International Equipment Co. Later connections with the Canadian Pacific Railway and the Acme Press Co., of Toronto led to his appointment as advertising representative of the Action Publishing Co., a position he retained until 1922, when he moved to the United States and into what later proved his baptism in radio.

Merlin H. Aylesworth, who was called to the presidency of NBC when it was formed in 1926, had become acquainted with young Donald Withycomb while managing director of the National Electric Light Association. In 1922 he retained him as his assistant and when he joined NBC, Withycomb went along as assistant secretary of the NBC at its outset, soon was designated assistant to the president and then became assistant to the vice president in charge of programs and sales.

His big chance came in 1930, when Mr. Withycomb was named station relations manager, with duties that the position implied. Gradually, however, new functions were added, including the supervision of the 14 stations and development of a new station-compensation yardstick, which centered in his department. Recently William S. Hedges was transferred from the management of KDKA to Mr. Withycomb's department as manager of the owned and operated stations, and R. M. Brophy was retained as assistant manager of station relations to relieve him of some of his duties.

Mrs. Withycomb was Mathilde Harding, noted concert pianist, famed in the musical realm for her charms and beauty. Don, who is known by his intimate friends as "The Colonel," Kentucky variety, claims golf as his hobby.

MERLIN H. AYLESWORTH, president of NBC, William S. Paley, president of WOR, Newark, have been named members of the national committee of the Birthday Ball for the President, of which Henry L. Doherty, head of Cities Service Co., is president.

BERTRAM LEBHAR, Jr., for several years in the sales department of a New York station, has joined the sales department of WNYC, New York.

T. R. PUTNAM, former manager of KPYO, Lubbock, Tex., has been named station manager of KFWO, Lubbock.

WEBLEY EDWARDS has been named by Fred J. Hart as manager of KMBG, Honolulu, effective Dec. 1, 1934. Edwards formerly was manager of KGU, Honolulu.

HUGH M. FEITZIS, formerly of KIDO, Boise, Idaho, has joined the staff of KOOL-KJQ, Salt Lake City. Since graduating from the University of Idaho in 1928 he has been with companies in Bellingham, Wash.; KXRO, Aberdeen, Wash.; KOMO, Seattle, Wash., and KGW, Portland, Ore.

LEO J. FITZPATRICK, manager of WJL, Detroit and president of the American Broadcasting Co., has been named a member of the advisory council of "Michigan's Little World's Fair," to be held March 4-17. The city is planning to entertain 500,000 visitors.

ROBERT DE HAVEN, production manager of KMBC, Kansas City, has been named acting manager, succeeding E. D. Enicks, recently named manager of the station.

RALPH BRUNTON, owner of the Northern California Broadcasting System, which operates KJBS, San Jose, to handle its first bit over the microphone on the new station, was named by the owners

Robert De Havem, production manager of KMBC, Kansas City, has been named acting manager, succeeding E. D. Enicks, recently named manager of the station.

RALPH BRUNTON, owner of the Northern California Broadcasting System, which operates KJBS, San Jose, to handle its first bit over the microphone on the new station, was named by the owners to the announcing staff of KTAT, Fort Worth, Texas.

JERRY SULLIVAN, pioneer Chicago announcer whose "Chi-caw-go" signature was known to fans all over the country in radio's early days, has joined the staff of WJJD, Chicago.

GRAVES TAYLOR, publicity director of WAG, Cleveland, was married December 27 to Miss Alene Schneider, former Cleveland actress. They went to Virginia for their honeymoon.

WILLARD WARREN, program director, and Albert Rucci, publicity director, are new vice presidents of principal speakers at the Vocational Conference which began Dec. 5 at West Seattle High School.

MACK MILLEH, publicity representative, has been named to handle publicity for the NBC network's "Rubbermaid" show, which will be featured on the air, as part of the station's personnel expansion following increased time facilities.

JACK WATTS, formerly of WJW, Hagerstown, Md., has joined the announcing staff of WLQ, South Bend, Ind. Other appointments to the staff, announced by W. W. Behrman vice president and general manager, NBC, were as follows: Jane Atwater, formerly of WLBW, as continuity announcer.

IVAN STRIRED, former program director of WMB, Peoria, Ill., has joined WBBF, Rock Island, Ill., as special producer of the "Rock Island Convention Band." Forest Cool has been transferred from the WFBH announcing staff to sales.

J. H. BOWYER, formerly with WAPM, Cleveland, has joined the staff of WNWO, Toledo, Ohio, handling his own program, "The Sunshine Minstrel," and acting as master of ceremonies. Their principal speaker was Donald MacNair Searles has been named official hostess at WJAY.

EMORY MURPHY, former public relations manager of KOMO, Seattle, but out of radio the past year, late in December joined the Hollywood NBC staff as production assistant. He replaced Jerome Dale who went with the Sam Goldwyn studios' public relations department.

FRANK KINDE, leading announcer for ABS, has been selected commentator for the Paramount Review of 1934, to cover outstanding events of the year.

ROBERT SWAN, who resigned his post as announcer at WJLI, early in December to become program director of the "Radio Chantana" at KPAC, Los Angeles.

JOHNNY O'HARA, who started his announcing career at WJDI and WMBD, and who has since been heard with WJR and WABC, is now in Chicago, has returned to WCPV's announcing staff.

DONALD M. DOWD, who studied music and medicine before joining the announcing staff of WCPV, has joined the Chicago announcing staff of NBC.

HEND KLEIN, Chicago CBS continuity chief, and Mrs. Klein have adopted a six-week-old baby boy.

January 1, 1935 • BROADCASTING
ALREADY THIS CONGRESS IS IN SESSION

Washington will enjoy Washington is in World's "Who's Who." The PRESS department of WOR, Newark, taken over Nov. 19 by "Johnny" Stone, formerly NBC press representative, now consists, besides Stone, of Bruce H. Foulke, formerly of the New York Evening World and Jersey Journal, writer; Miss Dorothy Haag, former radio editor Nenex Star, writer; Miss Eleanor D. Hurley, secretary. Miss Hurley was Stone's secretary at NBC, resigning there Dec. 15.

HEINZ SAEVIKE, of the production department of WTMJ, Milwaukee, has been made assistant to Russ Winnie, assistant manager, and will be in charge of program production. Russell Tolg, supervisor of continuity, has been named manager of the commercial program department. Frank Cooley, formerly of KMOX, St. Louis, has joined the announcing staff. John Olson, announcer, is taking a four-week vacation in the South.

ROBERT CUPP, of the continuity department, KTUL, Tulsa, Okla., has been engaged to Miss Edwina Louise Wilser, Kansas City, the announcement having been made Dec. 22.

HECTOR CHEVIGNY, formerly with KOMO, Seattle, where he created the "Pioneers" program for the Portland Catholic Broadcasting Company, has joined the staff of KOIL, Seattle, as continuity director. He is teaching a class in broadcast writing at the University of Washington.

BILL DAVIDSON, announcer at KMTR, Hollywood, and formerly of KNTP, St. Paul, was married Dec. 15 to Lillian Hirsch, of Minneapolis.

DAVID BAYLOR and Miss Shirley Pott (Alice Abbott) of the announcing staff of WCAE, Pittsburgh, were married Dec. 30 in Washington, Pa.

HERBERT GOLDSMITH has joined the sales staff of WCAE, Pittsburgh.

THE EAGLE, Kansas City, has announced the marriage of its former announcer, Edwina Cooley, to Johnstone's former secretary, Edwina Cooley, to Johnstone's secretary on Dec. 22. This marriage was made Dec. 22. This marriage was made Dec. 22.

WALLINGTON WINS AGAIN

JAMES WALLINGTON, NBC announcer, for the second time was awarded the annual diction prize as radio's best announcer. In 1935 Wallington was winner of the honor awarded by the American Academy of Arts and Letters. This year the award was made by Radio Stars magazine, which succeeded the Academy as donor. A group of 22 radio editors picked Wallington, with judging based on delivery, microphone personality, ability to adapt to the mood of the program, and versatility. Closest contender to Wallington were David Ross, CBS, and John S. Young, NBC. The award to Wallington will be made over NBC early in January.

IN THE CONTROL ROOM

EDWARD JOHNSTON has been promoted to technical supervisor at WIP, Philadelphia, Regional Harris, formerly of Baltimore, has been added to the technical staff and Herbert Finken has been named supervisor of the station.

A. S. CLARKE and L. A. Shuttig, engineers of Radio Research Corp., Washington, presented a paper on "Broadcast Station Fidelity" Dec. 10 before the Washington Section of the Institute of Radio Engineers.

SHERO SMITH, technician at WGAR, Cleveland, recently hound up a broken leg on a pigeon he picked up at the transmitter. Some days later while working in the studio control room, he heard a rustle at his side, and found his feathered friend had flown over to pay him a visit.

R. MORRIS PIERCE, chief engineer at WGAR, Cleveland, is developing new talk feed-back equipment which he expects to patent.

DONALD PETT, formerly of WFBG, Altoona, has joined WBOV, Terre Haute, as chief operator, succeeding Burr Du.

R. D. DU BOIS has been appointed chief engineer of KFYO, new station at Longview, Tex.

H. L. REYNOLDS, NBC Chicago studio engineer, has gone to his home in Huntington, W. Va., to recover from a severe attack of influenza.

MAX CARTER, chief engineer of KTUL, Tulsa, Okla., is the father of a girl born in December.

VINCENT GILCHER, manager of technical service for NBC, New York, is father of a girl born Dec. 10.

CHARLES WEIR, staff operator at WIP, Philadelphia, is the father of a boy born in November.

Changes Endorsed In Food-Drug Law

Proprietary Ass'n Sees Need for Modernized Regulation

SAFE AND SANE legislation designed to regulate the sale and advertising of food, drugs and cosmetics will be supported by almost all of the groups affected, but they are unwilling to commit themselves until they have had opportunity to examine the administration-appointed bureau expected to be introduced early in the new session of Congress, which convenes Jan. 3.

On behalf of the Proprietary Association, which launched the most formidable attack upon the numerous versions of the Tugwell-Copeland bill at the last session, Frank A. Blair, president, has announced that his organization is ready and willing to cooperate in the legislative movement for adequate control of interstate traffic in these fields. "It must reserve, of course, the right to express freely and freely its views on any and all proposals," he said. "But with the declared purpose to bring the present law abreast of the times, we have been familiar with many of the provisions suggested for accomplishing that, it is in definite accord.""

Removing Fraud

MR. BLAIR said his organization not only favors, but desires, legislation "to stamp out fakes and frauds." He declared the existing law, enacted in 1936, has been effective, but does not go far enough to meet present conditions.

Discussing the Tugwell bill of the last session, Mr. Blair said his organization had an alternative bill to oppose it vigorously. That measure, he said, would have repealed all of the law, changed the theory underlying it, and set up a new, intricate and involved law "containing extreme and impracticable provisions which would have vested in the administration sweeping and inadequately supervised legislative, executive and judicial powers."

Copeland's Measure

THE ENDS desired, according to Mr. Blair, can be accomplished without following the form of the Tugwell Bill. He advocates revision of the existing law, retaining that portion of it that is effective, removing defective parts with provisions necessary for adequate regulation.

Meanwhile Senator Copeland (D.) of New York, co-sponsor of the original Tugwell Bill and author of four revisions of it at the last session, was awaiting receipt of a proposed new measure from Ole Salte, former director of the Bureau of Foods and Drugs of New York, who is acting as his personal advisor on this legislation. It is understood that this measure will be a slight revision of the final Copeland-Tugwell draft of the last session. The Department of Agriculture has announced that it will await the introduction of this measure before drafting a bill of its own, if it finds that course necessary.
Rep. Celler Drops Radio Connections

COMPLETELY reversing his militant position in opposition to newspaper ownership of broadcasting stations, Rep. Emanuel Celler (D.), New York, announced in Brooklyn Dec. 15 that he had resigned chairman of the board of Broadcasters of Brooklyn, N.Y., Inc., an organization comprising three V-S sharing Brooklyn stations.

Rep. Celler had appeared before the FCC Dec. 10 in opposition to a series of applications for the facility occasioned by four Brooklyn stations, notably that of the Brooklyn City Eagle. The four stations, sharing a 1400 kc. channel are WLTH, WARD, VFW, and WBBC. All except WBCC were involved in the proposed consolidation which Rep. Celler would have headed.

When he appeared, Rep. Celler said he was unalterably opposed to newspaper ownership of stations and that he would favor legislation which would prevent such joint ownership. In his announcement New York, however, he declared he had changed his opinion. He had decided to withdraw his support from the merger, he declared, because of facts brought out during the hearings before Examiner George H. Hill, which ran from Oct. 3 to Dec. 11.

Engineers of WOR, Newark, N.J., removed basketball and bowling games and have challenged engineers of all metropolitan stations.

Service of Press-Radio No Longer Experimental Asserts Dean Ackerman

NEWS for radio furnished by the four press associations through the Press-Radio Bureau and under the program worked out last March, has graduated from the "experimental" to the "service" stage and has become indispensable, Carl W. Ackerman, Dean of the School of Journalism, Columbia University, declared in an address Dec. 20 over the NBC-WFAN network.

This service began as an experiment and has been continued despite many discouraging obstacles and much criticism, he declared. "It is not perfect today, but it is no longer an experiment. It is a service. There has been stupendous progress in recent months." Dean Ackerman predicted that this "new service in journalism" will continue to develop as a public service and will become vital to the life of the country. He pointed out that writing for the radio requires development of a new technique and that commendable progress is being made along that line.

Aspirin-Plus Show

REMSEN Corp., New York (Aspirin-Plus) is using four 5-minute daytime WBS programs on 49 stations, with a theme song, followed by an advertising continuity, musical selection from World Sustaining Service, theme song, and closing announcement. The company uses a merchandising campaign in which local dealers are invited to participate.

EVERYWHERE!

There is no place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained telegraph personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Owned and Operated by
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

Represented Nationally by Edward Petry & Co.

New York Chicago Detroit San Francisco

January 1, 1935 • Broadcasting

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**NAB Committee Starts Inquiry Into Audience Survey Methods**

First Steps Are Taken Toward Formation of Independent Audit Bureau for Broadcasting

A comprehensive study of all available methods of audience and coverage surveys with a view to devising a plan for an independent audit bureau for radio, to be maintained jointly in the interests of advertisers, agencies, and broadcasters, has been launched by the special committee of five of the NAB under procedure approved at its first meeting in New York last month.

Deciding to take the initiative in the project, the committee turned over to Dr. Herman S. Hettiger, NAB research director, the task of making the preliminary critical analysis of all data now available. After a tentative plan is evolved, the committee, headed by Arthur B. Church, KMBC, Kansas City, will take up the entire question with appropriate groups representing the Association of National Advertisers and the American Association of Advertising Agencies and both of which had indicated the need for data on radio that would parallel circulation information made available for printed media through the Audit Bureau of Circulation.

Voluntary Membership

It is confidently expected that sufficient headway will be made within a month to justify joint sessions with ANA and AAAA.

The belief is that if the committee of five, which also includes three ex-official members—President J. Truman Ward, of the NAB, Managing Director Philip G. Loucks, and Dr. Hettiger—can agree on one basic point in the establishment of the independent bureau, that the actual work of organization and detail of setting up of an auditing system can be worked out by the proposed bureau itself.

The thought is that such a bureau could formulate definite procedure in correlating audience and coverage surveys. Membership in the bureau would be purely voluntary, with stations, advertisers and agencies subscribing to the bureau without compulsion. It is generally agreed that vast sums spent by stations for surveys of different nature are lost to advertisers and agencies direct by mail are not being put to proper use. It is admitted too, that perhaps the bulk of this material finds its way into wastebaskets. By evolving a uniform, standardized procedure, authenticated by an independent and unbiased agency, such as the proposed bureau would be, it is felt that the ends of all three groups would be served effectively.

Correlating Data

The first meeting of the committee of five was held in New York Dec. 13. In addition to Chairman Church and the three ex-officio members, those present were John V. L. Hogan, W2XR, New York, prominent consulting radio engineer; Edgar Kobak, NBC vice president, and John Karol, CBS research director. Walter Damm, WTMJ, Milwaukee, the fifth member absent. Paul F. Peter, NBC chief statistician, attended part of the session for Mr. Kobak.

Mr. Loucks told the committee it was divided into two parts, first to ascertain what audience stations can be heard day and night under all conditions, and second, what the audience reaction is to these stations. The study, he declared, should consider the value of coverage surveys, mail analyses, telephone surveys, coincidental surveys, and, in fact, every available type of survey which has been conducted.

The committee agreed that, rather than hold preliminary sessions with representative groups of the agencies and advertisers, it should take the initiative and endeavor to correlate existing data. If the data can be crystallized to the point where the three major groups agree upon the desirability of an audit bureau, the bureau itself then can be set up as a separate organization and can work out details as to how much of the cost of operation shall be borne by each industrial group.

**Mr. Miller**

Mr. Miller, announcer and interviewer. At the age of 21, Miller had been to West Point and was working for the Los Angeles Courier-Journal, when he attracted nationwide attention by interviewing Floyd Collins at Sand Cave. He won not only the prize for 1925, but also a job on the New York World. From there he went to the Brooklyn Eagle, and in June, 1927, to the NBC press department. After his appointment to the special events division in 1930, "Skeets" was responsible for innumerable "firsts" in broadcasting, and for the monthly release of all news and sporting events.

William Lundell, born in Minneapolis in 1906, attended the University of Kansas and was elected to Phi Beta Kappa. Later he studied at Harvard, where he was a member of the Glee Club. From further study in Paris, he traveled extensively, writing special articles for New York and Boston papers, and on his return the United States joined the staff of WZBA, Boston. From there he was engaged by NBC in May, 1931, to contact interviews over the air and handle special announcing assignments for the special events department.

**Seek Two N. E. Outlets**

APPLICANTS for new 100-watt broadcasting stations in Worcester, Mass., and Hartford, Conn., have been filed with the FCC by corporations headed by Albert F. Moffatt, as president and treasurer; and John Shepard, 3rd, head of the Yankee Network, as 25 per cent stockholder. Mr. Moffatt is operator of WMAS, Springfield. The stations would be licensed to the Worcester Broadcasting Co. and the Hartford Broadcasting Co., Massachusetts corporations. Each would operate on 1200 kc. and both would become affiliated with the CBS network, according to the applications.

**Oldest Musical Clock**

The KYW "Musical Clock," Chicago's oldest broadcasting hour program of time signals, weather reports and phonograph records, which was left without a station when KYW moved to Philadelphia Dec. 3, resumed operation Dec. 17 over WBBM. The clock continues to advertise the Marshall Field & Co., Chicago department store, which has sponsored the feature since April, 1930. Halloween Music, Musical Clock, will be used to prove the program's origin as a sustaining feature more than seven years ago, continues in that capacity at WBBM.
acts on ASCAP
Ordered by Court

BROADCASTING in part the plea of
IP, Philadelphia, for information regarding the inner organization of the American Society of Composers, Authors & Publishers, federal Judge Julian W. Mack of the Federal District Court for southern New York, on Dec. 19 ordered ASCAP's general manager, E. C. Mills, to supply the data requested in certain interrogatories led by the plaintiff. The WIP suit, filed in behalf of the industry, seeks dissolution of ASCAP as an allegedly illegal combine, and is separate from the anti-trust suit led by the Department of Justice last summer, and pending before the same court.

In his ruling, Judge Mack allowed Mr. Mills time in which to appear in opposition to his order if he desired to do so on the constitutional ground that the information sought might tend to incriminate him in future legal proceedings. WIP, through NAB copyright counsel, Baker, Hostetler, idolo & Patterson, of Cleveland, led the interrogatories in the desire to procure information which might be used in the trial of the case, the date for which has not yet been set. The court denied the WIP request for information as to salaries paid ASCAP executives and attorneys, but ordered that other questions, in the main involving ASCAP receipts in royalties and their distribution among members, be answered, unless Mr. Mills makes a constitutional plea.

CALL LETTER SLOGAN
"This is WHN--Dial Ten-ten" is
Getting Big Response

A SLOGAN call letter, devised by Major Edward Bowes, managing director of WHN, New York, now is on thousands of lips, due to its catchy rhyme. The slogan is "This is WHN--Dial Ten-ten." Ten-ten, of course, is the kilicycle stop on the dial for WHN. Any time "WHN" is mentioned in its coverage area, some one is sure to come back with "Ten-ten." Major Bowes followed up the slogan with several more, including "This is your station--WHN," which offers an air of intimacy and its believed to be a big factor in building the station's popularity. Recently the Major started a slogan contest, which is bringing a heavy response. A program that caught on quickly was the "WHN amateur hour."

Mutual Renewal

THE CONTRACT of Jacob Tarshish, radio philosopher and commentator known as "The Lamp-lighter" and speaker on the first commercially sponsored program on the Mutual Broadcasting System of WOR, WLW and WGN, has been renewed. His Sunday broadcasting time was changed from 11:30 a. m. to 2 p. m. Eastern Standard Time. He is also heard over WOR, only, Monday through Thursday at 11:30 a. m. He is sponsored by the Olive Tablet Co., Columbus, O., and Primrose House, New York. Erwin, Wasey and Co., Inc., New York, is the agency.

Talent by TELEPHONE WIRE

Once broadcasting stations were dependent on talent available locally. Today hundreds of stations in small and scattered cities bring to exacting audiences all the color and brilliance of the best artists in the larger metropolitan centers. Telephone wires have made it possible.

Telephone wires were used in the first experimental station hook-up in 1923. And 74,000 miles of telephone wire, supplemented by millions of dollars' worth of special equipment, in 1935, link broadcasting chains into great national networks.

The same systematic research, the same constant improvement that has marked Bell System service to the broadcasting industry in the past, in the future will continue to be directed toward perfect program transmission—to the most remote station—with fidelity—and without distortion.

CHANGE YOUR "SPOTS"
to KFWB in Los Angeles ... the nation's fourth largest market. There's not a better "spot" for your money because, among the four major Los Angeles' stations, KFWB "spot" rates are from 50% to 60% less.

Write for "spot" results, and rates, to KFWB
LOS ANGELES

The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

WCAE, Pittsburgh

Chrysler Sales Corp., Detroit (Dodge automobiles), 6 t., thru Reinecke-Ellis-Young 

.products, inc., Chicago.

Bunte Bros., Chicago (confectionery), 35 a., thru Fred A. Robison, Inc., Chicago.


Kellogg Sales Co., Battle Creek, Mich. (cereal), 25 a., direct.

Coca-Cola Co., Atlanta (cereal), 165 a., direct.

WLS, Chicago

Curtis Candy Co., Chicago, 14 daily a., thru McGunckin Advertising Co., Chicago.

Nyal Co., Detroit (remedies), 6 a., thru Reinecke-Ellis-Young 


Madlavin Springs Hotel, Kusner, 3 weekly a., thru Applegate Advertising Agency, Indianapolis.

Phoenix Central Railroad, Chicago (excursions), 9 a., thru Caples Co., Chicago.

United Remedies, Inc., Chicago (Per 

.Dor and Kolor Bakers), weekly a., thru Heath-Seebach, Inc., Chicago.

WTMJ, Milwaukee

Chrysler Sales Corp., Detroit (Dodge automobiles), 8 t., thru Ruthrauff & Ryan, Inc., New York.

L. O. Products Co., Inc., New York (10 Tubs), 39 a., direct.

Nyal Co., Detroit (remedies), 6 a., thru Reinecke-Ellis-Young 


Reid Murdock & Co., Chicago (Mon 

.arch food), 393 a., thru Philip O. Phillips & Co., Inc., Chicago.

Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 7 a., thru Roche, Williams & Cunningham, Inc., Chicago.

WIP, Philadelphia


Charles Marchand Co., New York (Golden Hair Wash), weekly a., thru.


International Vitamin Co., New York (IVC Pearls), 6 weekly a., thru.


KFI, Los Angeles


Numismatic Co., Fort Worth, Tex. (old coins), 1 a., thru Guenther-Braford Co., Inc., Chicago.


KGJ, Salt Lake City

Studebaker Sales Corp., America, South Bend, Ind. (automobiles), 6 weekly a., thru Roche, Williams & Cunningham, Inc., Chicago.


WOR, Newark


O'dellier Sisters Sales Co., New York (hair tonic), 3 weekly a., thru.

KHK, Los Angeles

Cirrus Soap Co., San Diego, Cal. 2 weekly a., thru Norman W. Tolle, San Diego.


Pioneer Maple Products Co., Minneapolis (Hackett syrup), 6 weekly a., thru McCord Co., Minneapolis.

Campbell Co., Northfield, Minn. (Malted Meal), 6 weekly a., thru Mitchell-Faust Advertising Co., Chicago.

WGY, Schenectady


Carleton & Hovey Co., Lowell, Mass. (Paul John's Medicine), 6 weekly a., thru John W. Queen, Boston.

William W. Lee & Co., Watervliet, N. Y. (Save-the-Baby), 2 weekly a., thru.


KDYL, Salt Lake City

Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 6 weekly a., thru Roche, Williams & Cunningham, Inc., Chicago.


WEVD, New York

Planters Edible Oil Co., Suffolk, Va. (Hi-Hat peanut oil), weekly a.

WMAQ, Chicago

Mickelberry's Food Products Co., Chicago (sausage), 52 a., thru advertising Agency, Chicago.


Vacuum Oil Co., Inc., Chicago (gasoline and oil), weekly a., thru L. O. Holberg, Chicago.

Simms Co., Chicago (weekly a., thru J. L. Sugden Advertising Co., Chicago.

Armour & Co., Chicago (meat products), 6 weekly a., thru Lord & Thomas, Chicago.

WJAY, Cleveland


General Baking Co., New York (broad 


KGO, San Francisco


Co., thru.

Campbell Co., Northfield, Minn. (Malted Meal), 6 weekly a., thru Mitchell-Faust Advertising Co., Chicago.

WEHR, Chicago

Curtiss Candy Co., Chicago, 6 weekly a., thru McGunckin Advertising Co., Chicago.


WJR, Detroit

Household Finance Corp., Detroit, weekly a., thru Charles Daniel Fre 

.Chicago.

DuMont Products, Inc., Chicago (Perna, Kolor-Bak) 6 weekly a, thru Heath-Seebach, Inc., Chicago.

WLIT, Philadelphia

KIESER Co., Inc., New York (Veni 

.hair nets), 3 weekly a., thru Don shue & Co., Inc., New York.

NBC Pacific Programs

ADDED impetus to the rumor that 

BROADCASTING • January 1, 1935

The NBC may center its western pro

uccessful spring months was given 

rnies, and O. B. Hanson, chief en

ame, was shown an increase of 325 per cent over 1932. A number of vacated movie studios were visited on the inspection tour. Mr. Gilman rec

formed on the city hall.

NBC Radio is to be used extensively in the two-year housing recovery program launched by F. W. Master and Co., a banking and real estate firm. Copy for various media is being prepared by W. M. Bishop & Co., handling publicity and advertisin
g for the campaign.

KFWB has provided a radio hook-up at the city hall.
Breneman to KFRC

TOM BRENE MAN, for more than a year manager of the Los Angeles Broadcasting Co., operating KFAC and KFVD, in Southern California, has joined KFRC, San Francisco, as producer and heads-of-ceremonies of "Feminine cities," daily afternoon Don Lee feature. He succeeds Ed Fitzgerald, who leaves early in May for New York where he will be identified with radio. Breneman has been in Associated with the Angeles Broadcasting Co., where he was an NBC producer, new York. Prior to that he was with KNX, Los Angeles, special field representative. He has been in radio since 1925 as assistant manager and executive.

Chicago Advertisers

NEW advertising club is being formed by a group of Chicago radio stations, who plan to affiliate with Chicago Federated Advertising Services. Temporary officers are: Charles T. Beall, secretary-treasurer of the Brandt Advertising Co.; W. B. Ricketts, vice-president of the Buchen Co., vice president; Charles A. Reincke, secretary of Reincke-Ellis-Youngen & Finn, secretary-treasurer; R. F. Gunten, of Lord & Thomas and W. Frank McClure, president of Caroll Dean Morris, Inc., directors.

In Planning Your 1935 Appropriation — REMEMBER

The MICHIGAN RADIO NETWORK

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory of a population of over four million people.

- WBCM, Bay City
- WDFB, Flint
- WJIM, Lansing
- WIBM, Jackson
- WELI, Battle Creek
- WKZO, Kalamazoo
- WOOD-WASH, Grand Rapids
- WXYZ, Key Sta., Detroit

Buy the Michigan Radio Network and avail yourself of this merchandise of the 8 stations: absolutely free! The only service that arranges demonstrations, checks credit, etc. Write or wire for details.

KUNSKY-TRENDEL

BROADCASTING CORPORATION

(Owners and Operators of Station WXYZ)

DETOIT, MICHIGAN

300 MADISON THEATER BLDG.

CHERRY & WEBB BROADCASTING CO.

PROVIDENCE, R. I.

REPRESENTED NATIONALLY BY

HIBBARD AYER—New York  •  Chicago  •  Boston
WALTER BIDDICK CO.—Pacific Coast

New York Using Network To Promote Sale of Milk

THE MILK CONTROL BOARD of New York, trying to increase the income to farmers without increasing the price of milk to the consumer through expansion of the amount of milk consumed, is using radio and other media to reach the State's millions of citizens.

Handling the publicity campaign is A. W. Ayer & Son, Inc., New York. Cooperating are hotels, restaurants, drug store chains, railroads, hospitals, civic and welfare groups. Already milk companies report an increased sale exceeding 5 per cent. A state-wide CBS network is being used in connection with the campaign.

Pribble Heads WTAM

VERNON H. Pribble, former manager of WGN, Chicago, and well-known advertising executive, has been appointed general manager of WTAM, NBC-owned outlet in Cleveland. It was announced Dec. 20 by Richard C. Patterson, Jr., NBC executive vice president. He succeed W. Webster Smith, who has been given a leave of absence to recover his health. Mr. Smith is now in Florida, where he expects to remain until he is able to accept another NBC assignment. The new WTAM manager for eight years was on the advertising staff of the Chicago Tribune, and afterward became manager of WGN.

A NEW AND GREATER

WPRO PROVIDENCE

THE ONLY COMPLETE COVERAGE OF NEW ENGLAND'S SECOND LARGEST MARKET

WPRO delivers to advertisers today's outstanding radio value—the most effective, most economical coverage of this market of

1,225,578 CONSUMERS WHO SPEND $284,082,000 yearly in retail outlets. The rich trading areas of Providence, Fall River, and New Bedford all lie within the 500 microvolt area.

The new WPRO booklet includes up-to-date facts and figures of vital interest to anyone selling this rich Southern New England market. Write for a copy.

WPRO 630 kc

CHERRY & WEBB BROADCASTING CO.

PROVIDENCE, R. I.

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LIFE SAVERS, Inc., Port Chester, N. Y. (candy) on Jan. 7 starts musical drama with Meyer Davis orchestra on 36 CBS stations, coast-to-coast, Mondays and Wednesdays, 8:31-9:30 p.m. Agency: Blackett-Sample-Hummert, Inc., N.Y.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Bayer's aspirin) on Jan. 1 revises "Lavendar and Old Lace" on 22 CBS stations, Tuesdays, 8:30-9 p.m. Agency: Blackett-Sample-Hummert, Inc., N.Y.

ROCKET OIL Co., Los Angeles, on Nov. 3 revised "Unsolved Mysteries" on CBS network, Mondays, 7:45-8 p.m. PST. Agency: Beaumont & Hobman, Los Angeles.


HOUSEHOLD FINANCE Corp., Chicago (small loans) on Jan. 1 revises "Household Musical Memories" on 10 NBC-WJZ stations, Tuesdays, 7-8:30 p.m. Agency: Charles Daniel Frey Co., Chicago.

VICK CHEMICAL Co., New York (cold remedies), on Jan. 1 starts Gracie Moore and orchestra on 25 NBC-WJZ stations, Tuesdays, 9-10:30 p.m. Agency: Cecil, Warwick & Celi, N. Y.


SHATTUCK PATTERN, Ltd., Newark (dog food) on Jan. 6 starts program not yet determined on 5 NBC-KPKO stations, Sundays, 1-2:30 p.m. Agency: Paris & Peart, N. Y.


RCA-VICTOR Co., Inc., Camden, N. J., on Jan. 9 starts "Radio City Matinee" on ENSCO-WJZ network, Wednesdays, 2-3 p.m. Agency: Lord & Thomas, N. Y.

STUDEBAKER SALES Corp., of America, South Bend, Ind. (automobiles) on Jan. 7 starts "Studebaker Champions" on 24 NBC-WEAF stations, Mondays, 8-9:30 p.m., and 8 NBC-KPKO stations, Fridays, 12:15-12:45 midnight. Agency: Roche, Williams & Cunningham, Inc., Chicago.

GENERAL MILLS, Inc., Minneapolis (flour) on Nov. 21 renewed in "Feminine Fancies" on NBC-Los Angeles network, Wednesdays and Thursdays, 2:30-3:30 p.m. PST. Agency: Western Advertising Agency, San Francisco.

GENERAL BAKING Co., New York (flour) on Jan. 6 starts Frank Crummel, Julia Sanderson and Jack Shilkret's orchestra on 29 CBS stations, Sundays, 5-6 p.m. Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y.

CIVICA-COLA Co., Atlanta (beverages), on Dec. 21 started Frank Black orchestra and chorus on 64 NBC-WEAF stations. Fridays, 10:30-11 p.m. Agency: D'Arcy Advertising Co., St. Louis.


CARIDINET CANDY Co., Inc., Oakland, Cal. (candy), on Dec. 20, started "The Night Editor" with Harold Burdick on 24 NBC-KPKO stations, Tuesdays, 8:15-8:30 p.m. PST. Agency: Tomnash-Elliot, Inc., Oakland.


COLONIAL DAMEs, Inc., Los Angeles (cosmetics) on Dec. 9 renewed "Colonial Miniatures" on CBS-Don Lee network, Wednesdays, 4-4:45 p.m. PST. Agency: Glasser Advertising Agency, Los Angeles.

HUNIIZED YEAST Co., Atlanta, on Jan. 15 starts Whispersing Jaz Band Service, on NBC stations, Tuesdays, Thursdays, Saturdays, 7:15-7:30 p.m. Agency: Hubert H. Greer, Inc., Atlanta.


GEORGE W. LUPF Co., Long Island City, N. Y. (Tangle lipstick), on Jan. 16 starts program not yet determined on 3 NBC stations, Wednesdays and Thursdays, 10:15-11:30 p.m. Agency: Cecil, Warwick & Celi, N. Y.


NBC CHANGES: American Radiator Co., on Dec. 2 started Sigurd Nielsen in new series of "Musical Introductions"; Harold E. Ritchie & Co., on Jan. 2 changes "Son Crime Clues" to "Penthouse Party," with Mark Heiling, Gladys Glad, and orchestra, Wednesdays 8-8:30 p.m. with Tuesday program unchanged; Packard Motor, on Dec. 5 changed "Lawrence Tibbett to Tuesdays 8-9 p.m.

AGENCIES AND REPRESENTATIVES

A. SPECKMAN, formerly assisting western manager of Barron & Tier, Inc., has joined the staff of H. A. Rambeau's Chicago office.

Recent additions to the above organization include E. C. DAVIS, formerly president of the National Directory of Advertisers and TV and that active in the field of newspaper representation, and H. W. Everts, who has spent four years in the Department of McNab Advertising Co., Chicago.

STILLSCHULTHORPHEY, Atlanta, Jan. 1, takes over program and sales, both in Atlanta office of the Fitzgerald Advertising Agency, New Orleans, adding to an announcement by A. C. Stillschtuld, president of the former.

Mr. Goring, manager of the Fitzgerald Atlanta office, and Miss A. M. Spert, his assistant, will continue handle their accounts and join the Stillschtul-Humphrey organization.

H. McKee, head of the radio department of Cecile, Warwick & Cecile, New York, arrived in Hollywood during the holiday season for month's stay in connection with the round-table from Valentines from Pebble which will start some time in January. These include the Vick's construction of the new house which has been transferred to the agency's Philadelphia house.

OY SPECTOR, head of the radio department of Sternfield-Godfrey, Inc., New York, announced that he has placed the following accounts: E. C. Curtis Company, WINX, New York; Patzer & Fitzgerald, WAT, Jersey City, and Henry E. Salo, WAAH.

USSEL C. COMER ADVERTISING CO., Kansas City, announces the opening of a Chicago office at 504 Michigan Ave. R. H. Sisson, vice president, formerly with C. Wendell Munce & Co., is in charge of the new office.

AYNE MILLER, former announcer at KFI, Los Angeles, and Alto, the Los Angeles Examiner, is now become radio account executive with the Charles H. Mayne Co., agency in Los Angeles.


AOU LAROLFO, formerly known to the radio world as H. B. Sisson, Castleman & Piers, New York.


John J. Fanning
OHN J. FANNING, director of radio for O'Malley Advertising & Selling Co., Boston, died in New York Dec. 14. He was a former announcer and program director at WJCA, which he left in 1928 to join the station. During the war he was a lieutenant colonel in the army Signal Corps, working on radio.

RADIO ADVERTISERS

OAKITE PRODUCTS, Inc., New York City, has named Calkins & Holden, New York agency, to handle its advertising, including radio, and has also appointed that company to continue to be handled by Richard & Co., Inc., New York.

NEWELL GUTRICK Co., San Francisco, is handling Livingston Advertising Agencey to handle its account. Agency has also returned to direct handling to Bixby & Butter Co., Oakland, advertising for Skippy Peanut Butter.

NORTH AMERICAN SECURITY INSURANCE Co., San Francisco, has appointed D'Evelyn & Badsworth, San Francisco to handle its account. The agency is also handling the advertising for the Higgins Furniture Manufacturing Co., San Francisco.

UTILITY DEVELOPMENT Co., San Francisco (Gas hut mutar mixers) has appointed Forrest-Koolin Advertising Agency, San Francisco to handle its account. The agency has also been appointed to handle the Pacific Coast advertising for Perry-Morse Detex Co., New York.

H. T. BARKHART, Inc., New York (Bn-O Lys, Wet-Me-Wet), makes up lists during January, including radio.


CENTRAL SHOE Co., St. Louis (footwear) makes up lists during January and July, including radio.


GEHRHARDT CHILI POWDER Co., San Antonio, Tex. (Eagle foods) makes up lists during January and June, including radio. F. C. Fisher is advertising manager. Account is handled by Luthraue & Ryan, Chicago.

HENDRICH, Inc., Evanville, Ind. (cigars) makes up lists during January and June, including radio. F. C. Fisher is advertising manager. Account is handled by Ruthraup & Ryan, Chicago.

GENERAL BAKING Co., New York (Babi bread) makes up lists in January and June, including radio. A. W. Irwin is advertising manager. Account is placed by Batten, Barton, Durstine & Osborn, Inc., New York.

JOS. SCHLITZ BREWING Co., Milwaukee (Schlitz beer) makes up lists during January, including radio. W. H. Fay is advertising manager. Account is handled by Batten, Barton, Durstine & Osborn, Inc., Chicago.

THE SCHWAB Co., Columbus, Ga. (clothing) makes up lists in January and July, including radio. Lester Silver is advertising manager. Account is placed by James A. Greene & Co., Atlanta. Annual appropriation, $15,000.

UDGA, Inc., St. Paul (Udga stomach tablets) makes up lists during January, including radio. Helen Camber Timbrell is advertising manager. Account is handled by Guenther, Hamburger & Co., Inc., Chicago. Annual appropriation, $250,000.

WILL & BAUMER CANDLE Co., Inc., Syracuse, N. Y. (church & fantasy candles) has named Badger and Browning & Hersey, Inc., New York, to handle its advertising, including radio.

KELVINATOR SALES Corp., Inc., Detroit, planning an expanded advertising program for its air conditioning equipment, has appointed John S. Garceau, with the company seven years, to be advertising and sales promotion manager for this branch.

CENTAUR Co., New York, has placed advertising of its newly acquired Z. H. T. Baby Products with Thompson-Koch Co., Cincinnati.

EUGILY CANDY Co., Brooklyn (Lose Nest Candy) has placed its advertising with Craven & Hendrick, New York.

LAVORIS CHEMICAL Co., Minneapolis, has transferred its account to Addison Lewis & Associates, Minneapolis.

MOOGHA, Inc., Binghamton, N. Y. (ointment), has placed its advertising, including radio, with W. B. Jones, Binghamton.

Pryor Urges Studies

STUDIES of the effects of certain types of radio programs on the child mind, rather than general attacks on juvenile programs, were urged by Arthur Pryor, Jr., radio director of Batten, Barton, Durstine & Osborn, Inc., New York, during the round-table discussion conducted by the Civic League of Massachusetts, in Boston, last month. Mr. Pryor described the general criticisms being heard, pointing out that advertisers and agencies would welcome specific data and recommendations. The organization, headed by Roger Fen, of the Fenn School, Concord, Mass., passed resolutions favoring such studies.

WCOI, WNB Join ABS

AMERICAN Broadcasting System acquired its 21st outlet Dec. 25 when WCOI, Columbus, O., joined the network. On Jan. 1 WNB, Memphis, will also join ABS. Meanwhile, it was learned that negotiations are going forward for alignment of other stations in the South and Midwest in furtherance of plans to establish a nationwide system. WCOI, formerly WSEN, operates on 1210 kc. with 100 watts. Edgar Wolf, of Columbus, is president of the Columbus Broadcasting Corp., operating the station. Announcement also has been made that A. T. & T. lines have been substituted for Western Union circuits, which formerly were used for Eastern outlets.

WHAT DETROIT STATION

received over eight thousand letters from three broadcasts of a purely local program?

WJ BK DETROIT

A dependable station—one that dominates its market and consistently produces.

Since 1922 KJR has been a leader—an example for the others to follow.

Guaranteed time.

Highest power in Washington.

Fish's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult Edward Petry & Co., Inc.

New York  Chicago  Detroit  San Francisco
THE most sincere compliment to the success of any program is the renewal of the contract.

Borden’s, through its agency, Young & Rubicam, has renewed its contract with the Yankee Network for a second year.

This twice weekly broadcast over three network stations provides interlocking primary coverage in three large, concentrated markets — Boston, Providence and the Bridgeport-New Haven area.

To reach the maximum audience in this territory, the Borden Company, like many other Yankee Network advertisers, uses one of the ready-made Yankee Network features — the Melody Sweethearts, New England’s sweetest blended voices.

For greatest local effectiveness buy Yankee Network stations and a Yankee show. It is a sure sales building combination.

THE YANKIE NETWORK, Inc.
21 Brookline Avenue, Boston
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
New York—17 East 42nd St., Murray Hill 2-3850
Chicago—Wrigley Bldg., Superior 7742
Boston—General Motors Bldg., Madison 1035
San Francisco—865 Mission St., Sutter 6400

TRANSCRIPTIONS

TITAN PRODUCTION Co., Inc., San Francisco, production and transcription concern, has produced the following new programs and disc: "The Man on the Flying Trapeze," recording; for McCaKen-Bryson Inc., "Standard Symphony"; 20-4 minute announcements for Bellevue Hotel, San Francisco. 2GB, Sydney, Australia, has purchased 200 transcriptions of all late releases. Now in production are: 48 quarter-hour programs per month to be released Jan. 1. as a transcription chain circuit, tests having been made by WSAI and WLW, Cincinnati; 21 one-minute announcements for Keeley Institute, thru Williamson-Thomas, Greensboro, N. C.; 4 five-minute programs for Gardnery Nursery; five-minute programs for Geppert Studios, Des Moines, thru Northwest Radio Advertising Co., Seattle; three 12½-minute programs for Shell Oil Co., thru J. Walter Thompson Co.

EDGAR RICE BURROUGHS, Inc., Reseda, Cal., producers of the "Tarzan" series, has opened offices at 1009 London Guarantee Bldg., Chicago. George Roeder, former commercial manager of KOIL, Omaha, Neb., has been named Eastern sales representative.

JAMES A. GUILFOYLE, associated with the radio division at the Los Angeles office of Erwin, Wasey & Co., Inc., has produced a series of 28 15-minute transcriptions under the caption "Sun, Land and Sage." Recordings were done at Electro-Vox studios, Los Angeles. Mr. Guilfoyle produced the series as a free lance and will do his own distributing to stations or agencies.

"WIN AT BRIDGE" is the title of a new transcription produced by WBS for a three-month campaign including 78 programs. Sponsors can obtain in each program an exclusive use of bridge hands which tie in with the series.

THE ANSWER, to the demand for "something new" in radio program ideas is embodied in the new feature which has just been cut by Mac Gregor & Solie in San Francisco and now being released to its member station. The series titled "What Would You Do?" consists of one-ac play of a quarter hour duration. The leading play can make either or two decisions in ending the play. It is left for the audience to decide. The play is then finished exactly as if the first phone caller suggests, the two possible ending being cut on the disc.

EARNSHAW RADIO productions Los Angeles, claims its short story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples. The story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples. The story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples. The story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples. The story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples. The story series was born "sight unseen" by eight stations in early December and that 54 stations asked for samples.

Cosmetic Series

DREZMA, Inc., New York (cosmetics) has enlarged its WBS transcription broadcasts which have been highly successful in opening new markets and expanding others. The series, in a style called "Lesesses of Loveliness," presents beauty advice by Neil Vinick. The programs, lasting five minutes, are being carried over WBAL, Baltimore; WCX, Cincinnati; WHK, Cleveland; WJSV, Washington; WMAL, Washington. The agency is Small, Kleppner & Seiffer, Inc., New York.

A. STEIN & Co., Chicago (Paris garters), expanding its advertising program, is using radio among other media in its 1935 campaign to "Dress Up America," according to Joseph M. Kraus, its advertising manager.

The 7:45 Morning Express Gets The Listeners

The new 7:45 program on WCAE, Pittsburgh, is a real eye opener. Airing Monday through Saturday, 7:45 to 8:30 A.M., the seven minute program every morning, has been a tremendous success, according to broadcast manager W. C. Traub.

The program features a lively, upbeat and sparkling variety of music and announcements. The program is produced by Dale Smith, producer and每人 in charge.

WCAE Clipper, the new morning show on WCAE, Pittsburgh, has been a tremendous success, according to broadcast manager W. C. Traub. The program features a lively, upbeat and sparkling variety of music and announcements. The program is produced by Dale Smith, producer and programmer in charge.

The Morning Express is a new program on WCAE, Pittsburgh, Monday through Saturday, 7:45 to 8:30 A.M.; the time every five minutes, weather and temperature reports every 15 minutes and popular music throughout have made this program Pittsburgh’s favorite.

No extra fare—regular rates prevail

WCAE
PITTSBURGH, PENNA.
1220 Kcs.
BASIC RED NETWORK
1000 Watts
STUDIO NOTES

ASE 23006, one of Chicago’s sensational automobile accidents, was reenacted Sunday evening, Dec. 16, over BRM, Chicago, with a cast that included the police officers, desk sergeants and patrol squad members who actually participated in the case. The broadcast dramatization opened the police court, flashed back rough details of the accident itself, and ended with the verdict, delivered by Judge John Gutknecht of the Municipal Traffic Court. Just as it had actually rendered it in court, the program was narrated by Mayor Edward J. Kelly, a high spot in the safety campaign that BRM has been conducting five evenings a week since Oct. 20.

NUMBER of additional dance orchestras are being booked by ABS, several cities which are stations being represented. Charlie Davis and his orchestra started at the end of December from Broadway, other bands in New York which have appeared recently are: ABS are Buddy Vagner, Ted Brown, Mike Durso and Saul Martel. Will Wyshank started from Pittsburgh Dec. 22. Johnny laughter from Washington at the end of the month. From Philadelphia and Ernie now is playing and Sleepy Ball is coming from Baltimore.

LIFE begins at 9:20, “Are You Beauty the Eight Ball? Who Cares about Wave Lengths? We Glad We Said No,” are the titles of a dozen folders now being mailed out by WAAF, Chicago. Each folder contains a folder each and the campaign will continue until Dec. 22 have been sent out. Each folder points out the reason why WAAF is a good advertising buy.

GLOBE Outfitting Co., Los Angeles office, on Jan. 7 starts a series of five-minute dramatizations three weeks after the beginning of every new broadcast. J. L. Landisfeld, advertising director, having discovered that radio outpulled newspaper space three to one. Dake-Johansen Advertising Agency, Los Angeles, handles the account.

MR. INFORMATION at WJAY, Cleveland, has been extended from a half hour to 45 minutes, with Mendel Jones chief announcer, in charge. Jones answers calls and dispenses information with ease during the program. The entire trunk line system is blocked while the program is on the air each day, as listeners phone in their queries.

TEN YEARS of Argentine history, as expressed through broadcasted reviews of the entire illustrated brochure issued by L.R. Buenos Aires. Big news events of the decade are pointed briefly, vividly, pictures. Coverage data is shown in charts and photographs.

Elise Janis, NBC Announcer

ELSIE JANIS, widely known comedienne and mimic, was initiated Dec. 19 in a special program as NBC’s first woman announcer. Miss Janis had become known to millions through her stage and radio career as well as her singing to the A. E. F. during the World War.

Now as a regular member of the NBC announcer staff she is guiding a number of network programs. A special program at her induction into NBC included a welcome by NBC officials, an “audition,” IQ test, and gentle hazing by NBC announcers. Last fall however, several months Miss Janis has been guest star on many programs.

ABS CLAIMS a scoop for its ship-to-shore broadcast Dec. 19 in Europe in mid-Atlantic when an eyewitness report of a sea rescue was broadcast by William Wells, New York writer and advertising executive, who described how the crew members of the wrecked Stino were saved. Dick Barnard arranged the feature.

“KWX Promotes Sales” is the title of a promotion booklet just issued by this Vancouver station. It reviews “the career for radio advertising,” tells of audience coverage and describes the station’s merchandising service, with a rate card included.

A PROGRAM stressing comfort in the automobile as well as in the home is sponsored over WGBR, Cleveland, by a local garage to promote sale of its hot water heaters and radios for motor cars. The program includes organ, Hawaiian instrumental trio, short narration and girls’ vocal trio, with emphasis on restfulness.

NAUGURATION of Gov. Herbert H. Lehman as governor of New York was to be heard over the ABS network Jan. 1 from noon to 1 p.m., keyed from WABY, the ABS outlet in Albany.

RADIO premier of “The Phantom,” mystery series, was scheduled for Jan. 1, 8:45-9 p.m. over the ABS network. A newly developed sound effect is to introduce the phantom, who acts as narrator, and the novel noise is expected to exude chills and shudders.

A NEW PROGRAM designed along the line of film cartoons is attracting younger listeners over KOIL, Omaha, Neb. The feature is “The Animal Fair,” which, contrary to usual procedure, tells entire nursery stories in one day with three programs. As the title would indicate, the parts are numerous. However, they are all taken by either Art Faust or Harry Harris, who writes the script.

In EXPLAINING why KWK, St. Louis, has asked listeners to indicate whether they wished to hear Father Coughlin’s Sunday afternoon programs or a musical program in its place, Robert Convey, operator of the station, went on the air with a recital of the station’s attitude. He said that a poll showed 21,486 in favor of Father Coughlin, 120 opposed, and announced that the program would be continued.

HERALDING the dedication of its new 5,000-watt transmitter and new directorial antenna system, WPTF, Raleigh, has issued a handsome brochure for agencies and advertisers. Stating the policies, scope and market covered by the station and new rate card.

Weaver Jackson beauty parlors, operating a chain in Los Angeles, have started contests among listeners for their twice-weekly KJJ programs, with manicure checks as prizes. Milton Weinberg Advertising Co., Inc., Los Angeles agency, handles the account.

BROADCASTING ABROAD, Inc.

Specializes in radio advertising for exporters and advertising agencies engaged in selling merchandise in foreign countries:

Provides a complete service in the major markets of the world:

Builds all types of programs:

Builds them in this country under your personal supervision and subject to your approval before release:

Employs outstanding talent in all languages:

Writes continuities direct in all commercial languages instead of mere translations from English:

Clears Time for Spot Broadcasting Anywhere:

Serves as your Foreign Radio Department:

Invites enquiries for further information as to how it can be of service to exporters and advertising agencies.

BROADCASTING ABROAD, Inc.

119 West 57th Street

NEW YORK, N. Y.

Telephone—Circle 7-4161

VI

Tacoma, Washington

announces the appointment of

Free & Steininger, Inc.

as national advertising representatives

Get complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

January 1, 1935 • BROADCASTING
Cigarette Advertiser Thanks Radio
(Continued from page 9)

A year ago sales of Philip Morris cigarettes were almost negligible in comparison with the 15 largest brands. Today, however, Philip Morris is the 4th largest selling brand and continues to show substantial gains each month over the preceding month. Since the first of January, 1933, this cigarette has shown a substantial increase ranging from 10 per cent to 25 per cent in each of the immediate preceding months. Some months have run as high as 60 per cent increase. In January, 1934, for instance, 1934 sales had exceeded those of all for 1933.

The fact that this increase was steady from month to month probably establishes some kind of record for it indicates an amazing and immediate reaction, is most unusual in the advertising of any cigarette. Comparatively speaking, getting dealers to stock a new cigarette is often considerably more difficult than the issue of sales, whereas consumer sales might be far from reliable. For more accurate picture, the manufacturer would have to wait a period of months to see how his dealers reorder.

Thus it is particularly impressive when dealing figures are enlarged immediately in the following months. This indicates that the dealers are selling their original stock and are reordered. In other words, the sales curve of even a successful cigarette usually shows a dip at the beginning. The significant part of the Philip Morris experience therefore is the fact that the sales curve steadily increased from the start. Checking at all strategic points has not indicated to us any signs of saturation or anything near it.

Secrets of Success

TO WHAT do I attribute Philip Morris' success? There are half a dozen reasons, but to state definitely reason. Our product is basically sound. We launched the new price at a perfectly timed moment in cigarette history. And our advertising contains unusual naturalness, featuring, as it does now, the living, breathing, speaking trademark of Johnny, the page boy.

The sales organization has broad acquaintanceship in the tobacco industry. Each salesman brings a tremendous amount of good will to the sale of the new Philip Morris. Each is well versed in cigarette selling technique and throws every ounce of additional assistance behind the brand.

Could we have accomplished what we have, with or without radio, had our product not been of proven quality and possessing an established name? My answer is NO. Our radio campaign made an already-established quality product more quickly known to more smokers. No other advertising medium costing the same, in my opinion, could possibly have accomplished this for us in the short space of time we have been using network radio advertising.

The Power of Radio

I SUPPOSE that my reasons for Philip Morris' success, in the fine analysis, can be boiled down to three basic ones: Our foreseeing the need of a 15 cent cigarette that gives the retailer a real profit and at the same time protects him at the cut price; the price, and establishing this protection by leading customers into retailers' shops to ask for Philip Morris cigarette by name, and our use of radio to carry this with a vibrant living trademark.

Beyond the talking trademark angle which we traffic of, we personally consider radio and advertising medium of major power. All I have to do is to recall other advertisements which the old-time Radio has enabled us to bring our printed message to life. Not for a minute do I want to forget what our printed advertising has accomplished before we introduced Philip Morris to its comparative new, audible advertising cousin.

Radio's power is comparable to color in pure black-and-white. We prefer "color" every day we can secure for the Philip Morris story. Radio has demonstrated its ability to deliver every one of our messages to millions of listeners who will some day (if they have not already) become Philip Morris smokers. At the final point I'm going to mention is vital to us because of our policy of moderate advertising: Radio has demonstrated an economy in cost unequalled by any other major advertising medium—and, we have used them all.

Philip Morris Technique
(Continued from page 9)

unusually high. The announcements were designed originally to be used in the breaks during the Dance Parade of WNEW, Newark, and since their extension to other stations as a part of New York's radio success, they have been placed from two to six times nightly. Dancing time has been deliberately chosen by the sponsors for these announcements, as it is felt that cigarette consumption is heaviest late at night in recreation spots throughout the nation. In New York only, these announcements are carried into the early hours of the mornings.

Both Men and Women

THERE is no deliberate attempt to cater to either masculine or feminine smokers, since it is felt that the best way to achieve an all-around increase in sales is to have presentations with a wide appeal. The average audience is a family "caucus," so the broadcasts are addressed to the family. A striking feature of the breadth of the program's appeal is attested by the fact that an unusually high percentage of fan letters are from men who like the program, and a similar percentage of requests for pictures of Leo Reisman and of Johnny are also from men.

IT'S A LONG, LONG WAY TO TIPPERARY (OR TEXAS!)

No sir, if you want to "cover" Tipperary and Texas and Timbuctoo, you need THREE stations! All see cover the area immediately around Louisville . . . But don't make any mistakes the other way, either! There aren't any Tipperary or Texan stations that can touch us in OUR bailiwick! That's probably why NBC national advertisers are using SAVE in such an enthusiastic way . . . Want the facts? National Representatives: FREE & SLEININGER, INC.

STATION WAVHE INCORPORATED LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

YOU CANNOT GET ADEQUATE COVERAGE in the Nation's 13th Retail Market WITHOUT WKRF Indiana's Only NBC Outlet

D. E. "Plug" Kendrick, Vice President and General Manager

Radio Station Representatives WALTER BIDDICK CO.
561 Chamber of Commerce Bldg., Los Angeles
601 First Bldg., San Francisco
130 S. Wabash Ave., Chicago
619 Charles Bldg., Denver

BROADCASTING • January 1, 1935
protest Against Rate Changes in Code To Be Heard By NRA

Hearing Is Set for Jan. 11 on Objection by Kansas City Star; Six Others Also Protest

ELEVENTH-HOUR protest from the Kansas City Star, opposing WDAF, against proposals for drastic revision of the broadcasting industry code approved by the Code Authority has caused William P. Farnsworth, NRA assistant administrator, to reschedule and administrate, to schedule an additional hearing in Washington, D.C., at which time the issue will be heard. The protest was primarily against the plan for combination newspaper and radio rates, but also included a similar protest against "run-of-schedule" rates. In addition to the WDAF protest—the only one noted against the newspaper and radio rates, NRA has received a half dozen other protests involving one or the other of the proposed amendments. WPFA, Dallas, operated by the Dallas News, registered its opposition to the combination rate proposal, while KGB, Butte; McCollum also held that the purpose of the combination rate discount, which is used by the newspaper stations and ranges up to 25 percent, is to induce newspaper advertisers to use radio in their advertising space. Mr. McCollum also held that the effort is to stimulate business usage and employment and therefore work along the lines of the basic objectives of the administration. Other Industries

As to RUN-OF-SCHEDULE, Mr. McCollum asserted these discounts are in accordance with sound established business practices. "Practically all newspapers and magazines have a "run off paper" rate that is lower than the rate for advertisements ordered to appear on certain specified pages or in certain positions with relation to reading material. Telegraph companies charge more per word for a fast wire than for a 'right letter,' 'day letter' or other message on which they are allowed latitude as to time of sending." The practice of charging a customer less when he is willing to waive elements of time, position and service is well nigh universal. To deny radio stations that privilege would be to run counter to sound economics, business usage and custom. It would diminish revenue, employment and pay roll and at the same time result in higher operating costs. "Radio as a medium of entertainment cannot prosper under a program of petty restrictions. Radio must have free opportunity to add new artists, new orchestras and new soloists to the talent that is already on the air. On the business side radio must have the advantage of new advertisers and new revenue if it is to maintain and increase pay rolls and if its full value as a sales force is to be utilized in stimulating general business recovery and general reemployment. The effect of the amendment as proposed and if enacted would be curtailment of trade to the extent that merchandise could not be distributed at the most economical cost to the consumer and public and therefore not in the greatest volume possible. It would restrain advertising and merchandising in this area and thereby reduce employment and pay rolls and retard recovery." Some question has arisen on the Code Authority as to whether WDAF is eligible to protest the contemplated amendments, since the station is operating under the provisions of the newspaper code which is a subsidiary of the newspaper code, rather than under the radio code. This question may be raised at the NRA hearing.

The third broad rate question on which the Code Authority acted at its November meeting, proposing elimination of "special rates" for time, including those allowed for broadcasts of more than an hour, is still in the hands of the Code Authority and has not yet been submitted to NRA. A referendum vote of the industry was conducted by Mr. Baldwin, with the vote to three for one. Disposition of this matter would be left to the Code Authority at the meeting planned within the next fortnight.

THE ORIGINAL microphone used by the late Alfred W. McCann, Sr., in his appearance on the McCann Pure Food Hour over WOR, Newark, was presented Dec. 24 to his son, Alfred W. McCann, Jr., by A. J. McCosker, president of WOR.

Results In Southeast Texas And In Southwest Louisiana
KGEK, Sterling, Co.—License to cover CP change equip. approved.

KRRD, Los Angeles—Modif. license to increase from 500 to 1 kw.

KXA, Seattle—Involuntary assignment license from American News & Tele-Communications.

NEW, Norman F. Storm, Central, Wash.—CP new station 1500 kw 100 w unid., amended to D only.

KNEI, Mobile, Ala.—Extension of temporary permission to 1-31-55, to 7-15-55.

WCTN, Minneapolis—Granted CP change equip., increase from 1 to 5 kw D subject to compliance with all local regulations.

WNAX, Yankton, S. D.—Granted CP change equip., increase from 150 w to 500 w.

WMFF, Plattsburg, N. Y.—Modif. grant CP change equip. subject to filing amendment re hours at time of application.

WAFB, Baton Rouge, La.—CP change extension to 2-25-56.

Kitim, Atlantic City, N. J.—Modif. granted modif. CP, extension 30 days for cont. to 8-26-55.

KWCO, Waukegan, III.—CP granted modif. CP re extension to 2-15-55, to 2-31-55.


WTCN, Minneapolis—CP change extension to 12-31-55.

NEW, William S. G. Driscoll, Detroit, Mich.—CP new station 1500 kw 100 w unid., amended, to D only.

MfK, Mobile, Ala.—CP new station 1500 kw 100 w unid., amended, to D only.

WGBA, Milwaukee, Wis.—License to move station from 1500 kw 100 w to 1500 kw 50 w.

EXC. LICENSES


KZTV, West Palm Beach, Fla.—CP new station 1120 kw 100 w unid., amended from 1200 kw to 1120 kw.

NEW, Jesse H. Jay, Miami, Fla.—CP new station 1120 kw 100 w unid., amended from 1200 kw to 1120 kw.

NEW, Eugene DeDority, d/b/a as Pacific Broadcasting Corp., Inc., Portland, Ore.—Granted CP 1500 kw 100 w unid., amended, to D only.

NEW, Paul Sullivan Andrews, Lewiston, Me.—CP new station 150 kw 250 w.

NEW, Hickey, Inc., Hartford, Conn.—CP new station 1200 kw 100 w unid.

NEW, Ham, Inc., New York, N. Y.—Liability CP change equip. and transmitter, modif. license to change 250 kw 100 w to 1250 kw 500 w.

NEW, Haslewood, Inc., West Palm Beach, Fla.—CP new station 1210 kw 100 w unid., amended, to 1210 kw.

NEW, Hause, Inc., Philadelphia, Pa.—CP new station 1120 kw 100 w unid., to 1120 kw.

NEW, B. T. R. Hauer & John McGinias, Ventura, Cal.—CP new station 1210 kw 100 w unid., to 1210 kw.

NEW, Lichtenberger Publishing Co., Bellingham, Wash.—CP new station 1420 kw 100 w unid., to 1420 kw.

NEW, Grimes, Inc., Long Beach, Calif.—CP new station 1210 kw 100 w unid., to 1210 kw.

NEW, Milwaukee Broadcasting Corp., Inc.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, Rochester Broadcasting Co., Inc.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, Robert E. Hinds, Hils, O. —Modif. license to increase from 1 kw N 2 kw D to 5 kw (Feb. 6, 1951).

NEW, Charles A. Bronson, Nampa, Idaho.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, B. T. R. Hauer & John McGinias, Yonkers, N. Y.—CP new station 1510 kw 100 w unid., to 1510 kw.

NEW, John E. Kauffman, Eagle Rock Gam., Des Moines, lowa.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, WBBM Broadcasting Co., Inc.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, Adolph E. Fendrick, Co.—CP new station 1200 kw 100 w unid., to 1200 kw.

NEW, WGBA, Milwaukee, Wis.—License to move station from 1500 kw 100 w to 1500 kw 50 w.

NEW, L. K. Prall Co. (The Milwaukee Journal) Co., Milwauk, Wis.—CP new station 1510 kw 100 w unid.

NEW, John E. Kauffman, Eagle Rock Gam., Des Moines, lowa.—CP as modified to cover move.

NEW, Bakery, Calif.—CP as modified to cover move.

NEW, E. C. C. E., Oakland, Calif.—CP as modified to cover move.

NEW, E. E. Rock Broad-Casting Co., Charles A. But-cher, Rockford, Rock, Ill.—CP new station 1125 kw 250 w D.

NEW, WAWC, Paducah, Ky.—Ext. exp. auth. change from 1260 kw to 500 w.

NEW, KSL, Salt Lake City, Utah.—CP change equip., increase from 500 kw to 1000 w.

NEW, E. E. Rock Broad-Casting Co., Charles A. But-cher, Rockford, Rock, Ill.—CP new station 1125 kw 250 w D.

NEW, KSL, Salt Lake City, Utah.—CP change equip., increase from 1000 kw to 2000 kw.

NEW, KDLX, Dallas, Tex.—Extension exp. auth. change from 1260 kw to 1000 w.

NEW, KSLA, Shreveport, La.—CP change equip., increase from 500 kw to 1000 w.

NEW, KDLS, Dallas, Tex.—Extension exp. auth. change from 1260 kw to 2000 kw.

NEW, KRLS, Dallas, Tex.—Extension exp. auth. change from 1260 kw to 2000 kw.

NEW, KHAL, Houston, Tex.—CP new station 1500 kw 100 w unid., to 1500 kw.

NEW, WBBM LS Broadcasting Co., Chicago, III.—License to cover CP change equip. and transmitter, increase power and frequency.

NEW, KHBI, Abilene, Tex.—License for CP and transmitter to be recommenced.

NEW, KHKE, Everett, Wash.—Voluntary assignment license to maximize CP.

NEW, WABY, New York, N. Y.—Modif. license to move CP to new 250 kw D, locat. re power requesting equip. changes and extension commencement and completion dates.

KOL, Seattle—CP change equip., increase from 2 kw to 5 kw.

KOL, Seattle—License for CP and transmitter to be recommenced.

NEW, WKBJ, Buffalo, N. Y.—License for CP change equip. and transmitter.

KKEK, Everett, Wash.—Voluntary assignment license to maximize CP.

APPLIICATIONS RETURNED—KRXO, Everett Wash.—CP change equip. move locally; WHK, Cleve., Ohio.—CP as modified to cover move; WSGF, Minneapolis, Minn.—License to cover CP change equip. increase in power and frequency.

TO FIND out just how much families spend the U. S. Bureau of Labor Statistics is gathering data that may include 110 cities within the next two years, according to Isadore, Commissioner of Labor Statistics. Already work is underway in the East, with New York, Rochester, Pittsburgh, Scranton, Johnstown, Philadelphia, Columbus, O., Richmond, Memphis, New Orleans, Birmingham and Detroit included.

In New Hampshire a series of studies will show differences between distribution of family expenditures in big and little towns. Work has started in Seattle, first of the Pacific cities to be surveyed. In New York the study is being made in cooperation with the Russell Sage Foundation and in a number of other cities, local civic agencies are taking part.

Directly in charge of the surveys is Miss Faith M. Williams, Chief of the Bureau of Living Division, and a committee of families with at least one employed earner. The figures will be broken down in detail to obtain a clear picture of expenditures for particular items as well as the share of the money which goes for each type of expense.

Expenses will be classified similar to the study of living costs of Federal employees in the District of Columbia. Main headings will be food, clothing, housing, household operations, furnishings and equipment, transportation, personal care, medical care, recreation, formal education, vocation, community welfare, gifts and contributions to persons outside the family, miscellaneous items, and savings (life insurance, retirement funds, other investments).

AN INTERESTING booklet issued by the Radio School of WGAR, Cleveland, only free school of its kind, gives instructions to those planning to have radio auditions. It is available for the use of other stations, with no rights reserved. To date WGAR has selected 200 prospective performers and executives from the 4,500 who have been auditioned.
CA Consolidates Victor, Tube Units

SOLUTION of the activity of the RCA Victor Co. and a Radiotron Co. into a single unit to be known as the Manufacturing Co., effective Jan. 1, was announced Dec. 27 by Mr. Sarnoff, president of RCA. Information of the new company, was stated, entails no change in the sales, advertising, or management policies of either of the two former companies, nor any change whatever in the products or marks heretofore used. Executive personnel also is unchanged. Separate statements were issued by Mr. Sarnoff and by E. T. Cunningham, president of the new company. Mr. Sarnoff is Chairman of the Board; Mr. Cunningham, president and director; G. K. Tarlock, executive vice president and director; W. R. G. Baker, vice president in charge of the RCA, Victor Division and director. Other directors: General James G. Harbord, M. H. Aytesworth, Edward M. Harvey, Dewitt Millhauser, Frederick Strauss, James R. Sheffield, Cornelius N. Bliss and R. L. Nally.

Lawrence B. Morris, has been appointed vice president and general counsel of the new company; J. D. Cook, treasurer; P. G. McCollum, comptroller; F. H. Corrigan, secretary; R. W. Burnison, vice president in charge of manufacturing for the RCA Victor Division; J. M. Smith, vice president in charge of manufacturing for the RCA Radiotron Division; Major J. T. Clement, vice president in charge of the Washington, D. C. office; F. S. Kane, assistant secretary; David Mackay, assistant secretary; C. R. Meyers, assistant secretary; E. F. Haines, assistant treasurer; and E. H. Troup, assistant treasurer and assistant secretary.

Facsimile Patents

PATENTS covering an "image broadcasting system," described as a new type of inexpensive facsimile reception apparatus weighing only 14 pounds, capable of reproducing half-tones as well as black and white, were awarded William G. H. Finch, assistant chief engineer of the FCC by the U. S. Patent Office in papers issued Dec. 25. The apparatus was described by Mr. Finch, who is FCC assistant chief for the Telegraph Division, as a novel method of visual broadcasting, and is mobile. Several months ago he was granted patents covering a mobile radio printer, and in the new awards the facsimile apparatus is referred to as complementary to the printer.

BULLETINS giving television data and how to tune in were released in Los Angeles Dec. 15 by Harry Lubcke, television director for the Don Lee Broadcasting System. The transmitter, W6XAO, operates six nights a week. G. Wilber Read, graduate of California Institute of Technology, has been added to the group to assist William R. Thorn, listeners who hear and see the programs, and send proof, are given passes to visit the laboratory.

WQAM, Miami, celebrated its 14th year on the air on Dec. 7 with inauguration of its new 500-watt transmitter, using Class B equipment. The new equipment is Western Electric high-fidelity. A master control desk gives the engineer on duty control of the entire plant without moving. Signal strength is greatly improved with addition of the new equipment.

WNPX, Springfield, Vt., went on the air in mid-December with a new 1,000-watt transmitter, using Class B modulation equipment developed by the Collins Radio Co., Cedar Rapids, Iowa. It is the second increase in power for WNPX in the last six months, a boost from 250 to 500 watts having been made in July.

WORK on the new transmitter that WNPX. Chicago, is building at Downers Grove, Ill., is going on as rapidly as weather conditions permit and the dedication date has been tentatively set for March 2.

WLW May Cut Power

(Continued from page 8)

pointed out, would seriously reduce the station's Ohio coverage. Crosley Radio Corp., operating WLW, it was learned, is considering possibility of an appeal from the FCC ruling, particularly if it concludes that the directional antenna would prove ineffectual.

The FCC order follows:

Upon consideration of the protest of the government of Canada, the Commission pursuant to the provisions of special temporary experimental authority will be cancelled upon its termination in accordance with expressed provisions at 3 a.m. EST February 1, 1935. The secretary is further instructed to notify the Crosley Radio Corporation Station WLW, that any application for like additional special experimental authority to receive the consideration of the Commission shall contain the following specifications:

To operate with a power of 500 kw. daytime and 50 kw. nighttime provided such a radiating system is employed so that the signal delivered exists over a distance between Niagara Falls, N. Y., and Lockport, N. Y., and does not exceed the effective signal delivered in that area when operating with 30 kw. To determine that the signal has been so restricted, measurements shall be taken within the area above, operating first with 30 kw. and then with the directional antenna except for continuous field intensity recordings made. These measurements shall be made within the two periods of 12 midnight and 4 a.m. and supplied to the Commission before February 1, 1935, for approval.

AND NOW—FIDELITY

THE livest issue in station operation this year is high fidelity. Peak performance is made easy with this new General Radio Monitoring Panel.

Modulation is continuously monitored, indicating carrier level and instantaneous peaks on meters and over modulation peaks on a flashing lamp.

Distortion and Noise are read directly on a meter (not continuously monitored) rendering these measurements so simple that there is no excuse for not operating at the highest level of fidelity and efficiency of which the station is capable.

TYPE 730 TRANSMISSION MONITORING ASSEMBLY

PRICE $460

Described in Bulletin MB

GENERAL RADIO CO.
CAMBRIDGE . MASSACHUSETTS

January 1, 1935 • BROADCASTING  Page 35
Prall to FCC as Congress Convenes

(Continued from page 14)

can, and former chief radio announcer of WJAC, Norfolk, Neb., has to do with the introduction of legislation to tax radio advertising. Indignant over his defeat, Mr. Howard is in Washington endeavoring to corral support for such a measure, and has predicted its passage. The tax, he has stated, would be in the nature of a license fee, and would be a percentage of station receipts which might be diverted for support of state, educational or municipal broadcasting enterprises.

In addition to Representative-elect Stefan of the House, the Senate has inserted in the Communication Act a provision calling for an investigation of proposals that fixed percentages of facilities be so allocated. The Broadcast Division conducted hearings from Oct. 1 to Nov. 12, invading every phase of broadcasting activity, and the evidence was overwhelmingly in favor of retention of the present system.

The Paulist Fathers, headed by Father John B. Harney, superior of the Society of St. Paul the Apostle, WJL, New York, a 5,000-watt station licensed for approximately 15 hours weekly on a clear channel. Repeated applications for operation time had failed before the former Radio Commission, and the legislative lobby was launched in the effort to acquire better facilities. While officials of the Society and the station, a commercial outlet, have been negotiating with the networks for a frequency shift which would give them full time with 5,000 watts, these conversations have not yet resulted in a tangible project.

Renewal of Lobby

As a consequence, reports are current that this organization will renew its legislative lobby when Congress convenes, and aim it at the networks and at the FCC. There was the report also that it had been given an indication of certain members of the FCC. What was regarded as the opening gun in this new campaign was a letter from WJL, New York, the leader in the drive to renew the broadcast license of the former station. WJL, in the last month in connection with the "25 per cent" hearings of the networks and the former Commission were flayed, and allegations were made of monopoly in the broadcasting field.

The negotiations involving WLWL have centered upon a frequency shift for WCCO, Minneapolis-CBS station, from the clear channel of 810 kc. to 850 kc., the clear channel occupied by WWL, New Orleans, operated by Loyola University, a Catholic institution. WWL and WCCO, under that plan, then would operate simultaneously on this wave with 10,000 watts and 5,000 watts, respectively. The hitch, however, has been the question of shifting WNYC, New York municipal station now operating on 810 kc. daytime only, or of closing the station altogether, together with the procurement of consent to the frequency exchange from other stations on adjacent channels which might be affected by interference due to lack of accepted frequency separation between the channels.

NEW RATES FOR NEW YORK

American Broadcasting System's Key Station—WMCA, New York—announces new rate card effective as of Dec. 15. See how cheaply you can "crash" America's richest market with this hard-hitting station!

Judge Sykes Telks Of Studies by FC

Stresses Non-political Asp Of Commission Activities

With three separate divisions each operating independently, the FCC is functioning these days a trio of interested economists having its "hands full," Chairman E. O. Sykes, of the FCC, declared.

Defining the scope of the FCC work and the reasons which prompted the administration's bringing about its creation, Mr. Sykes declared in response to 2 Codell's questioning, that the creation of this new agency was dictated by any political considerations. He asserted that it was natural sequel to the growth of an expansion of communications services that the government should regulate them in the interests of the public, both the FCC and the companies serve.

Commission Studies

JUDGE SYKES enumerated the current investigations being conducted by the three separate divisions. Apropos of the Broadcaster's Division, he said:

"The Continuing study, the Broadcaster's Division, as you know, is expected to report to Congress by Feb. I on the problems that will affect the location of broadcasting facilities and be allocated to particular types of non-profit activities. In addition to its routine work, the Broadcast Division has also begun a study of the effects of lengthened waves, with particular attention to the channels to be determined what our present system of allocations is the most efficient in the light of recent advancements in engineering."

Paying high tribute to the work of the FCC staff, Judge Sykes said the "teamwork being displayed can be justly attributed to the leadership of the six other members of the FCC, whom he described as "public servants of very highest caliber."

The feeling of the entire organization, he added, was that "thing will contribute something real and lasting to the American radio listener and the American user of the telephone an telephone services.

Judge Sykes also commended the value of the series of radio interviews with members of the FCC, which his colleagues of the Commission have given in these broadcasts have served to answer many of the questions often put to us regarding what the administration really has in mind in establishing the Communications Commission.

A New local station in Lewiston, Idaho, to operate on 1420 kc. with 3,000 watts, was authorized by the Northern California Division of the FCC Dec. 18 upon application of H. E. Studebaker, of that city. The decision sustained the recommendation of Examiner Hill.

WHAT DETROIT STATION

has increased its audience by

*Result of independent survey.

WJBK DETROIT

WAR OR PEACE?

Whatever comes in Europe or Asia

WIRE OR WRITE FOR RATES

TRANS RADIO PRESS

WIRE OR WRITE FOR RATES

TRANS RADIO PRESS, INC.

"Only What is Airworthy and Authentic"

341 Madison Ave.

New York City

BROADCASTING • January 1, 1935
Properly Allocated Interviews

Mean Greater Accuracy

For the SOBY YARDSTICK

of Audience Value

For the past three years we have directed our efforts toward ever-increasing accuracy in our audience analysis method. We were not convinced of the accuracy of “random” calls. Consequently, we made a number of test audience surveys, taking “allocated” calls versus “random” calls. The results convinced us that the proper allocation of telephone calls according to “radio home” population is essential to greater accuracy in the final results. Write for more information and prices on “station” or “spot” audience surveys.

BENJAMIN SOBY
AND ASSOCIATES

1023 WALLACE AVENUE
Wilkinsburg, Pittsburgh, Pa.

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BENJAMIN SOBY
AND ASSOCIATES

1023 WALLACE AVENUE
Wilkinsburg, Pittsburgh, Pa.
FCC Praises Radio
(Continued from page 14)

Huey's Radio Project

LOUISIANA State University will have one of the country's most powerful stations within two years, Senator Huey P. Long announced in New Orleans Dec. 25. Admitting that he wasn't certain yet about the funds to build the station, he nevertheless predicted that it would be a "50,000-watt" that "everybody will want to listen to." The state legislature passed a bill late in November authorizing the university to buy or lease a station or arrange for a chain of stations.

WEBC's AIR SCHOOL

Shows Education Can Be Made
An Entertaining Feature

THAT EDUCATIONAL programs can have a high entertainment value on the air is being proved daily, according to WEBC, Duluth and Superior, Wis. Last spring, at the beginning of the summer session of the Superior State Teaching College and a Junior College, an experiment, wired one of the class-rooms for broadcasting, and gave the College 45 minutes daily.

At that time the program was viewed rather skeptically by station officials, but before half of the course was over it became obvious that the feature was attracting an astonishing audience. The subject of the lectures at that time was Historical Biography.

The element of radio showmanship, of course, had its place in the success of the experiment. The fact that the origin of the program was a classroom right on the campus, and that the actual atmosphere of a classroom was present, added greatly. Facilities for broadcasting not only the lecture of the professor, but also the discussions by the students made it more interesting.

So good was the response that the latter part of September, 1934, saw a renewal of this feature which is still being carried and is attracting new listeners daily—among educated and uneducated people. To date the courses have been, historical biography, Napoleon and the French Revolution period, Makers of American Literature and Geology of the Head of the Lakes Region.

LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

These LOW TEMPERATURE CO-EFFICIENT CRYSTALS are supplied in Icosahedron Air-gap Holders in the $50-1500 Kc. band only.

$65.00 each

Complete
Prompt Delivery Assured
We maintain a Monitor Service.

Scientific RADIO SERVICE

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HYATTSVILLE, MARYLAND

Send for our price list and booklet

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Page 38
Daytime hours are perfect hours to reach and sell the thousands of women who plan, manage and shop for the home and family. What brands to buy, what foods to serve, and a hundred and one other housekeeping problems are all part of their day's work. And women have come to depend upon the daytime messages of radio advertisers for guidance and assistance.

In New England successful daytime advertisers are using WBZ and WBZA. For WBZ and WBZA have the power to cover four-fifths of the entire market, and the popularity to influence this tremendous daytime audience.

Use Daytime Hours to sell New England women, at half the cost of evening time. Use WBZ and WBZA to reach New England women, at less than half the cost of using a complete network.

WBZ and WBZA
50,000 WATTS 1,000 WATTS
BOSTON SPRINGFIELD

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK * WASHINGTON * CHICAGO * SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ * SPRINGFIELD, MASS.—WBZA * SCHENECTADY—WGY
PITTSBURGH—KDKA * CLEVELAND—WTAM * DENVER—KOA * PORTLAND, ORE.—KEX * SPOKANE—KGA * SEATTLE—KJR

January 1, 1935 * BROADCASTING
In 1935...

LET RCA HELP YOU IMPROVE TRANSMISSION QUALITY...

Only through the use of High Fidelity equipment do Broadcast Programs reach the audience with life-like realism.

The Public is now Quality Conscious, and the best reproduction enjoys the greatest popularity.

RCA offers a well coordinated system from microphone to antenna. Why struggle under the handicap of anything short of the best that the art can offer?

Harriet Hilliard, accompanied by Ozzie Nelson's Orchestra, sings into a new RCA Victor Velocity Microphone. All NBC broadcast equipment is by RCA Victor.

RCA VICTOR
A DIVISION OF RCA MANUFACTURING CO., INC.