Feathered for Direction

An arrow, minus its guiding feathers, will fly... but lack direction. Its feathers are its facts... applied against the lack of direction which all guesswork entails. In the field of broadcasting, NBC has just completed a factual, two-year survey of potential radio circulation.* It is Radio's Biggest Story... along basic lines heretofore untouched. It feathers new and surprising facts for advertising men, with a proved direction in every worthwhile market of the United States.

*The first combined field strength and mail response study... revealing over seventeen million NBC radio families (potential NBC circulation).

"NBC Network Airs", radio's biggest story, charted and mapped, in colors, by counties.

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

www.americanradiohistory.com
States Plan Tax Raids on Radio Industry
Seven Legislatures Already Have Bills on Their Calendars; 1% Levy Now Before New York City Aldermen

ORGENTS of taxes on radio by state governments, which have been using envious eyes upon the broadcasting industry as a source of new revenue, are seen in the preliminary movements of several state legislatures which have before them bills to tax the receipts of stations.

Already seven of the 44 legislatures now in session are considering such measures, while New York City political bosses are nurturing a bill which would declare broadcasting a public utility and extract from stations an estimated $800,000 a year through a 1% tax on gross incomes.

Radio apparently is now a target for taxation because of the generally unearled, but widely disputed view that it is "rolling in wealth." In only one instance, so far as is known, have newspapers along with radio been ear-marked for special taxes of this character.

Colorado Votes Tax

N ONE STATE—Colorado—a sales tax of 2%, applying to all business and industry, has been passed by the legislature. It was approved Jan. 25.

Other pending measures are:

New York City: Bill introduced by Morton Baum, Fusionist member of the Board of Aldermen, for a 3% tax on gross receipts, including sales of radio service for advertising, lecturing, entertainment or their service rendered.

Missouri: Bill introduced Jan. 23 by Senator Shotwell (S. 33) for a 5% tax on gross receipts, including sales of radio service for advertising, lecturing, entertainment or their service rendered.

Tennessee: Bill introduced Jan. 4 by Senators Graves and Atchley levying a 1% tax on all business and professions.

Washington: New emergency revenue bill containing a retail sales tax of 21/2% in lieu of the former 5% tax on retail business.

Texas: A bill introduced by Senator Dugan (S. 02) on Jan. 14 to levy a tax of 21/2% of gross receipts from telephone and radio broadcasting companies.

Ohio: A bill introduced Feb. 4 by Rep. Morse to set up an old-age pension fund to be raised through taxation, including a tax of 30 cents per radio set as a state registration fee.

Heretofore, special radio broadcasting taxes proposed by states have been combated successfully because of federal precedence established by the courts that broadcasting is exclusively interstate commerce, and consequently cannot be taxed by the individual states. This has been based on the recognized legal principle that all commerce insofar as it is exclusively interstate, is subject only to Federal regulation, whether it be for matters of taxation or regulation.

Becoming Acute

EFFORTS of individual state legislatures to elbow into radio first became evident in 1930, when depressed conditions caused political groups to look to new sources of revenue. Prompt action was taken by the NAB, as the trade association of the industry, through fomentation of a special tax committee to delve into such matters. Since then, however, the situation has become more acute, and as a result state committees of the NAB are being established, at the direction of the convention held in Cincinnati last fall and under the leadership of Phillip G. Jones, NAB managing director. A half-dozen committees, actually functioning as state units of the national organization, already have been created.

The offhand opinion of seasoned parliamentarians is that general sales taxes apply only to purely intrastate business. The exemption is against special taxes applying only to broadcasting and to taxes on radio receivers, which are viewed as definitely at odds with the established Federal law and as tax discrimination of the worst sort.

Any general enforcement of present state taxes on broadcasting, it is logical to assume, would soon be reflected either in increased rates for time, to absorb the tax on passing of the tax direct to the advertiser as such. A number of West Coast stations now are billing their advertisers the 5% tax for performance of copyrighted music charged by the American Society of Composers, Authors & Publishers.

New York Measure

FROM the New York correspondent of Broadcasting comes the report that Fusionist forces confidently expect passage of the Baum Bill, despite the obvious constitutional barrier. It was pointed out that the Fusionist author of the bill collaborated with Frank J. Taylor, city comptroller, and a Tammany adherent, in drafting it, thereby further reducing the likelihood of political opposition.

Should the bill be passed, its constitutionality promptly will be challenged, probably in the state courts, and if necessary in the Federal courts. The predominant issue will be whether a broadcasting station, in the light of the Federal statutes, can ever be considered as engaging in non-commercial interstate commerce. The Federal courts repeatedly have held that radio knows no state boundaries, and that its signals always reach across state lines. Consequently, the effort to tax only the local advertising receipts would prove futile since that advertising automatically becomes interstate commerce.

Mr. Baum estimated that the receipts from his 1% measure would yield approximately $800,000, based on a total estimated taxable income of $26,000,000. This estimate, it is pointed out, is entirely out of line. The other New York stations combined would not produce enough income to bring the total to more than $10,000,000. None of the city’s taxing experts reached by Broadcasting could explain this discrepancy.

Earmarked for Relief

THE MEASURE specifically provides that the tax returns are not to be public, that the money received may be used only for purposes of relief, and that the payer shall be entitled to a deduction of the tax on the same income. Legal advisors of both of the networks and the local stations were studying the text of the proposed bill, seeking grounds on which to combat it.

As drafted, the measure recognizes the interstate character of much commercial broadcasting by placing upon the stations the burden of showing what proportion of their business is of an interstate nature and therefore outside the city’s taxing powers. Specifically, the measure attempts to amend the local public utility tax law by providing that stations and companies be defined as public utilities, and therefore subject to the tax levy. Under the city charter, a public hearing must be held on the measure. No date yet has been set.

The broadcasting industry has always successfully maintained, in both federal and state legislation, that it is not a public utility and open to all comers, and thus this proposal, if adopted, would completely revolutionize the status of radio.

Radio’s First Yearbook: 1935

THE EDITORS of Broadcasting take pleasure and pride in introducing the first Yearbook of broadcasting and broadast advertising, sent to all subscribers as Part II of this issue. The directories and compilations contained in the 240-page volume represent our best efforts over a year. The data were gathered from every available official and unofficial source, the questionnaire method being largely employed.

We are confident that the Yearbook will be a valuable source of information for radio advertisers, agencies, stations and others interested in broadcasting as an industry. No expense has been spared to secure accurate information. The trust reposed in us by the industry’s leaders, who immediately recognized the need for such a compendium of information as we outlined our Yearbook plans and purposes to them over the last two months, heartened us to go forward with this pioneer effort. With the same cooperation we will be able to make the Yearbook an annual institution.

February 15, 1935 • Broadcasting
Edwin M. Spence Named To Be Manager of WBAL

EDWIN M. SPENCE, since 1921 manager of WJZ in Atlantic City, has been appointed a manager of WBAL, according to an announcement Feb. 19 by Mr. Huber, new vice-president of Radio, Inc., new licensee of the station, an NBC Blue Note station.

One of the known men in broadcasting, Mr. Spence was instrumental in the establishment of one of the first half-dozen regularly licensed stations in the country. The station is owned by the municipality of Baltimore, according to an announcement Feb. 19 by Mr. Huber, new vice-president of Radio, Inc., new licensee of the station, an NBC Blue Note station.

Mr. Spence

Revision of Policies by FCC Seen as Senate Confirms Six

Membership Is Now Complete as Opposition Voiced

BY SENATOR BILBO FALLS WITHOUT RECORD VOTE

AFTER an investigation into the charges of improper appointments, during which Chairman E. O. Sykes and Col. Thad H. Brown, Radio Commission holdovers, were subpoenaed and reprimanded by the Senate on Feb. 7 confirmed the nominations of six members of the FCC. The only objection to confirming several of the nominees was offered by Senator Bilbo (D.) of Mississippi.

Chairman Sykes, a Democrat, and Col. Brown, a Republican, are members of the Broadcasting Division, was confirmed by the Senate last month. For-reaching changes in policy and practice were not affected by the FCC now that the membership has cleared the Senate hurdle.

Committee Probe

THE APPOINTMENTS all date from July 1, 1934, and are as follows: Chairman Sykes, Mississippi Democrat, one-year term; Col. Brown, Ohio Republican, vice chairman broadcast division, 6 years; Paul A. Wulker, Democrat, Ohioan, chairman broadcast division, 6 years; George S. Case, Rhode Island Republican, vice chairman telephone division, 4 years; Dr. Ervin Stewart, Perny Democrat, broadcast division, 3 years; George Henry Payne, New York Republican, vice chairman telephone division, 2 years, and Mr. Pratt, 1 year. All future appointments will be for 7-year terms, with Mr. Pratt assured of reappointment.

The Senate Interstate Commerce Committee reported favorably on the nominations, which had been pending since Oct. 10, after six days of hearings during which FCC members were interrogated in a probe which was barely within the scope of jurisdiction and resulted in the dismissal of Walter Van Nostrand, supervising attorney, and George Llewellyn, assistant supervising attorney. The former was charged with improperly accepting a "commission" on a second-hand transaction in which WJTL was involved, the latter was accused of accepting a commission on a second-hand transaction in which WJTL was involved.

Early Action Foreseen

On FCC Phone Inquiry

THE SENATE on Feb. 12 passed a resolution authorizing $750,000 to the FCC for a sweeping investigation of the American Telephone and Telegraph Company in the telephone industry. If the House accedes, the fund will be in the hands of the FCC by the end of February or early March. The resolution was approved without change by the Senate Interstate Commerce Committee on Feb. 7.

The Senate action is in line with a recent resolution by the House Interstate and Foreign Commerce Committee Feb. 7. It was anticipated that the Senate would act on its resolution Feb. 6, and it appeared likely that he would not be reintroduced.

Two members of the Senate Commerce Committee (S.D.) of Montana, remarked repeatedly during the hearings that the old Radio Commission and the FCC were both engaged in an attempt to "run the gambling racket and be loose regulation." The Sykes attack was carried on single-handed by Senator Bilbo, but Chairman Wheeler, Senator Cousins (R.) of Michigan, and other committee members were harsh in their inquiry into broadcasting matters while Brown stuck to his stand. The latter was called a half dozen times during the hearings.

The hearings were concluded Feb. 2, and two days later the committee reported the nominations favorably. At the final day's hearing, three more were called in connection with the Bilbo charges against Judge Sykes. C. A. Lacy, general counsel, and Judge Pyles, new commentator, of WJZ- Jackson, Miss., were quizzed on the charges that the former had used Judge Sykes' name in arranging a political hookup of five southern stations for a broadcast by former Senator Stephens, Bilbo's opponent in the Senatorial primary last year.

Mr. Lacy declared that if he had used Judge Sykes' name in ar- med his name without his authority, Mr. Pyles had testified that he had been told by Mr. Lacy about arrangements. Mr. Lacy, owner of a station in Georgia, which subsequently was transferred to Mr. Pyles, was an applicant for a second station in Georgia, and he had used the name of one of the best known men in broadcasting, Mr. Spence was instrumental in the establishment of one of the first half-dozen regularly licensed stations in the country. The station is owned by the municipality of Baltimore, according to an announcement Feb. 19 by Mr. Huber, new vice-president of Radio, Inc., new licensee of the station, an NBC Blue Note station.

One of the known men in broadcasting, Mr. Spence was instrumental in the establishment of one of the first half-dozen regularly licensed stations in the country. The station is owned by the municipality of Baltimore, according to an announcement Feb. 19 by Mr. Huber, new vice-president of Radio, Inc., new licensee of the station, an NBC Blue Note station.

New monthly records made as gross slants sharply.

WITH an increase of 24.6% in the January billing this year as compared with 1934 already in the records, the National Association of Broadcasters first quarter of 1935 will produce gross revenues of $5,194,000, an increase of 20.3% over the $4,315,675 which was reported for the first three months of last year.

Last month Columbia's receipts were $1,465,948, an increase of 20.9% over the $1,252,687 Intake of January, 1935, and 54.9% over the $1,865,885 received in January, 1933.

Group Expenditures

THE JANUARY totals for both chains, according to recent records, NBC improving on its previous best showing of December last, and CBS on the record of last October. In compiling its estimate of gross business for the first quarter of this year, NBC included several changes in industry group expenditures, as compared with the same period last year: Tobacco, food, and food products, 5.2%, advertising, 3.8%, entertainment, 6.2%, newspapers, 6.1%. The figures for the first quarter of this year include advertising to newspapers, 6.1%, advertising, 6.2%, entertainment, 6.2%, advertising, 3.8%, food, and food products, 5.2%.

WHO Is Dedicated

WELCOME WHO, Dayton, Ohio, to the AIRWAVE network on Feb. 9 broadcast two special programs, with M. H. Aylesworth, president, speaking from Hollywood, and Billings, vice president, speaking from New York. Will Rogers, Amos 'n Andy, the Pickens Sisters and other radio stars also participated. WHO becomes the 86th member of the NBC network. It is operated with 1,000 watts; 3,000 miles from &key Broadcasting Corp., with Ernest K. Steiner as manager. The operating company is controlled by former Gov. C. C. Cole, who also publishes the Dayton Daily News.

Radio Increases Share

NATIONAL advertisers spent $348,000 in the five major media during 1934, an increase of $21,000 over 1933, reports the Bureau of Advertising. M. O'M. -f. who also publishes the American Radio History Association, newspapers accounted for 46.7 cents of the advertisers' dollar, magazine 22.5 cents, network broadcasting 12.2 cents, outdoor 7.7 cents, and cards .9 cents. The newspaper stations added up to 31.5, networks 10.7, outdoor 8 and ear 1.2.

BROADCASTING • February 15, 1935

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Commercial Programs From Continental Stations Heard; Eventual Recognition by the BBC Is Predicted

A FEW YEARS AGO I SAW IN THE London Daily Mail that the British Broadcasting Corp. was going to relay to England the play-by-play listeners. and the British football game. Here was great news to us exiles, many of whom had not seen a real American football game in over nine, or more, years. We did not have a radio in the American Club in London. The reason given by most members would be that we could not stand the dull programs furnished by the BBC. The real reason, though, was that regular, regardless of its programs, had no place in that sort of a club. Furthermore, they were expensive—around £30 ($150) for a three-tube cabinet set.

But, with the Harvard-Yale game in sight, we got a set for the afternoon. We then declared a national holiday, and some of us gathered around to hear a real American game broadcast with all the color and flavor of a good old sports announcer.

"Long John Kelly snuggles up to the pigskin, proceeds to the line where Mr. Samson says 'Stop'; and Mr. Kelly says 'HOLD IT'!"

Thrills Galore

"LADIES and gentlemen," came the voice of the English announcer, "the word 'pigskin' refers to the football. To clarify the position just outlined by the American announcer—the ball has come out of the scrum and is seized by one of the Yale players named Kelly. Mr. Kelly, or—as the announcer somewhat familiarly called him—"Long John Kelly" runs in the direction of his goal, and is tackled and thrown by a Harvard man who was faster.

By the time we got back to the game again, the ball was on the two-yard line—Yale's or Harvard's we didn't know—and it was third down, goal to make. We lined closer so as not to miss anything. There came a click, and we were listening to a lecture from the BBC studio on "How to Raise Wheat in Scotland!" We had been treated to exactly 15 minutes of the game, a good part taken up by the English announcer's interpretations of American football slang, and when the 15 minutes was up we were shut off and the ball was on the two-yard line. We never knew what happened until the Paris edition of the New York Herald arrived the next day.

This, of course, gave us fresh ammunion with which to knock the BBC. Had we stopped to think, we would have known that the BBC thaking for them 15 minutes of their time. That transmission cost money, and very few of us on the side of those 50 gathered around that one radio set. It had no interest for the rest, owners of almost four sets throughout England and Scotland.

It'S ALMOST SAFE to say that radio advertising has arrived, at last, in England. At any rate it is arriving in rather large amounts via the back door—in other words, from the other side of the Channel. What's more, American advertisers are breaking into the European market by using continental stations. It's a situation that offers striking comparisons and Mr. Weddell, stationed in London, is right in the thick of it. Here's his authoritative analysis of the British plan.

All this was four or five years ago. There are now close to eight million sets in use over there. Eight million sets in a country of ten million families—that's coverage more complete than we have over here. And think of the interest the public must have in radio to pay what they do, a good deal more than we pay over here. It isn't £30 for a three-tube set anymore; you can buy them for as little as £10 (about $20) and less. But even a layout of £10 indicates considerable interest. What couldn't an advertiser do with such a market like that? people have, however, many barriers to hinder an advertiser from taking advantage of that interest and that coverage.

"Chief among these is the fact that the BBC, which owns and controls all of the 21 or 24 broadcasting stations in England, does not believe in, or permit, commercial programs. In fact they have the strong backing of the press and, without doubt, a fair portion of the public as well.

From a financial standpoint the British Broadcasting Corp. is short of money at any time. It collects an annual fee of 10 shillings ($2.00) from each set owner. This brings in an income of $1,125,000, or over $13,600,000. (There are estimated to be between one-half and one million bootleg sets in use; that is, sets whose owners have paid no monoy on the licenses.)

From Abroad

After paying a big fat portion to the Government, the BBC still has around $10,000,000 to operate on. This enables them to run their stations with noteworthy efficiency and also to produce programs which, although constantly criticized as to their entertainment value by one group of listeners or another, are still well above the average.

In the face of the BBC policy, the British advertiser has but one alter- native which is to stage his advertising programs from France and other places on the Continent. This he is doing with a vengeance.

At present no less than 40 British advertisers are singing the praises of their products into the ears of English listeners from three or four Continental stations day in and day out. This is double the number of a year ago. The most popular Continental stations for this purpose are Radio Luxembourg, Post Parisien and Radio Normandie. Time on these stations runs from $100 to $500 for a 15-minute period, depending on the station and the time of day. Somewhere in the neighborhood of half a million dollars worth of time was purchased from these stations last year by English firms.

Luxembourg has good coverage throughout the whole United Kingdom. Normandie's best zone is the South Coast and the North, including Scotland. Post Parisien covers the Midlands and the North. A combination of the latter two stations, giving complete coverage, costs approximately the same as the local Luxembourg alone.

Radio Athlone, in the Irish Free State, has been used effectively by English advertisers, but recently inaugurated a rule limiting their commercial time to Irish advertisers only. When completed to its full strength this station will blanket Ireland, and may at any time change its rule, and be offered to British advertisers.

The French government has decreed that there shall be no com-

merical programs on government controlled stations. This, of course, does not affect the privately owned ones Post Parisien and Radio Normandie or those in other countries.

The removal of the difficulties that have been put in the way of British advertisers who are radio-minded.

England makes no secret of its determination to prevent radio advertising gaining a foothold in England. The advertising men are not getting at his radio program in his press advertisements. The radio program serves as a cloak for the mention of foreign stations which allow commercial programs. This applies even to the two special radio publications. This may be due in part to the oft-mentioned BBC idea that radio programs should be "uplifting." Most likely it is due to lack of trust in the British market, as well as a feeling that there are gaps when no program at all is given, and other periods when the program given is inferior to any that the advertiser could purchase. One large radio manufacturer (Philco) found that the retail dealers could not demonstrate their sets in the stores because there was nothing over the air. Philco therefore filled the gap with its own program daily from Continental stations. It must have been slightly embarrassing to competitive manufacturers to be forced to demonstrate their sets on a competitor's advertising program. The BBC now starts its programs at 10:30 in the morning; shuts down at midnight during the week, and 11 p.m. on Sundays.

One advertiser (Kissproof) secured 5,000 requests for samples from abroad by advertising during their period at midnight on Radio Normandie. Considering the time, the limited coverage of this station, and the fact that it is not listed on the press, this result certainly indicates that the British listeners are responsive to radio appeals.

There is a two-week blank period, though. There are plenty of hours, particularly Sunday after

(Continued on page 21)

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IN SELECTING their radio preferences in the fourth annual poll of the New York Times-Peon Daily editors picked Jack Benny as their favorite 1934 comedian and his show as the most popular. Jane Froman was named most popular songstress, Lawrence Tibbett as classical singer and Helen Jepon as the year's outstanding new star.

Three points were awarded for first choice, two for second and one for third in the tabulation of the votes. Here are the first choices in the various program groups:

**1934 Poll**

**CLASS**

<table>
<thead>
<tr>
<th>Jack Benny</th>
<th>Favorite Program</th>
<th>Rudy Vallee Hour</th>
<th>Jack Benny</th>
<th>Comedian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Froman</td>
<td>Popular Songstress</td>
<td>Bing Crosby</td>
<td>Lawrence Tibbett</td>
<td>Classical Singer</td>
</tr>
<tr>
<td>Lawrence Tibbett</td>
<td>Albert Spalding</td>
<td>Instrumental Soloist</td>
<td>Albert Spalding</td>
<td>Radio Announcer</td>
</tr>
<tr>
<td>Waring's Penn'ys, Best Musical Program</td>
<td>Waring's Penn'ys, Best Musical Program</td>
<td>March of Time</td>
<td>Mary Pickford</td>
<td>May Mrs. Arbuckle</td>
</tr>
</tbody>
</table>

**HARMONY TEAMS**

| Mills Brothers | 349 |
| Boswell Sisters | 318 |
| Three X Sisters | 318 |
| Men About Town | 318 |

**CLASSICAL SINGERS**

| Lawrence Tibbett | 364 |
| Anna Neagle | 219 |
| John Charles Thomas | 172 |
| Jennifer Dragoonet | 172 |
| Lily Pons | 172 |

**ARTISTS**

| Mary Pickford | 192 |
| Don Ameche | 90 |
| June Havelock | 60 |
| Rosaline Green | 46 |
| Elise Hitz | 46 |
| Zelma Surtees | 22 |

**SPORTS ANNOUNCERS**

| Ted Husing | 480 |
| Graham McNamme | 30 |
| Don Wilson | 30 |
| Tom Manning | 17 |

**HOUSEHOLD**

| Idala Bailey Allen | 57 |
| Betty Crocker | 54 |
| Frances Lee Barton | 27 |
| Women's Radio Revue | 24 |

**CHILD PROGRAMS**

| Singing Lady | 138 |
| Little Orphan Annie | 73 |
| Buck Rogers | 57 |
| Republican | 48 |
| White Rabbit Line | 45 |
| CBS Sunday Morning | 27 |

**INSTRUMENTAL**

| Albert Spalding | 150 |
| Jessie Hefetz | 129 |
| Richard Crooks | 65 |
| John McCormick | 34 |
| Eugene Horenstein | 24 |
| Louroza Bori and Friends | 22 |
| Yehudi Menuhin | 26 |
| Jesse Trappin | 19 |
| Fritz Kreisler | 23 |

**MUSICAL PROGRAMS**

| Waring's Pennsylvaniaans | 150 |
| Philadelphia Orchestra | 57 |
| Arturo Toscanini | 50 |
| Paul Whiteman Orchestra | 29 |
| NBC Symphony | 27 |
| Frank Black Rhapsody Program | 24 |
| Bud Kilroy | 21 |
| NBC Symphony | 21 |

**DRAMA**

| WJZ Sunday Dramatic Hour | 186 |
| March of Time | 152 |
| One Man's Family | 122 |
| Millie's Rain | 31 |
| Crime Clues | 28 |
| Snow Village Sketches | 19 |

**STUDIO ANNOUNCERS**

| James Walling | 165 |
| David Ross | 111 |
| Bing Crosby | 65 |
| Harry Von Zell | 63 |
| Don Wilson and Young James | 29 |
| Bob and Alice | 20 |
| Ida Bailey Allen | 21 |

**NEW MUTUAL ACCOUNTS**

With the recent addition of two new accounts, Mutual Broadcasting System now has 7 1/2 hours a week signed and sponsored programs. Consolidated Cigar Corp., New York (Harvester cigars) has taken the quarter-hour periods weekly on WOR, WBZ, WHN and WOR, New York (musical instruments) has signed for a quarter-hourly program from Carl Freed's Harmony House on WOR, WLW, WGN, WXYZ.

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**Radio Editors Pick Favorite Programs . . .**

**PROGRAMS**


**COMEDIANS**


**POPULAR SONGSTRESSES**


**MALE SINGERS**


**DANCE ORCHESTRAS**


**SYMPHONIC**


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**Broadcasting**

**News Feature Programs Of C. S. Monitor Used By 125 Radio Stations**

OFFERING an interpretative news feature service covering the world's wide studio and world's wide staff of correspondents, the C. S. Monitor offers a service that has been endorsed by the Christian Science Monitor, Boston, reports that about 125 radio stations are now carrying the Monitor program furnished without cost to the stations, carrying only the mention of the newspaper organization as its sponsor and making its special announcement. Mention of the newspaper's name has been construed as being in no way a violation of the newspaper's name.

The daily news budget of several thousand words is written in conversation form with short items and simple words, and is supplied on a five-day basis. It does not conflict with spot news bulletins such as those furnished by Associated Press, or Press-Radio Bureau, being entirely interpretative in style. According to the editors, three San Francisco stations are carrying its Monitor items to supplement their regular news periods.

**American Tobacco Co. Comes Back on the Air**

WITH N. W. Ayer & Son, Philadelphia, a new director and former radio editor of the Monitor is editor of the daily service, with a staff of three special writers working in the history music. The Monitor paper explains that its object in furnishing the news is institutional and that, while the news bulletins may be sold, the news bulletins have been sold by many sponsors on either side of them.

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www.americanradiohistory.com
Network ‘Aireas’: NBC Survey Formula
Field Intensity Tests, Audience Mail, Radio Families Correlated to Determine Coverage of Stations

PRODUCT of two years work in seeking field strength measurements, collecting audience mail and analyzing the results, the coverage and circulation data on which NBC based its new rate card, issued last month, is contained in a book entitled NBC Network ‘Aireas.’

The word ‘aireas’ is coined to fill a gap for which no single word would seem to be exactly right; a word that would suggest both a geographical area and a zone influenced to a measurable degree by the network. The total ‘aireas’ of each station consists of three zones of influence, in each of which the potential circulation of the program is now known more accurately than at any previous time.

Data was obtained for each NBC station individually. Then the overlapping maps were combined, and in this way it was possible to calculate, with equal accuracy, the combined circulation of the station on any combination of stations, split network, or the entire network.

Without a Horse

SPEAKING at a luncheon for the press, Feb. 5, Edgar H. Hooper, NBC’s director of sales promotion, described the system used in determining the number of radio families in that county known, NBC thus determined the density of response per thousand radio families.

Since the field strength survey and the audience mail analysis were both the most ambitious enterprises of their kind ever undertaken, NBC feels that the combination of the two “provides an accurate picture of station coverage which, while it may be exceeded by some new development in future years, is a scientific basis and a long step forward in creating factual radio material.”

No attempt was made to compare the number of letters per county with the broadcast audience since the entire study is based on the premise that service within that zone is good, and that all radio families therein are part of the potential audience, except in cases where specific factors operate to the contrary—generally through the station laying down a stronger signal and carrying the same or similar programs.

Analysis of Mail

TO FILL OUT the bare outlines of information afforded by the field strength survey, there were undertaken simultaneously what is believed to be the most ambitious breakdown of audience mail ever attempted. This map, which passed through NBC from February, 1933, to June, 1934, had 1,340,000 addresses to spend, to be marked on the remainder, addressed to the network offices or to advertisers, were returned.

The 1,500,000 were classified according to the station to which they were addressed, and according to the city or county in which they came. For each letter a tabulating card was made out.

Use of audience mail as an index to radio circulation was illustrated on the Sohy Yardstick developed by the late Benjamin Sohy for KDKA.

Loopholes in a Publishers’ Survey...

By GILBERT B. CANT

PRELIMINARY results of an extensive “program identification” survey being conducted for the Periodical Publishers’ Association by Clark-Hooper, Inc., of 250 Park Avenue, New York City, suggest some of the potentialities of the method and point the way toward a standard means of measuring audience response which can be used more effectively.

According to a well-known Roman writer put into the mouth of one of his characters some words about “fearing the Greeks even when doubled.” A matter of this survey, the periodical publishers and, in commercial broadcasting circles the view is generally held that the findings can be recognized as a very wooden horse. Until Clark-Hooper explained its hopes and aspirations, and those of its clients, it had been thought by many that the object of the research was to minimize the value of broadcast advertising. In view of the fact that the people paying for the work are competitors of the broadcasters in the sale of an advertising medium, this “misapprehension” is perhaps understandable.

Survey Methods

EVEN NOW that Clark-Hooper has stated its position, there is still considerable misunderstanding in the methodology followed as evidence that even the flowing phrases quoted above do not entirely take the drudges off the findings.

When attention was first drawn to the preliminary report in a release dated Jan. 28, Clark-Hooper’s statement began: “Now that the tabulating of almost 200,000 coincidental telephone interviews has been completed...”

However, it had previously been made known that 45,000 calls a month would be made, and work was begun in November. In two months, then, 90,000 calls should have been made. The release dated Feb. 4 reached Broadcasting the wording had been altered to: “Now that the tabulating of almost 200,000 coincidental telephone interviews has been completed, Clark-Hooper, Inc., has released sample findings from its study covering an area in the Northern part of the country made telephone calls between 7 and 10 p.m., during the first and third weeks of each month. A sample of the respondents of this study, ‘a telephone...’ (Continued on page 20)
FORCED into action by increased demands for free time for various kinds of propaganda made to broadcasting stations, the Code Authority has ruled against such programs. The Authority, of course, does not affect matters presented by the Federal Communications Commission. The ruling, however, does affect the practice of commercial broadcasting. The Code Authority has been asked by local stations to present a complaint about the free time programs. The Authority, in its ruling, said that the free time programs are in violation of the code.

Enforcement Plans
THE CODE Authority also instructed James W. Baldwin, executive officer, to present the complaint to the Federal Communications Commission. In this case, the local and regional code units would be asked to act as enforcement committees. The Authority's ruling stated that if the free time programs are not stopped, the Authority would consider the case as one of violation of the code.

Proposed Rules
SIMULTANEOUSLY, Mr. Baldwin, made available a bulletin to all stations and networks, describing a number of proposals which had been brought to the attention of the Code Authority. The bulletin was related to the following proposals:

1. Paramount Pictures: Notice given that electrical transcriptions of this company are in violation of code provisions.

2. Tanners Council of America: Notice given that program "The Romance and the Basket Ball" on a sustaining basis violates the broadcast regulations of code, and station WFAA, Dallas, was warned.

3. Radio Stars Magazine: Notice that letter of Curtis Mitchell, editor, to stations concerning publication "an attempt to gain free advertising, and, therefore, a proposal which may frustrate the purpose and intent of the Code."

4. Channel Co., Inc.: Notified that proposal to stations that they take merchandise in payment of bills would frustrate the code.

5. Hollywood News Flashs sent to stations in pamphlet form appears to be an obvious attempt to procure free publicity. The Code Authority has reviewed this program without sponsorship and has concluded that the free time program would be in violation of the code.

6. At its meeting the Code Authority also called attention to the increased tendency among stations to quote in their reports the entire financial position of the WBAI. Such statements are in violation of the code. The Code Authority has notified these stations that they are violating the code.

7. The call letters of the proposed Hearst Albany station would be that letter JAYE, carrying the initials of the publisher, and would be affiliated with Hearst's Albany Time-Union and would also be linked to an NBC network.

Chislers Still Rampant: An Editorial

DESPITE codes of fair competition, codes of ethics, and other regulations and statutes designed to make business four-square, seekers after gain are still ramping in the broadcasting industry. In the present instance, a number of instances of chiseling, including some in the past regarded as reputable, are being presented almost daily to stations. They come under the guise of "education" and "public interest" programs, but actually are efforts to get something for nothing.

Here are a few figures for people in the industry to conjure with apropos these time chislers. They apply not only to the broadcast industry per se, but to agencies and their clients as well, for obvious reasons. If one advertiser cannot get something for nothing, a line should be asked. Why should the agencies try to do the same thing for their clients?

Now for the figures: The average cost of a quarter hour over all stations, just about $65. Ten free programs of 33 minutes duration broadcast over 550 stations would amount to $27,500, while the average cost of a night quarter hour on local stations is about $17.50 per station. Ten free programs broadcast by 200 local stations amount to $350,000.

These figures disclose the economic loss to the industry when free time is obtained by commercial interests. The eloquence of these figures should make it easier for station managers to reply an emphatic "no" to the persistent time-chislers. Those who can obtain $247,500 worth of free time, or even $85,000 are more than "chislers" —they are "sculptors"!
Skimming the Cream Off the Air Audience

By HERSHEL V. WILLIAMS, J.R.,
J. Walter Thompson Co., New York
As told to Howard J. London

spoken Word, All-Important When “Cream of Wheat” Goes in the Air, So Sponsor’s Message Gets a Hearing

THE PROGRAM we have built up for the Cream of Wheat Corp. is unique, we believe. We have shaped it which is not only entertaining, but also encourages the audience to turn to the commercial and stay. This can be said of few programs on the air. Programs that are musical in nature do not compel listeners to concentrate upon the spoken word— they may feel free to love about the house.

Spoken words usually are of little entertainment value in a musical program. This cannot be said of the “Cream of Wheat” program. If the listener does not follow closely the words of the recitation, the essence of the program is lost. To enjoy the “Cream of Wheat” broadcast, attention must be focused closely. Bridge, riddling, dancing, or other mental exercises are laid aside until the program is ended. And I may add that there is very little musical in quality allotted to this program.

The commercial is so woven into the broadcast that there is no choice but to listen because no one knows when Alexander Woollcott, the raconteur, will resume his story telling, and for a listener to miss the penning of a tale is to lose the rest of the story. Needless to say the commercial announcement is kept to the good taste known throughout the broadcast.

Groups of Listeners

PRIVATE researches conducted by an agency have proven that not one out of four of a home, but groups of four to six or more listen to the program, probably due to its auralism. And it seems that listeners constitute a higher strata of society than ordinarily listen to the general run of broadcasting. This may be the reason Mr. Woollcott’s long association with the New Yorker, a class publication.

The product sponsored is seasonal and it is expected to receive a maximum response from its listeners within a short period. The present series began in October and it is positively scheduled to close at the end of March. Already a definite increase in sales has been recorded, and in no doubt radio has more than heretofore. The Cream of Wheat’ corp. uses other media along with this broadcast, hence no net estimate can be given of any part radio played in the uplift of the sales chart. It may be said, however, that while other media are utilized to advertise Cream of Wheat, the broadcast is not tied-up with any other advertising. It stands on its own feet.

When the program was started on West Coast, advertising was carried through all broadcastes. The public was attracted by spot announcements which appeared for a while in 32 cities across the country. The 30-minute program is broadcast coast-to-coast on Sunday night and no spot broadcasting is used. After its inauguration the program was left on its own merits to attract additional listeners. No advance publicity of any kind is used. No one, except Mr. Woollcott and I, knows the contents of the script before it is broadcast. CBS exercises no censorship over the script, few programs enjoying this privilege.

The script is not rehearsed, but all parts of the program are and confined to the time allotted to the script. So if studio noises are heard, they can be blamed on the boys in the orchestra, laughing at some anecdote Mr. Woollcott is telling, since it is just as new to their ears as to the radio audience.

The sponsor’s reason for not using any advance publicity to announce features of the program is the desire to immerse an element of surprise. If the listener knew in advance whom Woollcott was to serenade—and it is his custom to serenade someone or persons every Sunday night—the edge would be taken off the program.

NO ORDINARY audience tunes to the “Cream of Wheat” program, its creators are convinced. In it the spoken word is paramount, and listeners are loath to twist to other transmissions, what with Alexander Woollcott springing surprises that mustn’t be missed. Herschel V. Williams, Jr., handling the account for J. Walter Thompson Co., tells here just how the programming is done. He pilots a number of other big programs, including “Burns and Allen,” “The Swift Hour,” “Roses and Drums,” and the recent Nash Motor Co. series.

This policy leads to the morning after coming broadcasts in the office: “Did you hear Woollcott serenade so and so last night?” Word of mouth publicity is still the best any firm can ask. The “Cream of Wheat” broadcast is designed to meet with the approval of adults and its contents are for the consumption of adult listeners. As a western city requires its students to listen to this program: I suppose it must be classed under outside reading.

But the mail, to be sure, is received by Woollcott and his sponsor. Two stenographers are delegated to do nothing but handle this mail, which averages from 100 to 500 pieces a week. And the unusual feature of this fan mail is that it is not the ordinary type. Letters from H-rp Marx, Charlie Chaplin, Helen Hayes and other persons of high caliber are in the incoming mail—or perhaps we should say telegrams, because there are plenty of them. The bell used to introduce the “Cream of Wheat” program on the air was sent by a woman listener.

Audience Response

THOSE who have listened regularly know that some of these letters have been used in the broadcasts. Other letters come from listeners who have been moved by some story or anecdote that the raconteur has told. Another surprise to those who write is that each letter is answered, if its contents are interesting—or perhaps we should say telegrams, because there are plenty of them. The bell used to introduce the “Cream of Wheat” program on the air was sent by a woman listener.

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Little America Programs

Now on Sustaining Basis

ADAMIRAL BYRD’S highly successful relay broadcasts from Little America, sponsored over CBS from late September until early December, New York (Grnp-Nuts), discontinued as a sponsored program with the presentation of Admiral Byrd’s “Antarctica” to Mayor LaGuardia of New York, President C. M. Chester of General Foods and others extended their felicitations to the explorers from the Columbia studios in New York.

Tentative plans of CBS are to continue the short wave relays on a sustaining basis incorporating them into the California Melodies program every other Saturday night, 10:30-11 p.m., starting Feb. 16. In the new sustaining series the expedition will be followed as it proceeds homeward, with Admiral Byrd’s little America Blacks performing, with a CBS announcer with the expedition, speaking in each relay.

New Groups Seeks WJTL

VOLUNTARY assignment of the license of WJTL, Atlanta from Georgia Telephone Co., to Jerry Woodruff and S. A. Cisler, has been organized as the Atlanta Broadcasting Co., will be sought in an application to be filed with the FCC. The station operates on 1370 kc. with 100 watts. Mr. Cisler, who also operates WJBY, Gadsden, Ala., will become manager of the Atlanta station, the call letters of which will be changed to WATL, subject to FCC approval. J. A. Yates, former commercial manager of WBMA, Birmingham, and WALA, Mobile, will be commercial manager. Studios will be moved from the university campus to the Citizens and Southern Bank bldg., and the station proposes to specialize in news broadcasting, having subscribed to Transradio Press, Inc.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem), a leading manufacturer of therapeutic agents is introducing a new product, Rebuild, a transdermal cold in tube form, advertising being handled by the Joseph Katz Co., Baltimore.
Revision of Food and Drug Bill Is Offered by Senator Copeland

Provisions Objected to by Advertisers and Media Remain in Measure; Opposition Developing

A NEW DRAFT of the Tuogwell-Copeland Bill (S. 59) designed to meet some of the objections launched against the original measure introduced by Senator Copeland, of the 23rd district of New York, has been prepared by the latter and probably will be presented to the Senate Committee on Commerce within a few days. Written as a confidential committee print, the revised measure is said to incorporate a number of amendments generally opposed by food, drugs and cosmetics organizations, which would be stringently regulated under the full measure, and could be ascertained, the advertising provisions, viewed as seriously objectionable by most of the media and by advertisers generally, have not been altered. The revised measure, it was indicated, is in the nature of a composition of the Copeland Bill and the McCarran Bill (S. 58).

The Commerce Committee, or a subcommittee of which Senator Copeland is chair, was scheduled to meet Feb. 13 to consider the new draft, and also to act on petitions for reconsideration of objections by demanding hearings preparatory to committee action. Senator Copeland has said repeatedly that this revision will avoid hearings but other committee members feel that the requests of such organizations as the American Medical Association, National Association of Manufacturers and American Newspaper Publishers Associations, aside from a host of organizations representing manufacturers, cannot be ignored.

Other Measures

THERE are two other measures proposing amendment of the Food & Drug Administration Act, which are currently under consideration. These are the Meat Bill (H. R. 2072) sponsored by the Proprietary Association, and considered by most of the industrial groups as far less objectionable than the Copeland Bill, and the McCarran Bill (S. 366), which was sponsored by Chairman Westervelt (D., New York) of the Associated Grocers Manufacturers, Inc., and the American Tobacco Association, and considered by the National Association of Manufacturers. The latter measure is also considered far more desirable than the Copeland Bill, but is held to lack imagination.

Coming as a blow to Copeland adherents and also to trade groups which had been leading in opposition, the Copeland measure was an announcement on Feb. 2 by the Association of National Advertisers that it had not approved in toto, as presently framed, any of the several measures now pending for revision of the draft. The objection was in direct conflict with the statement previously issued by the Advertising Federation of America that it endorses in full the Copeland measure as drafted. The ANA statement said:

"The ANA executive committee recognizes that the advertising and other interests in advertising, give careful study to the revised draft of the Copeland measure, and express the opinion that public hearings should be held on all bills introduced in Congress, and that the bill should be given to all affected persons for an exposition of their views." The announcement emphasized that the ANA had been a party to any statement of opposition, has been more interested in support of the Copeland Bill. It was pointed out that the real distinction is one of power. The existing act in relation to false advertising, misbranding, or adulteration, as amended, will not stop, in any way, all possible acts which would be dangerous to the public health, or inimical to the public interest.

It contends, however, that in the interest of simple justice, offenses should be charged and not in regulations promulgated by its administrators, and similarly that violations should be handled with full opportunity for the accused to defend himself before the least possible tribunals. The ANA does not believe that administrative officers, on the basis of their discretion, will act properly, once they have been committed, should be empowered to issue drastic and hasty action, such as seizures and criminal prosecutions.

In another quarter there were local measures which might have the effect of bringing about drastic alteration of the provisions of the pending Copeland Bill insofar as it affects advertising over the air and in print, is concerned. As written, S. 5 would vest in the Department of Agriculture practically autocratic powers over advertising, amounting to censorship. This power has been requested on the grounds that the Federal Trade Commission does not have the necessary power to curtail false and deceptive advertising, that an advertising function should be vested in the agency which under the Copeland Bill, would be charged with the regulation of trade advertising.

Arbitrary Powers

THIS VIEW has been contested by most of the advertising media, as well as by the Federal Trade Commission. The contention has been made that the agency would not only create duplication of the FTC functions. Moreover, the advertising media, backed by the commodity groups, have charged that the arbitrary powers which would be placed in the Secretary of Agriculture exceed the recognized qualifications and amount to dictatorship.

Seem as an indirect attack upon this provision of the Copeland Bill is a measure (S. 2413) recently favorably to the Senate on Feb. 6 and now awaiting consideration, which would enable the Department of Agriculture, through the FTC, to render regulations in a way that apparently would meet the criticism of the Department of Agriculture regarding its lack of power. Offered by Senator Wheeler (D. Montana), on Jan. 14, the measure was approved by the Senate Interstate Commerce Committee on Feb. 5.

The bill would amend the Federal Trade Commission Act by declaring that it is the policy of the act to prevent unfair practices in or affecting commerce and unfair or deceptive acts and unfair methods of competition. After the FTC is created, the FTC would be empowered and directed to prevent organizations, except banks and common carriers, except by order of the court from using such "unfair methods."

Old NBC Offices Occupied by ABC

AMERICAN BROADCASTING CO. has now occupied its first steps in its expansion project, has taken space in the former NBC headquarters at 711 Fifth Ave., New York, and neglected to file a pending for use of studios as well as offices in that building, George B. Storer, ABC president, informed WLAC Inc., Feb. 9. Mr. Storer and his staff moved into offices on the 15th floor Feb. 11 from the temporary headquarters established at 7 Beefman Place since the reorganization of the former American Broadcasting System.

The present arrangement, Mr. Storer said, is purely temporary, and on a month-to-month basis. The company, he said, will go indefinitely as the group continues to expand. It is understood that WNEW, new key station of ABC, also will remove from its present location at 551 Fifth Ave. to the old NBC quarters under a separate arrangement.

The arrangement was negotiated by Mark Wood, assistant executive vice president of NBC. ABC moved from the Fifth Ave. quarters upon completion of its studio a year ago. Since then the studios and most of the offices have been unoccupied.

Truman Ward Acquires Station WLAC, Nashville

J. TRUMAN WARD, NAB president and vice president and general manager of WLAC, Nashville, has purchased and acquired control of the station from its owners, the Life & Casualty Insurance Co., of which Mr. Ward also was an officer and director. The transaction, arranged as of Jan. 1, will not become effective until approval is obtained from the FCC. The station is licensed to WLAC Inc., a wholly owned subsidiary of the insurance company, and under the sale, all stock passes into Mr. Ward's hands and he is named executive and manager of the new organization, with most of the station staff to remain.

Prior to his election to the NAB presidency, Mr. Ward served on the NAB board for two years. He also was a guest on WLAC when WLAC was a 150-watt station, and Mr. Ward, then a vice president of the insurance company, was named executive in charge. The sale price was not disclosed.

Bolling Heads Branch

G E O R G E BOLLING has been named head of the Detroit office of Greig, Blair & Spillane, Inc., New York.

Mr. Bolling succeeds Curtis W. Vigers, who has gone to New York as manager of that office following resignation of Humboldt J. Greig. Mr. Bolling is a member of the advertising sales management of WXZY in Detroit, and before that was sales manager of KIVW, Chicago.

Decision Deferred

In Appeal of WLW

AFTER LISTENING to oral arguments presented by counsel for WLW, Cincinnati, and for the FCC, the court has extended its order allowing the station to continue operating with 500,000 watts in the face of an order of the FCC ordering it to cease operations until 10,000 watts as of Feb. 1. WLW on Jan. 30 appealed from the FCC order and in its briefs asked the court to allow it to continue operation with the super-power until the court renders its decision on the appeal. Leon Guskiewicz, counsel for WLW, and Paul D. J. Spearman, FCC general counsel, argued the opposing points in the briefs after which the court will decide whether it will make the stay order permanent. Mr. Caldwell emphasized that if the FCC order is permitted to stand, an investment of nearly $500,000 will be destroyed. But such output is less than that the show had not been properly notified and had not been accorded a hearing in advance of the decision. Mr. Spearman, on the other hand, said that the FCC action was in effect mandatory under international law, since UFR, Toronto, on an adjacent channel, claims the interference as a result of WLW's night operation with 500,000 watts.

AMA Opposes Baker

AMERICAN Medical Association, Chicago, on Feb. 5 was denied its request to extend the stay of the case pending appeal of the application of Norma T. Baker to the FCC for authority to erect a new station in Muscatine, La. Mr. Baker is the former operator of KTINT, Muscatine, ordered off the air several years ago by the old Radio Commission for broadcast decency regulations. He now has a personal interest. He now operates a station in Mexico. The AMA has fought Baker's alleged cancer cures.

San Francisco Salute

CALLING San Francisco the radio center of the Pacific Coast, the San Francisco Junior Chamber of Commerce, on Jan. 23 staged its second annual "Open House at a lavish dinner at the Palace Hotel. Honored guests were Don Gilman, NBC vice-president in charge of the western division; Harrison Hollway, manager KERC; W. N. McGill, manager KGBC; Edward McCallum, manager KQW; E. E. Frost, manager KTAB; Ralph Bruntont, president Northern California Broadcasttoplly; and W. L. Sjahr, manager KKVQ; and Lew Frost, NBC program manager.

Aveyard Shifts

A. E. AVEYARD, former executive vice-president of Lord & Thomas, has become a partner of Charlie Daniel Frey Co., Chicago, having assumed the position of executive vice-president of the business. He is executive vice-president in charge of planning and creative services. The firm name will be changed to Frey & Aveyard. No change is contemplated in the radio activities of the two firms which continue under Larry Triggs.
WIRE LINKS RULING ISSUED BY FCC

Not Common Carrier

Three Baltimore stations, WCAO, WBPR and WBCL, were linked by programs from the Baltimore radio show, Jan. 21-26, with programs also being related to the ABC network. Complete sound equipment at the auditorium, using RCA Victor high-fidelity apparatus, was installed and operated by Victor Sound Systems, Inc., a partnership consisting of Edwin F. Laker of the WBCL engineering staff and Wallace V. Shipley, operator of the Shipley Radio Laboratory.

State Shows

CONCENTRATING on professional talent, Walter Preston, sales manager of WINS, Heart station in New York, has devised a new program designed to appeal to residents of the city who have moved there from other parts of the United States. Surveys show approximately 75% of those who live in New York residential hotels, women's clubs, and other similar homes come from outside. To take care of this is shown elsewhere as a series entitled Professional Out-of-towners. Since the range of radio artists and the constituents of every state, each program will be built with professional talent from the largest cities, and addressed to other immigrants from the same locality. Several sponsors are watching.

Billings Heads WCAE

FORD BILLINGS, commercial manager of KSTP, St. Paul, and at one time director of WLW, Cincinnati, has been appointed manager of WCAE, Pittsburg, effective Feb. 23, according to an announcement Feb. 10 by the New York offices of Hearst Radio. Until July 1, 1932, when he joined KSTP, Billings for several years was station relations secretary of the old National Radio Advertising Inc. His radio experience includes service with the old WHK, Cleveland; WTIC, Hartford; WGBR, Buffalo, and WSAI, Cincinnati.

National Disc Series

ONE of the biggest deals ever consummated by a western transmission company was transacted by MacGregor & Sollo Inc., San Francisco, when he wired the entire series, including rights to stories and titles, of the transcribed broadcasts, What Would You Do. Purchased by Zain Features Syndicate, New York. The syndicate was given exclusive rights to the feature for retransmission on the entire United States except on a nationally known coffee concern (M. J. B.) under the title The Audience Decides, KGO, San Francisco, and KHL, Los Angeles, are the two California stations now releasing this feature.

Pacific Executives Discuss Coverage

Survey Methods and Other Problems are Studied

"ANALYSIS of the Radio Audience" brought more than 60 radio and advertising executives and their clients to the bi-annual meeting of the San Francisco Advertising Club in the Palace Hotel Jan. 31, with Harry Anderson, publisher of the NBC western division, presiding.

Fred Fidler, account executive, J. Walter Thompson Co, discussed four kinds of telephone check (co- incidental), Crosley interviews, power meter, and how he wound up the transmission of time the radio was on. He told how his organization organizes a telephone check and a re-check two weeks later, which he has listened to the advertiser's program, to find out whether the advertiser's product is being used in the home.

Interesting Facts

Walter Burke, account executive, for the Byram Lumber Co Inc., who is also regional executive, Pacific Association of Advertising Agencies, reviewed some highlights of his seven years work in this field. Among interesting facts developed were: Of approximately two million homes equipped with electricity, about 50 per cent have radios; best Eastern programs may get 300,000 to 400,000 sets on the Coast, whereas Western production rarely gets over 200,000.

It was pointed out that the switching from station to station may run as high as 70 percent. Illustratively, KFWB, Hollywood, put on a highlight show that took away KFI and KFIJ audiences, but distinct progress is being made in tracing down the data to an ultimate analysis of a radio program as costing $5.75 per thousand sets tuned in (for most popular programs) to $17.57 per thousand (for the least popular programs).

Both speakers gave a complete outline of their version of the Analysis of the Radio Audience, which was followed by a round table discussion.

Bill Proposes to Abolish Property Rights in News

PROPOSED as a result of the court ruling in the case of the Associated Press vs KVOS, Bellingham, Wash., a bill which would declare news items public property and permit stations to broadcast them was introduced in the Washington state legislature Feb. 9 by Rep. D. McShane, of Bellingham. The bill would abolish the property rights of publisher or private persons in the news items published and distributed to the public, according to an Associated Press dispatch from Olympia. It would permit resal of the news, however.

In an opinion handed down Dec. 18, Judge John C. Bowen, of Seattle, upheld the right of stations to broadcast news once it is published in the newspapers, and distributed. The case is being appealed, but it is evident that stations are being made to raise a fund within the broadcasting industry to defray costs of the litigation.
British Plan Public Television
To Start From London in Fall

The British public will soon be able to enjoy television broadcasts from a new studio and station to be erected by the British Broadcasting Corp. The BBC announced recently that it will be the first of a network of Ultra-
short-wave stations to be built later will link the London studio and station to be built in short-wave instead of land lines.

American authorities were considerably surprised at Lord Selbrod's report. Dr. C. B. Joliffe, FCC chief engineer, asserted that he doubted if the London station is ahead of the United States in television development and expressed the belief that the London station is really in the nature of a test. Dr. Joliffe is convinced that television will have a chance here, too, if adequately financed, but the financing would run into hundreds of millions of dollars and might entail the expenditure of the audible broadcasting system.

Dr. Alfred H. Goldsmith, former chief engineer of RCA and now a New York engineering consultant, commented the British on their enterprise, but warned that the problem here and there is quite different.

"What they plan," he said, "exactly parallels tests made in New York and other American cities several years ago. It will be recalled that ultra-short wave images were projected from the experimental station atop the Empire State Building to Camden, N. J., and that experimental transmitter (an RCA enterprise) is still very much alive, although the equipment is not right up to date.

"We must not forget, however, that the area of England is about equal to that of New York State. England's problem is comparatively simple when it is remembered the area of the United States is 86 times as large as that of the British Isles."

Race Among Nations

Dr. O. H. CALDWELL, former member of the Federal Radio Commission and now editor of Electronics, expressed the conviction that England's move will lend impetus to the development of television in America. He sees a race between England and Germany to be first to make television an everyday reality.

"The only thing that is holding back the development of this new industry in the United States," said Dr. Caldwell, "is the need for capital to finance the construction and equipment of image transmitters. To provide television programs throughout the country would require an initial investment estimated at $50,000,000 to $200,000,000 or more. This sum seems staggering to private capital, but to a government having billions for purposes that seem constructive even $200,000,000 for television is not unthinkably large."

"Television transmitters really have a sounder claim to government financing, in the present unemployment situation, than do other enterprises that have received generous Federal aid. Each television transmitters will be the means of initiating the manufacture of thousands of television receivers, involving new factories, restoring employment and injecting new impetus into the machinery of national business. From a social and governmental standpoint, the implications of nationwide television are tremendous."

**Funds From Fees**

**The Entire Project,** starting with the London station, will be financed by BBC funds derived from the 10 shilling fee on all license fees collected on all radios in England. The BBC's surplus is said to be adequate for the purpose. The London station's radius will be 25 to 35 miles; it is expected the

**NBC's League of Nations—** Short-wave listeners will hear announcements from W2XE, experimental NBC station near Chicago, in eight languages from recordings recently cut. The 10 kw. transmitter is heard on 6100 kc. Here are the announcers; Standing, left to right, K. Kodera, in Japanese; Howard Luttgens, NBC central division engineer; Sidney Ellstrom, in Swedish; William Kephart, in Spanish and German, J. Due, in French; H. Novin, in Russian; Pais Gallicchio, in Italian.

**Something to Swap?**

**The Exchange Corner on WGAU, Cleveland, gives listeners a chance to trade things they can get along without for things they want. Everything from lots to dogs is covered in the program, carried every morning. Articles for sale are not accepted for the program, only those that "warrant honest efforts to do a human service." Besides exchange items and household comment, the show includes news items, record listings, studio talent and weather reports.

**Opposition Is Expressive To Automatic Copyright**

An INTERNATIONAL copyright treaty, understood to bear ex-

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**NBC's League of Nations—** Short-wave listeners will hear announcements from W2XE, experimental NBC station near Chicago, in eight languages from recordings recently cut. The 10 kw. transmitter is heard on 6100 kc. Here are the announcers; Standing, left to right, K. Kodera, in Japanese; Howard Luttgens, NBC central division engineer; Sidney Ellstrom, in Swedish; William Kephart, in Spanish and German, J. Due, in French; H. Novin, in Russian; Pais Gallicchio, in Italian.

**Something to Swap?**

**The Exchange Corner on WGAU, Cleveland, gives listeners a chance to trade things they can get along without for things they want. Everything from lots to dogs is covered in the program, carried every morning. Articles for sale are not accepted for the program, only those that "warrant honest efforts to do a human service." Besides exchange items and household comment, the show includes news items, record listings, studio talent and weather reports.

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Multiply this crowd by 500 and you’ll form an idea of WTIC’s radio audience.

Note well this important fact in considering station WTIC. You are reaching a tremendous audience—far larger than you probably expect. WTIC’s primary coverage area has a population of 1,580,000. In its secondary coverage area are an additional 680,000. (Jansky & Bailey survey figures.)

Nor are the people in the WTIC Communities just “average” prospects. One out of three paid an income tax last year. Per capita savings bank deposits are over 500% greater than for the country as a whole. High buying power plus low distribution costs (for the area is less than 100 miles square) make the WTIC Communities America’s No. 1 test market—a market that consistently justifies intensive advertising.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skillful staging of any type of program. Full particulars on request.

STATION WTIC
HARTFORD, CONN.

50,000 WATTS ... owned by The Travelers
Broadcasting Service Corporation

NEW YORK OFFICE: 220 East 42nd Street, J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue, C. C. Weed, Manager

The WTIC Communities
A prosperous population in a compact market
Operated Daily: 7:00 A.M. to 12:00 Midnight
Sundays: 9:30 A.M. to Midnight
Member New England and NBC-WEAF Networks
More Raids on Radio

ALREADY taxed on all sides by every sort of license fee collector, already paying its just corporate and other dues to the Federal government, radio broadcasting is now the target for new tax attacks by the politicians of various states and of New York City. The basic idea seems to be that radio is rolling in wealth and therefore ought to be taxed locally, in some cases out of all proportion even to levies upon other industries.

The states and municipalities will have to leap the barrier of interstate commerce to tax this instrumentality, for radio has always been held to operate wholly in interstate commerce. The greatest challenge lies in New York City's proposal to define broadcasting as a public utility, thus being subject to city taxation. Congress has stated that it is not a public utility, for it is obvious that radio cannot, like the railroads and the telephones, open its facilities to all comers who have the price to pay regardless of what they have to offer. Radio could not maintain its present high plane of public service under such a construction of law.

Very properly the NAB is muster ing state committees to oppose these special measures on constitutional grounds. Fortunately, none of the taxes has yet been invoked. Every broadcaster, every broadcast advertiser and every advertising agency has a stake in this matter; additional taxes inevitably will mean higher rates for broadcast services. The NAB and its committees deserve every cooperation in their battles against unreasonable taxation.

Copeland Pot Boiling

THERE are hopeful signs on the food, drugs and cosmetics legislative frontier. Senator Copeland, author of the measure which has the implied endorsement of the administration, has agreed to modify the bill and already has prepared a new draft. This committee print, the scope of which is not yet known, will be considered by a Senate committee. Despite the announced intention of Senator Copeland to avoid them, hearings probably will be held, because of the vigorous protests of many groups which would be affected by the proposed drastic legislation.

Just a month ago, when we criticized the recent version of the Tugwell-Copeland bill (S. 5) as almost a carbon copy of the legislation voted during the last session because of its obnoxious provisions, there were prompt recurrences. We were told that a conciliatory, rather than a hostile attitude, should have been taken, particularly since the Advertising Federation of America had endorsed the bill in principle.

Since then, however, things have happened. Such organizations as the Association of National Advertisers and American Newspaper Publishers Association, as well as a host of the manufacturers' trade associations, have announced openly their opposition to the bill as written. All of them have demanded hearings. And, without advance warning, Senator Copeland himself has drafted a revised bill, presumably designed to strike some of the opposition.

We hold then, and we maintain now, that if enacted in its present form will be extremely dangerous to industries representing literally billions in investment. Provisions of the bill are so broad as to make possible actual destruction of legitimate enterprises while aiming at the questionable fringes. We agree that the quacks and the charlatans should be driven from the field, and that they should not be permitted to market their wares in competition with respectable and honest firms. But we do not agree that the great majority of legitimate businesses and their advertising mediums should be crushed, penalized or even threatened in the effort to get at the minority.

We cannot side with those trusty groups who believe that everything will turn out all right anyway—not after observing the operations of Congress from the sidelines in Washington for many years. (Only by militant opposition can the proper sort of legislation be procured. Fortunately, it now appears that a sufficient number of leaders of the industries affected will be active on the Washington front to thwart any half-baked or overly-dangerous legislation.

Television

UNLESS and until some "angel" appears with millions to underwrite an adequate nation-wide transmitting system, the United States is not likely to follow Britain's example and introduce public television this year. Least of all would the broadcasters want Uncle Sam to furnish the funds, for that would entail an encroachment of government upon a business and an whose very nature demands that it be kept completely free from political restraints.

The British project should create no misgivings about our audible broadcasting system—yet, Britain, unlike the United States, is willing this year to try out such television as it has on the British public, which will pay $250 to $400 per receiver. Wisely the first try-outs will be confined to London. We ought to know by the end of this year just how efficient and just how acceptable British television is; and then we can begin worrying, for our best experts say the British have nothing we in America do not have.

American authorities will do well to watch the British experiments closely as soon as they get under way. Indeed, we think an American delegation of experts should be sent over to London and Berlin later this year to see what they really have, just as the British and Germans sent experts over here to see what we have accomplished.

S. P. B. MAIS, British writer and radio commentator who visited the United States in the fall of 1935 to broadcast back to England via Transatlantic relays, has published his impressions of America and Americans, with particular reference to broadcasts and our vocabulary and our food, in a new book A Modern Columbus (Rich & Cowan, London, 7s., 6d.). That was also the title of his broadcast talks which the book brings together and which were heard in this country simultaneously. The whole volume exudes an enthusiasm for the American scene and the American people—so much so, reports World-Radio of London, "that he came in for a considerable amount of criticism especially from people who have never been there."

The RADIO BOOK SHELF

EARLY publication of an up-to-date list of the leading trade associations in the United States is planned by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. A partial list of this sort, entitled "Leading Textile Trade Associations and NRA's 'Textile' Codes," has just been published by the Bureau and is available free. The last publication of names and addresses from these files was the 380-page (85 cents) "Commercial and Industrial Organizations of the United States," issued in late 1931, which covered over 2,600 national, interstate; etc. organizations; and 13,500 local organizations. More than one-fourth of these were professional, educational and similar groups not strictly classifiable as trade associations. It is planned now, according to Claudius T. Murchison, director of the Bureau of Foreign and Domestic Commerce, to issue a supplement which will give the names and addresses of only the regional and national trade associations.

GUY CHAFFEE EARL, Jr.

"GUY EARL is the kind of fellow that ought to have a recording machine at his elbows, taking transcriptions of his ideas; he loses too many of them by not getting a stenographer into his office fast enough. But even with that difficulty, we are able to snatch from his fast-moving mental barrage enough ideas and enough stimulus to keep KNX among the front ranks of the nation's stations."

There you have an intimate colleague's estimate of Guy Chaffee Earl, Jr., operator of KNX, Hollywood. It is a fair estimate, for everyone who comes into contact with Guy Earl is immediately impressed by his dynamic personality and force. His is the genius of modern American broadcasting; he typifies the wide-aware spirit that has made broadcasting what it is today.

Guy Earl presents the unusual spectacle of a publisher who disdains his newspaper to devote his time and efforts entirely to radio. It was while he was publisher and general manager of the Los Angeles Press-Telegram, a property purchased by him from his uncle, a pioneer Californian, that he started KNX as a 500-watt station. At first regarded as a temporary venture, the newspaper bolstering its radio pages, the station gradually absorbed its interest until in 1923, when William Randolph Hearst offered to purchase the newspaper, Guy Earl seized the opportunity. It gave him the time he needed to devote to radio, by that time his primary interest.

Guy Earl is blue-eyed, quiet-mannered except when excited, and perpetually smiling. He looks younger than he is; indeed, he looks like a strapping college lad just about to report for football practice.

He was born in Oakland, Calif., Jan. 18, 1894, the son of native Californians who had played a prominent part in the early building of the Golden State. One of his grandfather's families arrived to California during the gold rush of '49. Another had trekked across the plains in a covered wagon in 1850. Guy boasts of being one of California's few dyed-in-the-wool native sons.

Attending the public schools of Oakland, his schoolmates recall Guy as a studious lad but one who could shoot pool wads with the best of them. He entered the University of California in 1912, graduated with a B.A. degree in 1916. Then for something less than two years he attended the law school of Columbia University.

Not many months after we entered the war, Guy joined the Army Air Corps. He served overseas until 1918, returning a first lieutenant. Back home, he decided to join his uncle's newspaper business. In the Los Angeles Express office he came into intimate contact with another war veteran serving in the advertising department. He was Naylor Rogers, who had seen real battle with the Canadian tank forces in the World War.

The two were drawn together immediately, the older and experienced Naylor Rogers and the dynamic youth finding they had much in common. Together they developed KNX from 500 to 5,000 watts and then to 9,000. When young Earl had sold his newspaper, Rogers naturally went with him into KNX. The teamwork of the two has always been perfect; in the office their ground-gaining tactics have come to be known as the "Rogers-to-Earl-to-Rogers pass."

At this moment KNX is completing its new 515-foot vertical radiator. It will have a potential capacity of 80,000 watts. But that's not enough for the Earl-Rogers team. They are already thinking in terms of 500,000 watts. They have their minds fixed on rivaling some time soon the highest power used in broadcasting.

Quick-on-the-trigger as he is, Guy Earl is often absent-minded about personal appearance. But when his staff celebrated his birthday the other day by presenting him with a giant birthday cake, they embellished it with 41 upright cigarettes in lieu of the traditional candles.

Guy Earl was married Dec. 31, 1927. He and Mrs. Earl have a 5-year-old son, Guy III, who has his own radio in his bedroom so that, as his dad says, he can "tune out KNX until they get him through that stage and then Earl's three hobbies--they call his vices—are yachting, golf, and bridge."
A MICROPHONE THAT MOVES
Automatic Boom Permits the Control Room Engineer
To Adjust Its Position at Will

By DRAMIN D. JONES
Chief Engineer, WAT
Jersey City

A RECENT development, the automatic microphone boom, soon to be released in a manufactured form for broadcast, television, and sound studio installations, will provide studios so equipped with the ultimate in microphone flexibility, and absolute continuous control over the position of the microphone during its entire period of operation. Movemen of the microphone is governed accurately by means of six push buttons mounted in a suitable control room, and placed convenient to the control engineer.

Up to the present time, the control engineer has been unable to modify, control or adjust continuously the electrical phase of a given broadcast. Should any change or correction of pickup be required, a studio attendant or production man usually must move the microphone by hand. This entails interphone conversations between studio and control room, or in small studio installations, the control engineer generally relies upon gestulation of the hands to get his orders across.

By this device, the control engineer may:
1. Raise, or lower, the microphone.
2. Change the position of the pickup during the course of broadcast, move to any other desirable point.
3. Move pickup further away or closer to sound source.
4. Determine the most satisfactory and advantageous point of pickup during rehearsals, and at the outset of new-rehearsed programs.
5. Produce "physical fading" effects by mechanical means.
6. Create unusual sound effects.

Still more, it has these advantages:
1. No person will be required to move the microphone during the course of a program, its supervision being left entirely up to the control engineer by the studio engineer in the control booth.
2. Program critics, supervisors, or musical directors may, in collaboration with the control engineer, make changes or last-minute corrections to suit themselves, instantly, positively, and accurately.
3. In the smaller stations, where the control engineer must rely on his own judgment, it will enable him to actually "feel" the program under observation, thus making the problem of securing the most effective balance greatly simplified.
4. It can be used very successfully for television purposes, where the microphone must be kept from the "field of vision."
5. It permits co-ordination of both the acoustic as well as the electrical phases of a transmission, by centralization in the control room.

How It Works

LET US ASSUME a studio is equipped with the "Auto-Boom," rum-preamplifier, production man, or control engineer decides that for optimum results the microphone should be shifted to another point. Instantly the proper push button is depressed, and the microphone proceeds smoothly and quietly to this new position. The transition is effected without delay, without sending anyone into the studio, and without disturbing the electrical balance of the microphone or interfering with the performers.

A movement of but one inch or several feet may be required by either the vertical, lateral, or radial plane. All of which is within the scope of this new device. The basic mechanism houses entirely within the turret "B" is the embodiment of simplicity there are no tricky "gadgets," and what little maintenance is required can easily be handled by regular staff engineers.

The "Auto-Boom" in its manufactured form may be installed in any type studio, the only essential difference between installations being the height of turret "B" and the technique of mounting it. It is marked "A" in the drawing, the turret assembly "B" being the same in each case.

The exterior appearance of the complete system lends itself readily to decorative treatment, and will probably be supplied in chromium black or chromium-gray combinations, as well as in other less pretentious finishes. Studios using a good high-fidelity microphone suspension from a boom of this type will find themselves particularly well equipped to handle the more complex broadcasts of today.

IN THE CONTROL ROOM

JAMES M. CHAPPLE, in charge of the Western Division of the FCC, who was to have been transferred to the San Francisco headquarters until Feb. 1, received the last-minute order to go to New York and establish a new FCC office. Bernard H. Lichtman, formerly San Francisco chief inspector, has been named to occupy Chapelle's place in Los Angeles.

J. J. BELOUNGY, former chief engineer for WPG, Atlantic City, and a veteran of WOR, New York, has joined WJIT, Charlotte, N. C., as chief engineer. He replaced Paul Rosenkranz, who took over for a year as chief engineer, Mr. Beloulgy will work with the Amalgamated Networking, has eight years of the WOR network, and was with WEAF for eight years and pickups.

O. B. HANSON, NBC chief engineer, told the radio audience how grand opera is broadcast from the Government building in Washington, D. C. and received the applause of the Metropolitan Opera House, in a microphone talk between acts at the presentation of "The Walkure Feb. 7. The engineering was done by the NBC Engineering and was supervised by House.

GEORGE MAHER, studio engineer, WOR, San Francisco, and Mrs. Mayer are the parents of a boy, Michele Maher, born Jan. 22.

J. S. HILL, the technical staff of WOR, Cleveland, has been elected secretary-treasurer of the Cleveland section of the Institute of Radio Engineers.

LIVERNE E. SHAVTO has resigned as engineer-anouncer at KFJI, Kansas City, Mo., after 11 years with the station.

ROBERT BROOK, former chief engineer at KFSD, San Diego, has joined the technical staff of NBC, Hollywood.

VERNE TASCHEIN, formerly with KFSF, Los Angeles, and with the executive staff of KFIR, Hollywood.

JOHN HEMLEY, plant operator at WOR, Dallas, the father of a girl born in January.

ERNEST JEFFERSON, studio engineer at the NBC plant department, still in San Francisco, is the father of a girl born Dec. 28. Mrs. Mahler, of the same department, is the father of a boy born Jan. 22.

HARRY L. BIXBEE, jr., engineer for WPG, Pittsburgh, has recently been appointed engineering supervisor of local and studio broadcasts.

HUNTER REYNOLDS of the NBC Chicago engineering staff, has written a ballad "To the Girls" presented during the network Jan. 28 on the Carnation program.

GERRY DE VLEG, NBC Chicago studios assistant engineer, and Father Bergland were recently married.

HOWARD WHEELER is captain of the bowling team of the control room department. He is the owner of a 1932 Pontiac, which a former associate, Ray Jovanovich, who is in the same department, is the father of a boy born Jan. 22.

AAA Meets in April

The 18th annual meeting of the American Association of Advertising Agencies will be held April 11 and 12 at The Greenbrier, White Sulphur Springs, W. Va. The executive board will hold its regular quarterly session at the same place April 16.

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BROADCASTING
February 15, 1935
STUDIO NOTES

BECAUSE it could not clear time, KRD St. Louis Post-Dispatch station, could not carry the Post-Dispatch amateur boxing tournament which the newspaper was sponsoring. Accordingly, George Burbach, assistant manager of the Post-Dispatch in charge of KRD, consented to a two-day broadcast of the bouts by KRD, rival local station, with John Harrington at the microphone.

TWO announcers for news bulletins were tried Feb. 3, 1935, KXK, Hollywood, one for the "heads" and another for the bulletins itself.

THE ROMANCE OF FURS is being presented over WVEB, Duluth, by Master Furriers. Duluth School superintendents were notified of the educational interest in the program and are inviting in tolls to be called through bulletins. WVEB is considering the idea of sending a weekly bulletin of educational radio offerings to school officials and teachers.

WOR, Newark, is giving the public a chance to speak over the air in a series to start Feb. 3. Each week eight letters from the mailbag will be selected and the writers invited to talk three minutes about their pet peeves.

FINANCIAL NEWS AND VIEWS, a weekly program over WGB, Des Moines, is the first radio program to be built by a financial organization. Produced under the auspices of De Puy Publications and broadcast each Saturday from 6:30 to 6:45 p.m., "Financial Year-End News" is presented to promote good will between the public and the banking fraternity.

WITH lightning speed, WDBO, Orlando, Fla., aired a pitched battle between Federal officers and gangsters. The program was arranged within a few minutes. It was piped to CBS.

SKYLINE is the title of one of the many new features started on WCE, Chicago, by Charlie Harriman, new program and production manager. It is conducted by John Metcalfe and has the form of an open letter to President Roosevelt. A number of amateur programs have been removed from WOR, a replacement by NBC sustaining features.

NEW GOVERNORS of Texas and Oklahoma went on the air over stations of the Southwest Broadcasting System, Jan. 28, 1935. It was the first broadcast of the program by the stations.

A RADIO auction was launched over KGOU, Los Angeles, the last of January under the direction of Harry Styles, serving as radio broker and master of ceremonies. A sponsor, W. F. Phelps, is the originator of what is known in the southwest as the Phelps Plan, a cooperative venture among independent merchants. When customers make a cash purchase, a similar amount is given to the Phelps "Prosperity Money." Listeners who have the Phelps script hear the daily program by telephone in the store while the broadcast is on air. The article is then "knocked down" to the highest bidder in terms of the Phelps record number.

A SINGING MOUSE is featured in the Musical Alarm Clock of WSPD, Toledo. The performer, of the field variety, is more or less similar to those of a trained canary.

"SING IT YOURSELF" titles a new weekly evening half hour on KNX, Hollywood, with Wilbur Hatch, music director, at the baton. The home audience is to join in singing the diaries of the air and Sunday tunes. Numbers are played over for tenors and sopranos and again for the baritones and contraltos.

AUSTRAUSIAN distributors of Lever Bros. Co., Cambridge, Mass. (Rinus) have taken a talent of two "Petie and His Ranch Boys," series, produced by Radio Transportation Co., America, through A. E. Bentley, agent, for NBC. The sponsors are using Pinto Pete badges, Santa hats and other merchandising aids, as well as supplementary media.

"PARADE OF NATIONS" is the title of a unique program KUY, San Francisco. Various national groups are given the opportunity to present programs dedicated to their countries. Produced by Harry Rogers, each broadcast introduces the coasts as master of ceremonies.

A FEATURE of the new San Francisco studio of KROW, Oakland, is the "audition studio," being made ready for auditions and others of the advertising profession, who desire to audition prospective programs. The service will be available whether not KROW is to be included in the schedule. H. P. Drey, general manager, stated.

TWO radio displays easily featured the impressive three-day advertising exhibit of National's Poor Richard Club which preceded the club's 50th annual dinner Jan. 17. The major station representatives were present, an outgrowth of Philadelphia's new station. WPCU, NBC provided the other attractive display, which helped to make the visits "air-minded" as regards advertising.

THE FINALS in the WBBM, Chicago, radio amateur contest, in which more than 2,500 aspirants for radio stardom are entered, were held Jan. 24. The judges are Ben Paley, Howard Neumiller and Gustav Ronof, of the Chicago CBS staff, who heard the contestants without seeing them, so that their judgment might be based on what they heard. The winner will receive a $5,000 prize contract to sing on WBBM, at $100 a week.

KICA, Los Angeles, finds that it is making favorable response to its programs catering to serious and studious listeners, even when scheduled against populous networks. Educational features and classical music feature these programs and the response of the "serious and studious" classes and from fans who were "for the first time discovering the power and appeal of the classics."

IN its first few months of operation, WJIM, Lansing, Mich., has staged a large number of stunt programs including a description of a circus from the big tent, sponsored by a local firm. Among others were sports events and the hotel tragedy Dec. 11 in which 32 lost their lives. More than 100 families received Christmas presents and used the program as the result of a series of charity programs. The station has been in operation since Jan. 1 and sold to the Michigan Network.

SPONSORS are watching progress of the Everybody Sing program on KEX, Portland, Ore., a Shanty feature. Crowds are overflowing the studio and the plants used in the first program were fitted thereafter when the sponsors did so much singing themselves.

SOUNDLESS pistons and pedals are built into the new NBC studio organ at Radio City in New York, organist, has developed a new organ technique for the " noiseless" instrument, since organists learn to depend on mechanical noises.

Of all the radio and screen stars, name orchestras and stage headliners appearing at Chicago's party celebrating the President's birthday the only feature mentioned by name in the advance publicity prepared by the Birthday Party Committee of the WLS BARN DANCE.

This is appreciated indication of the recognition Chicagoans—in common with other midwest listeners—acord WLS; of the popularity of WLS artists and their ability to draw—and entertain—crowds.

6,425 cardboard placards as reproduced above were displayed in street cars, elevated trains and motor coaches throughout Chicago and suburbs.
The Business of Broadcasting

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

STATEMENT ACCOUNTS

www.americanradiohistory.com

WLS, Chicago
Blue Moon Cheese Products, Inc., Minneapolis (cheese), 5 weeks, thru Mitchell-Ad agency, Minneapolis.
Campbell Soup Co., Northfield, Minn. (Mall-O-Meal), 5 weeks, thru Mitchell-Ad agency, Chicago.
Hanssen’s Chr. Laboratory, Inc., Little Falls, N. Y. (Junket), 6 weeks, thru Mitchell-Ad agency, Chicago.
Airy Fairy Foods Inc., Minneapolis (Cable Hour), 4 weeks, thru Mitchell-Ad agency, Chicago.
Bernard Perfumers, St. Louis, 36 ss, thru Hilmar V. Swenson Co., St. Louis.
Corn Belt Hatchery, Gibson City, Ill., 30 ss, thru Mitchell-Ad agency, Advertising Agency, Cleveland.
Earl Ferris Nursery, Hampton, Ia., 6 ss, thru Advertising Co., Des Moines.
Poley & Co., Chicago (Home and Tar Company), 78 ss, thru Franklin-Rose Co., Chicago.
Eugene C., Milwaukee (pet foods), 15 ss, thru Gustave Marx Advertising Agency, Milwaukee.
Lever Soap Co., Aurora, Ill. 156 ss, thru Schwimmer and Scott, Chicago.
McConnon & Co., Winona, Minn. (remedies), 12 ss, thru McCord Co., Minneapolis.
Scott & Boone Inc., Bloomfield, N. J. (Scott's Emulsion), 19 ss, thru Marshall and Pratt Inc., N. Y.
Scott’s Inc., New York (Nujol), 52 t, thru McCann-Erickson Inc., N. Y.
Universal Battery Co., Chicago, 4 ss, thru Ashbury, Moore & Wallace Inc., Chicago.
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 36 ss, thru Horn, Tarcher & Sheldon Inc., N. Y.

KHKA, Pittsburgh
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum) 4 weeks to, thru Edward M. Power Co., Pittsburgh.
Poley & Co., Chicago (Honey & Tar Company), 7 weeks, thru Frantel-Rose Co., Chicago.
Alaska Pacific Salmon Corp., Seattle (fruits and vegetables), 2 weeks, thru J. William Sheets, Seattle.

WWJD, Chicago
Mutual Candy Co., Chicago (candy bars), daily ss, thru McCunin Advertising Co., Chicago.
Thos. J. Lipton Inc., Hoboken, N. J. (tea), 13 daily ss, thru Frank A. Presby Co., N. Y.

KOL, Seattle
Crayler Sales Corp., Detroit (automobiles), 8 ss, thru Ruthrauff & Ryan Inc., N. Y.
B. F. Goodrich Co., Akron, O. (rubber products), 54 ss, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 13 ss, thru Roche, Williams & Cunningham Inc., Chicago.
Balboa Watch Co., New York, daily ss, thru Biow Co., N. Y.
Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly ss, thru Wade Advertising Agency, Chicago.
Union Oil Co. of Los Angeles, 21 ss, thru Lord & Thomas, Los Angeles.

WHEC, Rochester, N. Y.
Curtiss Candy Co., Chicago (candy bars), 3 daily ss, thru Meckin Advertising Co., Chicago.

KHJ, Los Angeles
Stanco Inc., New York (Nujol), 2 weekly t, thru McCann-Erickson Inc., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly t, thru Jimm Daugherty Inc., St. Louis.
Scott & Boone Inc., Bloomfield, N. J. (Scott’s Emulsion), 5 weekly t, direct.

WARQ, New York
Oxalite Products Inc., N. Y. (cleaner), weekly ss, thru Calkins & Holden, N. Y.

WSPD, Toledo, O.
Shell Petroleum Corp., St. Louis, 8 ss, thru J. Walter Thompson Co., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly t, thru Wade Advertising Agency, Chicago.
Roney Plaza Hotel Miami, Fl., 3 weekly ss, thru Rose-Martin Inc., N. Y.

Miami Biltmore Hotel, Miami, Fla., 3 weekly ss, thru Rose-Martin Inc., N. Y.

Standard Oil Co. of Ohio, Cleveland, 15 ss, thru McCann-Eriickson Inc., N. Y.
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly t, thru Edward M. Powers Co., Pittsburgh.
Kasto Co., Chicago (dessert), 3 weekly ss, thru Ruthrauff & Ryan Inc., Chicago.
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 5 weekly ss, thru Homman, Tarcher & Sheldon Inc., N. Y.
Proctor & Gamble Co., Cincinnati (Detergent), 15 weekly t, thru H. W. Kastor & Sons Co. Inc., Chicago.
Bank Fisheries Co., Chicago, 2 weekly t, thru Carroll Dunn Murphy Inc., Chicago.

WGN(767,852),(971,891)
Willard Tablet Co., Chicago (remedy), 39 ss, thru First United Broadcasting Inc., Chicago.
Chocolate Products Co., Chicago (chocolate syrup), 3 weekly ss, thru J. L. Sugden Advertising Co., Chicago.
Phillips Petroleum Co., Bartlesville, Okla. (easine), 21 ss, thru Lambert & Feasley Inc., N. Y.
Olsen Rug Co., Chicago (rebuilt rugs), 6 ss, direct.

WPTF, Raleigh, N. C.
Emerson Drug Co., Baltimore (Bromo Seltzer), daily ss, thru J. M. Mathes Inc., N. Y.
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum), daily t, thru Edward M. Powers Co., Pittsburgh.

WGN, Chicago
Willard Tablet Co., Chicago (remedy), 39 ss, thru First United Broadcasting Inc., Chicago.
Chocolate Products Co., Chicago (chocolate syrup), 3 weekly ss, thru J. L. Sugden Advertising Co., Chicago.
Philips Petroleum Co., Bartlesville, Okla. (easine), 21 ss, thru Lambert & Feasley Inc., N. Y.
Olsen Rug Co., Chicago (rebuilt rugs), 6 ss, direct.

WOR, Newark
Grove Laboratories, Inc., St. Louis (Bromo Quinine), 5 weekly ss, thru Stack-Goble Advertising Agency, New York.
Stanco Inc., New York (Cream of Nujol), 2 weekly t, thru McCann-Erickson Inc., N. Y.

WBBM, Chicago
United Remedies Corp., Chicago (Pe- rona), 6 weekly ss, thru Heath-Seeboh Inc., Chicago.
Standard Oil Co. of Ohio (Nujol), 57 t, thru McCann-Erickson Inc., N. Y.

BROADCASTING • February 15, 1935

“Would you mind timing in WJJ, the President is giving one of his freindly chats?”
GENERAL HOUSEHOLD UTILITIES


CRAYZ WATER HOTEL Co., Min. Wells, Texas (Crayz Water Crystals) on Feb. 9, started "Crazy Water House Party," on 5 Southwest Broadcasting stations in Texas, Saturdays 9:30-10:30 p.m. Placed direct.

NATIONAL BENEFICIAL UNION
S. S. FOX RADIO PRODUCTIONS has been established at 5636 Melrose Ave., Los Angeles. Technical activities will be done at the Freeman Lane studios. The organization is headed by S. S. Fox, president of KDYL, Salt Lake City, who will continue his Salt Lake business interests. Mr. Fox previously had been in the transcription field with the Dinwood Drama Service.

AMERICAN RADIO TRANSCRIPTION AGENCIES has been formed at 20 Bligh St., Sydney, Australia, to purchase and distribute U. S. made transcription programs. Miss Grace Gibson, assistant production manager and head of the transcription department for 2GB, Sydney, will be managing.

A CONTRACT for exclusive release in Australia of all recorded programs of MacGregor & Solie Inc., San Francisco, has been signed with David Worrell, general manager of the Melbourne Herald Broadcast Co., operating a group of stations in Australia.

RADIO will be used with other media by a joint committee of growers and shippers of apples in the State of Washington. A fund of $75,000 will be used for the promotion campaign which will cover 26 cities. The account is handled by the Izard Co., Seattle.


A COMPLETE MERCHANDISING SERVICE TO ALL WHO BUY THE MICHIGAN RADIO NETWORK Yes—a COMPLETE merchandising service which gets distributors... sells merchandize... checks credits... handles demonstrations... places displays. This service is a tested, a proved success, and for almost 2 years has been used by national advertisers to great advantaged! Write or wire for details.


WEFLI decorated studios of the Columbia Phonograph Co. at 922 N. Michigan Ave., Chicago, were the scene of a gathering of Chicago radio and agency executives. Girard Ellis, manager, announced that Columbia now is backed by the same capital that is behind American Record and Brunswick Record corporations. Dists now are being out for Princess Pat, Detroit White Lead, Booth Fisheries, Health Spot Shoo and a number of firms which have not yet announced their radio campaigns.

CONGIN Co., Los Angeles makers of a health beverage, and sponsors of the "Late News" on KRXV, Hollywood, for a quarter hour five nights a week, on Jan. 31, started to transmit the series for Eastern distribution. Alvin Shackleford Co., Los Angeles, handles the account, with the Freeman Lane studios producing.

RADIOTONE RECORDING Co., Hollywood, has moved to 735 N. Seward St. for its transcription and recording business.

STRATOSPHERE MURDER MYSTERY went into production in Hollywood for the Radio Transcription Co. of America Jan. 28 with Russ Johnston, local announcer, as author of the 13 minute episodes.

LYLE E. WILLIY, Hollywood transcription producer the past five years, has gone out of business.

FRANK E. GYLES, operating the Radiotone Recording Studios, Seattle, on Jan. 30, was appointed sales representatives in Washington, Oregon and Alaska for Radio Release, Ltd., Hollywood.

8 Stations in Michigan's 8 largest cities. Primary coverage of a terau is with a population of over four million people.

SBCM ..................Bay City WDFI ..................Flint WJRM ..................Lansing WIBM ..................Jackson WELI ..................Battle Creek WKZO ..................Kalamazoo WOOD-WASH ..................Grand Rapids ** Key Station WXYZ ..................Detroit

680 Kc. WPTF 5,000 Watts

GREATER RETURN TO THE ADVERTISER MORE ADVERTISERS BECAUSE OF GREATER RETURNS

February 15, 1935 • BROADCASTING

Page 19
J. MALCOLM DEWEES, former ac-
count executive and salesman for D'Evelyn & Wadsworth, Inc., San Francisco, has been appointed Pacific Coast manager for
Kraft Foods & Co., Inc., with
headquarters in San Francisco. He
supervises the Pacific Coast de-
goals. Offices for the new agency were
established in San Francisco late last
October, with Richard W. Byrne in
charge of production. He was for-
merly associated with Campbell-
Whitcomb Company. Accounts being
handled by the San Francisco office
include the Grace Steamship Line;
the Rust Brothers, Inc., of Reno;
and E. B. Scott, Inc., marketing Waco Aircraft; N. & O. Gump Co., (art goods); and
Gilders McCall & Co.

REDFIELD-FOUée Inc. New York
agency, has changed its name to Red-
field-Johnstone, Inc., with L. L. Re-
dfield as president and P. Johnstone, with the agency the last
two years, as vice president.

BERNARD LAY FREEMAN has been
placed in charge of the new radio de-
partment of Seecock Advertising
Agency, New York, which has moved
its offices to 855 Fifth Ave.

JOHN F. MAYER, space buyer and
purchaser of radio time for Stearns
Co., New York, has been elected
a vice president of that agency.

WILLIAM A. McGUIRE, of the
New York office, has been named
head of the station's New York
office.

KRAFT & DRUM Inc., Los Angeles
agency, has moved to larger quarters
at 650 S. Grand Ave.

ROY ALDEN & ASSOCIATES Inc.,
Los Angeles specializing in retail ad-
vertising, sales promotion and special
campaigns, has moved its offices
to 423 Russ Building, San Francisco,
Mr. Alden being in charge.

CECIL WIDDIFIELD has been
shifted to the head of the radio department
of H. W. Kastor & Sons Co., Inc.,
Chicago, and Ron Foust, former radio
director, has been moved to the sales
department.

The $20,000 watt Radio Diffusora
do Sao Paulo, Brazil, has named Con-
quest Allience Co., Inc., New York, as
its advertising representatives in the
United States.

ROBERT S. HOLTZ has resigned
his position as advertising executive on NBC's Chicago sales staff to take charge of
the Chicago radio department of
Blackett-Smith, Inc., on a proba-
tive March 1, succeeding M. H. Peter-
sen.

L. AUGUST CASIK, Jr., has resigned

R. B.Breadcrumb, formerly associated
with the radio advertising depart-
ment of Pacific Coast district manager of RCA Radio-
tron Co., and prior to that district
manager of the General Electric Sup-
ply New York, has been appointed
manager of the Pacific Coast branch of New
York, which also handles the Portland
and Nivica campaigns for Porto Ri-
can-American Tobacco Co. Congress
Cigar is a division of Porto Rico-
American.

ARCHIE GINNALS, former an-
ouncer of WQO, Charlottesville, Va., has
resigned to join the Crazy Crystal
Corp. as its radio director for the
South. He will continue producing and announcing Crazy Crystal shows.

FOLEY & Co., Chicago, (remedies)
has appointed Frankel & Co.,
Chicago, to handle its advertising.

GEORGE GAGE, formerly associated
with McCann-Erickson, Inc. San
Francisco, has been appointed
radio advertising manager for the Sun-Maid Raisin Growers of California.
He succeeds Lewis Russell, resigned.

NATIONAL LIFE INSURANCE Co.,
Montpelier, Vt., is placing its account
through R. B. Braud, Chicago, in
New York. Radio and other media are
being used.

IVANHOE FOODS Inc., Auburn,
N. Y. (Salamee salad dressing) has
placed its account with Meger & Co.,
Utica, N. Y.

TIVOLI BROADCASTING Co., Detroit,
has placed its account with McManus,

LEMONS Inc., Columbus, O. (cos-
metics) has placed its account with Procter & Collier Co., Cincinnati.
Radio and other media are being used.

BALBOA BROADCASTING Co., Los
Angeles, using radio and other media
in a campaign placed through Chet
Crain Inc., Los Angeles.

WILLARD TABLET Co., Chicago, using
$300,000, is placing its account
in radio and other media.
First United Broadcasters,
Chicago, is handling the radio
advertising.

JUSTIN HAYNES & Co., Inc., New
York, is handling advertising through

PHILLIPS PACKING Co., Inc., Cam-
bridge, Mass., is handling advertising for
which was called, according to the
Radio Advertising Bureau, Pearl,
New York, to handle its advertising.

ROSUCCI BROTHERHOOD, San
Joaquin, Cal., is placing its account
in radio, including radio through Fredrick
San Francisco.

BETTER SPEECH INSTITUTE, Chi-
icago, is placing its radio advertising
through Auspice & Lee, Chicago, using
an NBC-WJZX half hour and four
stations.

CALVERT MARYLAND & BISTIL-
LING Co., New York, has named
Homman, Tucker & Sheldon, New
York, to handle show account, including
radio.

CLASS & NACHOD BROADCASTING
Co., Philadelphia, is placing its account, in-
cluding radio, through the Felling

SPARKLETS Corp., New York sub-
sidary of the British company manufacturing a patented siphon bottle for charging water, has ap-
pointed R. B. Brescia, New York, to
handle its advertising but is first studying the American market.

LEVER BROS. Co., Cambridge, Mass.,
has extended its Pick & Pot trans-
scription service to KGME, Honolulu, with
National Broadcasting Service, placing the account through Con-
quest Alliance Co., Inc.

NEW YORK, Pa. (antique), Gotham Advertising Co., New
line has renewed through
N.YVIBC and YVIRC, Broadcasting Caracas, Venezuela.

CONGRESS CIGAR Co., New York
(La Palina) has placed its advertis-
ing with Gotham Advertising Co., New
York, which also handles the Portland
and Nivica campaigns for Porto Ri-
can-American Tobacco Co. Congress
Cigar is a division of Porto Rico-
American.

SOUND-ON-FILM ON AIR—Here is
unique equipment for broadcasting
from film track built for KFWB,
Hollywood, by United Research
Laboratories. The station claims it is
the only one in the world equipped.
At Jolson, actor and
singer, is looking over.

Radio Advertisers

LA SALLE INTERNATIONAL Inc.,
New York, (antique) has started
a test campaign in Washington, D. C.,
including radio announcements.
J. M. Mathes Inc., New York, is the agency.

Radio campaigns have been started
thru Schwimmer & Scott, Chicago,
which has just acquired the accounts,
Lite Soap Co., Aurora, III.; Minidah
Club of Chicago; Miller, Hollywood
Supply Co.; Arthur Johnson Co. (real estate)
Aimer Coe & Co. (opti-
cal, hearing aids, etc.), and Auto-
metrics) Spray-Wash Washing Machine
Co. Other media also are being used.

COLGATE-PALMOLIVE-PePT
Corp, Jersey City, is introducing Kwik
soap for clothes and dishes
Benton & Bowles, New York. Test
campaigns are being conducted in
Worcester and Springfield, Mass.;
Wikele-Burre and Johnstown, Pa.;
Miami, Fla., and Kansas City, Mis-
ouri, Md., was to be added during
February.

FRED YEATES, former news as-
istant at KFI, Los Angeles, and later
operating Public Relations Relations
in Hollywood, has joined the I.
C. Bernstein Agency, Los Angeles.
He will work on the Richfield Oil Co.
account.

JOHN PLAT, advertising director of
Kraft-Phenix Cheese Corp., Chicago,
arrived in Los Angeles Jan. 28 to make
a survey of coast operations for his company. He was accompanied by
R. B. Brescia, who was recently
Elevated from Southern California manager of Kraft
Phenix (Los Angeles) to the coast
managership with headquarters in San
Francisco.

RAY WEBER, continuity writer at
XBC, Chicago, for the past year and a
half, has joined the copywriting staff of Swift & Co., Chicago packer. Suc-
ceeding Weber at XBC is Albert
Barke, free lance writer.

HYROL Co., Fort Worth, Tex. (denti-
trice) has placed its account with
Lockey-Bowman Inc., N. Y.

Radio Station Representatives

WALTER BIDICK CO., INC.
568 Chamber of Commerce Bldg., Los Angeles
1255 Rashi Bldg, San Francisco
6040 Stow Bldg, Seattle
615 Charles Bldg, Denver

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AGENCIES AND
REPRESENTATIVES

WALTER N. MAY, for 11 years with the Waiogreen Co., Chicago drug store
chain, which has used radio exten-
sively, in supervision and merchandis-
ing capacities, and recently advertising
for L. Bamberger & Co., Newark depart-
ment store, has joined the staff of

EDWARD VOTNOW, manager of the Chicago office of Edward Petry & Co.,
station representatives, spent two
weeks in New York, calling on
Henry Cristal, manager of the Petry
office there, cruised in southern waters.

RANDOLPH HALL, former director of radio advertising and publicity for
L. Bamberger & Co., Newark depart-
ment store, has joined the staff of

WALTER BIDICK & Co., announces
removal of its San Francisco head-
quarters to larger space in the Rand
Building.

WARD WHEELock, of the J. walls Armstrong Agency, Philadelphia,
ent the first part of February in Los Angeles in connection with the
Radio-Philadelphia Soap Hollywood Hotel pro-
gram.

LOUIS GLASEr Inc., Boston, has
moved to the Statler building in that
city.

CRITCHFIELD & Co., Chicago, has
moved its offices to 612 N. Michigan
Ave.

FRED W. REA Advertising
Agency, San Francisco, has moved
105 Post St. into larger head-
quarters at 79 Post St. and has
hired J. A. McArthur as account
executive. He was formerly Pacific
Coast district manager of RCA Radio-
tron Co. and prior to that district
manager of the General Electric Sup-
ply New York.

FAIRFAX M. COM, who resigned
from the San Francisco offices of Lord
& Thomas last August to join the New
York office of J. Stirling Co., has
returned to his former San Francisco
position as account executive Feb. 1.

“"My own data is far
too fragmentary—/t’d
better telephone
for
FREE & SLEININGЕR, INC.
550 PARK AVENUE, NEW YORK 28, N. Y.
FREE & SLEININGЕR, NATIONAL REPRESENTATIVES

National and Local Advertisers Know KVI Results
Musicians Demand Fees for Pick-ups

Extra $3 per Player Will Be Asked in New York

ARRANGEMENTS for remote orchestra pick-ups in New York are expected to undergo extensive revision as a result of the decision to make an appeal to the American Federation of Musicians, to try to enforce a rule providing that each player be paid $5 for each remote broadcast in which he is engaged. The decision was contained in most contracts that the local has written since it first began dealing with the union, but has not been generally observed.

The local decided at a meeting in January to demand compliance with the $5 clause, which was inserted in March 4, and that the funds should be paid to the local by the orchestra leaders or owners. The local is in turn to pay the money to the emergency relief fund.

In the case of "Name Bands" the local recognizes that such a rule bid against one another for late evening hours, no difficulty is expected. Most of these have received the $3 per man, but it is not thought that the players would raise strong objections to the money being used for relief purposes, if it was a local matter. The opposition is almost sure to develop.

These will be the leaders and members of orchestras which always receive less than the contracts (at union rates) provide. They are being taxed 2½% of their contract remuneration to meet relief funds. Since this is more than 2½% of their incomes (in cases where they are accepting the reduced rates). The result is that they feel they are contributing as much as they are able for relief purposes.

One will encounter some difficulty in collecting the additional $3 per man from a large number of smaller restaurants and dance halls, where the hours are not more than 3. But it is believed, that broadcasting benefits their business greatly, will do anything to stay on the air.

In any case, broadcasting stations will be able to stay out of the fracas when it develops, since they are not directly interested parties in its outcome.

CBS is taking up the option it has to extend for a year its contract with Local 602 at last year's rates, so they will not be concerned.

ABC expects to leave the matter to the leaders, their employees, and the union. CBS has written contracts with all the restaurants and hotels from which it picks up orchestras.

One Man's Family

SPONSORSHIP of One Man's Family, now a sustaining program and formerly sponsored by Penu Tobacco Co., Wilkes-Barre, Pa., (Kentucky's largest tobacco manufacturer), over WYII has written contracts with all the restaurants and hotels from which wide broadcast.

February 15, 1935 • BROADCASTING
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JAN. 30 TO FEB. 12, INCLUSIVE

(Direct Broadcast Division)

Decisions...

FEBRUARY 5

KPIO, Spokane—Granted CP change equip., move studio and transmitter locally.

WPHR, Petersburg, Va.—Granted modif. CP move transmitter extension temp. auth., operate simul. WJIC until, for 90 days. (Jan. 31.)

WTIS, Hot Springs, Ark.—Granted extension temp. auth., operate simul. WITC until, for 90 days. (Jan. 31.)

WEDR, Detroit, Mich.—Granted extension temp. auth., operate simul. KRML until 1040 kc. 90 days. (Jan. 31.)

KWWJ, Portland, Ore.—Granted extension temp. auth., operate simul. KJJJ until 90 days. (Jan. 31.)

WNDR, Memphis—Granted extension temp. auth., 90 days. (Jan. 31.)

WHIS, Bluefield, W. Va.—Granted CP change equip., increase 250 to 500 kw. Granted CP change modul.

system.

WKGK, Cincinnati—Granted modif. CP to extend completion date.

KANSAS CITY—Complainant: In denying the issuance of a license to a station to be operated from a site for a simulcast of broadcasts from other stations, the Commission reverses its own decision. The station, operating on 1310 kc., will continue to simulcast KTHS in Topeka, Kansas, and to originate programming.

Applications...

JANUARY 30

WESG, Ithaca, N. Y.—Exp. auth. 850 kc 1 kw to LS at WWL to 8-5-35. (Feb. 1.)

WMPO, Duluth—Modif. CP for new station 1210 kc 100 kw untd., extension completion to 5-1-35. (Feb. 1.)

WCRW, Des Moines—Modif. CP move transmitter from 100 to 250 kw, will operate simul. WJAV and new transmitter as of 1210 kc. to 250 kw. Granted. CP amended as to extension. (Feb. 1.)

WMRB, Peoria, Ill.—Granted extension auth. 1 kw LS at KPO to 11 pm EST to 5-1-35, also use former transmitter as auxiliary. (Feb. 1.)

JANUARY 31

WESQ, Birmingham, Ala.—Abm. assign license to Ormond O. Black & Mary Collett Black (vice William F. McFadden), change affil. from WWL to VEBV.

WMPO, Duluth—Modif. CP for new station 1210 kc 100 kw untd., extension completion to 5-1-35. (Feb. 1.)

WCRW, Des Moines—Modif. CP move transmitter from 100 to 250 kw, will operate simul. WJAV and new transmitter as of 1210 kc. to 250 kw. Granted. CP amended as to extension. (Feb. 1.)

Applications...

FEBRUARY 1

WPTF, Raleigh, N. C.—Extension auth. exp. 500 kc 1 kw to LS at WWL 90 days; designed for home coverage. (Jan. 31.)

CINCINNATI—The Commission has held a hearing in a matter involving a license dispute between WADK and WOKC, but does not preclude Commission from offering any decision on the matter. (Jan. 31.)

Baltimore—Granted extension temp. auth. operate simul. KTHS from LS Hot Springs, Ark., 90 days EST 1400 kc and operate syn-
chronously with WWJ 760 kc 2 1/2 kw 9 pm EST for 90 days. (Jan. 31.)

KRLD, Dallas—Granted extension temp. auth. operate simul. WTIC until, for 90 days. (Jan. 31.)

KTHS, Hot Springs, Ark.—Granted extension temp. auth., operate simul. KJJJ until 1040 kc. 90 days. (Jan. 31.)

KWWJ, Portland, Ore.—Granted extension temp. auth., operate simul. KJJJ until 90 days. (Jan. 31.)

WNDR, Memphis—Granted extension temp. auth., 90 days. (Jan. 31.)

WERN, Chicago—Granted renewal & aux. transmitter. (Jan. 31.)

WSGS, Chicago—Same as above.

WIKO, Wichita Falls, Texas—Granted extension auth. 760 kc 1 kw 7/8 w D untd. to 5-1-35. (Feb. 1.)

WTPF, Raleigh, N. C.—Granted extension auth. exp. 1 kw LS at KPO to 11 pm EST to 5-1-35, also use former transmitter as auxiliary. (Feb. 1.)

Applications...

FEBRUARY 2

WPAD, Paducah, Ky.—CP move transmitter locality.

NEW, A. L. Chilton, Kilgore, Tex.—CP 590 kc 100 kw D.

NEW, Chamber of Commerce, St. Petersburg, Fla.—CP 1310 kc 100 kw w untd. for 90 days. Granted. CP modified license from 1200 to 1500 kc. during March, to be extended to 5000 kc. from March 2nd. CP extended 3 months. Granted. CP to utilize transmitter from Times Mirror Co., Tampa, Fla.—CP 1370 kc 100 kw w untd. (Jan. 31.)

NER, Clark Standardford, Porterville, Calif.—CP 310 kc 100 kw D

NEW, Louis O. Holzman, Hilo, Hawaii—CP 1420 kc 100 kw w untd.

Applications...

FEBRUARY 4

NEW, Hartford Times Inc., Hartford, Conn.—CP 1500 kc 100 kw N 250 D w untd. Granted. CP to install new transmitter and move transmitter to new location in Norwich, Conn. Granted. CP for transmitter to Des Moines, Iowa, CP 1310 kc 100 kw D, to move transmitter to Des Moines, Iowa. Granted CP to install new equip. for 5 hours from share-KGFL to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, Phillip J. Wiseman, Lewiston, Me.—CP 1250 kc 100 kw D, to install new transmitter and move transmitter to new location. Granted. CP to install new transmitter and move transmitter to new location. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, New Haven Conn.—Modif. CP new station 500 kc 500 w D requesting change to 1250 kc, to move transmitter extension temp. auth., operate simul. WJBD w untd. (Jan. 31.)

NEW, John A. Chesterfield, Longview, Tex.—CP 1370 kc 100 kw D, to move transmitter. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, Philadelphia, Pa.—Exp. auth. 500 kc 250 w D & N. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, DeWitt Duesler, Dallas, Tex.—Exp. auth. 760 kc 100 w D. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, Black Hills Broadcast Co., Robert Lee Dean, Rapid City, S. D.—CP 1370 kc 100 kw w untd., amended re equip. & transmitter location. Granted. CP to install new transmitter at Rapid City, S. D., CP 1370 kc 100 kw D & N. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, Oakland, Calif.—Modif. license from 1440 to 1250 kc 100 kw D, to use new transmitter. Granted. CP to install new transmitter at Oakland, Calif., CP 1500 kc 100 kw D & N. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

NEW, Chicago, Ill.—CP move transmitter from 500 kc 100 kw D to 5000 kc 20 kw, to change affil. to WWJ. Granted. CP to install new equip. for 5 hours from share-KICA to spec. CP to install new equip. for 5 hours from share-KICA to spec. (Jan. 31.)

Applications...

FEBRUARY 6

NEW, Samuel Nathaniel Morris, Stamford, Conn.—CP 1500 kc 100 kw D, to use new transmitter facilities of KFPI, previous amendments withdrawn. (Jan. 31.)

WPTF, Raleigh, N. C.—Modif. exp. auth. increase 100 wc 2 kw w untd. Granted. CP to install new transmitter at Raleigh, N. C., CP 1420 kc 100 kw D

NEw, Pope Foster, Ark.—CP 1200 kc 100 kw D, to install new transmitter at Pope, Ark., CP 1500 kc 100 kw w untd. Granted. CP to install new transmitter at Pope, Ark., CP 1500 kc 100 kw w untd. (Jan. 31.)

www.americanradiohistory.com
FEBRUARY 7

WMPF, Plantersville, Miss.—License or CP as modified for new station.

WERC, Memphis—Grant CP change.

NEW, Milwaukee Broadcasting Co., Milwaukee—Grant CP 1310 kHz 100 w.

W3FD, Wilmington, N. C.—Grant CP change.

WANG, Doughan, Ala.—Grant CP change.

FEBRUARY 9

NEW, Hearst Radio Inc., Albany, N. Y., 790 kHz 1 kw.

WHIO, Dayton, Ohio—License accepted. 

NEW, Pampa Daily News Inc., 1500 kHz 100 w.

NEW, G. D. Goff, Tampa, Fla.—CP 1250 kHz 500 w.

WKBW, East Dubuque, Ill.—Author. license.

WLB, Los Angeles—Renew leave.

NEW, Evansville, Ind.—License accepted.

KHQ, Spokane—Increase to 1 kw 5 kw D, move transmitter.

KPCB, Seattle—Author. install.

KFVW, Hollywood, Calif.—Increase to 1 kw 5 kw D.

KIEV, Glendale, Calif.—Modif. CP 1500 kHz 100 kw.

KGGM, Albuquerque, N. M.—Modif. CP change.

APPLICANTS—KAGM, Amari, Tex.—CP 500 kHz.

Examiner’s Report

NEW, Abraham E, Storrs, Ariz., Ore.—Examiner Walker recommended that application for CP 1310 kHz 100 w. be granted.

WTAQ, Eau Claire, Wis.—Voluntary assignment license to WHBY

KABR, Aberdeen, S. D.—License or CP new station 1420 kHz 100 w D.

WTAQ, Eau Claire—Rejection of antenna, move transmitter.

Green horn from simul. D-KSCJ, spec. N. to null.

Decisions (con’d)

FEBRUARY 12

WJMB, Ironwood, Mich.—Grant CP move transmitter.

WREC, Memphis—Grant CP change.

NEW, Milwaukee Broadcasting Co., Milwaukee—Grant CP 1310 kHz 100 w.

W3FD, Wilmington, N. C.—Grant CP.

KVIC, Gladbon, Ill.—Grant CP change.

NEW, Chicago—License for 1550 kHz 1 kw.

SEE FOR HEARING—NEW, P. A. Marshall, 458 W. 31 st., N.Y.C.—Grant CP 1500 kHz 100 w.

KOL, Seattle—License.

KFRC, San Francisco—Grant CP 1370 kHz 1500 kw.

KFRC, Richmond, Va.—Grant CP.

1370 kHz 1 kw.

KFXA, Rapid City, S. D.—License for 1550 kHz.

KFLK, Kostora, Minn.—License.

KFRC, Chicago—Grant CP.

KWBC, Dubuque, Ia.—Grant CP 1370 kHz 2 kw.

HEAD OF THE LINE—NEW, WAGF, Wisc.; WRJN, Racine, Wis.

KGFJ, WLBF, Chattanooga, Tenn.—Grant CP 1370 kHz.

NEW, Columbus, O., WEBC, Milwaukee—Grant CP 1370 kHz.

KOL, Minneapolis—Grant CP.

1200 kHz.

KFBK, Oakland, Calif., 450 kHz.

WMFD, Milwaukee—Grant CP.

KURL, Columbus, O.—License for 1370 kHz.

KICA, Louisville, Ky.—Grant CP.

KNX, Los Angeles—Grant CP 1370 kHz.

KFLK, Minn.—Grant CP 1370 kHz.

KFBK, San Francisco—Grant CP.

NEW, New Orleans, La.—Grant CP 1370 kHz.

KFLK, Minn.—Grant CP 1370 kHz.

KICA, Louisville, Ky.—Grant CP.

Combination

Mark all call 
frequencies
in your
radio
magazine

NEW, New Orleans, La.—Grant CP 1370 kHz.

KFLK, Minn.—Grant CP 1370 kHz.

KICA, Louisville, Ky.—Grant CP.

NEW, New Orleans, La.—Grant CP 1370 kHz.

KFLK, Minn.—Grant CP 1370 kHz.

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Yankee Scoops

To the Editor of Broadcasting:

I have noticed published reports that newspaper editors of dailies contend that Senator Dill's plan to broadcast a newspaper's gathering service is a departure from the American concept of Democracy and a "monumental bluff." As the Yankee Network News Service probably follows more closely the outline as recommended by Senator Dill, this is merely a radio news gathering organization. I feel justly in taking exception to such irresponsible and ill-advised statements.

I base my statements on facts and not on prejudiced opinions. The Yankee Network News Service maintains its own news-gathering organization, exactly as outlined by Senator Dill, and in less than one year of operation it has become a recognized necessity, with a proven following among times larger than any other radio program. The Yankee service is today an institution that even the publishers of century-old New England newspapers have found to be outstanding, as far as the gathering and dissemination of news is concerned. And it is an understood fact that the only competition for the gathering and delivery of news for public consumption that the Yankee service watches with scrutiny, is the Press-Radio Service, which is the radio outlet for the newspapers.

The New 1935

McKitterick 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
Western service 40.00

Write for particulars

George McKitterick & Co.
108 Fulton St., New York
185 No. Wabash Ave., Chicago

The Other Fellow's Viewpoint...

Yankee Scoops

The newspapers are unable to compete with the rapidity of our dissemination, and the Yankee service is a monument to the American newspapermen. As the gathering and dissemination of news is an essential part of a daily newspaper's business, it was one of the first steps taken by newspapers when the radio was introduced. The Yankee Network News Service was established in June, 1935.

This service is a unique feature of the Yankee Network, a network of radio stations throughout the United States. The Yankee Network News Service is the first of its kind in the United States and is operated on a nonprofit basis. It is designed to provide newspapers with information on a wide range of topics, including local and national news, sports, weather, and entertainment. The service is available to newspapers throughout the United States and is transmitted via a network of radio stations. It is one of the first steps taken by newspapers when the radio was introduced.

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Radio at Yale

YALE students are radio-minded and most students have sets in their rooms, according to the Service Bureau of the University. Among the most popular programs are those of the Yale Band and Allen being the most popular among verbal programs. As to orchestras, Yale students show preference to the University Band. Abe Lyman and Fred Waring. Most sets are of the midget type using direct current.

Radio can and should bring to the family the high lights of events even after they occur as possible. This applies to national and local affairs.

I have had the opportunity in the last few months to weigh the value of news over the air. A small station in a metropolitan area, operating in competition with two network outlets, gained this place in listener interest, according to a survey made by a reputable publication. The daily airing of local news was the distinguishing feature.

The musical programs could not possibly equal the network features, and on the other hand, the brief high lights on news sent out by crosstown co. are all the news bulletin broadcast by the small station. The small station not only subscribed to a radio press service and employed an operator to copy short wave dispatches, but also engaged a competent reporter to cover the local scene. Five and six news broadcasts varying in time, made a good impression and put the station on a equal footing.

Beginning March 1st

KSO, Des Moines

Can use four additional experienced announcers and four or five men who have performed local and wide experience in selling radio time locally and nationally. Additional help needed in Des Moines Register and Tribune Station in Des Moines which will be basic Columbia outlet. KSO will continue with present staff as basic NBC blue outlet in Des Moines. All positions on new station already filled except those described running. Applicants should give complete details first letter addressed to—

JAMES C. HANRAhan
General Manager
Iowa Broadcasting Company
Des Moines Register and Tribune
A NEW ATTEMPT to prove the potential of radio as an educational means of presenting crusades for the betterment of social life, has been devised by Paul L. LaStage, President of WATF, Jersey City. In operation with Thomas J. Wolfe, Commissioner of Public Safety of Jersey City, and Deputy Chief, Harry W. Watts, of the Jersey City police department, the program department of WATF and the Citizen Players, a dramatic group of this station, present dramatic, crime stories from the files of the Jersey City police department every Sunday in an effort to show that crime does not pay and to help Jersey City maintain its efficient police record. The dramatizations, billed as "A Crusade Against Crime," are adapted from the personal criminal files of Deputy Chief Watts. The investigation of the crime is handled by the Hill-Mills murder mystery, Lilliendahl-Bench murder, Harrison W. Noel murder and kidnapping case, and the Lindberg kidnapping. He appears on each of the broadcasts in an interview which points out the ever-increasing crime problem and the short inhuman life the sought criminal leads, and the way police get their men."

A REVIEW of French fashions was arranged for Feb. 14 by NBC with Claude Rains, star of "Hannie Caulder," telling listeners of his own style of dash and audacity, as well as the tremendous opportunities for new possibilities. A summary of the poor results in advertising of the "Hannie Caulder" program was presented by E. F. Bowers of WAPI, New Orleans.

On page 26

BROADCASTING  February 15, 1935

Radlar Spots

The WBCA, Chicago (March 4) is instructed that "Spotter's Temple," a one-minute transcription announcement, twice daily Tuesdays through Fridays, on 19 stations in all parts of the United States, including KDKA, New York, and WOC, Des Moines, will run at 12:30 and 12:45 p.m. for 30 seconds, effective March 10. Questionnaires are being mono-recarded.

Chairman Bland brought out the fact that since 1910 his committee has handled 21 separate radio bills, whereas the Rayburn committee had only handled three telephone measures.

WAPI PULLED

3700 LETTERS IN ONE WEEK!

"On the Philco Programs which were broadcasted from your station for one week, we take pleasure in advising you that we received 3700 letters."

"We certainly appreciate the cooperation given us in putting over these Philco programs and are extremely gratified with results obtained."

So writes J. P. Newsome, Alabama Distributor for Philco Radios. We believe that a letter like that speaks volumes for WAPI...with cleared channel...most powerful in Alabama."

RASCOM HOPSON, President

Bridal Committee May Handle Communications

A CHANGE in the rules of the U. S. House of Representatives, under which the Merchant Marine, Radio, and Fisheries committee would become the "Chairman of the Committee on Radio and Communications," was regarded as likely within the next few days. On motion of Chairman Otis Schaley Bland (D., of Virginia, chairman of the Merchant Marine unit, the Rules Committee on Feb. 8 adopted a resolution to that effect, in opposition of Chairman Sam Rayburn of the Interstate Commerce Committee. An attempt was expected immediately in the House.

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a complete index of commercial broadcasting!

Part II of This Issue of BROADCASTING is the 1935 YEARBOOK (240 PAGES)

The Yearbook is being sent without added cost to all subscribers to BROADCASTING.
Extra copies and copies to non-subscribers $2.00.
Largest Daily Sports Audience in N.E

YANKEE NETWORK

BASEBALL FEATURES

Now available for sponsorship

PLAY BY PLAY: An exclusive Yankee Network feature—th actual play-by-play description of major league games in Boston. Every day except Sunday (for approximately 24 weeks) over the entire Yankee Network 10-station hookup. The only network feature of its kind in the country. The most popular New England sports feature for the past 7 years. A demonstrated sales producer reaching what is unquestionably the largest day-after-day sports audience in America.

REPLAY: Exclusive in New England with the Yankee Network. A nightly replay of Boston Red Sox and Braves out-of-town games—from direct wire play-by-play reports. Over WNAC or any Yankee Network combination available. Broadcasts by Frank Ryan, publicity director for the Harvard Athletic Association, secretary and publicity director for the Boston Bruins. Mr. Ryan, since 1923, has been thrilling New England sports fans with his stories and broadcasts of baseball, hockey and track meets.

SCORES: Complete official scores, including hits, runs, errors and home runs of all American and National League games. A five minute broadcast—early and late evening—seven days a week over WNAC or any Yankee Network combination available. The scores are presented in a clear, concise manner by Yankee Network announcers.

Offer subject to prior sale. Act immediately.

THE YANKEE NETWORK, Inc.

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New York—17 East 42nd St. Murray Hill 2-3850 Detroit—General Motors Bldg., Madison 1035
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YANKEE NETWORK

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