Ask the Druggist!

We did.
Here's what he said:
“Radio advertising sells twice as much merchandise”
“Instantaneous response”
“The most modern way to reach the public”
“More convincing and permanent results.”
etc.
AND . . .
86% of them endorsed WOR.*

FACT . . .
25 drug store products are currently being advertised over WOR.

REASON . . .
WOR is the most economical and the most effective way to sell your product to the women of the metropolitan area.

WOR

1440 BROADWAY, NEW YORK CITY
Bamberger Broadcasting Service, Inc., Newark, New Jersey

*Would you like to see the investigation?
She does what

Thousands of women each week visit in person this kitchen in America's Little House. Millions of women listen, in their own kitchens and living rooms, to the Columbia Network programs broadcast regularly from the special studio in the "Little House."
he's told . . . .

This started out to be a story about the lady-who-listens-in-the-kitchen, jotting down the CBS recipes she hears.* But how about Dad? He's not shown here, but he won't be left out of the radio picture. He tells her of a soup he wants to try—because he's been listening evenings.* And there's Johnny and Judy, of course. For the first time in their lives, they're actually excited about cereals and milk*—because their favorite voices on the air tell them they're good. ☑ The whole family listens—and does what it's told—when the telling is as easy-to-take as the family's favorite CBS programs. Little wonder CBS food advertisers doubled their schedules in '34. Or that in January they're already 20% ahead of last year. ☑ So are cigarette and automobile advertising on CBS—and almost everything else in the price-brackets between. The world's largest radio network is a swift and lively route to twenty-million families—who buy the things they're told to buy!*

*We'll be glad to show you proof...*and proof...*and proof...
FLASH!

WMCA

"At the Top of the Dial"

RESUMES its leadership as the only FULL TIME New York independent station, with CERTIFIED coverage embracing the entire New York metropolitan area.

NEW RATES!

Nite Time: Half Hour $250.00 . . . . Quarter Hour $150.00
(less frequency discounts)

NEW FEATURES!


The success of WMCA's many clients reflects the pulling power of this popular and enterprising station. Many WMCA clients have been with the station since its inception in 1925.

Detailed reasons why WMCA is the best "spot buy"
in the New York metropolitan area upon application

KNICKERBOCKER BROADCASTING CO., INC.

1697 BROADWAY, NEW YORK CITY
Columbus 5-5660

DONALD FLAMM, President
BERTRAM LEBHAR, JR., Director of Sales
Says Columbia

—Through its spokesman, Victor M. Ratner of C.B.S. Advertising and Sales Promotion Dept.

“Let me take this opportunity to congratulate you on the especially strong showing made by WWVA in the Listening Area Study. No other station drew as many returns, over and above the quota. This response was as gratifying to us as it must have been to you.”

The Columbia Broadcasting System called upon the radio stations which make up “C.B.S.” to determine the listening area of the respective territories, and the collective coverage of the entire chain. The plan was definitely set up by Columbia in advance and “going in” each station was equal from the standpoint of time allotted to the Listening Area Study, number of announcements broadcast and offer made to listeners. Quotas were set, and the Columbia stations went to work. When the returns were in and counted, WWVA stood out among all the stations of the entire Columbia chain with this distinct honor—MORE RETURNS OVER AND ABOVE ITS QUOTA THAN ANY OTHER COLUMBIA STATION!

Clerks spent four weeks breaking down the enormous volume of WWVA Listening Area Study returns, and here are the results of the compilation:

Returns from 816 cities in 55 Counties in Pennsylvania
Returns from 375 cities in 56 Counties in Ohio
Returns from 250 cities in 50 Counties in West Virginia
Also returns from 373 cities in 32 other States, and three Provinces in Canada.

Indeed, Mr. Ratner, such a job is gratifying to us, but still more gratifying is the job we are doing for a record number of WWVA advertisers.

WEST VIRGINIA BROADCASTING CORPORATION

The most welcome radio station in Eastern Ohio, Western Pennsylvania and West Virginia.

SALES REPRESENTATIVES:
New York—Joseph H. McElhiney
245 Madison Avenue
Chicago—John Kettlewell
230 North Michigan Ave.
AFTER you've dealt once or twice with
Free & Sleininger, we believe you'll
want to call on us in almost any emer-
gency where radio is concerned.
Why? Because we do know this radio
field, and—no baloney—we represent
you just as much as we do our stations
... realizing that after all, you're the guy
that makes both our businesses possible.
But talk is easy. Send us an SOS the
next time you want help of any sort, and
see what happens!

FREE & SLEININGER, INC.
Radio Station Representatives

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Network</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK</td>
<td>Chrysler Building</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Forsay Hill 2-3030</td>
<td></td>
<td></td>
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<tr>
<td>CHICAGO</td>
<td>180 N. Michigan</td>
<td></td>
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<tr>
<td></td>
<td>Franklin 6372</td>
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<tr>
<td>DETROIT</td>
<td>General Motors Bldg.</td>
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<td></td>
<td>Madison 1423</td>
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<tr>
<td>DENVER</td>
<td>Charles Building</td>
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<td></td>
<td>Keystone 6028</td>
<td></td>
<td></td>
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<tr>
<td>SAN FRANCISCO</td>
<td>Rose Building</td>
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<td></td>
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<td></td>
<td>Sutter 3413</td>
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<td>LOS ANGELES</td>
<td>C. of C. Bldg.</td>
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<td></td>
<td>Richmond 6184</td>
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<td>SEATTLE</td>
<td>Stuart Building</td>
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<td></td>
<td>Elliott 6002</td>
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</tbody>
</table>

WHO DES MOINES
NBC Basic Red Network
WGR-WKBW BUFFALO
CBS Basic Network
WIND GARY—WJUD CHICAGO
WIND-ABC Basic Network
WHK CLEVELAND
CBS Basic Network
WAIU COLUMBUS
Predominant in Central Ohio
WOC DAVENPORT
CBS Basic Supplementary Group
WDAY FARGO
NBC Northwestern Group
WZIO KALAMAZOO
The Voice of Southwestern Michigan
KMBC KANSAS CITY
CBS Basic Network
KFAB OMAHA-LINCOLN
CBS Basic Network
WAVE LOUISVILLE
NBC Southeastern Group
WTCHN MINNEAPOLIS-ST. PAUL
The Twin Cities Newspaper Station
KOIL OMAHA-COUNCIL BLUFFS
NBC Basic Blue Network
WMBD PEORIA
CBS Basic Supplementary Group
KTUL TULSA
CBS Southwestern Group
CKLW WINDSOR
CBS Basic Network
Represented in Chicago and Middle West Territory only.
KFWB LOS ANGELES
Warner Bros. Movie Studios Station
KOIN-KALE PORTLAND
CBS Pacific Coast Group
KOL SEATTLE
CBS Pacific Coast Group
KVI TAMOMA
CBS Pacific Coast Group

Population of primary daytime coverage area.
time Charges Revised on Service Basis

By SOL TAISHOFF

ALIGNMENT of practically the rate structure of broadcast advertising, involving the two major works as well as the transitional-spot field, has been effected for the last month, bringing to time charges into closer conformity with the service rendered advertiser.

As was the case of the NBC revision, the CBS revision calls increased rates for its basic network, with decreases for a majority of its spots. The supplementary stations, detailed analyses of the rate schedule were made public Jan. 15, and it is 25% for billings between $1,000 and $2,000, to 15% for billings of $50,000 or more. The savings is $18,000 weekly, the CBS rate is based on the average of four hours.

The new rate structure, which was announced Jan. 15, by World Broadcasting System, and Free & Steinberger Inc., representative of a number of broadcast covering compensation to WBS expected to accelerate the use of spot business. Under the arrangement, the additional 15 per cent commission hereof paid by stations to WBS for placement of transcription commercials will be eliminated. Instead a production fee sufficient to cover WBS copyright costs will be assessed the client on the WBS daily program.

Traffic Handling

Traffic handled by the new CBS schedule, which has paid most of its stations to the new rate structure, is $17,000 per hour, an increase of $650 as compared with the old card. The half-hour night rate, however, is $500 and the increase of $50 while the quarter hour rate is $600, an increase of $414. Daytime rates (6 a.m. to 6 p.m. and 11 p.m. to midnight) are substantially the same.

Convention to Colorado Springs

The rate for the basic network of 22 stations is increased from $5,000 to $6,500 per hour. The half-hour rate is $4,100, or an increase of $650 and the quarter-hour rate is $2,100, or a new total charge of $2,740. The card also brings out that KSO, Des Moines (which will acquire the call KRNT) will join the basic network on March 17 at the $175 per hour rate. KFAB, Omaha-Lincoln, replaces WOWO-WGL, Fort Wayne, on the basis, with the latter joining the basic supplementary network at an increased rate. The over-all increase in rate for basic
stations is approximately $50 per hour.

In a letter to advertisers, agencies and others in the industry, broadcast vice president of sales, declared that the advance of 31% in total cost is a "deferred advance covering only part of the increased station and operating costs which we have withheld entirely from our rates during recent years.

"With this advance," he declared, "is more than offset by the steady growth in number of radio homes (current U. S. total: 20,000,000) which continues to make each contract for radio time an equity worth more to the advertiser with each succeeding month. This fact is evident on the chart which the new rate card contains, showing complete network coverage for 1055 at a cost of 51 cents per 1000 radio homes, compared with 69 cents per 1000 radio homes as recently as 1930.

Explaining further the effect of the new rate structure, declared: We should like to point out three important new factors in our rate structure which reflect, we believe, constructive thinking:

1. A weekly discount schedule based on the duration of time and number of stations used each week.

2. An additional discount for 52 weeks of consecutive broadcating.

3. A re-distribution of rates among stations to bring the separate price per hour of each station with its relative coverage as an individual unit of the Columbia Network. The first of these, the station-hour discount, enables the advertiser to increase his discount rate even by adding minimum-priced stations to his network. It gives equal weight to all stations, regardless of price. It also gives equal consideration to day-time and to nighttime periods.

The second factor, an additional 10% discount on 52 weeks of consecutive broadcasting, offers a premium for consistent advertising. It should make it possible for many advertisers, who have previously not broadcast throughout the year, to protect their time, hold their audiences, and maintain their advertising momentum by doing so.

The third new point—the re-proportioning of individual station rates—reduces the coast-to-coast supplementary stations. Broadly, it brings the cost of these stations into logarithmic proportion to the number of radio homes in their coverage area. It is based primarily upon that most sensitive and accurate of coverage measurements—the Listening-Area Method, which determines the actual, not theoretical, scope of stations in use.

It will be noted that the new quarter-hour and half-hour rates are, respectively, 25% and 50% of the new full-hour rate. This effects a notable change in the quarter-hour rate, which was previously $100. The new half-hour rate, $200, is a $50 increase.
Radio as a Publicity Medium for Retailer

By FRANK W. SPAETH*
Manager, Sales Promotion Division
National Retail Dry Goods Association

3rd Direct and Indirect Results Are Attained, a Survey Conducted Among Department Stores Indicates

YEAR AGO a recommendation was made to the Board of Directors of the National Retail Dry Goods Association that radio be given serious attention as a medium of publicity. The recommendation was made in connection with the formation of the Publicity Division. It was hoped that radio could be used to bring into sharp focus several of the problems confronting retail executives in the current situation.

The Publicity Division was formed in order to keep the public aware of the many areas in which we are making progress, to bring home to the consumer the full advantages of new products and services available to him, and to create public interest in our ideas and our work. In the course of my work with the Division, radio was found to have a great deal of possibilities, but it was necessary to ascertain whether radio advertising was likely to be effective, and whether it was desirable to use it in the present situation.

The Division of the National Retail Dry Goods Association is interested in the use of radio advertising, and our experience with the medium has been very successful. We believe that radio advertising is one of the most effective means of reaching the public, and that it is a valuable tool for promoting the interests of retail stores.

The results of our investigation are presented in this article, and we hope that they will be of interest to other retailers who are considering the use of radio advertising. We believe that radio advertising can be used very effectively, and that it has great potentialities as a means of promoting the interests of retail stores.

We are convinced that radio advertising is a valuable tool for promoting the interests of retail stores, and we believe that it is a means of reaching the public that cannot be overlooked.

*Text of an address Jan. 17 by Frank W. Spaeth, manager of the Sales Promotion Division of the National Retail Dry Goods Association before the Association's annual convention in New York.

February 1, 1935 • BROADCASTING

Page 9
Makers of High-priced Goods Find Radio an Effective Seller

Success Stories of Quick-moving Goods Repeated; Broadcast Budgets Increased During Year

WHILE the dollar volume of net-work commercial broadcasting was increasing in 1934, so that final figures for the year showed a gain of 35% over 1933, the proportion of advertisers of high-priced products and services gained at a noticeably faster rate. In the early months of 1934 a great proportion of the business was done by companies advertising substantial goods, or services having substantial value.

It is significant that the advertiser with the largest current budget for radio time, who has spent in excess of $25,000,000, is a well-known automobile manufacturer. This company, which has its own radio network, brands its cars with the slogan of "The Best Built," has advertised on radio for more than 15 years. Prior to 1934, however, it had devoted only 5% of its total advertising budget to the medium. In 1934, the company increased its radio budget to 15% of its total advertising budget, and as a result of this larger expenditure, its sales increased over 30%.

Other automobile manufacturers, who spent $10,000,000 or more during the year, increased their radio advertising budgets over 100%. These companies, like the automobile manufacturer, are finding radio to be an effective means of reaching their customers. Some of the major automobile manufacturers, including Ford Motor Co., have increased their radio budgets to more than $1,000,000, and are planning to continue this large expenditure in 1935.

In addition to automobile manufacturers, other companies have found radio to be a valuable medium for reaching their customers. For example, the company that makes the well-known brand of tire, has increased its radio budget by 50% and has seen its sales increase by 25%.

Network Trends

There is remarkably close agreement between the records of the two networks, NBC and CBS, as to the increase in advertising revenue in the upper brackets. The number of clients for the networks combined who may be regarded as full-time radio advertisers, increased by 55.9% in 1934 over 1933, while the figures for NBC and CBS separately were 56.1% and 53.9%, respectively.

Comparative figures for the networks are not available, but CBS reports that the dollar volume of business in the higher-priced ranks increased by nearly 100% during 1934, and therefore it now accounts for a much larger proportion of the entire broadcast network than in previous years. Since other bases of comparison show the two networks reporting similar trends, it may be assumed that radio broadcasting is not only growing, but has also been a very substantial gain in this respect for NBC. Certain of its individual accounts, like some on the CBS network, show gains of as much as 200 per cent.

CBS statistics also show that advertisers in the upper brackets spend more, on an average, for time than do the advertisers of replacement goods, although the latter incited a larger number of the high-priced and prestige goods (both food and drug classifications), and that the net revenue billing has increased substantially since 1933. The "higher-priced" advertisers spent an average of $115,000, and in 1933 the average for the year was $60,000, while for all advertisers, regardless of category, the 1934 average was $138,000.

The increase of an increasing number of insurance companies and a finance company among these clients is of great interest. Banking and general financial advertising may be profitably tapped by broadcasters in the near future. Rapidly increasing activity in the building and allied trades caused

Prior Success on Radio Brings Remington, Rand Back to 'March of Time'

REMINGTON RAND Inc., Buffalo (obviously eager to take advantage of the au-


www.americanradiohistory.com
A Bright Spot on the Radio Horizon
Spot Broadcasting Attains High Level as Direct Result of Exclusive Representation

By J. LELILIE FOX
Commercial Manager, WGB, Cleveland

Spot Broadcasting today is on the highest plane in the history of radio advertising. It finally has achieved its rightful position in the advertising picture, along with magazines, newspapers, networks and billboards. Many factors have contributed to the present great impetus in this multi-million dollar medium. Among the foremost of these is adequate representation of the medium itself, and of the stations individually, on a national field.

Spot broadcasting was the first form of radio advertising, antedating even network broadcasting. When the networks sprang up, radio stations throughout the country found that the potent result values of radio were the selling efforts of the national network representatives, developed a large amount of network business. But the stations found themselves competitive in the national spot field and so they cast about for a means of increasing this broadcasting volume. The agencies and advertisers, unfamiliar with the thousand and one factors connected with spot broadcasting, were in need of assistance in developing, placing and serving spot broadcasting campaigns.

Consequently, a great many organizations of varying degrees of radio knowledge went into the spot broadcasting business. A good many were not in the field and many were not experienced, for in the early days, if a radio representative would just nonchalantly rattle off call letters of stations, the printer would no doubt often looked upon as a radio wizard. If he was able to say offhand that WQED was on such-and-such frequency and give the time and daylight savings, he was practically held in awe of his profound radio knowledge.

Without Rate Cards
AT THIS TIME, there were few rate cards, and they were only a copy of printing. A station's basic rate was the lowest the sharpest buyer could get. One by one, many of these representative organizations disappeared. Then, into the field came three prominent companies. A few dozen minor representative companies still remained—other small ones.

The brokerage system of representing stations was at its peak. All stations were of non-exclusive representation one by one raised their heads. Agencies found it difficult to do business with brokers because it was very wasteful to write to several stations—but not openly. Sometimes this favoritism existed because of friendship as a rate deals gives the broker an extra discount. Thus, too, the brokers naturally could not afford to spend a great deal of time and money to study every station and every market in the country. Hence, agencies and advertisers found that their help and advice became increasingly less valuable.

The agencies themselves, as they became larger and larger buyers of spot broadcasting, became more and more interested in the rate with which each station and with the hundred and one factors that enter into the success of use of any medium, the competitive advantages it became so intense that soon all kinds of special inducements were offered to take lines away from each other. Little was done to build up spot broadcasting or to advance the proven economic principles of national representation with the ensuing advantages to advertisers, agency and stations. These stabilized and sound advantages had long been enjoyed in the newspaper field by the advertiser and agency.

Little Cooperation
THE RADIO STATIONS, too, at this time, were not receiving any sort of national spot broadcasting representation. Any company with 'representative' printed on its letterhead wrote some agency to place an account through it could secure commissions from practically any station in the country. (Continued on page 34)

WBS Revises Its Compensation Method For Stations Nationally Represented

Fixed License Fee to Be Paid WBS for "Tailor-Made" Discs by Clients of Free & Steiniger

INTRODUCTION of a new method of compensation to World Broadcasting System for regional and national sponsorship of its transcriptions through arrangements with representatives, was announced Jan. 25 by Percy L. Deutsch, president of WBS.

Contracts for the new plan, developed after months of negotiations with station managers and station cooperators, have already been mailed to a majority of the more than 100 stations subscribing to the World Daily Program Service. The plan includes a new basis for payment both for the daily service and for so-called "tailor-made" transcription produced for spot plating by WBS.

With respect to the daily program service, a reasonable production fee, amounting to about $1.50 per quarter-hour program, will be turned over by the station to WBS to defray copyright charges. This charge, however, will be passed on to the advertiser as a talent or production fee, but instead of being retained by the station, will go to WBS.

Service Expanded
"IN LIEU of a commission on station paid to WBS for national and regional sponsorship of the program service under current agreements, talent charges for this service have been established which will be compensation to the producing company. It is believed that through the concerted efforts of the (Continued on page 36)
Four Sponsors Signed as Successor to ABS Goes Ahead With Its Lineup of Stations Remaining Intact

WITH FOUR commercial contracts on its books, and negotiations in progress for several others, George H. Storer's American Broadcasting Co., successor to the American Broadcasting System, was in process of incorporation as late as press time. It is understood that Mr. Storer will be president of the new organization, and that the sources of its assets and liabilities, subscribed will be put up by Arde Burow, watch manufacturer.

Since Jan. 13, WNEW has served as the New York flagship of the network, and all member stations have decided to continue the network association under the name WMCA, the Knickerbocker Broadcasting Co., and the Federal Broadcasting Corp., was terminated Jan. 10. Mr. Burow is associated with Milton Blough in the ownership of WNEW, but so far the identity of the network and its new key stations have been maintained separately.

J. Fred Coll, who was publicity director of ABS, is now in charge of WNEW's publicity department. J. V. Rule retains her former position as traffic manager.

Mr. Storer's Statement

OTHER former employees of ABS will receive whatever assets may remain to the credit of the company after its affairs have been liquidated, according to Mr. Storer, who expressed his regret that he had to make necessary reductions in the staff at short notice. His statement follows:

When in the course of the operation of the network, the company found that lack of income indicates the straight road to bankruptcy with losses to employees and creditors, the writer has always felt that it is far better to cease operations so as to pay payrolls and creditors one hundred cents on the dollar.

Hence when it became obvious that the American Broadcasting System and more particularly Federal Broadcasting could not continue under the enormous burden of the lease arrangement with Donald Flamm's company, licensee of WMCA, of approximately $13,000 per month plus all cost of operation of the station, it was decided to discontinue operations under the lease, pay our bills and employes out of the assets and then make other arrangements for continuing the network with another key station in Greater New York.

In order to pay off employes, write checks, keep the promise to pay all creditors. From present indications there will be a substantial surplus.

I regret exceedingly the fact that our staff could not be given longer notice. The time element in this case represented the difference between paying or not paying our creditors.

In order to make up for our inability to give our employes further notice, it is our present plan to distribute the remaining assets, if any, equally among them.

Of course, we are going right ahead with the network, and will continue under the new capital and a new directorate and we have decided to start things off with a clean slate under the new name of the American Broadcasting Co.

At the present time, Station WNEW is supplying programs to the network and is operating as its key station and it is now assured that the network will continue with WNEW as its master outlet in Greater New York.

Previously, Mr. Storer had announced that those associated with him in his new venture were John Hay Whitney, William Cherry, executive of Cherry & Webb, department store operators in New England and owners of WPRO, Providence; Benoel Gitmoh, Jr., president of WIP, Philadelphia; George Schott, owner of WBF, Cincinnati; and James K. Norris, former vice-president and treasurer of ABS. Mr. Storer retains himself as owner of WWVA, Wheeling; WSPD, Toledo; CKLW, Windsor-Detroit; WMNN, Fairmont, W. Va., and WQTA, a station authorized for Clarion, Pa. Heretofore, it had not been known that Mr. Storer had purchased the latter two stations.

Schedule Maintained

DURING the last few days, several of the most popular Dramatic series which for which an audience had been built up during the run of the previous contract, have been originated by WNEW's key chain. Throughout the transition period, a full 16-hour schedule has been maintained. At first WNEW's sustinsations were fed to the network, then it became necessary to provide program material for member stations while WNEW had local commercials on the air. The key station's Dance Parade, beginning at 9:30 p.m., is fed to the network with separate announcements. Mr. Storer also announced that he in his capacity as owner of WNEW, the key chain announcer covers the program from the pick-up point, and a local WNEW announcer cuts in the New York announcements from the studio.

There was no interruption in the feeding of network features, from Washington and Philadelphia. First of the three new commercial contracts to go into effect (that with Adams hats having been carried over from ABS) was signed by a group representing dentists, who have an extensive split network for a weekly 15-minute talk on oral hygiene, called The Dental Says. No product is mentioned on the programs, no attempt is made to sell anything (whether goods or services) and the name of the sponsors is not mentioned. The idea of this type of dental advertising is stated to have been approved by the First District Dental Society of New York and the Rhode Island State Society, as well as many city dental societies. The plan has been worked out in large part by Dr. George V. Clark. This series started Jan. 22.

On Feb. 11, MacFadden Publications will become the first sponsor to use all three networks, buying time on NBC and CBS in the last two years, presenting a dramatic series, The Detective Stories, over the full network. At the end of the month, and continuing until Passover, the R. Manischewitz Co. of New York will use ABC facilities to advertise Matzos. This will be a split network.

The Christmas Hour, which began at WMCA has been revived as an ABC-WNEW feature, in response to widespread demand, and it is now being considered by potential clients.

Appointment of Robert Feldman, New York station manager, as vice-president of WNEW, was announced Jan. 16 by Mr. Blow. In complete charge of programs, Mr. Feldman's appointment followed the WNEW tie-up with ABC. He was formerly with WMCA.

WISN, Milwaukee's leading station, on Feb. 16 will see its CBS affiliation.

Independent Status Resumed by WMCA

New Network Affiliation is Rumored for Ex-Abs Key

UNDER the general management of Donald Flamm, president and owner, WMCA has resumed its status as an independent New York station, although the possibility of a new network affiliation is talked about.

WMCA returns to the management and operation of Storer Broadcasting Co., headed by Mr. Flamm, under cancellation of the lease held by Federal Broadcasting Co., of which George B. Storer was president. No details were available as to plans for this new independent field by WMCA under Mr. Flamm's direction, aside from the fact that a number of stations have inquired whether such a step would be taken.

Mr. Flamm announced that his chief assistants are William Sullivan, well-known radio attorney and his brother, Sidney Flamm, both of whom are vice-presidents. Miss Stella Unger, who has been active with several New York radio stations, has been named program director, assisted by Miss Consstance Tailbot.

Status of Personnel

BEET LEBAHII, who was associated with WMCA before Mr. Flamm withdrew from its operation, is placed in charge of sales, with George H. Houston, originally a member of the production staff, designated as director of production.

Robert S. Sullivan has been made publicity director, with Miss Betty Glenn, as his assistant. Donald Clark remains in charge of continuity, and John Fraser has been appointed chief announcer.

The engineering and operating staff have been employees of the Knickerbocker Broadcasting Co. all along, and they remain under the direction of Frank Marx, chief engineer.

"My ultimate aim," said Mr. Flamm, "is to make WMCA stand out among the New York stations by keeping a few steps ahead in all forms of broadcasting. For example, we have long been known for our efforts on sports. We are going further along this line and have increased the number of sports programs."

AFA Convention

THE 31st annual convention of the Advertising Federation of America will be held in Chicago next June at a date not yet fixed. The convention will be edited by the board of directors. The board approved plans to extend the federation's consumer advertising in behalf of the public interest, the Alcoa Company, and the Quaker Oats Company, to promote the new Codex and food and drug bills (S. 5). The chairman of the board is Edgar Kobak, NBC vice president in charge of sales.

TAKING THE OATH—Former Representative Aming S. Prall (right) getting his official introduction to the FCC Jan. 19, with FCC Secretary Herbert Pettor administering the oath. He was the first Commissioner to be confirmed by the Senate.

February 1, 1935 • Broadcasting
FCC Opposes Class Allocation Plans

Favors Status Quo in Its Recommendations to Congress:
Abolition of the Davis Amendment Is Proposed

UNQUALIFIED opposition to proposals that fixed percentages of broadcasting facilities be allocated by statute to non-profit organizations was the recommendation of the FCC, in its report submitted to Congress January 22 in response to the Congressional mandate for an exhaustive study and report on the subject.

Basing its recommendation largely on testimony adduced at public hearings held during the latter part of the year 1933 by 135 witnesses, the FCC recommended in direct language that there be no allocation of broadcasting facilities by statute to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities.

Among other things, the report before the Commission stated: "Basis for findings of the general public for the proposed allocation of definite percentages of broadcasting facilities to particular types or kinds of non-profit activities. It concluded that the interests of these groups may be better served by the use of the same facilities by the commercial stations, rather than the establishment of new stations for their peculiar needs.

Conference Planned

THERE IS no need, the report stated, for a change in the existing broadcasting rules and regulations governing the procedures to be followed in determining the status of educational and similar organizations insofar as radio is concerned. To devise plans for the orderly development of broadcasting between broadcasters and non-profit organizations, the report stated that the FCC proposes to hold a general conference shortly in Washington.

Through such procedure, it was stated, the FCC will seek to accomplish the purposes for which the non-profit interests and the broadcasters are working but "without the necessity of any radical reclassification which would provide for redress of dissatisfaction and chaos and which would tend only to complicate and impede true progress in the broadcasting industry.

The entire issue over class allocations was agitated at the last session of Congress by the JoElmer Simmons and the Father John B. Harney, Superior of the Paulist Fathers, who operate WJZ, New York, at present an applicant before the FCC for increased facilities. The investigation upon which the FCC based its report was specified by Congress in a provison of the Communications Act of 1934.

Simultaneously, the FCC transmitted to Congress a report containing recommendations applicable to broadcasting. Among other things, it recommended abolition of the Davis amendment which limits the distribution of broadcasting facilities among the five radio zones amendment which had been filed when an appropriate request for the facilities of another station without requiring the latter station to defend itself until a formal hearing is found necessary; amendment of the provision relating to revocation of licenses, under which the FCC would be permitted to suspend stations for not more than 90 days for violations, and a related amendment which would permit appeals to the courts from suspension orders.

Ponderous Report

THE REPORT, covering approximately 2,000 words, was submitted in the signature of Chairman F. O. Studer, who in December, 1933, transmitted a digest of the testimony taken at the hearings, with an index to that record and approximately 14,000 pages. The broadcasting industry, representing station licensees as well as manufacturers, was opposed to the proposed addition to the proposal, directing their testimony largely to the service rendered by broadcasters to particular types or kinds of non-profit activities.

Records presented by the NAB in behalf of 200 stations, said the report, indicated that 11.5% of the total broadcasting time was devoted to program matter of the character referred to in the proposal and which were night hours. The report recited also that the evidence was overwhelmingly in favor of retention of the present system, rather than the establishment of new stations by non-profit institutions.

"Representatives of some of the most important institutions of learning," said the report, "were not in agreement with the statements that they had ample opportunity for development of their radio activities under present arrangements, and they were also of the opinion that any rearrangement would place the burden of maintaining broadcasting stations upon educational institutions."

"Most of the witnesses who testified in behalf of the non-profit organizations held that the interests of such institutions would be best served by a more efficient use of radio facilities maintained at the present time in the public interest. They were many statements expressing the usefulness of the resources and audience of stations now licensed."

"It is clearly established by the Commission's study of the problem, that no allocation of facilities for special services could be effected by legislative action at any time after February 19, 1935, to make up the proportion of facilities proposed to be allocated to special purposes and that the laws of the number of available frequencies absolutely prevent any general enlargement of the number of radio broadcasting stations."

Practically all types of non-profit organizations were represented in the comprehensive study, the report said, and no unanimity of thought or plan on the part of these organizations is apparent from their testimony. The report concluded to determine whether statutory allocation was desirable, there were few definite proposals that such allocation should be made. There were many statements made by prominent educators and leaders asking that no definite allocation be made by statute, hoping thereby, to prevent the present cooperative effort being carried on between the commercial stations and the non-profit organizations.

NBC Supplements Rate Card

ADDITIONAL explanatory clauses on the application of the new rates and discounts for the in new NBC rate card, which becomes effective Feb. 1, were made public Jan. 28 by the NBC, for the convenience of advertisers and agencies. The detailed rate structure [fully published in the January 15 issue of Broadcasting] has been filed with the Code Authority for the radio broadcasting industry, in accordance with the requirements of the code. The additional clauses, added to Rate Card No. 19, reading:

"Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments but advertisers may elect to substitute new contracts entered into after February 1, 1935, at rates on this card for the unexpired portion of said commitments on the effective date of such new contracts. In the absence of such election rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including February 3, 1936, for all or part of the same facilities continuously used, and additions to such commitments for periods not exceeding the said prior dates. Rates on this card are applicable to all new broadcast schedules only and shall be used for each such schedule."

"All network contracts for the same advertiser at the rates on this card may be combined for determining rate of discount. Up to and including February 3, 1936, at rates set forth: no exception."

"(1) Upon each series of programs broadcast at rates in effect prior to February 4, 1935, a per period discount under prior rate cards, measured the total number of periods used on all series of programs broadcast within a one-year period which could have been combined under the provisions of the prior rate card."

"In each broadcast at the rates set forth in this rate card, a percentage discount under subparagraph "F" above measured by the weekly gross billing on all series of programs being broadcast concurrently."

"They further stated that such order of equipping and stations were not financially able to build and maintain their own broadcasting stations if facilities were allocated under the stipulated procedure. The Commission feels that present legislation has the flexibility essential to attain the desired ends without necessarily undergoing any time changes in the law."

"In general, said the preface of the report, the non-profit education groups expressed the opinion that the best results would be brought about by cooperation between the broadcast groups and the Commission. They espoused willingness to accept the limitations of the present law in order to accomplish an establishment of combining the educational experience of the educators with the program technique of the broadcasters. These groups are willing to serve the public interest. The conference, it added should also consider such specific complaints as might be made by non-profit radio groups with the commercial broadcasters "in order that remedial measures may be taken if required."

Clear Channels

RESULTS of the so-called "clear channel" survey, to ascertain the degree of rural service rendered by stations, is high power, which is now under way, will be studied with the thought of providing better service to the listener with a "well-balanced selection of non-profit and public interest programs," according to the report.

As to complaints by educational stations, against the procedure under which stations were required to defend their assignments in hearing, upon application of other parties the report recommended that the legislative recommendation that stations be made for preliminary hearings or applications that appear from examination of public interest the allocation of the five radio zones to the public interest stations, or to be involved adversely the interest of established stations. At such hearings the effort would be made to "establish a clear channel," the application violates any provision of the Communications Act or the FCC regulations, whether the applicant is legally; financially and technically qualified to contest the use of a radio facility with the public interest stations.

Equitable Service

IN ITS separate report on legisla
tive recommendations, the FCC first proposed repeal of the Davis Amendment and then, in the change of the original allocation provision contained in the Radio Act of 1927. This provision would no require the FCC to make for preliminary applications for the five radio zones according to population—as does the Davis amendment. The new provision would read:

"In considering applications for five radio zones in any one community, the Commission shall give due weight to the number of persons served by each of the radio zones under the present law and the frequency, hours of operation, and power among the several stations and community, and shall make a determination as to the distribution of radio service to each of the stations."

Reciting its reasons for the recommendation, the FCC stated that the Davis Amendment has been (Continued on page 28)
Approval of FCC Members
Expected Despite Opposition

Judge Sykes Is Attacked Before Senate Committee
By Senator Bilbo on Political Charges

CONFIRMATION of the six members of the FCC, whose nominations have been pending before the Senate since Jan. 10, is confidently predicted to come swiftly as a result of a letter attack upon Chairman E. O. Sykes by Senator Bilbo (D.), of Mississippi, in which he openly charged that the whole confirmation process by the Senate committee deny Judge Sykes the post for which he was nominated by President Roosevelt.

Friday afternoon Senate Committee hearings were held—the last on Jan. 29—with no action on the nominations. The hearings were referred to the Department of Commerce chairman, with the committee planning to probe further charges made by Senator Bilbo and by George Lowell, former assistant inspector in the Atlanta office of the Radio Commission, who was dismissed from his job in that office in that he was alleged to have conspired with persons of other radio stations for fear that Llewellyn had implicated Judge Sykes. Van Nostrand and others in 5 transactions whereby Oglesby University, Atlanta, acquired WRAL 1—deal which he alleged involved his "purchase" of a wave length.

Commissioners Quizzed

ORING the hearings Senators ran rough shod over the FCC because of some of its activities in broadcasting. Alleged trafficking in radio licenses was dwelt upon particularly, with the complaint conveyed that the FCC had looked the other way at purported exorbitant prices to newspapers and others. It was developed that the FCC is now considering a rule affecting the tendency of newspapers to enter broadcasting field, but the nature of its provisions was not revealed.

Appearing before the Committee Jan. 22 and again Jan. 28, Senator Bilbo accused Judge Sykes of impropriety to the point of possible perjury when he favored former Senator Stephens for reelection with a "favorable" action on the FCC licenses in the South and the North East. Bishop, who is alleged to have arranged deals with various other actions which were called improper. All of the allegations were categorically denied by Judge Sykes, who took the stand immediately following Senator Bilbo when the hearings opened Jan. 22.

Heeding the comments of Committee members that Llewellyn had not been justly treated in that he was not afforded a hearing before his dismissal in December, 1932, the FCC, sitting at ease, Jan. 29 ordered a hearing on the following day to help Llewellyn get a fair hearing. The hearing was deferred until Feb. 6.

The FCC's three new members were Paul D. Spearman, FCC general counsel, and George A. Hill, FCC examiner, both native Mississippians who opposed the candidacy for the Senate. Mr. Hill was charged by the Senator with attempting to get a job as a radio consultant which Judge Sykes denied. Having discussed the matter with Mr. Hill.

The committee interrogated all members of the FCC with the exception of former Rep. Prall, who was confirmed by the Senate Jan. 15, and assumed chairmanship by the resignation of Hamson Gary. Mr. Prall took his oath of office Jan. 19, and assumed chairmanship of the FCC; his appointment is until July 1, 1935, or for Mr. Gary's unexpired term, if he is re-elected as a certainty that he will be re-appointed for a seven-year term.

In addition to Judge Sykes, the Committee examined the following: from Col. Thad Brown, vice chairman of the Broadcast Division, named for a six-year term; Paul A. Walker, chairman of the Telephones Division, five-year term; Norman C. Sase, vice chairman, Telephones Division, four-year term; Mr. Irving Stewart, chairman of the Radio, Telephones, Broadcasting, three-year term, and George Henry Payne, vice chairman, Telegraph Division, two-year term.

The early questioning related to the FCC recommendation submitted Jan. 21 that legislation be enacted to prevent the use of the telephone and radio fields, bringing together such competitive companies as RCA, Western Union and R. & T. Co., if a chain proposal was indicated by Chairman Wheeler (D.), Montanan, and by Senator Cooper (R.), Michigan, the ranking minority member of the fact that the FCC is divided into three separate divisions, only one of which can make the chain proposal. Committee members showed little regard for this and interrogated each Commissioner shrewdly on the consolidation proposal.

Station Sales Cited

Aside from the Bilbo attack, the hearings were calmed by comism. Senator Wheeler on broadcasting, was asked how the information over the fact that both the Middle West and the Far West are not in the hands of the FCC is sold, the South and the North East to have three members each, he said he would sponsor legislation providing that future appointments be made by the President or the FCC so that each of the five radio zones is represented.

Alleged "trafficking" in radio station licenses, such as the sale of WRAL, Baltimore, by the Commonwealth Gas, Electric Light & Power Co., who has been criticized by the FCC, was打击ed by Chairman Wheeler, with Judge Sykes on the stand. The Senator also questioned the practice of attorneys leaving the FCC and immediately becoming representatives of stations or networks in practice before they resigned, or asserting that he favored legislation which would preclude them from doing so. In this connection, Senator Wheeler developed that General Counsel Spearman had resigned from the old Radio Commission, an assistant general counsel seven years ago, and had engaged in private practice, and then was named general counsel of the new

The broadside against chain ownership of stations and sale of stations at high figures. He asked why the FCC permitted so many clear channels to go to the chains, and Judge Sykes said that all applications were considered in light of public interest and public service.

Senator Wheeler insisted that without regulations, and as in the WRAL case the "wave length" is the primary commodity, rather than the physical equipment. Judge Sykes said: "A good will" acquired by the station, rather than the sale of a government-owned operation, is given. Any frequency. As to the remark by Senator Wheeler that 35 of the clear channels are "owned or controlled" by chains, Judge Sykes said this control extended only to program service, but he did admit an inconsistent question that "something will be done about this." He said the clear channel situation, current being conOPS, if the degree of service rural listeners receive will be a guiding factor in future steps to eliminate duplication of chain ownership.

Advertising on Air

When Senator Bilbo envisioned the degree of advertising on the air, and asserted that it must be cut down, Judge Sykes declared that the FCC had investigated this problem but feels it would be getting dangerously close to censorship which is prohibited in the present law.

Col. Brown, who was the only other member questioned regarding broadside, in reply to Senator Cousins, that he had voted for appointment on the FCC by Senator James, Cox. Of Ohio, and Mr. Cox, he declared, now has two stations operated in conjunction with his newspapers and newspapers in recent months. This station, which was purchased as WLBW, Erie, was sold for $50,000, and removed to the former location with the FCC's consent. But, Mimat, was acquired under a lease whereupon the deal was made, but the price was not mentioned.

When the hearings were reopened Jan. 28, Senator Bilbo produced his evidence which he said substantiated his charges against Judge Sykes. Thenceforth, Bilbo made the charge that Judge Sykes had helped in his influence to align a southern station hook up for former Senator Stephenson, in his successful election. Telegraphic advice from members of the five stations involved, sent in reply to inquiries from Chairman Wheeler, was not enough to bear out these allegations, however.

Senator Bilbo then produced Llewellyn who read a prepared statement in which he upheld the opinion of improper conduct by Van Nostrand, Judge Sykes and others. He charged that the FCC imposed a fee of $1,000 in the WJTL case, as well as a commission of $500 for the sale of equipment, WJTL, he said, would have been able, within a week, a frequency. Among other things, he alleged that Judge Sykes' son, Charles Sykes, a lawyer, had accepted a fee of $850 for a station action.

Names of prominent in broadcasting, including operators of stations in the South and attorneys, (Continued on page 37)
WFIL - The Resonant New Voice Of Philadelphia

Now

Deliver Your Message To Metropolitan And Suburban Philadelphia Over

WFIL

Philadelphia's Ambassador Of The Air

WFIL has as its mighty background, the glorious outline of the Liberty Bell, America's first Hall of Independence, shadowy figures of its great patriots, the charm of Colonial Belles, the sturdy integrity of its pioneers. It will strive to be a worthy foreground.

WFIL will be the real "Voice of Philadelphia." A voice that six million men, women and children, in the metropolitan and suburban area of the third largest city in the nation, will listen to—eagerly. Its programs and transmission will insure that.

WFIL is the merger of WLIT and WFI, two of Philadelphia's pioneer stations.

Donald Withycomb, General Manager

Only Philadelphia Outlet

NBC Basic Blue Network

February 1, 1935 • Broadcasting
Lasky Named to Manage KTAB in San Francisco

PHILIP G. LASKY, for the last eight years secretary of the Inter-Mountain Broadcasting Corp. and assistant general manager of KTAB in Salt Lake City, has resigned and, effective Feb. 1, becomes general manager of KTAB, San Francisco.

Lasky, well-known in radio through his activities in the NAB, has been closely connected with broadcasting and its immediate ancestor, wireless telegraphy, having held radio operator's license No. 2, and having operated the pioneer station 9ZAF in Denver with W. D. ("Doc") Reynolds, with whom he was later affiliated at KZ, Denver. Previously he was active in the installation of the present KOA, Denver, as an experimental broadcasting venture by the General Electric Co.

Mr. Lasky's responsibilities will include the establishment of transcontinental radio circuits for the Post Office Department, forerunners of the present Department of Commerce airways radio network. In 1927, Lasky became affiliated with S. S. Fox, president of KDFY, and has acted as station manager.

Lasky's new San Francisco connection, KTAB, is operated by the Associated Broadcaster's Ltd., with Walter W. Davis, manager. The station was heard recently on CBS when its executives placed technical facilities and personnel at the disposal of KFRC, San Francisco CBS outlet. It is bidding on the broadcast of the landing of Amelia Earhart at the Oakland airport at the end of her flight from Hawaii.

Changes at WLW

IN MAKING a number of changes in executive personnel, John L. Clark, general manager of WLW and WSAI, Cincinnati, has named Don Becker assistant manager in charge of engineering.

Mr. Becker, from the Crosby manufacturing division, business manager of WLW-WSAI, succeeding Edwin Wehrman, who becomes WLW sales manager: E. C. Kratter from WLW traffic manager to WSAI program director, Edward Fitzgerald has been appointed manager of music preparation, the arrangers staff and music library, and Robert Nolman has been named to the program and production staff.

amendments submitted to NRB by the Code Authority, another involving a rate question not submitted but pending before the latter group which would have "special rates" for time, including those allowed for broadcasts of more than an hour. A referendum was made to the code authority by Mr. Baldwin, with the vote about three to one for the change. In view of the withdrawal of the other proposals, it is likely that this matter also will be shelved.

Executive Changes Are Made at WBAL

APPOINTMENT of Jules P. Daniel, of the Joseph Katz Agency, Inc., Baltimore, as commercial manager of WAB, Baltimore, was announced Thursday by John W. L. Kaufman, Hearst radio executive, who is temporarily serving as acting general manager.

The station recently was procured by the Hearst interests from Associated Electric Light and Power Co., for a price reported to be approximately $4,500,000, over a 10-year period.

Mr. Daniel is managing director of WCAE, Pittsburgh, Hearst outlet, has been transferred to WBAL. Gustave Kleinman is remaining as program director and C. W. Cook as chief engineer, with other personnel of the station more or less the same, according to Mr. Kaufman. Mr. Kleinman also announced the appointment of Harold Higgins of the New York office of Hearst Enterprises as WBAL accountant.

Frederick R. Huber, director of WBAL, Baltimore, since 1929, will be the first to be transferred to another work, following his resignation, tendered recently to Consolidated.

GREAT MILLS, Inc., Minneapolis (Whitehalls) will sponsor Pat Flanagan's broadcasts of the Chi-town Wallys, Chicago, and the second half of the summer of 1935 over WBBM, Chicago. The account is placed thru Blackett - Sample - Hummer Inc., Chicago.
Throughout the entire day women are busily engaged in the endless routine of housework, shopping and planning home improvements. At this time they are particularly concerned about how to buy and what to buy for home and family needs.

Broadcast advertisers who use daytime hours are benefiting by the psychology of reaching these homemakers while they are at work, and most receptive to product advertising.

In the Great Northeast (Eastern and Central New York State and Western New England), the one best station to use in reaching this special group is WGY. A giant in power, and by far the most popular station in the area, it offers a tremendous audience of women who listen to its programs regularly.
How Radio Is Selling Life Insurance

An Underwriter Uses the Air Intelligently and Leads All Others in the Amount of New Business

By E. M. KIRBY

Sales Promotion Manager

EACH FALL, the return of children to the schoolroom furnishes the institution of life insurance an annual opportunity to dramatize the place of insurance in guaranteeing the future of the child, no matter who happens to be the parent.

The job life insurance must do is two-fold: (1) Sell the parent on the need of educating the child. (2) Show the parent and the child that we can guarantee the continuance of that education.

The fact that the average grammar school student is only worth $1,700 maximum, the average high school graduate $2,800 a year maximum, and the average college man, $2,800 a year, and a dollar or cents means of selling the need of an education.

Quitting School

WITH THESE figures must be impressed on the fact that U. S. Office of Education surveys show that two out of every ten children in the eighth grade drop out, never to return to school. The reason is not difficult to discover: Financial emergency generally as a result of a death in the family, causing the child to seek any kind of employment to help replace the lost income in that home, at once. Add to these, the competitive factors in favor of the educated trained person, and essentially social aspects, and we have the stuff of which a "need" and a "desire" is made.

It is obviously fundamental, but nevertheless basic to this story, to say that when the need is established, the decision is implanted in the breast of the parent to take no chances and see the child through school. The good insurance man can fill that need immediately with the proper type of insurance.

And so in our approach to our radio and sales promotion series, we kept these thoughts in mind: Show the need, create a desire then guarantee its fulfillment.

Dramatic Appeal

FROM purely a radio standpoint the unusual thing of the series was the 30-minute "newsreels" was the fact that the 28 minutes of sheer radio entertainment and sales appeal was selling the need in a powerful subtle way.

The other two minutes of the program was used merely to compliment the alumni magazine to all, "We can guarantee the continued education of your child, and bring as well, educational benefits to your home. See the Shield Man on your streets or write WSM for information.

Lessons: Each program traced the beginnings and historical traditional background of the colleges. And in each case the episodes showed how our forefathers sacrificed money, labor and self, because they wanted their children to have a better chance in life than they did.

This was powerful dramatic material, and rooted out an emotion every parent can understand. Yes, both the college and radio programs were the story, today, yesterday and tomorrow.

Again, each newsreel showed the results of education in the accomplishment of outstanding alumni. We recaptured the interest of alumni by "flashbacks" to familiar campus scenes and football episodes.

We enlisted the enthusiasm of the present student body by tying in with current football games, homeroom classes and thedestinations of the following universities: Kentucky, Auburn, Arkansas, Washington of St. Louis, Louisiana State, Illinois, Texas, Southern Methodist, Pittsburgh, Indiana, Missouri, Alabama, Tennessee, Vanderbilt, Oklahoma, Notre Dame, Georgia Tech, Georgia, Tulane, Ohio State, Maryland, Michigan, Detroit, Sewanee, Chicago, Bard, Mississippi, Temple, Virginia Military Institute.

We received the very closest cooperation of college authorities by refusing to broadcast a single program unless they were completely satisfied and enthused with it from top to bottom. Result: The college saw an unusual free opportunity for important publicity and it was much to their interests to go out of their way to cooperate and send it to the public and college as it was to ours. The interest between the National Life and the college was identical, to put it bluntly, "The Sale of Education."

Guaranteed Audience

UNIQUE, therefore, in radio, was the fact that no program in this series went on the air without a guaranteed audience in advance. Because each college through its alumni magazine, student paper, state-wide publicity release system with daily newspapers, circulation of 150,000,000 of daily newspapers, the local spots, contact with teachers in secondary and grade schools, delivered to us the attentive ear of a majority of all the living alumni, plus the "national up" audience these other promotion and publicity features gained.

Our conservative estimate is that guaranteed intensely interested alumni and audience was one million listeners. These alumni, however, do not include members of their families.

Since the interests of the featured university and ourselves were mutual, there was no trouble in establishing contact with our field men and alumni groups and interest in the alumni the country. To provide further material for the cementing of this relations, the Home Office furnished school alumni groups, through its field men, a handsome poster in four colors, merchandising the program, suitable for use on high school bulletin boards, neighborhood stores, rooms and bank and office building lobbies, and general display.

Promotion Methods

A THUMB-NAIL sketch of what the radio and sales promotion campaign contained was furnished every agent who was interested in intelligently discuss it with the alumni before the program went on the air. This information was also furnished every radio editor whom we thought had an important interest in the college broadcast. Tune-in advertisements run on one hundred and four daily newspapers where we maintained District Offices. As a result, the name of the program was aroused to a point where they not only wanted to listen to WSM, but also wanted to recruit new listeners, which would spread the prestige of their alma mater in their own communities, particularly the coming generation, who are the college enrollment tomorrow.

Moreover, the great "push" behind this series of programsTonnally merged the college's field force of developing education lead-ins as a selling approach to prospects, whether interested in products or not. Whether, it were not. We avoided narrowing the scope of this to strictly educational basis. The result was a persuasive advertisement for every type of home in the country, and the tremendous drive behind these programs kept it ever before their minds.

Program Structure

AN AVERAGE of 50 people we required for each broadcast, a ma- chine of 16 voices, an augmentation of 22 pieces and a dram-a tic cast anywhere from 15 to 20 voice-overs. A program is drawn from the colleges with the program material. Two musical arrangements were kept busy at work arranging this program material. The job of learning and singing professionally five or six songs, for each program, during the week, a job only a musical director, musician or singer can full appreciate.

Structure of the program was built around five or six dramatic episodes, interspersed with the college music, woven around a central theme. The job of the company's sales promotion manager, Mr. Kirby freed himself of the sales kit in the past two years. It has been applied under the direction of E. M. Kirby former newspaper and agency man who is the company's sales promotion manager. Mr. Kirby freely gives the lion's share of credit to WSM, which has been thoroughly integrated with the selling theme of the field organization.

The story related here is indicative of fundamental selling principles being interwoven with radio showmanship.
ABC MAKES HISTORY
Newest Network Marches On to More Radio Triumphs

“First ABC had the Morro Castle Investigation. Now it has the Hauptmann trial from the Sheriff’s courthouse office. Other networks are said to be peeved.”


AMERICAN BROADCASTING COMPANY is up in the forefront with the history makers. American Broadcasting enterprise never misses a trick. American Broadcasting conceives of a network as meaning public service as well as profit. Vast audiences in 23 principal markets listen consistently to ABC stations which unfailingly deliver fastest first-hand reports on the Flemington trial—news story of the decade. Other networks take their time, feed the public predigested doses. ABC broadcasts direct from the courthouse, serves up the news while it’s sizzling.

ABC sponsors on all stations are pleased with results and praise the enterprising “third chain” as it again makes radio history.

First, the Morro Castle federal inquiry—an exclusive ABC feature, sent hot and fresh from the hearing room. Now, the Flemington trial with ABC news casters on the scene, closer to action than any other radio broadcasters. Such service cannot fail to attract MILLIONS OF LISTENERS!

Buy American time. It is the biggest bargain in advertising today. Your business needs the push and go of this astonishing network for CERTAIN sales results.

ABC HAS THE NEW IDEAS. ABC KNOWS HOW TO USE THEM!

The American Broadcasting Company’s new key station, WNEW, gives ABC increased power, greater coverage, in the giant market of metropolitan New York.

ABC Stations in These Cities are Doing Radio’s Biggest Job for Advertisers:

| New York | Cleveland | Providence |
| Akron | Columbus | Rock Island- |
| Albany | Detroit | Davenport |
| Baltimore | Gary | St. Louis |
| Boston | Little Rock | Trenton |
| Buffalo | Memphis | Washington |
| Chicago | Philadelphia | Waterbury |
| Cincinnati | Pittsburgh | Wilmington |

AMERICAN BROADCASTING COMPANY

GEORGE B. STORER, President

501 Madison Avenue
NEW YORK CITY

3300 Union Guardian Building
DETROIT, MICH.

February 1, 1935 • BROADCASTING
BUFFALO’S BEST BUY

The commercial business of Station WEVR increased 47% in 1934.

This healthy rise was due largely to the fact that more and more local and national advertisers are discovering that it is a station’s popularity...and not its power...that produces the best results.

Success has not gone to our heads. Despite the clamor for time on WEVR we refuse to up our rates—always the lowest and unquestionably radio’s outstanding bargain in the second largest city of the Empire State.

Do not be deceived by the extravagant claims of elegantly printed brochures. The simple story of a radio station which alone has developed a small local shoe store into a city-wide chain with an annual sale of 1,200,000 pairs is more eloquent than the unsubstantiated claims of so-called surveys.

Station WEVR frankly caters to every part of the pronounced cosmopolitan population of Buffalo and Western New York. That is why, hour by hour and day by day, it constantly has the largest audience along the Niagara Frontier.

WEBR
The Howell Broadcasting Company, Inc.

H. H. HOWELL
President
ROY L. ALBERTSON
General Manager

Buffalo outlet of American Broadcasting Company

Humboldt J. Greig Leaves Greig, Blair & Spight, Inc.

WITHDRAWAL of Humboldt J. Greig from the firm of Greig, Blair & Spight, Inc., station representatives, as of Jan. 15, was announced Jan. 21 by John P. Blair, senior member, with headquarters in Chicago. For the time being, it was stated, the business will be conducted under the same firm name, with Mr. Blair heading the Chicago office and Lindsey Spight in charge of the Pacific Coast division.

Curtis Willson, for nearly a year manager of the Detroit office, has been transferred to New York as manager of that office, succeeding Mr. Greig. He was formerly in the General Motors organization, and prior to his assignment in Detroit, was at the San Francisco office of the representative organization.

Mr. Blair has been elected president and Mr. Willson vice president. It was announced that the policy of the newly constituted firm will be to develop along lines of newspaper representation, having as far as possible one man specially assigned to represent each station.

Black Leases WSGN

WSGN, Birmingham, has been leased from the H. H. Broyles Furniture Co., by Arnold Black, secretary of the Protective Life Insurance Co., of that city. It is understood that the lease, which becomes effective Feb. 1, is for five years.

D. D. Campbell, formerly commercial manager of the station, will assume the management.

Mr. Henry Bellows

MRS. MARY SANGER BELLOWS, 46, wife of Henry Adams Bellows, former vice president of CBS and now special legislative representative of the NAB in Washington, died at her home in Washington Jan. 19 after a long illness. Funeral services were held at Mt. Auburn Chapel, Cambridge, Mass., Jan. 21. Besides her husband, she is survived by a daughter, Mrs. Philip W. Pillsbury, of Chicago, and a son, Charles S. Bellows, a student at Harvard.

Mrs. Bellows was born in Annapolis, Md., where her father was a professor of chemistry at the U. S. Naval Academy. He later became director of the Harvard chemistry laboratory. She met Mr. Bellows at Harvard, and they were married in 1911 while he was an assistant professor at the University of Minnesota. They lived in Minneapolis for 22 years before Mr. Bellows came to Washington as one of the original members of the old Radio Commission.

Curtiss Candy Spots

CURTISS CANDY Co., Chicago candy bar manufacturer, is signing 365-day contracts for a number of spot announcements daily with stations in all parts of the U. S. Contracts call for from two to 25 daily announcements, with time during the children’s hours in the late afternoon and early evening preferred. At present about 20 stations are carrying these announcements and others stations are being added as rapidly as time can be arranged. The account is placed thru McJunkin Advertising Co., Chicago.

Want to KNOW SOMETHING about WOMEN

Women—because of their professional interest in values—make the most profitable audience for an advertiser.

We’ve proved that conclusively with KSTP in the 9TH U. S. RETAIL MARKET where we’ve built up the largest and most responsive “Women’s Audience” during the daytime. Here’s just one of the potent findings (others on request) from the recent Ernst & Ernst Survey:

From NOON to 5 P.M.
Station B average audience 32.8%...KSTP audience 50.6%—about 60% GREATER!

TO OPEN THE FAMILY PURSE IN THE NORTHWEST TALK TO THE “WOMEN’S AUDIENCE” OF KSTP

For Northwest Market Facts Just Ask: FIELD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minnesota, or our NATIONAL REPRESENTATIVES:

New York—PAUL H. RAYMER & CO. in Chicago, Detroit, San Francisco—GREIG, BLAIR & SPIIGHT, INC.

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

February 1, 1935 • BROADCASTING
Because

1 KFRC thoroughly covers the entire Greater San Francisco-Oakland Trading Area (population 1,965,542).

2 It is a CBS outlet—your guarantee of network popularity.

3 It has local acceptance due to its daily production of popular Coast network and local features.

4 Its experienced production staff can create and produce your program—competently.

5 Its local rate (15 minutes evening) is 50 per cent less than that of the other network station.

6 It will co-operate conscientiously to assure the success of your campaign. . . Write for full details.

MURRAY B. GRABHORN, Sales Manager, KFRC

The DON LEE Chain

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

- You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

- You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

- You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.

- Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

MURRAY B. GRABHORN, Sales Manager, KFRC

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

February 1, 1935 • BROADCASTING
THE Bell System has a large investment in facilities used in broadcasting. It has provided more than $20,000,000 worth of program circuits and special equipment. Hundreds of technicians are responsible for sustained, high-quality transmission.

This equipment and this personnel are more than adequate to meet the present needs of the networks. Common sense dictates that they be kept so. Every index of future developments is studied, charted. There are constant tests and experiments.

The process of looking ahead will continue. Two great industries will go forward together toward the ultimate goal — broadcast reproduction so nearly like the actual program that there will be no audible difference.
Happy, Husky, Healthy and Alert...
Thanks to the Aid of Daytime Radio Hours

In the thousands of homes with young, growing children, NBC Daytime Radio programs are playing a vitally important part in keeping these youngsters up to par in health, in happiness, in appearance. For mothers, busy at the many duties of planning, working and shopping for home and for family, find their radios a convenient guide to practical homemaking and practical buying.

And so the number of spot and local broadcasters sending messages into homes during the daytime, mounts higher and higher.

To reach this important daytime audience of women in the Cleveland area, use WTAM. The only clean channel, high power station in this rich section of Ohio, it has always been the favorite of radio listeners.
Getting the Rate Right

The REALIGNMENT of card rates of the networks, announced within the past month, should not cause a ripple of backfire from advertisers or their agencies. The step was evolutionary, rather than revolutionary. Last summer, Broadcasting disclosed in an analysis of a study made by the Association of National Advertisers, how radio represented a far better buy, dollar for dollar, than any other advertising medium. In cold figures, ANA itself divulged that radio rates had not kept pace with the degree of service rendered, when compared with the rate structures of competitive mediums.

The over-all rate increase for the two networks averages about 5 per cent. The ANA survey showed that radio, with about a 50 per cent increase in circulation from 1929 to 1933, showed a decrease of about 10 per cent in the cost of reaching 1,000 families. Since then there has been a phenomenal increase in radio set sales; about 20,000,000 of the nation’s 50,000,000 homes are now radio equipped. Certainly this circulation increase justifies a rate advance such as has been introduced.

A big stride forward by both NBC and CBS in their new rate structures is represented in the discount provisions. While arrived at in different ways, both have as their objective the encouragement of “through schedules” by advertisers, the year around. All advertisers are looking toward the day when summer business will keep abreast of the fall and winter levels, and they have ample proof that folks listen in the summer. Daytime also should prove vastly more saleable under the revised rate schedules.

Stations affiliated with the networks should benefit proportionately in the rate increases. One of the objectives of the NBC realignment was to make it possible to invoke a system of station compensation which would end the constant bickering it has had with affiliates over the flat $30 per hour commercial rate and the $1,500 per month sustaining fee.

Individual stations likely will follow the networks in revising their rate structures. Many of them will gain new benefits in the spot field also from the arrangement made by World Broadcasting System with Free & Steininger and other station representatives as a means of eliminating the “third 15%” and at the same time stimulating production in the spot transcription field.

Everybody should benefit from the upward rate trend. More wherewithal for station operators as well as the networks naturally will reflect itself in better programming and greater employment and wage levels. As long as radio gets the results for advertisers who use the air judiciously, as is indicated by the great demand for time, there will be no justified protest from advertisers about rates.

Bellingham Appeal

FINAL adjudication of the case of Associated Press vs. KVOS, Bellingham, Wash., involving the basic issue of news broadcasts, is beginning to take shape as a test case for both the press and the radio industries. The A. P. and the United Press, both powerful in their field, have decided to appeal from the revolutionary decision of Judge John C. Bowen of Seattle, who held that broadcasting stations have an unquestioned right to broadcast dispatches from newspapers whatever their origin, once those newspapers are sold to the public.

Now the NAB will seek to raise a fund of about $32,000 to defray possible costs of the appellate litigation in behalf of the broadcasting industry at large. At its worst, the San Francisco Appeal Court of Appeals may reverse that ruling, and an appeal there will be in order to the Supreme Court of the United States. It seems to us that the broadcasting industry should stand solidly behind the movement for a final adjudication.

Prices and Products

THE SUCCESS story of radio as a medium for quick-turnover goods is too well known to require constant repetition. Less familiar and more recent, however, is the achievement of broadcasting in selling high-priced products near the thousand dollar class and beyond. Herein is a narrative, elsewhere carried at length in this issue, that sounds almost like fiction, so striking is its lesson to those interested in getting people to buy goods—whether fast-moving or high-priced.

Last year saw makers of upper-bracket commodities almost double their radio budgets on the networks, in some cases the increase amounting to a good deal more than 100%. This advance was not confined to any particular field, but included automobiles, office equipment, radio sets and several recruits from the insurance and finance group. But after all, it’s only one more story in the success edifice that radio is erecting.
ANNING SMITH PRALL

IN THE SEVEN years of radio regulation under Federal Commissions 17 men have served on the old Radio Commission and the new Communications Commission, but there is never has been a commissioner with a legislative turn of mind and a Congressional background. The FCC now has acquired such a person in Annning Smith Prall, of New York, distinguished pamphletsman, Democratic leader, business man, journalist and publisher for nearly two decades.

On Jan. 19, former Congressman Prall, of Staten Island, New York, became Commissioner Prall, chairman of the Broadcast Division of the FCC. On that day he took his oath of office after speedy Senate confirmation of his nomination by President Roosevelt--the only member of the seven-man agency accorded that honor without preliminary interrogation by the Senate.

A dozen years of service in the House by Mr. Prall ended when the new Congress convened Jan. 3. He is a member of the Congressional ranking body which had become a powerful figure in Democratic councils. Among other duties, he had been entrusted with the chairmanship of the important Episcopal Committee, a post requiring infinite diplomacy and the utmost confidence of his colleagues. Mr. Prall has been as a personal and respected friend of the President, and as a man who knows by first name and is known by first name to a vast majority of the 435 House members and by a sizable group in the Senate.

It goes without saying that, besides his other duties at the FCC, Mr. Prall will be the legislative contact of that agency, fitting into a niche never before occupied by a member of the FCC or its predecessor agency. Since broadcasting began, the superficial knowledge of radio evidenced by all but a handful of the members of Congress has been deplored. Members have quoted at length without knowing the difference between a kilowatt and a sunspot cycle. Under the guidance of Mr. Prall, who knows his Congressional ropes and is rapidly acquiring an expert's concept of radio and its ramifications, a transition is in the offing on Capitol Hill.

A sketch of Annning Smith Prall would be incomplete without turning the pages of American history back to peer revolution days. It was in 1763 that the Dutch family Prall settled on Staten Island, N.Y., the fourth family to locate there. His ancestors figured in the barter that will stand as the greatest investment of all time, for they bought from the Indians for blankets. The Prall family has long had a stamp on Staten Island and the present head of the household maintains his home at West New Brighton, N.Y.

Annning Smith Prall was born Sept. 17, 1870, at the ancestral home on Staten Island. His appearance, however, belies his 63 years. He is of medium height, sprightly and athletic appearing. A most pleasant conversationalist, he has an inexhaustible supply of "stories," which operates mines in Pennsylvania and athletic appearing. A most pleasant conversationalist, he has an inexhaustible supply of "stories," which are infectious and abound in wit and point, and often a moral.

He is jovial without being hilarious, and appears boundless in his enthusiasm. Governor N. S. Case, of Rhode Island, for the distinction of being the handsomest member of the FCC.

Son of the assistant treasurer of the Baltimore & Ohio railroad, Annning Prall received his preliminary education in New York public and high schools, as well as in city institutions of higher learning. A flair for writing carried him to the old New York World, where he served as a reporter for several years. From there, he joined the Cosgrove Coal Mining Co., Johnstown, Pa., as the third added to the staff by Leslie Fox, commercial manager, and Harold Waddell, of the orchestral sales division.

LOREN STONE, former of KOMO, Seattle, has joined KOL, Seattle, as special sales representative.

JACK VAN VOLKENBERG, manager of KMOX, St. Louis; Brad Robinson, sales director and a former star football man at the University of Minnesota, and France Laut, sports announcer, were among the radio and TV personalities gathered at the St. Louis Browns at a dinner last month attended by President Herridge of the American League and other baseball notables.

EDWARD PETRY, president of Edward Petry & Co., left New York on Jan. 15 on a trip through the South and Middle West. He plans to vacation in Miami for a few days.

SAM PICKARD, CBS vice president and his family, left for Miami Beach Jan. 20 for an indeterminate stay. Mr. and Mrs. Pickard are operating from the station's studio on Atlantic Beach in order to be near their injured son, who was hospitalized for an automobile accident recently.

YATE LORD, manager of WAVE, New Orleans, has been laid up with an attack of the flu.

HERB SHERMAN, general sales manager, WWJ, Chicago, Pitts. & WNY, announces the addition of A. C. Hanson to the New York office.

RALPH NORDBERG is back on the WWJ, Chicago, sales force after a year's absence.

DIETRICH DIRKS, general manager of KFAB and KYK, Lincoln, and executive producer for KOL and KFAB, received a congratulatory card from station manager at WAIU, Columbus, Ohio; Charles S. Bailey, commercial manager of KYK; and J. Alford Loven, of KXNO, Lincoln, congratulating him on his promotion to general manager of the station.

BURT LOTTIDGE, commercial manager for KOMO, Seattle, has been appointed to the new position of sales manager for all promotions during the middle of January when they met unexpectedly in Chicago at the offices of KPNO, Los Angeles, and WOR, New York, station representatives.

BART PHELPS has been appointed sales manager of KHEJ, Los Angeles, succeeding Arthur J. Kem, resigned. Mr. Phelps has been associated with KPNO, Los Angeles, and with KPNO, Chicago, and with KPNO, Chicago, and is also resigned, and his work is being taken over by Scott Perkins, production manager.

DON E. HILMER, NBC vice president in charge of western division, has been elected vice president of the San Francisco Junior Chamber of Commerce.

E. R. SPRINGER, formerly account executive for KYA, San Francisco, has been named general manager of KROW in the same city. E. Andrew Barrymore is also a new addition to the management staff. He was formerly associated with KJJS, San Francisco.

GENE HUSE, operator of WJAG, Springfield, Mass., was formerly associated with the Norfolk Daily News, sailed Jan. 24, on the freighter "Pietro Costa Rico on a vacation trip.

ENGAGEMENT of John F. Roch, of the CBS Publicity Department in New York, and Miss Mary Marroca, of Rome, Italy, who were married Dec. 17, 1934, in Rome, Italy, was announced to Dr. and Mrs. T. S. McDermott, of New York City. Miss McDermott, a graduate of Mawr College, was on a trip to France before taking charge of Trade News in Rome, Italy, and was married almost two years ago. She will give up her duties, and the wedding ceremony will be held March 2.

LYNN WICHEL, formerly of KEX, San Francisco, has been appointed manager of KMAK, Chicago, Illinois. He will be joined by a branch office there. Other branches will also be opened in London and other parts of Europe.

HENRY PEARSON and Herbert Goldsmith have joined the commercial staff of WCAU, Pittsburgh.
HAL BURNETT, of the CBS Chicago publicity department, has resigned to take over the insurance brokerage business of his father, Henry C. Burnett, who died Jan. 5. Burnett joined Columbia in the fall of 1933 as night editor of the western bureau of Columbia News Service and was later transferred to the publicity department in charge of special features.

HOWARD T. KEEGAN, former program manager of WCFL, Chicago, is now a member of the Chicago NBC production staff, where he succeeds Joseph T. Ainey, who has joined Erwin, Wasey & Co., Chicago, as a member of the agency's radio department. Ed SIMS, formerly of WKBC, Birmingham, and other stations, is announcer on the "Sports Parade" of WCBS, Albany, Ga.

RALPH HIRATT, formerly with WLW, Cincinnati, and John Mathae, formerly writer and actor with Paramount Pictures and with WKW, St. Louis, have joined the continuity staff of KJNO, St. Louis.

ELSIE BURNER, publicity woman of KMTR, Hollywood, late in January was promoted to program manager.

MISS KATHLEEN GORDON has resigned from the position of music librarian at WOR, Newark, to join McCam-Pickhock Inc., as assistant to the director of music, Joseph Benke. She is succeeded at WOR by her former assistant, Miss Mary Murray.

ROBERT L. STEING, NBC production and sound effects man, will join the production staff of WOR, Newark. Feb. 1, from the University of Kentucky, and has been a member of the production staffs of KVOO, Tulsa and WHIC, Hartford.

Booke Carter at Work

QUITE candid is this picture of Booke Carter, CBS news commentator, puzzling a bit over his comment on the Hauptmann trial. As shown in his hotel room in Flemington, N. J., typing out one of his eye-witness accounts. Hands of the wrist-watch are at 7:25 and his grammar, coming from a microphone in the hotel room, is broadcast 7:45-8 p.m.

MEREDITH WILSON, general musical director of NBC's western division, San Francisco, closed 1934 with 122 arrangements and 15 original compositions, three of which have been published.

ROBERT THOIT, who has handled presidential broadcasts for CBS for the last few years, and who recently was transferred to the New York staff of the network, has been assigned to handle feature events under Paul White. He has been broadcasting the Press-Radio Bureau news reports.

GEORGE CASE, staff announcer of WBPE, Cincinnati, is preparing several of his own programs, sponsored locally.

CHARLES SIEBECK, formerly chief announcer of WLTW, Brooklyn, has joined the staff of W2XR, New Jersey's high fidelity station on 1550 kc, operated by John V. L. Hogan on Long Island City.

JOSEPH HORNICK has been named conductor of the Women's Magazine of the Air, broadcast over 10 West Coast stations of the NBC-KPO network. Hornick also will announce occasionally.

JACK HARRIS, sports announcer and continuity writer of WSM, Nashville, has returned from Peoria, Ill., where he announced an industrial film for Midwestern Film Co.

MEL LEWON, former chief engineer of KMPF, Beverly Hills, Cal., is due here for a new free lanceing as an announcer, on Jan. 10 became publicity manager for KFAC-KFVD, Los Angeles. Lucile Blumore has joined the publicity department.

WREN is producing profitable results for scores of different types of businesses. With known results achieved by WREN to guide your selection of the radio station in your City territory—why experiment? "A bird in the hand is worth two in the bush." WREN is the bird you're looking for.

WREN

VERNON H. SMITH
Manager

GREG, BLAIR & SPIGHT, Inc.
National Representatives

NEW YORK - CHICAGO
SAN FRANCISCO - LOS ANGELES
DETROIT

5,000 Watts

PRODUCES RESULTS

BY "BETTER BROADCASTING"

NABC Affiliate
WPTF Radio Co.
Member NAB

RALEIGH, N. C.

W. M. ELLSWORTH
Radio Talent and Entertainment Manager

Can fill any order—radio or film talent.

GRANT MAXWELL, production manager of KTB, San Francisco, has resigned to tour the Far East as stage director of Wilbur Enterprises. Max Dix, formerly announcer for KROW, Oakland, has moved to KTAU, F. C. Chamberlin, formerly with the Weber Community Theater, Ogden, Utah, has joined KROW as continuity writer and announcer.

THE FIRM of Collier, Weber & Todd, Inc., has been formed, with offices in California at Bank Bldg, Beverly Hills, Cal., to handle radio and film talent.

NORMAN DICKEN has been appointed production manager of WINS, New York. He has been assistant program manager for WTAM, program and production manager of WFLA, and was for several seasons producing with Guy Lombardo's orchestra.

SAM SLATE left the press department of CBS, New York, Jan. 21 to join the International Business Machines Co. house organ.

ALAN TRENCH, announcer at WCAE, Pittsburgh, has been named publicity director succeeding Frank Shalley, transferred to WFLA, Baltimore.

RUSS JOHNSTON, continuity writer in the Hollywood office of the Radio Transcription Co., America, has joined the announcing staff of KFJF, Los Angeles, for the night shift. He will continue his transcription work.

HARRY W. BETTERIDGE, formerly of WEEJ, Michigan, has joined the announcing staff of WMBD in Peoria. A new addition to the program department of WMBD, is Clair Hull, production man, who has appeared in vaudeville for several years with his own orchestra.

BYRUS SAAM, who handled Chevrolet's Southwest football broadcast over SBS network, has joined the announcing staff of KTAT, SBS key station.

"BUDDY" LA ROUX, the "Lonely Troubador" of KFAC, Los Angeles, is now remote control announcer for the Station. Harry has joined the staff as publicity assistant.

HAROLD HELVENSTON, for the past eight months in charge of dramatic productions for KRC, San Francisco, has resigned to become stage director and designer of the Alcazar Theater, San Francisco.

JACK STROCK, who resigned from KXO, Long Beach, Cal., late in December, has joined KMTR, Hollywood.

ROBERT SWAN, former chief announcer at KFJ, Los Angeles, was appointed assistant in the program department of KMPC, Beverly Hills, Cal.

J. E. "DINTY" DOYLE, radio editor of the Oakland (Cal.) Post-Enquirer, has taken a leave of absence and is Eastward bound. Paul Nathan is acting radio editor during Doyle's absence.

TED WEBBE has resigned the announcing staff of WNEW, New York. Mack Millar has been appointed publicity director.

GORDON MORRISON has joined the announcing staff of KRE, Berkeley, Cal.

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February 1, 1935 · BROADCASTING
IN THE CONTROL ROOM

JAMES A. CHAPPELL, inspector in charge of the Los Angeles Field Service office of the FCC, was transferred to the San Francisco office Feb. 1, assigned to the staff of the 12th district. The 11th district, Los Angeles, will be in charge of Bernard H. Linden, who was transferred from San Francisco on Feb. 1. Mr. ChapPELL, who was in the Los Angeles area for several years, first with the Dept. of Commerce radio division, later the Federal Radio Commission and finally FCC, was tendered a farewell party Jan. 19, at the quarterly meeting of the Federation of Radio Clubs of the Southwest, Pacific division, with the San Fernando Valley Radio Club acting as the host.

E. H. L. LEE, formerly of the FCC engineering department, has been transferred to Detroit as inspector of the field force branch. M. K. Kumin, formerly in charge of the FCC office in Buffalo, has joined Radio World as technical editor.

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 reliability...with a service that is second to none.

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

Commercial Cables

All American Cables

Mackay Radio
The Business of Broadcasting

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

STATION ACCOUNTS

sp—studio programs
r—transcriptions
rd—recording announcements
rs—transcription announcements

KNX, Hollywood
Reid, Murdoch & Co., Chicago (Monarch food), daily sa, thru Roy Alden & Associates, Los Angeles.
Chevrolet Motor Co., Detroit (automobiles), 3 daily sa, thru Campbell-Ewald Co., Detroit.
Chicago School of Music, Chicago, daily sa, thru Heath-Search Inc., Chicago.

Love Charm Inc., St. Louis (Bernard cosmetics), 2 daily sa, thru Himler V. Swenson Co., St. Louis.
Hansen's Chr. Lab., Inc. (Littles Falls, N. Y. (junket), 3 weekly sa, thru Mid-Atlantic Advertising Co., Chicago.
Sears, Roebuck & Co., Chicago (Johnny Muskat), weekly sa, thru Neisser-Meyerhof Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly t, thru Wade Advertising Agency, Chicago.


Carleton & Hovey Co., Lowell, Mass. (Father John's message), 2 weekly sa, thru John W. Queen, Boston.
E. Fougera & Co., New York (Vapex), 2 weekly t, thru Small, Klepper & Seiffer Inc., N. Y.

KTM, Los Angeles
Tarsana Mineral Water Co., Los Angeles, 2 weekly sp, direct.

KG0, San Francisco

Horlicks Malted Milk Corp., Racine, Wis., weekly t, thru Lord & Thomas, Chicago.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly t, thru Walter Biddick Co., Chicago.


MBJ Co., San Francisco (Coffee), 2 weekly sp, thru Lord & Thomas, San Francisco.

KDKA, Pittsburgh
Love Charm Inc., St. Louis (Bernard perfume), 2 weekly sa, thru Himler V. Swenson Co., St. Louis.
Hansen's Chr. Lab., Inc. (Littles Falls, N. Y. (junket), 3 weekly sa, thru Mid-Atlantic Advertising Co., Chicago.

Sears, Roebuck & Co., Chicago (Johnny Muskat), weekly sa, thru Neisser-Meyerhof Inc., Chicago.

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E. Fougera & Co., New York (Vapex), 2 weekly t, thru Small, Klepper & Seiffer Inc., N. Y.

WHAM, Rochester, N. Y.
Secomy-Vacuum Oil Co., Inc., New York, 2 weekly sp, thru J. Stirling Greer, Rochester.
Richfield Oil Corp. of N. Y., 25 t, thru Fletcher & Ellis, Inc., N. Y.


Benjamin Moore & Co., New York (paint), weekly sp, direct.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly t, thru Wade Advertising Agency, Chicago.


American Molasses Co., New York (Grandma's molasses), weekly sp, thru Chas. W. Hoyt Co., Inc., N. Y.

KPRC, San Francisco
Stanco, Inc., New York (Nujol), 2 weekly t, thru McCann-Erickson Inc., N. Y.

Kolynos Co., Inc., New Haven, Conn. (toothpaste), 5 weekly t, thru Blackett-Sample-Hummert Inc., N. Y.

Procter & Gamble Co., Cincinnati (Getwell Inc.), N. Y. (Cocktail), weekly t, thru Blackman Co., N. Y.

Ironized Yeast Co., Atlanta (yeast), 2 weekly t, thru Ruthrauff & Ryan, Inc., N. Y.

WKRC, Cincinnati

Chrysler Sales Corp., Detroit (automobiles), 2 daily t, thru Ruthrauff & Ryan Inc., N. Y.

Carter Medicine Co., New York (pills), 3 weekly t, thru H. II. Good Advertising Co., N. Y.

WDBJ, Roanoke, Va.


Chrysler Sales Corp., Detroit (Dodge automobiles), weekly t, thru Ruthrauff & Ryan Inc., N. Y.

WIT, Charlotte, N. C.

Dollar Crystal Co., Omaha, Neb. (Teaberry gum), 12 weekly sa, direct.

General Mills Inc., Minneapolis (Bisquick), 5 weekly t, thru Blackett-Sample-Hummert Inc., Chicago.

Crate & Gage Co., New York (Mayo suits), 18 weekly sa, direct.

Olson Rug Co., Chicago (Olson's rugs), 6 weekly sa, thru Philip O. Palmer & Co., Chicago.


Sinnamon Bros., Inc., New Orleans, Raisin Bran, 6 weekly t, thru Buchanan-Thomas Advertising Co., Detroit.


WGAR, Cleveland
Stanco Inc., New York (Nujol), 2 weekly t, thru McCann-Erickson Inc., N. Y.

Smith Brothers, Poughkeepsie, N. Y. (Coca-Cola), thru John Neisser, thermometer, Tacher & Sheldon Inc., N. Y.

General Motors Corp., Detroit (automobiles), 15 sa, thru Campbell-Berl & Co., Detroit.

Chrysler Sales Corp., Detroit (Dodge automobiles), 2 daily t, thru Ruthrauff & Ryan Inc., N. Y.

Love Charm Inc., St. Louis (cosmetics), weekly t, thru Himler V. Swenson Co., Chicago.

Knox Co., St. Louis (Cystex), weekly t, thru Dillon & Kirk, Kansas City.

WIP, Philadelphia

Carboy Code Distributors, New York (M&B), 6 weekly sa, thru Redfield-Coupe Inc., N. Y.

General Baking Co., N. Y. (Bong bread), 5 weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.


WOB, Newark
Borden Co., New York (ice cream), weekly sp, thru Pedler & Ryan Inc., N. Y.

Hearst Department Stores, Inc., New York, sp (Hearns International Liquor Revue), direct.


KIDO, Boise, Idaho

Carter Medicine Co., New York (Carter's pilus), 5 weekly t, thru H. II. Good Advertising Co., N. Y.


WTMJ, Milwaukee
Chrysler Sales Corp., Detroit (automobiles), 2 daily t, thru Ruthrauff & Ryan Inc., N. Y.

Smith Bros. & Poughkeepsie, N. Y. (tough drops), 3 weekly sa, thru John Neisser, thermometer, Tacher & Sheldon Inc., N. Y.

WNEW, Newark
Texas Crystal Co., New York (Texas crystal), 5 weekly sp, direct.

SMALLER COST PER HOME—In the last five years the cost of reaching each 1000 radio homes has decreased from 69 to 51 cents, according to CBS statistics illustrated here. (See article on new CBS rate card.)


Wyeth Chemical Co., New York (jad salts), on Feb. 4 starts "Mrs. Wigg's of the Cabbage Patch" on 8 CBS stations, Mondays thru Fridays, 10:45-11:00 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Amercian Home Products Corp., New York (remedies) on Feb. 4 starts "Easy Aces" on 21 NBC-WCAF stations, Mondays thru Wednesdays, 7:30-7:45 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.


Mohawk Carpet Mills, Amsterdam, N. Y., on Feb. 3 starts "Five Star Jones" on 16 CBS stations, coast-to-coast, Mondays thru Fridays, 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

J. L. Prescott Co., Passaic, N. J. (ozone cleaner), on Feb. 10 starts Jack Fulton orchestra on 11 CBS stations, Mondays thru Fridays, 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Standard Brands Inc., New York (gelatin & tea) on Jan. 2 started "The Tender Leaf Tea Program" on 38 NBC-WCAF stations, Wednesdays, 8:30 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Standard Brands Inc., New York (Fleischmann's Yeast), on Jan. 6 renewed "The Fleischmann Hour" on 32 NBC-WCAF stations, Thursdays, 8:45 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Sterling Products Inc., New York (Bayer Aspirin, Dr. Lyon's powder) on Jan. 20 renewed on 50 NBC-WCAF stations, "Manhattan Merry-Go-Round" Sundays, 9:30-10 p.m. and "American Album of Familiar Music," Sundays, 3:30-10 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

H. J. Heinz Co., Pittsburgh (food) on Jan. 21 started Josephine Gibson and music on 44 NBC-WCAF stations, Mondays, Wednesdays, Fridays, 10:15 a.m., with repeats at 12:15-12:30 p.m. Agency: Maxon Inc., Detroit.

Procter & Gamble Co., Cincinnati (Camay soap), on Jan. 14 renewed "Cameo Trux" on 40 NBC-WCAF stations, Mondays, Wednesdays, Thursdays, 3:30-3:45 p.m. Agency: Pedlar & Ryan Inc., N. Y.

S. Gumpert Co. Inc., Brooklyn (desserts), on Jan. 16 started "Aurice, the Voice of Romance" on 4 CBS stations, Wednesdays, 10:03-10:15 a.m. Agency: Rose-Martin Inc., N. Y.

Studebaker Sakes Corp., America, South Bend, Ind. (automobiles) on Feb. 2 renewed Richard Humber orchestra on 43 CBS stations, coast-to-coast, Saturdays 9:30-10 p.m. Agency: Roche, Williams & Cunningham Inc., Chicago.

Standard Brands Inc., New York (Chase & Sanborn coffee), on Jan. 6 renewed "Chase & Sanborn Opera Guild" on 52 NBC-WCAF stations, Sundays, 8:45 p.m. Agency: J. Walter Thompson Co., N. Y.

Standard Brands Inc., New York (Fleischmann's Yeast), on Jan. 3 renewed "The Fleischmann Hour" on 32 NBC-WCAF stations, Thursdays, 8:45 p.m. Agency: J. Walter Thompson Co., N. Y.

J. A. Folger & Co., San Francisco, Calif. (coffee), on Jan. 5 started "Lee S. Roberts & His Old Memory Box" on 5 NBC-KPO stations, Tuesdays, Thursdays, Saturdays, 7:45-8:00 a.m. Agency: J. Walter Thompson Co., N. Y.

General Petroleum Corp., California on Jan. 31 renewed "Mobile Magazine" on Don Lee-CBS network, Mondays, 7:45-8:30 p.m. Agency: Smith & Drum Inc., Los Angeles.

Rocket Oil Co., Los Angeles, on Jan. 7 renewed "Unsolved Mysteries" on Don Lee-CBS network, Mondays, 7:45-8:30 p.m. Agency: Beaumont & Holman, Los Angeles.

Pacific Coast Dodge Dealers (automobiles), on Dec. 29 started "DSS Club" on Don Lee-CBS network, Tuesdays and Thursdays, 4:45-5:45 p.m. Agency: Ryan Inc., N. Y.

Sussman, Womiser & Co., San Francisco (S & W coffee), on Dec. 23 renewed "Raymond Page Presents" on Don Lee-CBS network, Sundays, 7:30-8:00 p.m. Agency: W. Vincent Leahy Advertising Agency, San Francisco.

W.O.K.O. was also broadcast on Columbia Network.

W.O.K.O. & W.O.K.R. were sold to Basic Communications, Inc.

Approximately 1/2 Million Coverage

WOOK-AM

BASIC COLUMBIA OUTLET

COVERS

Albany

Troy

Schenectady

New York

Chicago

Los Angeles

February 1, 1955 - BROADCASTING
WASHINGTON Office
CAMPBELL-EWALD Co. on Jan. 22 opened a new branch office in the Transportation Bldg., Washing-
ton D. C., offering complete agency service, following a visit to that city by Henry T. Ewald, of Detroit, president of the agency. Robert C. Davers, vice president, is in charge. The Washington branch will service the Chesapeake & Ohio account, big radio user, among others.

Code Meeting Feb. 7
A MEETING of the Code Authority for the Radio Broadcasting Industry has been called for Feb. 7 by James W. Baldwin, executive officer. No agenda for the session was disclosed. The last meeting was held in November, at which a number of amendments to the trade practice provisions of the code were recommended, and presented to the NIRA, only to be withdrawn after protests had been received. Of significance in connection with the matter is the fact that the National Broadcasting Company, of its own accord, has decided to opt out of the NIRA, expires June 16, and no definite provisions have yet been made for legislation to continue the organization and the NIRA rules. If present, fixing provisions of the code are eliminated, a question being considered at NIRA, there is sentiment within the industry for rejection of the entire code.

WWNC
Operated By The
Citizen Broadcasting Company, Inc.
ASHEVILLE, N. C.
Flash No. 2
A new equipment that assures quality reception. Quality reception that assures eager listener interest. Eager listener-interest that assures exceptional listener response!

Clear Channel
N. B. C.
NETWORK
SEATTLE
WASHINGTON

5,000 WATTS

Beginning The New Year With Six Hours of New Commercial Programs.

The Station With The Most Business Is Generally The Best Buy

For information consult
Edward Petry & Co., Inc.
New York
Chicago
Detroit
San Francisco

A NEW 100-watt station for Clarksdale, Miss., WCMN, and one for Dorado, Ark., were authorized Jan. 15 by the FCC Broadcast Division. The former, licensed to Attalla Broadcasting Corp., is permitted to 1210 kc., unlimited time and the Arkansas station, KELD, 1370 kc., unlimited time. The latter is licensed to T. H. Burton.

AGENCIES AND REPRESENTATIVES

EDWARD PETRY & CO., national advertising agency, and Bell & Howell, Inc., have acquired the WMSA, Springfield, Mass., and WADF, Lawrence, Mass., stations. Mrs. Co., Boston, have represented the Yankee Network, the Petry organiza-
tion, to increase the number of stations in the national field, namely, WMAQ, WBAQ, WEAN, WICO, WDAT and WCAP.

KTLA, Tulsa, Okla., has appointed Free & Steineiger, Inc., as national representatives. Manager William C. Hambright was announced Jan. 22 on the occasion of the station's first anniversary.

PHOEBE ELKINS, director of the Magazine of the Air at WIP, Phila-
delphia, has organized the Elkins Advertising Agency in that city.

N. W. AYER & Son, Inc., has moved its Chicago office to 133 South LaSalle St.

J. J. DICKLEY, head of the radio department in the Los Angeles office of Emil Brisacher & Staff, has resigned to free lance.

ARTHUR FARLOW, resident manager of the Wowaon Broadcasting Co., at Buenos Aires, Argentina, has been transferred to the West Coast division, thereby leaving the Los Angeles and San Francisco offices. Jack Thompson, an executive of both the Burns and Allen program, went to New York in January on a talent scouting expedition. Stanley Holt of the New York office is in assisting in production of the program for several stations in the Coast division.

STELLEK-MIKKAR Agency, Los Angeles, formerly Millar Advertising Agency, has moved to the River-Styne building. Otto Steller and Mrs. Eilen Millar are the owners. C. L. Young, formerly with the Millar Agency, is occupying the former quarters at 620 West Thirtieth St., under the title of C. L. Young and Associates.

E. E. ALBERTSON, associate partner of Albertson-Kemper Co., San Fran-
cisco, was away from his desk several weeks due to illness. He plans to return shortly.

LOUIS W. McDAMBRO, former producer for the Paul Asch shows, has been named manager of the radio department of Scott's Dial Piano Co., Los Angeles. The agency has moved to 650 S. Grand Ave.

HET MANHEIM, Hollywood film publicity man, has been named assistant to the president of Gardner Advertising Agency, St. Louis.

WALLIN & BARKSDALE, Los Angeles radio advertising agency, has been dissolved as a partnership. I. F. Wallin, Jr., will continue the business as general manager with Carlton Barksdale entering other fields.

C. WENDEL MUECHI & Co., Chicago agency, formerly occupying a half floor of the Newberry building, has expanded to occupy the entire floor.

EMIL BRISACHER, president of Emil Brisacher & Staff, San Francisco, is making a tour of the East making a survey of advertising and business. He is also assisting the agency's convention party, which is leaving and will return to San Francisco Feb. 8.

RADIO ADVERTISERS

I. A. HIRSCHMANN, since 1926 advertising director of Lord & Taylor, New York Department store, and producer of radio advertising in the retail field, has been named advertising manager of House of Horne, Inc., Chicago.

R. J. NEWMAN has been named to succeed Mac Harlan, resigned, as advertising manager of House of Fordham of Household Fin-
ance Corp., Chicago.

RUNKEL BROS., Inc., New York (Rum & Coca) has named Topping & Co., New York, to handle its advertising.

ARTHUR A. GATTO has been named advertising manager of Louis K. Lig-
nett Co., New York.

CROSLEY RADIO Corp., Cincinnati, has named Ralph H. Jones Co., Cin-
cinnati, to handle advertising of its radio division.

NORTHLAND SKI MFG. Co., St. Paul, is placing its advertising, includ-
ing radio, through Erwin, Wasey & Co., Minneapolis.

MONTGOMERY WARD & Co., Chi-
cago, which started Immortal Dramas Jan. 1, announces the addition of the NBC broadcast network, is placing the account through Hays MacFarland & Co., Chicago, and is in the process of selecting a man as incorrectly stated in the Jan. 15 issue.

HAMLIN'S WIZARD OIL Co., Chi-
cago, has named to succeed Me-
ment & Homan, Chicago, to handle its advertising.

MACULITE, Inc., Buffalo (santiago cement) has appointed Tracy-Locke-
Jawson, Inc., New York, to handle its account, which now includes radio.

WAGNER ELECTRIC Corp., St. Louis, has appointed Hugh R. French, Inc., St. Louis, to handle its account.

NUSHEEN, Inc., New York (hair tonics) has appointed J. Dresner Agency, New York, to handle its advertising.

CONSOLIDATED BY PRODUCE
Co., Philadelphia (dog food) has placed its advertising through Walter S. Cahall Advertising Agency, Philadelphia.

L. R. HAWLEY has been named advertising manager of the Quaker Oats Co., Chicago.

KENNETH ABBINGTON, continually writer at WTMJ, Milwaukee, has been named advertising manager of Na-
tional Baking Co., Omaha.

NAB State Groups
FIVE state committees, functioning as state units of the NAB, now have been formed, Philip G. Lotsucks, NAB managing director, announced Jan. 24 upon his return from the first leg of a planned nationwide trip for this purpose. He plans to depart again early in February, travelling through New England. Chairman of the newly formed committees are Harold Wheeleohan, WSBM, Louisiana; S. Gordon Persons, WRAF, Alabama; Harry Stone, WSTM, Tennessee; R. Wilson, WOKY, Kentucky; chairman. Har-
old Smith, WOKO, New York.

CONTRARY to reports published widely in this country, the French government has banned radio advertising only from its own government-operated radio stations, notably from Radio Paris, Paris LTT and Eiffel Tower. Private sta-
tions are not affected by the edict.
NEW Hollywood mystery serial 

died The Shadow, written by John 

gene Hasty, and featuring Carl 

Bornko, veteran stage and screen 

acter, is being cut by MacGregor & 

ile in San Francisco, Calif. We will 

be heard in two other MacGregor 

Solie features, Fe Zeb, which stars 

Ace Pearl and Williams M. 

ight, and The Black Ghost, another 

ystery serial, now being produced.

AMAR Recording Systems, Inc., 

wood, has purchased out of the hands of Rita Gulick, who has been 

recording manager of the 

m. The holdings of Frank Mar 

nallies and associates were taken over 

Miss Gulick.

ADIO Recorders, Inc., was formed 

January with quarters established at 606 North Bronson Ave, Hollywood. 

m is composed of Lew Winston, in 

m years a Los Angeles talent 

ager, and "Shang" Winters, former a technician with Recordings, Inc.

rganization expects to do 

dition discs, transcriptions and per 

nal recordings.

DGR RICE BURROUGHS, Inc., 

completed production of two serial 

tartan and the Diamond of 

her at the studios in Tarzana, Cal. 

ill be followed by a second serial 

th with two-thirds of the 39 quarter-hour 

pts already written.

B.B. Sydney. Australia, has purchased 


llon & Kirk, Kansas City agency, has 

aced the exclusive license to Air for Knox Co., Kansas City (Systex) on the station for 52 weeks.

SECOND series of Radio Short 

story, The Air is at Noon, will be in 

duction on Feb. 1 at Earshad Radio 

uctions, Los Angeles.

ADIO PROGRAM SYNDICATE, recently formed 

cription firm in Hollywood, is producing a three 

ith nine stations contracting for the 

ales are Home, Secret 

re The Life of P. T. Barnum and Life 

raham Lincoln. All were written 

Edgar Lynn. The Lincoln series is 

ven over KNRI, Hollywood, several 

ths ago.

NEW SERIES of Do You Believe 

Ghosts?, produced by MacGregor & 

ille Inc., San Francisco, has been 

licated. The serial is broadcast in 1minute episodes, each a complete story 

 itself.

ETER P. DECKER, on the sales 

aff of the Olesen Sound Studios, 

ollwood, has been appointed sales 

ager. He was with Columbia 

aphon Co. in New York for 15 

ars.

**EQUIPMENT**

TO TEST Western Electric broadcast equipment on the frequencies 500, 900 

2,100 kc, operating with 2,000 

atts after-midnight only, the Bell 

atories has applied to the FCC 

ard division for special experi 

mental licenses covering such tests 

to be conducted at Whippany, N.J.

WGAR, Cleveland, has completed the 

following installations under the direc 

tion of chief engineer R. Morris 

ierce: New RCA studio selector 

equipment in the offices and audition 

oms; complete installation of high 

level switching, every studio a complete 

mum; the heating system, for opening 

rcupation, is self-supporting.

A NEW self-supporting radiato 490 

ths high has been installed on Harbo 

Island for KOL, Seattle, by Interna 

al Stacy Co., Columbus, O. An 

matic 5000-watt crystal-controlled, 

% modulated transmitter has been 

alled.

A NEW RCA 5000-watt transmitter 

has been installed by KG W, Portland, 

re, recently granted an increase to 

000 watts. A new transmitter has been 

alled.

NEW equipment for KIDO, Boise, 

ho, following an increase to 2500 

atts daytime, has been purchased from the Swayne Radio Co., Spokane.

THE vertical radiator at XXX, 

lywood, is nearing its 300-foot peak and station engineers believe it will be the 

tldest self-supporting antenna in the 

ation. K. G. Ornstein, chief tech 

ician, is supervising the construction.

A NEW day time station, KHSI, 

Chico, Calif., on 550 kc. with 250 

atts, has been authorized by the 

 FCC in granting the application of 

old Empire Broadcasting Co. Ltd. 

ees of the organization are 

W. I. Schneid, Wyndy R. 

is and Harold Smithson.

**NEW YORK WORLD-TELEGRAM**

**"Bowes Wins Air Honors"**

Weekly Amateur Hour Viewed as Best Program of Year's Entertainment.

As 1934's radio achievements are passed in review, credit for the outstanding one certainly must be awarded Major Bowes. His weekly amateur hour is the year's best program, the only 1934 innovation in radio entertainment and it has given WHN the largest radio audience in town Tuesday nights.”

EARL E. GRIFFIN, vice-president and 

chief engineer of the Universal 

phone Co., Inglewood, Calif., has 

given a class A operators license by 

 FCC with call letters of W6BMP 

new 100-watt amateur station. 

It will be erected on top of three story 

brience building in Inglewood with 

lighting precautions for towers 

cause of proximity to Los Angeles 

unicipal airport at Mines Field.

WCFL, Chicago, will dedicate its 5000 

volt high-fidelity RCA trans 

mitter March 2. It is being installed 

 a transmitter house near 

ummers Grove, III., 20 miles from the 

oop. Studio and control room equip 

ment installed three years ago is be 

replaced.

KRKD, Los Angeles, recently granted 

mission by FCC to increase from 

00 to 2500 watts, in January 

eated installation of new technical 

me, with March 15 as the ten 

ative date for dedication of the 

ew transmitter.

THE NEW 250-watt transmitter for 

E, Berkeley, Calif., now being in 

elled, will be ready for use the end of 

bruary, according to Arthur 

Yndom, manager, KRE is now a 

-watter.

TWO NBC short-wave transmitters 

XL and W3XL, Bound Brook, 

J., have been rebuilt to relay NBC 

grams for rebroadcasting in trans 

antic hookups. Signal strength has 

increased 60%, and higher modu 

tion has been attained.

FRQUENCY of W3XAO, Don Lee 

television station in Los Angeles, was 

changed Jan. 12 from 4,500 to 45,000 

eters. Installation of new radio 

equipment has strengthened signals.

THE TENTH annual convention of 

he Institute of Radio Engineers will 

held in the Hotel Statler, Detroit, 

uly 1, 2 and 3.

**KVI holds key position in TACOMA-SEATTLE Market**

**“Bowes Wins Air Honors”**

Weekly Amateur Hour Viewed as Best Program of Year’s Entertainment.”

As 1934’s radio achievements are passed in review, credit for the outstanding one certainly must be awarded Major Bowes. His weekly amateur hour is the year’s best program, the only 1934 innovation in radio entertainment and it has given WHN the largest radio audience in town Tuesday nights.”

NEW YORK WORLD-TELEGRAM, SATURDAY, DECEMBER 29, 1934.

The amazing leap into popularity of Station WHN, New York, is the “talk of the town.”

Under the able direction of Major Edward Bowes, Station WHN has advanced, during the past few months, to such a position of importance that it should challenge the favorable attention of every ad 

ertiser and advertising agent.

The present WHN rate card presents an unequalled opportunity. We urge you to investigate WHN before completing your 1935 schedules.
**STUDIO NOTES**

"RADIO ROSTRUM," a forum of political economic expression for the CBS audience, was inaugurated Jan. 12 over WJSV, Washington, and the Dixie network, by Senator Byrnes, Democrat of South Carolina.

A SCHEDULE board has been working efficiently for WMJZ, Macon, Ga., where colored stickers are pasted for different types of programs. It is used by the commercial department.

THE NEW WPRO is described in a brochure just published by this Providence, R. I., station. Exhaustive data on coverage are presented.

"TODAY Down the Century" is the title of a twice-weekly series broadcast by WCF, Hollywood, by Union Bank Trust Co., Los Angeles, its first radio venture.

**WBNX**

**MARKS THE SPOT**

**BROADCASTING CENTER**

With 193 English programs and 53 foreign language programs per week WBNX appeals to every nationality that makes up the character of this rich trading area.

**WBNX • WWW**

**Your Georgia Market Is**

**ATLANTA thru WGST**

WSGT, with its largest consistent local radio audience (Ross Federal Survey), offers the lowest cost per listener in the South, and up when you consider that WGST concentrates on this rich concentrated area...the great Atlanta market, classed as the best test market of its size in America.

**1000 WATTS DAY 500 WATTS NIGHT**

Paul H. Raymer, Representative

New York • Chicago • San Francisco

**RADIO STATION REPRESENTATIVES**

WALTER BIDDICK CO.

688 Chambers of Commerce Bldg., Los Angeles

601 Radio Bldg., San Francisco

325 East 60th St., New York

1009 Willis Bldg., Boston

**February 1, 1935 • BROADCASTING**
Advertising Regulations
For Alcoholic Beverages
Are Issued by the FACA

RULES to govern liquor advertising in all media, including radio, promulgated Jan. 17 by the Federal Alcohol Control Administration, forbid "any untrue statement in an advertisement of distilled spirits or wine or products of the brewing industry." According to Director Joseph H. Choate, Jr., they are believed "to embody higher governmental standards for truthful and informative advertising than are in effect for any other class of merchandise."

The regulations forbid statements inconsistent with label statements; statements as to curative or therapeutic effects that are untrue or misleading; misrepresenting place of actual origin; giving impression that product is imported when such is not the case; or misrepresenting the actual producer of the beverage. Use of guarantors or similar words is barred, with certain exceptions, and all statements tending to lead consumers to select a brand of beer on basis of alcoholic content are regarded as misleading. Jurisdiction of FACA does not extend to retailers since there is no retail alcoholic beverage code in force. Distilled spirits and rectifiers are permitted to sell on their products after approval of advertisements by producer.

Richfield Discs
RICHFIELD OIL CO., of California, Los Angeles, sponsors of the "Jimmy Allen" transcriptions series on Pacific coast stations, has started to produce an additional three-minute disc for the same list of stations. World Broadcasting System, Hollywood, will produce the transcriptions which will be in the form of brief interviews with the Richfield "chief of staff." Prominent flying people who were recorded in January include Col. H. H. Arnold, Jimmy James, Jerry Votey, Gladys O'Hernell, Donald Douglas, Curi Squier, Jack Northrup and others. It is expected that Richfield will later extend the use of the new series to its eastern radio program schedule.

SBS network is proud that 8 of its stations out of 12 markets covered are also CBS affiliates!

...This guarantee of Columbia program excellence gives double assurance that the majority of Southwestern radio homes are regularly tuned to SBS Stations! ...

And SBS makes no apologies for its non-Columbia Stations! Three of them have no local-station competition—and the other is a "bear cat" that handles competition without national chain affiliations!

...Big talk from a cocky youngster? Just make us prove it!
WBS Revises Compensation Method

(Continued from page 11)

The law of diminishing returns, stated backwards, becomes the law of increasing returns: The more closely you concentrate your advertising to the heart of your real markets, the more results you get per dollar spent. . . . WAVE Cleveland, for example, isLouisville trading area at the minimum of cost. 

2,000,000 of our 917,000 prime time listeners live practically within sight of four towers. Distance "bounds" in Mexico and Canada may listen-in sometimes, but it's at their own expense. . . . N. B. C.

An OLD LAW—BACKWARDS!

station representatives and WBS a definite increase in the use of the daily program service by regional and national advertisers can conti-

One ma-representative dismissed as a result of the trend toward greater understand- ing between WBS and station representatives which is made possible by WBS' new contractual rela-

tions with stations, as exemplified by the mutually satisfactory working arrangement already agreed upon by WBS and Free and Stei-

ninger, Inc., with the hearty en-

dorsement of the stations repre-

sented by the latter organization.

(Continued from page 11)

Spot Broadcasting

The situation has changed. Agen-

cies need only pick up the phone to book Coast-to-Coast and major 

\( \text{February 1, 1935} \)
CC Will Restrict Departing Officers

Committed by the views expressed by Chairman Wheeler (D.) Montana, and other members of the Senate Investigating Committee, criticizing procedure under which former officials and attorneys of the Radio Commission were permitted to engage in legal practice before it, the FCC at a special meeting Jan. 26 unanimously adopted a resolution which would prohibit any attorney other than a former FCC employee or officer in engaging in such practice, under certain conditions, for two years after leaving its employ. The resolution, offered by Commissioner George Henry Payne, stated that it should preclude former officials or attorneys having an interest in or employed in the FCC organization. The resolution was adopted immediately before the FCC during the hearing. In other words, a lawyer would not be permitted to practice before the FCC immediately after leaving the agency if it were found to be having an interest in the case more than those pending while he was on the FCC staff.

Bilbo Charges

The resolution will become effective 60 days after promulgation. Actual promulgation will not take place until the FCC revised rules and regulations are published. These are now being drafted and will be ready in about two months.

Simultaneously the FCC, at the instance of Commissioner Anning S. Hill, ordered an immediate investigation into charges made by Senator Bilbo (D.), of Mississippi, that Commissioner George H. Hill had engaged improperly in political activity in the Mississippi last fall. Senator Bilbo had testified before the Senate Committee that he knew of no instance in which Mr. Hill had been paid $50 for a vote in favor of S-Senator Stephens, Bilbo's opponent.

Change in Rules

The resolution affecting practice before the FCC, follows in full:

Resolved that when the rules and regulations governing the practice before this Commission are adopted they be included the following paragraphs set forth the effect of previous connection with this Commission:

(a) No former officer or employee of the Federal Communications Commission shall act as attorney or agent, or the employee of an attorney or agent, or shall appear as an officer or employee of an individual, partnership, corporation, in any matter or capacity pending before the Federal Communications Commission during the period of his employment therein within 2 years after the termination of such employment; provided, however, that the foregoing shall not be construed to prevent appearances as witnesses.

(b) This rule shall not apply to persons who have served their terms with the Federal Communications commission prior to 60 days after its effective date.

N American newspaperman, Lester Zifriner, of the United Press, acting as news broadcaster over AQ, Madrid, Spain, which carries 6,000 words of news a day.

When a BAKERY BUYS TIME

RHODE ISLAND—The choice is WPRO

The Bambam Amateur Radio show, sponsored by the New England BAKERY, Southern New England's finest and largest homemade bakery, packs the Metropolitan Theatre with 4000 Bambam roofters every Saturday night . . . and thousands more are regretfully turned away.

This means:

that the BAMBAM bakers use WPRO and SELL MORE BREAD

It also means

that WPRO has at last brought real RADIO SHOWMANSHIP to Rhode Island

1,225,578

Consumers who spend nearly $300,000,000 annually live within WPRO's complete coverage of this second largest New England market.

Write for our illustrated booklet which will tell the whole story.

WPRO 630 Kc.

CHERRY & WEBB

BROADCASTING COMPANY

Providence, R. I.

When a BAKERY BUYS TIME

RHODE ISLAND—The choice is WPRO

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Write for our illustrated booklet which will tell the whole story.

WPRO 630 Kc.

CHERRY & WEBB

BROADCASTING COMPANY

Providence, R. I.

The Forgotten Market

1. In these United States, there are some 38,000,000 men, women and children, who either were born abroad or are of foreign-born parentage.

2. These buyers of all kinds of products represent nearly a third of the total population of the United States.

3. Even if they have become more or less Americanized, they still retain their love for their native music.

4. Don't forget them. Tell them your sales story the modern way—by Radio.

5. Radio is efficient, effective and economical.

6. Ask us to tell you how our Domestic-Foreign Department can help you. We have convincing facts.

7. Our service is flexible and complete. We make our own records in our own recording studio. We can supply first grade talent, in any language, supplemented by a library of some 7,000 of the finest orchestral, band, voice and dramatized recordings.

Broadcasting Abroad, Inc.

29 West 57th Street

New York, N. Y.

FCC Confirmations Opposed

(Continued from page 34)

Several members of the committee objected to his testimony on the ground that it was purely hearsay. Llewellyn declared the official dis- missed papers charged him with Llewellyn's qualification. He was asked if he had ever received a acknowledgment or used a radio station before the investigation of Van Nos- trand.

Recalled to the stand, Col. Brown was grilled on the Van Nos- trand case. He said Van Nostrand had been transferred from Atlanta to New York, with a high reduction in salary, after the charge of accepting a fee for the equip - ment sale had been investigated. Then he was permitted to resign. This provoked questioning and criticisms among committee members, whom he held the view that Van Nos- trand should have been criminally prosecuted.

At the final hearing Jan. 23, the committee heard Commissioner Sykes and Brown and Ben S. Fisher. The latter as former assistant general counsel of the old Radio Com- mission and of the FCC, made the investigation in the Van Nosstrand-Llewellyn case.

Asked by Senator Wheeler about policies as to the rule of stations to be made the investigation, Sykes said that the FCC had no knowledge of the Van Nostrand case because he was at the Madrid radiotelegraph conference during the entire time. This denial elicited an attack from committee members upon the Llewellyn testimony.

As the final witness, Judge Sykes abused the committee by asking the FCC to aid the investigation of WJTL. As to the charge that his son Charles had received an $800 fee for a station action, he denied his son had not participated in the case but that it had been handled by another person in his Jackson, Miss., law firm. Asked by Senator Couzens if his son had not been mentioned before in previous confirmation proceedings, Chairman Sykes said that it had been his former son-in-law, with whom his daughter was divorced, who had once operated a radio news service and magazine.

February 1, 1935 - Broadcasting
Radio as Medium for Retailers

(Continued from page 9)

or set of clubs will be mentioned; or if a fashion show, a comparison between the prices of the originals and copies might be emphasized; or if a cake recipe is given, any mention of associated items would be appropriate.

On dates of interest, such as Halloween, Thanksgiving, Mother's Day, Children's Day, Father's Day, Better Homes Week, Easter, etc., if part of the broadcast theme, suggest certain tie-ups in merchandise offerings. Or local civic, social or sports events, such as opening of the opera, country club, automobile show, local cooking school, garden club activities, parents' and teachers' regional meetings, art exhibits, sports tournaments, football games, festivities of women's clubs or social clubs, and so on, all provide radio copy and suggest merchandise tie-ups.

Of course any store feature of promotional importance, such as Night Life, Toy, Beach or College Shop openings, announcements of movie show openings, fancy or decorator model rooms, contests of all kinds, special services of all kinds, feature attractions or promotional stunts—furnish copy ideas as well as appropriate merchandise items. Thus in a general way the preparation of the continuity and the selection of merchandise items are influenced largely by community and store activities.

According to the experiences of many stores, limited quantity purchases and other specially priced items—frequently called "radio specials"—have proved most successful. These are advertised over the radio only, after the store runs a radio program daily, two or three radio specials a week are considered sufficient. These special prices may vary widely depending on the number chosen for the week. They should have unified advertising and tie-up with a special price ticket labeled "as advertised over the radio" or similar phrase.

A Good Voice

MANY effectively developed retail programs have been ruined because of the unpleasant voice personality of the announcer. I have been with radio executives when auditions were being held on new radio programs. In almost every case the announcers' voices were very impressive. The sense of hearing, however, rebelled against them simply because the announcer in each case could not resist playing the商店.

Prospective store announcers should be subjected to this test: Hold auditions until you hear a voice that is acceptable as the vocal representative of your store.

As a rule in a large city, a great many stores select a person from the advertising department—or from the personal shopping bureau. If neither selection meets the necessary qualifications, engage a "free lance." The personal shopper is perhaps the best internal selection if she passes the audition test. She is sufficiently acquainted with store operations—policies, services, merchandise and storemen. She has already been publicized as associated in a personal way with the store.

Let there be a distinction between what is "written" for paper copy and radio copy. Both, of course, must sell goods, but the latter, a dialogue, must not have the characteristics of material which has already been publicized. If it is elaborately prepared newspaper copy: it must be less restrained, more spontaneous, improvised at times. Let the broadcaster speak, if possible, from notes rather than from wholly prepared copy.

Selection of Station

THE SELECTION of a radio station is recognized as a problem of vital importance. Coverage, radio's equivalent to circulation, is important only insofar as it reaches the greatest number of potentially active customers. Frequently a powerful station is considered the most popular. It commands a far greater percentage of potential listeners who reside in the trade area. If this station has high ratings and a coverage extending far beyond the trade area of the store, its use becomes subject to a comparison with the second station.

In preparing for this, an evaluation of other factors should be considered. First, the station's personality as reflected in the manner of its program presentation. Second, the type of clients and products it advertises. Third, its services to advertisers, billing to build effective programs.

After evaluating all of these factors in selecting a station, the retailer should make a survey in its customers to measure the popularity of the station if plans to use — applying the test, 'most number of respondents within the trade area during or near the planned broadcast period per sales transactions made either by engaging house investigators or through circulation of the customers. 6 cents better still is to telephone several hundred typical customers to discover whether they are listening to the radio at that moment.

What Hours?

ACCORDING to member stores, a well-planned proportion of time for the use of morning hours: the majority of course before 10 o'clock. In selecting the hour, consideration must be given to the possible benefit accruing from listene continuity established by the program.

Sometimes a leading retail store engaged college students to make a house-to-house survey, in interviews to determine what living in certain districts representative of the store's average customer. The purpose of this survey went to learn the attitude of the average consumer toward radio advertising in general, and the store broadcast in particular, and thus to determine the most effective hour and the most effective appeal.

Some of the following valiant facts were discovered: 44% tuned in at 7:30 to 11 a.m., 26% set up at 11 a.m.: 50% have breakfast at 7:30 a.m.; 31% of the husbands leave for work at 8 a.m.; 49% of the children leave for school at 8:30 a.m.; 54% do dishes at 8:30; 8:45 and 9 a.m.; 44% knew who sponsored the station's program. Other important information was discovered which indicated the necessity of changing the store's period, at 11 o'clock, to a time previous to 9 o'clock in order to obtain the best coverage.

Evening Broadcasts

EVENING broadcasts, when used, are usually institutional in character. The program must appeal to the entire family, which requires entertainment and music. Our survey indicates that six to seven o'clock was the most frequent time used for evening broadcasts. Period, later than 7 o'clock were not available due to demand for the air by national advertisers.

Aside from this other than objections held by the average retailer to evening broadcasts: 1. Usuauly twice the cost of morning hours; 2. Retail programs would suffer by comparison with the quality and cost of programs, time commanded and talent used by national advertisers: 3. General entertainment demanded by mixed-sex listeners which makes talent costs too high.

Radio stations today are faced with the vital problem of selling af-
FCC Opposes Class Allocations
(Continued from page 13)

Penn Drops Net Series

ECISION of Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes) to abandon for the time being its radio program following cancellation in January of its NBC contract for "One Man's Family," carried on 32 stations Wednesday nights. The company landed the program highly, in explaining its decision, but stated that "a radio program appealing more specifically to young men and women whose cigarette-buying habits are not definitely formed would be more effective for the production of new cigarette." It is understood that campaigns in other media are also to be terminated.

NAB, in behalf of the industry, repeatedly has opposed such a provision, on the ground that a suspension is just as bad as a revocation, for if a station is suspended for 20 days it is "ruined" anyway.

The final legislative recommendation simply would allow appeals to the courts from suspensions of licenses as well as revocations.

Enlarged Southwest Net
Issues 1935 Rate Card

RATES for its enlarged network of 13 stations, including one alternate, are being sent out by Southwest Broadcasting System, operating in Texas, Oklahoma, Louisiana and Arkansas. The new 1935 rate card lists $1,734 as the hourly charge for its seven basic stations and five supplementary.

The SBS network, with all 18 stations licensed for full-time operation, now offers in its basic group KTAT, Fort Worth; KRLD and WRR, Dallas; KTSA, San Antonio; KTRH, Houston; KXNW, Austin; WACO, WACU, WACV, Austin, all in Texas, and KOMA, Oklahoma City. Stations in the supplementary group include three more Texas stations: KGRS, Anacostia; KGKO, Wichita Falls, and KFDM, Beaumont; and KJLA, Little Rock, Ark., and KWWL, Shreveport, Louisiana.

Eight of the stations also carry CBS features. The SBS network is connected by permanent Postal Telegraph high-fidelity lines and originates programs at 13 points.

Of course you want the

Detroit market

... And CKLW alone is the only Radio Station you need to cover the entire Detroit area.

Then it's

CKLW

you want

Member COLUMBIA Basic Network — 5,000 Watts (1030 kc.) in the center of the dial.

Windsor Offices:
GUARANTY TRUST BLDG.
Phone: 4-1135

Follow the example of DETROIT merchants. CKLW carries more local advertising than any other network station covering the vast Detroit area.

Windsor Offices:
UNION GUARDIAN BLDG.
Phone: 7200
ASCAP Licensing Queried by Court

PENDING decision by Federal Judge John C. Knox, of the Federal District Court for Southern New York, on the government motion that the anti-trust case against the American Society of Composers, Authors & Publishers be stripped of non-musical, property-related activities, with respect to the copyright suit has been stalled. The court heard arguments on this motion Jan. 13, at which time Andrew W. Bennet, special assistant to the Attorney General, and Nathan Burkan, general counsel of ASCAP, appeared.

Of significance during the argument was an observation made by Judge Knox, presiding justice of the court, expressing doubt as to the legality of price-fixing functions of ASCAP. This point is the crux of the Department of Justice suit, which contends that the anti-trust law violation grows out of the fact that ASCAP combines the public performance rights of its composer-members and fixes and maintains the royalties, which, it alleges, is price-fixing.

While Mr. Burkan was presenting his arguments, Judge Knox interposed this observation:

"I believe that the song writer as an individual, is practically helpless unless he can organize. I haven't the slightest doubt that he has a right to organize to protect his rights, but there is a question in my mind whether you can agree on a price to be charged for license privileges." Actual trial of the case has not yet been set by the court, and probably will await decision on the motion to eliminate from the ASCAP answer matter which the government contends is irrelevant, and another motion by ASCAP, opposed by the government, that a commission be appointed by the court to take testimony here and abroad.

NATIONAL RADIO ADVERTISERS KNOW FROM EXPERIENCE THAT THE ONLY EFFECTIVE WAY TO REACH NORTH-WESTERN OHIO'S FERTILE MARKET IS TO USE

Northwestern Ohio's ONLY Radio Station

WSPD
Toledo, Ohio

Spot programs spot $$$'s!

WRVA's roster of "spot program" accounts includes these impressive names, using a total of 9 hours weekly: Storrs Liniment, Alka Seltzer, Warner Brothers, Nucoa, BC Remedy Co., Quaker Oats, Dill's Best, The Knox Co., (Cysters), Aladdin Lamps, Benjamin Moore Paint Co., General Mills' Betty and Bob, and Ford Dealers. WRVA's "spots" must be good!

Just a partial list of National accounts using WSPD:

- Chesterfield
- Elray
- Ford Motor
- Gen. Baking
- Lady Esther
- Pillsbury
- Studebaker
- Vick Chemical
- Phillips Dental
- Campbell Soup
- General Mills
- General Cigar
- Bissell
- Pet Milk
- Walsey Products
- Ame Lead
- Hudson Motor
- Liberty
- Gulf Oil
- Luden's
- Chevrolet
- True Army
- Wrigley
- Bayer Aspirin
- Camel
- Brillo
- Woolsey Soap
- Barbasol
- Shell Oil

WSPD is on the Columbia Basic Network—has a potential market of over 1,000,000 people—and will produce results at an unusually low cost.

New York
Jos. H. McGilllvra
485 Madison Ave.

Chicago
John Ketchwell
230 N. Michigan Ave.

FCC Getting Data On Clear Channel

Listeners in Remote Area Are Sent Questionnaires

SUPPLEMENTING the technical study of clear channels now going on under way to ascertain the stations rendered by high power stations remote listeners, the FCC is canvassing hundreds of the 100,000 residents of rural and agricultural districts.

It was learned at the Engineers Department of the FCC Jan. 3 that 106,000 questionnaires have been dispatched to postmasters in small towns and villages and farmers, the replies being solicited from lists purloined from the Department of Agriculture. In the lists are 24,000 farm points. The questionnaires were whether the farmer was a receiver; its make, model and date of purchase, and the four 10-digit broadcast stations by call letters, together with any comments or reactions on broadcasting an program.

Automatic Recorders

From these replies, the FCC hope to glean information on farm listening habits, the number of radio receivers available in the good by clear channel stations, how important a factor the obsolete reception of clear channel reception and the program likes of the rural resident.

Meanwhile, it was learned that the work is going forward on the matter of technical analysis, upon which FCC will determine future policy in connection with allocations. Automatic recording has been ordered for nine separate locations throughout the country, to record the signal strength of clear channel stations. The work is under the direction of Andrew D. Ring, assistant chief engineer of the FCC, with clear channel stations pre-radiating the costs. In addition, FCC and Bureau of Standards engineers are making independent studies to supplement the observations of the stations.

The study is being made pursuant to the action of the FCC last October authorizing a technical analysis of the broadcast band prior to the deliberation of future policy with respect to clear channels, 40 of which were set aside in 1928 for exclusive use of high power stations during the evening hours, but nine of which have been “broken down” since then through duplicated night-time operation.

It is hoped that the study will be completed by April.

Newspaper Buys Interest

SALE of an interest in WDAY, Inc., operators of WDAY, Fargo, N. D., to the publishers of the Forum, was announced Feb. 19. The reorganized company will have E. C. Reineke, founder of the station, as president, withForum officials holding all other offices. Mr. Reineke will continue as general manager, with Charles G. Burke as commercial manager.

TO FILL IN spare moments at the New York studios of WOR, Newark, Wood Lewis, a boy, writer and weekly radio column for the New York News, a Harlem publication which has a wide circulation in that area.
Clear Channel and Full Time Are Asked by Paulist Fathers

Nine Stations and Five Clear Channels Are Affected By Proposed Change to Accommodate WLWL

CRYSTALLIZING months of discussion and technical analyses, LWL, New York, operated by the Paulist Society of St. Paul the Apostle, has submitted to the FCC a proposal involving a junior reallocation with the object of preserving for itself a full-time assignment on an existing clear channel to replace its present nesharing allotment equivalent to a 10,000 watt output.

Submitted on Jan. 15 in the form a petition, the proposal would affect the assignments of nine New York area stations and five clear channels, two of which would be duplicated if the plan is approved. The petition has been routed by the Broadcast Division to its law and engineering departments for technical study prior to formal consideration.

Legislative Battle

THE PETITION is signed by Rev. John B. Harney, Superior of the Paulist Fathers, who led the campaign during the last session of Congress for class location of broadcasting facilities—labor which resulted in the Congressional action calling upon the FCC to investigate such problems. The letter is addressed to Congress, which is attracted elsewhere in this issue, as based on six weeks of hearings to this very question.

It is more or less an open secret that WLWL, supported by certain educational groups consisting of the American radio station plan a vigorous legislative attack unless WLWL, was awarded full time on a favorable wave and high power. This plan was to include attacks upon the networks and it is understood, broadsides against members of the Senate with the aim of blocking their confirmations by the Senate.

Proposed Changes

FOLLOWING is the Harney proposal for station and frequency shifts, as briefed from the lengthy petition:

WLWL, New York, would shift from present limited time assignment on 1130 kc. clear channel to 10 kc. clear channel, operating with present power of 5,000 watts, with full time.

WWJ, New York (operated by Loyola University) would shift from present full-time clear channel assignment to 500 kc. with 10,000 watts to 810 kc. clear channel, operating full-time simultaneously with WLWL, and with power increase authorized up to 10,000 watts. It would break down its clear channel and the more than half of the station would operate on it at night.

WCCO, Minneapolis, operated by CBS would shift from 810 kc. to 890 kc. clear channel, using present power of 20,000 watts. This is deemed necessary to meet technical requirements regarding interference between stations in different parts of the country, and five clear channels, two of which would be duplicated if the plan is approved.

WFAA, operated by Dallas News and WRAP, operated by Forth Worth Star-Telegram, would now share time with 60,000 watts on the 800 kc. clear channel, would be shifted to 890 kc. clear channel, vacated by WWJ.

WNYC, New York, operated by City of New York as day time station on 810 kc. would be shifted to 1130 kc. clear channel assigned to KSSL.

WCAU Files Complaint Over Wire Restrictions Against Independent Line

WITH THE CLAIM that the tariff of the Bell Telephone Co. of Pennsylvania worked a hardship on the handling of local, national and international broadcasts in its prohibitions against two-way transmission and against the use of facilities of the Keystone Telephone Co., an independent organization, the WCAU Broadcasting Co. of Philadelphia operating WCAU, on Jan. 22 filed a complaint with the FCC declaring this provision to be "unreasonable and unlawful."

The WCAU, which was signed by Leon Levy, president, asserted that the Bell tariff prohibitions prevented broadcasting from remote points that may be equipped with circuits of Keystone and that this caused a needless expense to construct separate Bell circuits, while often the urgency of the broadcast left insufficient time for the installation of Bell wires. It pointed out that the Keystone facilities were often available in such cases and that, as a result of this prohibition, the station had turned over national and international broadcasts to other broadcasting concerns via wire circuit.

The one-way transmission provision was also criticized by WCAU which claimed that it made impossible any remote control points to stand by and pick up cues or information from the studios and that such a situation requires two-way transmission. The Keystone system permitted two-way transmission, it added.

A Soby audience survey will provide FACTS about the radio audience.

Write for complete information and prices.

Benjamin Soby
And Associates
1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

ALICE ABBOTT
Offers You
Feminine

Pittsburgh

Monday through Friday 8:45 to 10:00 A.M., Alice Abbott—"the Friendly Voice" of WCAE—brings to Pittsburgh's housewives the latest innovations in home management. Your sales message delivered on this feature is assured of a sympathetic and appreciative audience.

Write for complete details.

February 1, 1935 • Broadcasting
York City Board of Education. Three times thereafter he was elected its president. He was appointed a commissioner of taxes and assessments for New York on Jan. 1, 1922, and he served on that board with George Henry Payne, now a Republican member of the FCC and vice chairman of the Telegraph Division. All during this service, Mr. Prall was acquainted with Mr. Roosevelt, who afterward became governor.

It was in November, 1923, that Mr. Prall first was elected to Congress. The next term he was re-elected. Then re-election became almost a habit, for he served continuously until the 1933 Congress convened, having declined to run at the last election because he had already been appointed by the President to the old Radio Commission — a post he could not accept immediately because of the pressure of important Congressional business in which he was a vital cog.

During his distinguished career in the House, Rep. Prall was not only chairman of the Democratic Patronage Committee, but also was second ranking member on the important Banking and Currency Committee. The main subcommittee was that charged with legislation having to do with the Reconstruction Finance Corporation. Mr. Prall was its chairman. He handled the Federal deposit insurance legislation in its battle through the House, and was designated several times by the President and party leaders to take charge of important administrative measures, among them the Federal Housing Act, and the Loans to Individuals bill, both highly significant "New Deal" propositions.

For one week in 1932, Mr. Prall served as Speaker of the House. He terms it one of the "greatest thrills of his life."

"Speaker," he explains, "and it was his custom to give certain members a solemn call to the chair for brief periods. Mr. Prall was not the beginning Speaker."

For the 12 years Mr. Prall served in the House, he represented one of the most thickly populated districts in the nation. With a population of nearly 300,000, the district included all of Staten Island, Wall Street, the Battery, Ellis Island, the entire shipping district at the world's most important port, and also the melting pot of humanity on the East Side. Long before he had an inkling that he might become identified with the Federal machinery which administers radio, Mr. Prall took a real interest in radio, but it came from the program side and in its humanitarian phases. Always interested in children, he has two of his own), he took a fancy to children's programs, and while a member of Congress frequented one of the local studios to observe the children's hour. This, he explained, grew out of his intimate contact with social education while he was president of the New York City Board of Education. There is many a future Gailli-Curei or Barrymore hidden among the talents of these juveniles, he believes, particularly those whose opportunities are diminished because of home circumstances.

Radio, he thinks, offers an avenue heretofore unavailable for the discovery and development of talent.

Mr. Prall was appointed to the Radio Commission by President Roosevelt last Feb. 22 to succeed William D. L. Starnburg of New York as chief commissioner. With the President's consent, however, he elected to continue his term in Congress, since his committee was active in EFC matters. In the meantime, Congress passed the Communications Act which abolished the Radio Commission. Because of a 24-month study which makes a member of Congress ineligible to serve on an agency created by the act, one of which he was a member. Mr. Prall could not equal weight for the FCC until the new Congress convened Jan. 3.

The station-hour discount, he declared, "enables the advertiser to reduce his rate to his listeners by adding minimum-priced stations to his network. It gives equal weight to all stations, regardless of price, in both day-time and to-night-time periods."

Finally, he declared, the additional 10% discount for 52 weeks of consecutive broadcasting, offers a premium for consistent advertising. "All of this has been designed with the interests of our stations in mind, in order to encourage the highest number of stations for 52 weeks of consecutive broadcasting."

Maj. J. T. Clement, Washington representatives of RCA Mfg. Co., who holds one decoration from the French government, was included in France's Jan. 1 lists for promotion to Commander of the Order of the Black Star.
Court Delays Cut Power of WLW

Appeal for a Permanent Order Set for Feb. 11

TEMPORARY injunction, restraining the FCC from making effective its order reducing the night power of WLW from 500,000 watts to 60,000 watts, was refused by Judge John C. Howen of the Circuit Court of Appeals for the District of Columbia.

The stay order will be in force until Feb. 11 when the court will act on a petition filed by WLW counsel. The permit stay ordering the cease and desist from the action filed Jan. 30 by the FCC.

The injunction was obtained after the FCC had rejected a suggestion from the court. The FCC decided that the WLW decision was reversed. The hearing ordered by the court considered the possibility of interference.

Public Interest

The appeal from WLW's order reducing its night power was denied. The court considered the effectiveness of the FCC order in interference with a test for the permanent order.

The 1st Public Interest

The 1st Public Interest argument which it believes will be granted by granting regular authority to use 500,000 watts out that such action would not be contrary to the provisions of any treaty with Canada, or any law or regulation.

Among other things, the petition stated that the FCC decision is invalid, and will render worthless an investment of more than $1,500,000 in a super-power plant; that millions of listeners would be deprived of WLW's program, the cut power; that WLW will be deprived of a large amount of advertising revenue, in that it will be hard to reduce its rates or to the business of certain advertisers who are willing to pay present rates only because of the 500,000-watt limit, and that WLW will be unable to pay present rates for the "inferior service and decreased coverage affording by operation of the station with the power of 500,000 watts."

Further, it is contended that a dangerous precedent would be recognized by such an action, since on behalf of "an ex-public interest" foreign government. American citizens and corporations holding licenses from the FCC cannot be subjected, either temporarily or permanently, to deprivation of their rights under the laws of the United States, to destruction of their investments to loss of good will, and to other damage or injury, without possibility of redress and without any form in which their just claims may be heard and decided."

The New 1935

McKitrick Directory of Advertisers

10,000 National Advertisers
Officers, Sales and Advertising Managers, Advertising Agencies placing accounts, Account Executives, Appropriations.

Corrected Weekly

Entire service $75.00

Eastern service $40.00

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Write for particulars

George McKittrick & Co.

108 Fulton St., New York

185 No. Wash St., Chicago

WEBR Converts Mansion into New Studio Home

WEBR Converts Mansion into New Studio Home

A LITTLE THEATER with a seating capacity of 200 is one of the novel features of the commodious three-story home into which WEBR, Buffalo, has just moved. Rather than remain cramped in an unsuitable building in the high-rent district, H. H. Howell, president of the Howell Broadcasting Co., Inc., which operates WEBR, purchased a mansion on one of the city's finest streets.

The structure has been completely remodeled, and into it has been introduced acoustical and technical devices of a revolutionary type. Though affiliated with ABC, WEBR does not intend to relinquish any of its highly local color.

"In our new home we have built four studios for local programs," explained Roy L. Albertson, general manager of WEBR. "A radio station that abandons its local features actually is committing suicide. It is all right to present outstanding network offerings, but experiences has proved to us that we build far more goodwill and listener interest with a local hillbilly band than we do with the musical flights of an out-of-town symphony orchestra. In a sensible, constructive way we give a majority of the 1,500,000 people of this area what we know they want. Such a policy pays big dividends. Our business increased 47 per cent in 1934."

WEBR, Cleveland, announces acquisition of the Carnegie Hall Theatre as an auditorium studio.

The George Washington

THE SPORTSMAN

The F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World

Passengers feel fresh in the air, humidified it, a dairy when they get off, tempting it to bring luxury and mildness, and keeps it through trains. Genuine air-conditioning cleanses is no extra fare.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it

Market With Money!

Among the fifteen largest markets, Milwaukee rates

Home Ownership ......... 3rd

Automobile Ownership ... 5th

Radio Ownership .......... 2nd

Industrial Payrolls ..... 6th

Covered Thoroughly Only by

WTMJ

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO.

February 1, 1935 · BROADCASTING

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DECISIONS

JANUARY 15

NEW, Attalla Broadcasting, Corp., Clarksdale, Miss.—Granted CP for new station 1210 kc 100 kw.unchanged. (Action taken Jan. 9.)

WREN, Lawrence, Kan.—Granted CP for new station 1270 kc 100 kw.unchanged. (Action taken Jan. 9.)

WVAU, Stanwood, Va.—Granted CP, modif. Ext.扩展到 4:43.

WBNY—Healdsburg, Calif.—Accepted CP, modif. Ext.扩展到 3-25.

WIAF, Paducah, Ky.—Granted license for CP 500 kc 100 kw.unchanged. (Action taken Jan. 9.)

WPAX, Thomasville, Ga.—Granted license for CP change hours from 900 to 2100 est., and authority to move transmitter locally.

WTRC, Elkhart, Ind.—Granted license for CP change hours from 1230 to 500 est. W 100 kw. (Action taken Jan. 9.)

WJAE, Hammond, Ind.—Granted license for CP install new antenna at present site 1000 kw.unchanged. (Action taken Jan. 9.)

KFXJ, Grand Junction, Colo.—Granted license for CP extension to 2-15-35.

KPJF, Grand Forks, N. D.—Extended CP application 2-26-35.

WGGC, Gulfport, Miss.—Granted CP extension to 3-26-35.

KPCA, Indian Wells, Calif.—Granted consent to voluntary assignment license to WPCA, La. (Action taken Jan. 9.)

WSXE, Pittsburgh—Granted renewal exp.

KYPR, Rissmack, N. D.—Granted CP permit to increase from 250 to 5 kw D. (Action taken Jan. 9.)

WFRN, Bellefonte, Pa.—Granted modif. CP extension to 5-4-35.

WBEP, Franklin, Pa.—Granted CP for new station 1270 kc. (Action taken Jan. 9.)

KLDG, Fond du Lac, Wis.—Granted CP 1270 kc 500 kw D. (Action taken Jan. 9.)

KJBS, San Francisco—Granted extension for hearing, dismissed at applicant's request; WTCN, Minneapolis, modif. license set for hearing, dismissed at applicant's request; KGIL, Fort Collins, Colo., modif. license set for hearing, dismissed at applicant's request; NEW, Hoosier Broadcasting, Inc., Indianapolis, CP I170 kc 25 kw D. Granted modif. CP 1250 kc 25 kw.unchanged. (Action taken Jan. 9.)

SPAIL AUTHORIZATIONS—KQW, San Juan, Tex.—Granted CP extension for hearing, dismissed at applicant's request.

KSD, St. Louis—Granted modif. CP change hours from 1200 to 1000. (Action taken Jan. 9.)

KENM, Seattle—Granted license to move station locally, change frequency to 1 kw W 21, kc D. 1270 kc. (Action taken Jan. 9.)

WINB, New York—Granted license for CP install new equip., increase from 500 to 100 kw.unchanged. (Action taken Jan. 9.)

KTFB, Great Falls, Mont.—Granted exp. auth. for hearing, dismissed at applicant's request.

WZJ, New York—Granted extension spec. exp. on 500 kc 100 kw.unchanged. (Action taken Jan. 9.)

WOBK, York, Pa.—Granted extension spec. exp. on 500 kc 100 kw.unchanged. (Action taken Jan. 9.)

WKUL, Spokane, Wash.—Granted petition for reconsideration renewal application.

WHFB, Greensburg, Pa.—Granted CP change hours.

NEW, Bell Telephone Labs., Inc., Whippney, N. Y.—Granted CP 1270 kc 100 kw.unchanged. (Action taken Jan. 9.)

WILL, Mo., CP 1270 kc 100 kw.unchanged. (Action taken Jan. 9.)

WJHJ, Greensburg, Pa.—Temp. auth., continue operation pending hearing on protest filed by WITC, New York. (Action taken Jan. 9.)

NEW, Milwaukee—Granted CP 1370 kc 100 kw.unchanged. (Action taken Jan. 9.)

WTMI—Albuquerque, N. M.—Granted CP 1250 kc 100 kw.unchanged. (Action taken Jan. 9.)

WFTD, Beverly Hills, Calif.—Granted renewal license 3 months 1710 kc 500 kw.unchanged. (Action taken Jan. 9.)

KFAR, Lincoln, Neb.—Granted extension exp. auth. for hearing, dismissed at hearing, rejected at applicant's request; KFAR, Lincoln, Neb.—Granted extension exp. auth. for hearing, dismissed at hearing, dismissed at applicant's request; WAOH, New York—Granted CP 1250 kc 100 kw.unchanged. (Action taken Jan. 9.)

WGBH, Boston—Granted modif. CP extension completed to 1-25-35.

WDCM, Detroit—Granted modif. CP extension completed to 1-25-35.

WBCB, Chicago—Granted extension for hearing, dismissed at applicant's request.

WHIL, Sheboygan, Wis.—Granted CP install new equip. for hearing.

KSD, St. Louis—Granted modif. CP change hours.

WKLJ, Kansas City—Granted CP to move station locally, change frequency to 1 kw W 21, kc D. 1270 kc. (Action taken Jan. 9.)

WINS, New York—Granted modif. license to change hours.

WINN, Milwaukee—Granted license to change name from Hearst Radio 5 to KMED for hearing, dismissed at applicant's request.

KOIN, Portland, Ore.—Granted modif. license; temp. auth. to increase from 500 to 1000 kw.

WHTU, Anderson, Ind.—Granted consent to operation by Leo M. Kennedy and operate 1210 kc 50 kw.unchanged. (Action taken Jan. 9.)

WFTP, Raleigh, N. C.—Granted to use old equipment; dismissed at applicant's request.

KTFB, Great Falls, Mont.—Granted exp. auth. for hearing, dismissed at applicant's request.

WJZ, New York—Granted extension spec. exp. on 500 kc 100 kw.unchanged. (Action taken Jan. 9.)

WORK, York, Pa.—Granted extension spec. exp. on 500 kc 100 kw.unchanged. (Action taken Jan. 9.)

KTNF, Wilmington, Del.—Granted CP extension.

KSTD, San Antonio, Tex.—Granted license for CP install new equip., increase from 500 to 100 kw.unchanged. (Action taken Jan. 9.)

KTRC, Springfield, Mo.—Granted extension exp. auth. operate LS to midnight. (Action taken Jan. 9.)

KWWF, Mansfield, Ohio—Granted extension exp. auth. operate added 500 N with directional antenna.

WCFI, Chicago—Granted renewal license for the following CPs.

WHLE, Sheboygan, Wis.—Granted CP install new equip. for hearing.

KSD, St. Louis—Granted modif. CP change hours.

WAIK, Kansas City—Granted CP to move station locally, change frequency to 1 kw W 21, kc D. 1270 kc. (Action taken Jan. 9.)

WLRN, Knoxville, Tenn.—Granted license for CP install new equip., increase from 500 to 1000 kw.unchanged. (Action taken Jan. 9.)

KPRC, Houston—Granted CP extension.

WLBK, Kansas City—Granted CP change hours.

WXEL, San Juan, P. R.—Granted license for CP extension.

KSO, Toledo, Ohio—Granted license for CP new equip., increase D power, change from 350 to 500 kw.unchanged. (Action taken Jan. 9.)

KGXN, Springfield, Mo.—Granted modif. exp. auth. operate LS to midnight. (Action taken Jan. 9.)

KWWF, Mansfield, Ohio—Granted extension exp. auth. operate added 500 N with directional antenna.

KTRC, Springfield, Mo.—Granted extension exp. auth. operate added 500 N with directional antenna.

KWWF, Mansfield, Ohio—Granted extension exp. auth. operate added 500 N with directional antenna.

KWIB, Chicago—Granted renewal license for the following CPs.

KSD, St. Louis—Granted modif. CP change hours.

WSDT, Dallas—Granted CP extension.

WAIK, Kansas City—Granted CP to move station locally, change frequency to 1 kw W 21, kc D. 1270 kc. (Action taken Jan. 9.)

WLRN, Knoxville, Tenn.—Granted license for CP install new equip., increase from 500 to 1000 kw.unchanged. (Action taken Jan. 9.)
applications... January 15

New, Clarence Wheeler, Rochester, N. Y.—CP new station 1210 kc WACO, Dallas, TX. — CP change antenna, increase from 500 w. 1 kw to 250 w. 1 kw.

WCCF, Bridgeport, Conn.—License to install new antenna tower.

KRLV, Las Vegas, Nev.—License to increase power.

WOCJ, Jamestown, N. Y.—Valon Doherty, Station SJU, Jamestown, N. Y.—Valon Doherty, License to operate.

WEAN, Providence, R. I.—Extension exp. auth. to January 8-31.

WLW, Cincinnati—Extension exp. auth. for five years, using WUSX translator.

WPHR, Petersburg, Va.—Modification to install new transmitter.

WLZ, Burlington—Completion date, amended to January 10.

NEW, G. L. Burns, Brady, Tex.—CP new station 1510 kc 100 w. 500 kc, amended, to 1510 kc 100 w. 500 kc.

KWKH, Shreveport, La.—License or modification spec. auth. to operate.

WMFD, Wilmington, N. C.—Modification to install new antenna tower.

KDKD, KSAO, Des Moines—CP move transmitter locality.

NEW, W. B. Greenwald, Wheaton—CP new station 1420 kc 100 w.

NEW, Robert K. Herbst, Pargo, N. D.—CP new station 1420 kc 100 w.

Head of the Lakes Brdctg, Brainerd, Minn.—CP new station 1450 kc 5 kw.

NEW, Milwaukee Brdctg Co., Milwaukee—CP new station W2AP, Madison, Wis.—CP new station 1480 kc 5 kw.

NEW, Chicago—CP new station 1450 kc 5 kw.

NEW, E. L. Sherman & H. L. Cor- bend, Los Angeles—CP new station 1570 kc 100 w.

NEW, W. J. L., Sacramento, Cal.—CP new station 1490 kc 5 kw.

NEW, TWIN FALLS, Idaho.—Modification to install new antenna tower.

KTFI, Twin Falls, Idaho.—Modification to 1530 to 1580 kc.

WAXA, Bakersfield, Cal.—License for 1560 kc 10 kw.

Applications... January 21

WHN, New York—CP change antenna, increase from 1 to 5 kw.

WMMB, Richmond, Va.—CP change from 1210 to 1350 kc, install new antenna.

WTAX, New York—CP new station 1470 kc 100 w.

KTVI, Kansas City, Mo.—CP new station 1470 kc 100 w.

KWUM, Houston, Tex.—CP change from 1190 to 1200 kc.

KDFD, Portland, Ore.—Extension exp. auth. to January 31.

KWAM, Knoxville, Tenn.—Modification to install new transmitter.

KQO, Twin Falls, Idaho.—Modification to 1535 to 1585 kc.

WBBM, Chicago, Ill.—Modification to install new antenna tower.

WAM, Waukesha, Wis.—CP change from 1390 to 1400 kc.

KWAD, San Antonio, Tex.—CP change from 1210 to 1370 kc.

KWPT, Spokane, Wash.—Modification to install new transmitter.

KJTL, Kansas City, Mo.—Modification to change from 1320 to 1350 kc.

KJLW, Des Moines, Iowa.—Modification to install new antenna tower.

KWIF, Kansas City, Mo.—Modification to install new antenna tower.

KUWT, Oklahoma City, Okla.—Modification to install new antenna tower.

KQNY, New York.—Modification to install new antenna tower.

KUBK, Kansas City, Mo.—Modification to install new antenna tower.

KXLA, Los Angeles.—Modification to install new antenna tower.

KQXX, San Francisco.—Modification to install new antenna tower.

KWMA, Minneapolis, Minn.—Modification to install new antenna tower.

KWAD, San Antonio, Tex.—Modification to install new antenna tower.

KWFO, Phillipsburg, N. J.—Modification to install new antenna tower.

KWAM, Kansas City, Mo.—Modification to install new antenna tower.

KXLA, Los Angeles.—Modification to install new antenna tower.

KWMA, Minneapolis, Minn.—Modification to install new antenna tower.

KWAD, San Antonio, Tex.—Modification to install new antenna tower.

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KWAD, San Antonio, Tex.—Modification to install new antenna tower.

KWFO, Phillipsburg, N. J.—Modification to install new antenna tower.

KWAM, Kansas City, Mo.—Modification to install new antenna tower.
Applications (Cont.)

JANUARY 21

NEW, Connecticut: Conn.-CT new station 1276 kc 100 w, amended to 376 kc.

WKBW, Charlotteville, Va.-Exp. and operate simul X with WJSX and 2479.

WFL, Philadelphia-Stdif, license change: 10 kw, 970 kc to 980 kc.

REQUESTS FOR INFORMATION

APPLICATIONS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers
dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Field Intensity Surveys, Coverage Presentations for Salesmen, Station Location Investigations

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Phone: Cherry 1401

FREQUENCY MEASUREMENT SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.

February 1, 1935 • BROADCASTING

Inquiry Is Sought Into Line Charges

THE QUESTION of line charges in telephone hookups if radio broadcasting will be included in the projected broadcasting of the FCC's investigation into the American Telephone and Telegraph Co. and its subsidiaries under the authority of the Joint resolution introduced in Congress Jan. 24 by Chairman Joseph M. Jeness, R. D. and House Interstate Commerce Committee.

The resolution extends the time of the Commission's investigation of the telephone system and allot a appropriation of $750,000 for the inquiry.

Chairman Walker of the Telecommunication Division said the investigation would be speeded up if the resolution is adopted by Congress, and the Commission staff of accountants and examiners will be augmented. He believes the entire investigation will not last more than 18 months. The Commission would go into all by-product activities of the telephone company and "propaganda", advertising and political concerns.

The amount cut to broadcasting stations for telephone line hookups is estimated between $8,000,000 and $10,000,000.

Retail Census by Areas

WILLIAM L. AUSTIN, director of the Bureau of the Census, Department of Commerce, announced Jan. 21 the completion of a special report of the Census of American Business which brings together in convenient form the number of radio stations and the sales in each of 11 major kind of business-classifications, for every county in the United States and for every incorporated city and town having a population in 1930 of 2,500 or more.

Similar information for cities of more than 10,000 population, but not for smaller areas by kind of business, has been published in a series of Radio Reports. The last of those reports, for 1928, was published in December, 1931.

Member of the United States Congress.

This report comprises the data by 11 major business groups, into areas below 10,000 population and also summarizes in a single volume the data for larger cities contained in the several State Reports.

Granted Power Boost

Increases in day powers to 5 watts in 22 to WWJ, Detroit; WDAP, St. Paul City; WBB, Toppen, Ohio; WHON, and KHON, Portland, WIB, Philadelphia; KOMA, Tacoma, Wash., KOL; KRVV, Columbia, Mo., were given 1 watt day and, KOL, Seattle, increased in day power to 2 watts. It was also announced that KHJ, Los Angeles, authorized to go to 1,000 watts.

Other cities were given the same increases of 1 watt day or 3 watts.

CLASSIFIED ADVERTISEMENTS

C L A S S I F I E D  A D V E R T I S E M E N T S

C l a s s i f i e d a d v e r t i s e m e n t s 5 0 c e n t s per word, each insertion. Cash must accompany insertion. Forms close 26th and 13th of month preceding issue.

Help Wanted

Radio Salesman Wanted

Opportunity for radio salesman who knows his business to sell radio products to a very fine sales organization in a mid-west territory of 200,000-300,000 watts. Prefer man with crystal receiver broadcast station. Commission and drawing accounts-excellent opportunity. Details to be made available on written application. Box 267, Broadcasting.

WANTED

Commercial Executive to rent Stations and Studios-Excellent opportunity to manage power station with full time connections. Salary and details of past experience, etc. Box 270, Broadcasting.

Situations Wanted

Commercial manager, thoroughly experienced; knowing station operation from A to Z. Looks for a good job to make contacts and grow with a station that wants progressive station spot with opportunity to furnish good references and sales records; prefers state that doesn't want a man who can produce. Will go anywhere for right job. Box 280, Broadcasting.

WANTED

University man (Northwestern and Nebraska) desires permanent advertising connections, preferably agency or radio station. Has had research, copy, layout, and a general advertising background. Also three years' newspaper training. Desires a good opportunity with good company. Salary important as opportunity with high grade radio advertising organization. Excellent references. Box 276, Broadcasting.

Former owner of one of America's largest radio stations, highly acquainted with all phases of radio broadcasting, is willing to manage a radio station from owner to operator, and will guarantee to show marked increase in period of one year. Box 274, Broadcasting.

Station Manager having years of experience capable of running a radio station is desirious to change. Interested in local chain stations. Excellent record and knowledge of radio from every angle. Good reason a desire to change. Box 280, Broadcasting.

Experienced program builder and director, musical director, continuity writer, a number of stations, with orchestra experience. Eight years experience. Fine recommendations. Ages 42. Box 284, Broadcasting.

Young radio engineer, operator, desires connection with some station that desires change. Am pliant, willing, and available. Am general manager of station. Am in CKEL. Also have money to invest in some proposition. Write Box 277, Broadcasting.

Three-threat man desires change. Eng. dir.-commercial. Have definite plans for awakening dormant stations. Write Box 279, Broadcasting.

Excellent operator-anouncer available. Five years experience, major network and independent station. College graduate, married. Box 273, Broadcasting.

Experienced operator-anouncer, successful and aggressive, operator, prefers not to be restricted to a major network. Excellent references. Box 274, Broadcasting.

Station Wanted

Commercial man interested in renting leasing or buying one to five hundred watt radio station. South preferred. Box 271, Broadcasting.

www.americanradiohistory.com
The opening of station WHIO on February 9th offers the national advertiser a new and unusual opportunity to reach and sell the vast radio audience in Ohio's Miami Valley. Heretofore it has been impossible to buy such intense radio circulation in this rich market. Since the beginning of radio broadcasting, Miami Valley families have depended upon programs of local stations with limited appeal, or programs of far distant stations entirely out of the area. Consequently, they are completely aroused at the prospect of having their first "big" and thoroughly modern station, and enthused in anticipation of receiving, locally, their favorite programs of the famous NBC Red Network.

Here is a virgin market which the network advertiser has never been able to cover adequately. By the addition of WHIO to the Red Network the circulation of this powerful selling media is greatly intensified, and a tremendous new potential audience is uncovered.

For these reasons, WHIO is a natural for selling the Miami Valley.
HIGH FIDELITY TRANSMISSION • UNINTERRUPTED PROGRAMS
ECONOMICAL MAINTENANCE

All vitally important to the large and small station alike. TIME is not the only commodity the Broadcaster has to sell. QUALITY and RELIABILITY are equally important commodities,—and they must be delivered at a PRICE.

LET GENUINE RCA RADIOTRONS GUARANTEE YOUR SERVICE STANDARD FOR 15 YEARS

RCA MANUFACTURING COMPANY, Inc.
CAMDEN, N. J.

One unit of the Radio Corporation of America

NEW YORK: 153 E. 24th St.  CHICAGO: 111 N. Canal St.  ATLANTA: 141 Walton St., N.W.
DALLAS: Santa Fe Building  SAN FRANCISCO: 235 Montgomery St.

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