WOR NOW 50,000 WATTS

- Ten times the power.
- Widest Tone-Range.
- High-Fidelity Broadcasting.
- Directional Antenna
  (Controlled Broadcast Pattern)
- The first planned market coverage.
- More power to you ... directed power.
  More sales power in America’s First Market
  (Greater New York) and in America’s Third
  Market (Philadelphia).

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- ADVERTISING RATES are still on the
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New York Office: 1440 Broadway – at Times Square
Chicago: W. G. Rambeau, 360 N. Michigan Avenue
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RIDE again with chivalry, adventure, intrigue and romance in the brave days of old, when Richard the Lion Heart and his Crusaders sought the Holy Grail! They're all here, in this exciting new program series.

The story begins with young Giles Mountjoy riding to the relief of the besieged Castle Mortimer. He is attacked by a scouting party and is hard pressed when he is dramatically rescued by Richard the Lion Heart, who makes Giles his squire. Together, they fight their way into Castle Mortimer, where Giles makes friends with Richard's other two squires, Nigel Mortimer and Allen Beaufort.

Trapped in the castle by the treachery of Richard's own brother, Earl John of Gloucester, they are barely able to fight their way out. Returning with a company of lances, they defeat their enemies in furious fighting, and give the latter their choice of hanging for treason, or of taking the Cross for the Crusade. They chose the Cross.

While Nigel is recovering from wounds, Giles and Allen go to Giles' home for a holiday, where Allen falls in love with Giles' sister, the lovely Lady Mary Mountjoy.

Richard's Coronation Parade to Westminster is about to start when a dispute arises between Giles and the squire of Comte de Chalvieux, an emissary of King Phillip of France. There is a duel in which Giles is the victor.

Next day Richard is crowned, and at the State Banquet that night, the Comte accuses Giles of murdering his squire. Richard supports his own squire...

THE narrative continues, piling one exciting climax on another in the life of Richard the Lion Heart—most heroic character of medieval times. These episodes furnish not only tingling excitement, but an historically accurate review of one of civilization's greatest chapters—the Crusades! Expertly portrayed by the pick of NBC's network artists and sound engineers. The price of this thrilling series is moderate...it is perfectly adaptable to all kinds of businesses. NBC recommends it to local sponsors as a truly unusual entertainment, or as a first-rate station sustaining program.
The WBAL Broadcasting Company

1060 Kcs
Baltimore
10,000 Watts

Station in Maryland
Clear Channel
Power

Only High

10,000
Baltimore

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Serves

EDWIN M. SPENCE, GENERAL MANAGER
JULES DANIEL, SALES MANAGER

March 1, 1935 • BROADCASTING

www.americanradiohistory.com
Among the F & S radio stations listed below, you'll find some large ones, some small ones, some with chain connections, and some without—

But two things you'll find they ALL have in common . . . all offer some one or more definite advantages which make them good contacts for both you and us, and ALL are operated by the kind of fellows that you yourself would choose to do business with. That is our means of insuring your continuing confidence and good will.

FREE & SLEININGER, INC.
Radio Station Representatives

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>CHICAGO</th>
<th>DETROIT</th>
<th>DENVER</th>
<th>SAN FRANCISCO</th>
<th>LOS ANGELES</th>
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<td>Chrysler Building</td>
<td>180 N. Michigan</td>
<td>General Motors Bldg.</td>
<td>Charles Building</td>
<td>Rust Building</td>
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<td>40-5010</td>
<td>Franklin 6373</td>
<td>Madison 1423</td>
<td>Keystone 6028</td>
<td>Sutter 5413</td>
<td>Richmond 616a</td>
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Crisis Develops in Radio-Press Relations

By MARTIN CODEL

Broadcasters, Victims of Journalistic 'Boners', Grow Restive; Trend Toward Sponsored News Flashes Is Observed

ERRONEOUS reporting by the Associated Press of several transcendently important news events of the last fortnight, with the Press-Radio Bureau and its subscribing networks and stations among the victims of perhaps the greatest journalistic "boner" since the false Armistice report of 1918, has served to widen further the breach between broadcasting and press interests in the gathering and reporting of news.

The false verdict in the Hauptmann trial supplied by the Associated Press to its newspaper clients and to the Press-Radio Bureau, and the accuracy of Transradio Press Service in covering not only the Hauptmann verdict but the Supreme Court's decision in the gold cases, have intensified the dissatisfaction still prevailing among certain independent broadcasters who refused to abide by the press-radio "program" agreed upon by the networks, the network-operated stations, the press associations and the newspaper publishers exactly a year ago this month.

The whole subject of radio's reporting of the news is manifestly due for renewed scrutiny if not a complete overhaul, but what course the leaders in the radio and news fields will take remains doubtful as this was written. One news service alone has made its course plain—Transradio Press—organized less than a year ago as an exclusive radio press association by Herbert Moore, former United Press staff correspondent in New York and London and former editor with the old CBS News Service which that network suspended when the Press-Radio Bureau was formed.

Selling the News

THERE is talk that one or more of the big press associations, possibly the United Press, may withdraw from the Press-Radio agreement and begin selling news directly to radio. The United Press is known to be growing restive under the present arrangement, whereby its complete news report and those of the Associated Press and International News Service are furnished to the Press-Radio Bureau for a twice-daily 5-minute sustaining news flash service. Although gaining in comparative prestige from the Associated Press blunders, the United Press is far from happy at the onus placed upon printed journalism at large by the troubles of the last fortnight, made all the more glaring by the erroneous service to radio.

Hugh Baillie, general manager of United Press, which at one time sold its service to a number of broadcasting stations for both sponsored and sustaining use, asserts there is "absolutely nothing" to the current talk that the U. P. may break loose from the press-radio "program". On the other hand, he would not prophesy what may take place in the future. It is not unreasonable to expect that the U. P. management will decide there is too much revenue in radio to be overlooked by an organization which, unlike the non-profit-making and mutually-owned Associated Press, is independently owned and can sell its news where it pleases.

Hearst's International News Service is in the same position as U. P. Press, is independently owned and can sell its news where it pleases.

The other hand, Mr. Moore's organization is taking up station and sponsor clients rapidly. Transradio Press, he asserts, is now serving 150 of the 600 broadcasting stations in the United States, some in Canada and one in South Africa, including several stations that are newspaper-owned. The last few weeks, Mr. Moore adds, have been brilliant in moving more contracts both from stations and from important sponsors through their advertising agencies.

Sponsors Interested

INDEED, the Hauptmann blunder, for which the Press-Radio Bureau "fell", through no fault of its own, and which Transradio carried correctly from the first—apparently proved to the satisfaction of many broadcasters that radio can gather its own news quickly and accurately without depending upon the press associations.

Selling news to stations on a flat fee basis if used for sustaining but on a revenue-sharing basis if sponsored

(Continued on page 6)

How Radio Was Covered on Hauptmann Trial

By GILBERT CANT

SOME daily newspapers throughout the United States on Feb. 14 carried stories with headlines such as: "Radio Carries False Verdict—Report to Nation." These stories referred to the trial of Bruno Richard Hauptmann at Flemington, N. J., in which the verdict had been returned late at night on Feb. 13, and it was also brought out that the "false verdict report" originated with the Associated Press.

Nothing was done, however, to inform the public that both the major networks, as well as scores of independent stations, carried this report to the nation because they had been persuaded to accept a "program" for news broadcasting under which they were obligated not to do any news-gathering of their own, but to rely on a bureau drawing its news from press associations.

In the case of the Hauptmann verdict, accuracy was conspicuously absent; speed was over-emphasized—to the point where the AP brought in a verdict before the jury did so—and completeness was improved upon, since the AP added a recommendation for clemency, which the jury did not. In all other respects, radio men point out, the "program" agreed upon between the publishers and the broadcasters worked perfectly.

Transradio Was Accurate

THE independent news service supplying news to stations which have not subscribed to the press-radio "program"—Transradio Press Service—covered the trial for its clients, and gave them the correct verdict when it was returned by the jury. It did not supply the added thrill of a "phoney" report.

The jury at Flemington took its fifth and final ballot, finding Hauptmann guilty of murder in the first degree, at 10:28 p. m., according to apparently authentic accounts of its deliberations. The New York Daily News claims to have had the verdict at 10:24.

At 10:30 p. m. preparations were being made in the courtroom for the jury to take their places in the box, but the members had not yet done so. At this time, however, A. P. sent out a flash to the effect that Hauptmann had been found guilty, with a recommendation for mercy, which meant that Justice Trenchard would automatically sentence him to life imprisonment.

By 10:31 p.m. this message was being resubmitted to clients of the Press-Radio Bureau, where the editor, James W. Barrett, was in charge. Also by 10:31 p.m., early editions of morning papers throughout the country, and special extras of evening papers on the Pacific Coast, were beginning to roll off the presses with the false
Press-Radio Chairman Extols Service

LAUDING the Press-Radio Bureau's coverage of news for radio, Edwin S. Friendly, chairman of its executive committee, asserted in a statement to Broadcasting Feb. 23 that he believes "the first year of the Press-Radio Bureau fully justifies the experiment" in the cooperative field of news service to radio listeners. A frequent writer, Mr. Friendly is a member of the New York Sun and other newspapers, and his statement is the occasion of the bureau's first anniversary.

"At the end of the first year of operation of the Press-Radio Bureau I feel that the record fully justifies our committee in stating that the Press-Radio Bureau has rendered an important public service to radio listeners. It has comprised not only the news of the week but also has prosecuted many news stories, some of which have been couched in the form of the frequent special bulletins issued by the bureau, giving the public first news of the many outstanding events and situations occurring from March 1, 1935, to March 1, 1936.

"This has been a year of unprecedented news episodes, and we have witnessed such stirring episodes as the escape and capture of the outlaw, John Dillinger; the arrest, trial and conviction of Bruno Hauptmann for the murder of the Lindbergh baby; the Morro Castle disaster; the cancellation of the air contracts, and the disastrous attempts of the Army to operate the air mail; the national elections of Nov. 6, 1934, the threatened steel strike; the textile strike; the many important actions and messages of President Roosevelt; the developments in France and Germany and in the Court on the Gold Clause; the Mohawk disaster; these being only a few of the transcendent news events in America which were promptly and in bulk delivered to the public by the Press-Radio Bureau in an effective and splendid manner. And, of course, other news events of the year, such as the Nazi Purge in Germany; the Nazi Putsch in Austria with the assassination of Dollfuss; the assassinations of King Alexander of Yugoslavia, Foreign Minister Barthou; and the many dramatic and significant happenings in Russia, Italy and even in far-off Japan and China.

"The special bulletins of the Press-Radio Bureau, together with its two daily reports, have kept the public radio fully abreast of all news. The service by the newspapers of the United States, in cooperation with the Press-Radio Bureau and the broadcasting stations, has been rendered at cost and without profit of any sort to any of the parties concerned.

"Both the regular reports and the special bulletins were issued without any commercial sponsorship or anything in the nature of coloring or censorship of the news, and gave to the American public the prompt, concise, accurate and interesting information—all in an unprecedented and unsurpassed service, based on the policies of the newspapers, international news organizations, namely, the Associated Press, the United Press and International News-Universal Service. I feel that the first year of the Press-Radio Bureau fully justifies the experiment."

Radio-Press Accord Upset in Pittsburgh

Lid Flies Off When Big Store Begins Sponsoring News

WITH one of Pittsburgh's big department stores, Kaufmann's, having contracted with Transradio News Service to report $100,000 a year worth of time and Transradio news flashes over WJAS, the lid is off in that city with newspapers bidding for the right to broadcast the news supplied by the Press-Radio Bureau under the terms of the press-radio "program of facts." All three of Pittsburgh's newspapers have renewed their news broadcast ties, carrying news in their own way and within the limitations. WJAS is broadcasting two 15-minute sponsored news periods daily in addition to other news flashes supplied by Transradio Press Service, the Kaufmann store officials having flatly refused to accede to appeals from the newspapers and other radio interests to discontinue the sponsorship of news.

In view of the importance of the story, a newspaper advertiser, the failure to persuade it to drop the broadcasting of news, started in January, led the Pittsburgh newspapermen to resolve that they would return to their old radio affiliations. First to resume news broadcasting in its own way was the Pittsburgh Sun Telegraph, next a newspaper affiliated with Hearst's WCAE in that city; then the Scripps-Howard newspapers followed over KDKA, Westinghouse - owned but NBC-operated, and along with it came the Pittsburgh Post Gazette, long a newspaper which uses its own station, WWSW.

Unusual Ties

THEPECULIAR interlocking of newspapers and radio stations in Pittsburgh, and the fact that the independently-owned WJAS has news in a big department store advertiser, is regarded as significant in radio circles.

NBC was one of the organizers of the program, which has had a NBC-operated station in Pittsburgh now becomes a party to an abandonment of that service so far as local news broadcasting is concerned, with the Scripp's-Howard newspaper also a party. Scripp's-Howard interests, as represented by the Chronicle, have a contract with President Roy Howard, were also instrumental in establishing the press-radio "program of facts." A newspaper, an independent radio operator, is known to be cool toward the press-radio restrictions, and it is possible his other newspapers may follow the example of his Pittsburgh Sun Telegraph and broadcast locally as much of the news of the week as his newspapers wish. The Inter-

Negotiations Are Begun

With Advertisers to Supply

News Service for Radio

SEVERAL independent broadcasting stations which have not subscribed to the Press-Radio Bureau's service have approached the Associated Press to supply news to them. The Associated Press has not, however, as yet, started negotiations with either of the two stations.

In the negotiations with the Associated Press, the studios of the local radio stations are interested in obtaining news from their studios.

The Associated Press is not interested in obtaining news from the studios of the local radio stations, and will not consider the proposal.

In a letter to the Associated Press, which has not been made public, the studios of the local radio stations have expressed their desire to supply news to the Associated Press, and have asked for a meeting with the Associated Press to discuss the matter.

The Associated Press has not yet given a response to the proposal.
The Road to Success in Radio Advertising

By LOUIS A. WITTM

Director of Radio, Hanff-Metzger, Inc., New York

Take Some Horse Sense, Add Liberal Portions of Proper Programming and Mix With Efficient Merchandising

THERE is no royal road to success in any field of activity. Certain fundamentals must be considered to steer clear of the bog but if you and I are concerned as individuals, we will be outstanding successes or go to hell in our own ways.

With that attempt at philosophy, I state there are two schools of thought in setting up a radio department in an advertising agency. One school, as practiced by several of the large agencies, requires every man in the radio department to be a newspaperman in radio. There is an expert musical director, an expert continuity writer, an expert group, an expert time buyer, an expert this and an expert that.

My school of thought is this: How can a musical director be an expert in the popular field and the operas, too? How can a continuity writer be an expert at comedy and drama, too? In an agency you find men and women copywriters who do their best job at writing newspaper ads, typewriter ads, etc., so why shouldn't they be true of radio? It looks as though I've torn something down. The question naturally arises—what do I do?

It's this: When I plan a radio advertising show I analyze the situation with the advertising manager and announce the number of subscribers to the copy men working on the specific assignment. What is the product? What is the price? How frequent is its purchase? To what sex must the appeal be directed? To what age group? Has it a seasonal life cycle? And so on. Under several of these headings there are further subdivisions on which we decide morning, late afternoon or evening time.

Planning the Program

BASED on this knowledge we plan a show calculated to accomplish our primary objective—reach the sex and age group. Now if we decide there must be popular music in our show our other expert would be a dead loss. If we decide on a romantic script show an expert comedy writer is also of no use now would I want to be the plughed by an expert blood and-ther mystery writer. So it's all very simple. I don't have any difficulty putting my finger on the man who has proved himself as a popular music conductor. Nor do we have a situation where a man has made all the love sick women of America cry over his romantic creations. In other words, I am not limited by my knowledge of popular music or romance. My only limitation is judgment and ability, and information to decide who is successful in his given field and where I'll find him. There's no mystery or black magic about it at all, least in my opinion.

A digression for just a moment. Some of you may wonder why I heard on the air with certain of our radio programs. Because the theatre to hire the George Whites and the Earl Carrolls and the Belascos for sure as fate the theatre any trained actors and actresses and its producers must and will come increasingly into radio. It also is true that when an advertiser enters radio he is entering the show business.

I said you have at your disposal for a radio show, speech, drama, comedy and music. Put all three together and you have a variety show. Of course, in the vaudeville theatre they could throw in a juggler or a quick change artist or things of that nature, but not for radio—yet.

Among the most popular variety programs is Maxwell House, with Captain Henry, a lovable master of ceremonies. You have music, of course, popular; you have comedy in Maxwell House and you have drama in the love problems. The show is a variety show with permanence.

Then there is the Fleishman Hour. The master of ceremonies is a crooner who captured the romantic interest of our women. We Have Rudy as master of ceremonies with his popular music and singing. He usually introduces a comedian or a comic note in skit form and a dramatic playlet or reading. This variety show differs from Maxwell House primarily in that it has a changing cast, Rudy Valle being the continuity value.

Here is a fact which has been proved by the theatre and the movies. Practically anywhere entertainment is presented there are several types—script or speech, which might be drama or comedy; and music, which might be popular, semi-classical or classical. Every radio entertainment is made up of one or more of these elements. It's a matter of proportion.

Despite the vaudeville theatre's passing even vaudeville's type of entertainment is still popular. The de luxe picture house, while it features a comedy or dramatic movie, gives you the program of variety, you know news reel and a stage show with a master of ceremonies to set the feminine hearts going pit-a-pat, a country or comedy item, dancing girls for the bold head row, and so forth.

It is fortunate for many of us radio executives that television is not yet here. Many of us would lose our jobs. The smart ones are those who are studying enough of the five “W’s” of journalism—who, what, when, and why—are well known to every newspaperman. They are just as important in broadcasting. In this article, written at our request, the author provides a liberal education in the finer points of radio merchandising. He knows whereof he writes, for his own “Fire Chief” program is an epic of successful broadcasting. His experience in radio goes back a decade, the last seven years of which have been spent as a radio director of one of the largest agencies.
Hearings Scheduled March 2
On Food and Drug Legislation

Storm of Protests Leads to Decision by Committee
To Give Affected Parts a Chance to Be Heard

FOLLOWING procedure almost identical with that of last year, the Tuegwell-Copeland bill, which provides for the regulation of the advertising and sale of food, drugs and cosmetics will be subjected to public hear- ings during this week, the subcommittee of the Senate Commerce Committee. Overwhelming de- mand for increased advertising media which would be affected led to the decision by the full committee to schedule hear- ings. Hearings in the House are scheduled to begin Mar. 2 at 10 a.m. before the subcommittee.

The subcommittee, named by Chairman Copeland (D.), of New York, author of S-5 and its leading sponsor, will be headed by Senator Clark (D.) of Missouri. Other members are Mrs. Carberry of Arkansas, and Senator Gibson (R.) of Vermont. The latter was named by Senator McLaughlin of Oregon. Republican leader, had been asked to be relieved of the assign- ment because of his parliamentary duties, but he was present on the subcommittee last session, when a vigorous fight against the original Tuegwell-Copeland measure resulted in its defeat.

All Over Again

THUS FAR, the history of S-5, introduced Jan. 3, has been a repeti-
tion of what occurred last ses- sion, despite predictions by Sena- tor Copeland that the very meas- ure would be enacted without hearings and without substantial change. There is already pending a Tuegwell-Copeland bill (S-5) of Nov. 2, introduced by Charles Wesley Dunn, counsel for the Associated Grocery Manufac- turers of America and the American Pharmaceutical Manufactur- ers Association.

While this measure is held to mean little in the present atmosphere, groups involved—National Association of Broadcasters, American Newspaper Publishers Association, National Association of Advertising Agencies, and other groups representing advertising media—look to the Advertising Federation of America and its bill (S-5) for a chance to have their voices heard.

On behalf of the NAB, and as its legislative chairman, Henry A. Bel- lows again has requested an opportunity to be heard by the subcom- mittee. On a separateTuegwell-Copeland bill, he declared there had been no substantial change in any of the dozen decisions to which the NAB originally objected when S-5 was introduced.

Censorship Threat

THE ADVERTISING section of the committee print, criticized gen- erally because of its broadness, has now been brought out, and represents a cen- sorship threat having far-reaching implications for printed media as well as radio. Other provisions, covering a variety of phases of the complex measure, have not been altered in any way which is significant to broadcasting as such concerns. The major objection is that under the terms of the mea- sure the Department of Agriculture is vested with regulating regulations having the force of law with no check on it.

For example, it is pointed out, the Tuegwell-Copeland bill under the measure as now written, could prohibit the advertising of aspirin as a cure for headaches, and there would be no recourse. This ban could be imposed under the provisions defining false advertising as that which is false in any particular and not sus- tained by demonstrable scientific factors or substantial medium opinions. Other provisions of the pending measure also could be in- volved to bring about similar re- sults.

Whereas at the outset of the ses- sion in January, it was generally believed that the Copeland Bill, or something similar to it, would be enacted speedily, developments of the last fortnight present an en- tirely different picture. Hearings naturally will slow up considera-
tion. Moreover, Congress is facing a legislative jam as great if not greater than that of last year, vitiated by a bad general mood than it was last year in ap- proving administration-sponsored legislation.

House Indifferent

FOOD and drugs legislation, as approved last year, is highly con- troversial, and it is generally be- lieved that the administration re- gards its relief program as too necessary and important to attempt to sponsor any bills of lesser signif- icance if there are indications of conflicts on them. The Copeland bill apparently falls in that cate- gory.

In the House, little or no inter- est has been evident in the record of this session. Should the bill in some revised form pass the Senate, hearings more than likely will be asked when the Representatives meet, particularly after the issue has been agitated before the Senate committee. That is little interest in the House is indicated when preliminary efforts to hold joint hearings on the Copeland Bill were made, but with unfavorable response.

Interest of the broadcasting in- dustry in the pending legislation is shown by the fact that approximately one-third of the vol- ume of commercial programs han- dled by both networks and through national and local spot are sponsored by affected manufacturers. Radio averages approximately $30,000,000 annually from these fields.

THE SOUL OF RADIO

FOLLOWING is the address of James M. Cox, former governor of Ohio, 1920 Democratic presi- dential nominee, and now publisher of newspapers in Ohio and federal editor of the dedication of WHOI, affiliated with his Dayton Daily News, on Feb. 9:

"The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennat of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it that Tecum- seh, the greatest prophet of all time—statesman, orator, warrior—followed the paths of peace and combat. Within in sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

"In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

"Birth is always a solemn thing and our emotions are deeply stirred as WHOI is announced as a part of the life. May I express this christening sentiment—that the voices of the Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are in darkest gloom; that it will build friendship among many people who are by common in- terest to be our immediate neighbors. In brief, may WHOI in its long watches of the night and in its endless days be conscious of its duty to God and humanity."

Use of Broadcasts Aids Housing Drive

Much of Success Is Attributed
By FHA to Use of Radio

RADIO promotion has become one of the most effective publicity media for the repair and moderni- zation drive of the Better Housing Association to tell the story. FHA an- nouncement Feb. 16 by the Federal Housing Administration. Both the FHA and business firms cooperat- ing with it agree that such success and at least 98% of stations are cooperating in the drive.

Programs showing the importance of housing development to the popularity of housing broad- casts have been received, says the FHA, and the publicity varies from spot announcements to full hour programs to half-hour programs over nation-wide networks. More than 250 firms are tying in the housing drive with their regular broadcasts.

Over the NBC-WJZ network Saturday and Sunday, "The Master Builder" broadcasts an informal philosophy with constructive hints on home repair and improvement. The program draws hundreds of letters daily. Another program, "What Home Means To Me" consists of a series of 26 informal talks do- nated by Elgin, Illinois, and aired Sunday afternoons on the NBC-WFIE network.

Programs for Women

TWO PROGRAMS intended primarily for women are presented by FHA, The Story of a Thousand Dollars, on a CBS network Wed-nesday nights and "Thousand Dollar Story" of all Sundays on NBC network. Each program discusses the FHA program.

Independent stations have carried more than 30,000 spot an- nouncements on the drive and many have broadcast programs fur- nished by FHA. Many have been staged by high school students. Most of the programs and spots are used for the local advertisers and given under their sponsor- ship.

An overwhelming percentage of the programs are over these broadcasts of the many advantages of repairing and modernizing without delay," says the FHA, "The first thousand inquiries received showed the effec- tiveness of housing broadcasts. To judiciously this interest, a most effectual way to secure modernization business being created by the FHA is for the business man to feature the FHA "Housing Program for his radio advertising."

A new FHA program, Thursdays at 11:15 p.m. "The House Detect- ive" a dramatic series, is presented on the NBC-WFIE network. Roger B. Whitman, author and au- thor of "Homicide, Repair and main- tenance plans that night. The role of the script which is written by Peter Dixon. Dixon also writes the CBS "The Story of a Thousand Dollars."

NEARLY 250 stations are broadcasting the series of 15 weekly Short Talks on Advertising sponsored by the Advertising Association of America. The program is in its third year.
Revision of Copyright Law Submitted
Federal Group Studies Plan Permitting American Entry
In Rome Treaty; $250 Infringement Fee Involved

By SOL TAISHOFF

OVERSHADOWING all legislative activity involving copyright and performance of copyrighted works in the United States is the revision of the Copyright Act of 1909 now pending before the Interdepartmental Committee. It was the subject of conferences before a special interdepartmental committee during the past year, which the broadcasting industry and other interested groups were represented.

A number of provisions in the existing law have proved both damaging and irksome to broadcasting, including the $250 statutory minimum infringement fee, which will be drastically altered if recommendations of the State Department are adopted by Congress. Many radio companies, among which the American Broadcasting Corporation stand prominent, believe that if the copyright protection procedure which would strip the American Society of Composers, Authors & Publishers of the right to collect sums set aside for copyright owners' damages is not amended, the radio industry would be endangered, if recommendations made by the NAB, hotel groups, motion picture owners, and other users, are adopted.

American Entry

THE PROPOSED DRAFT of the measure submitted by the State Department to the Senate was designed so to alter the Copyright Act of 1909 as to permit American entry into the Berne Convention for the Protection of Literary and Artistic Property. After submission of the proposal, however, protests were filed by numerous organizations, including the NAB, and the matter was referred by the Foreign Relations Committee of the State Department in its drafting of the final revision. These organizations, which were the American Hotel Association, the NAB, the American Society of Composers, Authors & Publishers, the American Federation of Labor, urged that the provisions be restored. Their position was that the same considerations be given radio as are given periodicals and newspapers with respect to injunctions and the possible damages as a court of law can assess. The proposal, they declared, did not entitle to after hearing of the case.

Protection for Radio

THE PROPOSED revision is highly complex. Throughout his argument for the industry, Mr. Loucks pointed out that the proposed amendment offered in behalf of the broadcasting industry by Philip G. Loucks, NAB managing director, was the proposal to eliminate the statutory minimum infringement fee, which it is believed by many experts to be a constant irksome burden to the public interest and, in fact, to the public welfare. The proposal, they declared, did not entitle to after hearing of the case.

RCA PLANS FACSIMILE CIRCUIT

New York-Philadelphia Service Projected; Television

Not Yet Practical, Says David Sarnoff

PROGRESS in facsimile transmission "has reached the point where communication via the square inch" instead of by Morse code is now possible and practical. This is the order of Mr. Sarnoff, as far as broadcasting is concerned, are reduction of the statutory minimum infringement fee, which is now $250, and extension of the scope of the copyright laws to include both literary material and copyrighted works generally. The proposal, which not only provides for the exemption from copyright requirements of hotels, stores, restaurants and others who pick up radio programs on receiving sets for incidental entertainment of their patrons. This proposal, if enacted, would take away from ASCAP its right to demand royalties from such establishments. In the same clause, in addition to the celebrated Jewel-LaSalle case of six years ago, adjudicated by the Supreme Court, the broadcasting industry, through the NAB, suggested a number of amendments to the State Department draft designed to bring to the broadcasting industry maximum protection. It urged that the general law be changed to provide for automatic copyright of all foreign compositions, a provision which would have the effect of greater burden upon users of copyrighted works. This would remove from the public domain the compositions which exist now, which in no case, under the proposed draft, can exceed $2,500.

LITIGARY WORKS

IN HIS opening statement, Mr. Loucks raised two prime points respecting the application of the proposed amended law to the broadcasting industry. Broadcasting, he said, is the only use of the transmission facilities of radio since the original act in 1909. Secondly, he explained, that it is the only use mentioned in the revision of the Act which is the only government license that is licensed by the government to operate in the public interest and whose operation is carried on for the sole idea of profit. Moreover, he explained, that in most other countries which are signatories to the copyright convention, radio is owned or operated by the government, whereas in the United States it is privately owned and competitive. Therefore, he asserted, there is this country different from those of foreign countries.

Of vast importance is the proposal in the State Department draft that copyrights, insofar as they relate to radio, apply to literary works. At present such works, quotations, poems and the like are not enforceable against the use on the air without the permission of copyright owners. Under the proposed new law, however, the radio stations are provided with the right to protect its works is provided, and his permission must be procured, or royalties paid. There is no provision to cover so-called "fair quotations" when proper credit is given the author.

Protection for Scripts

THIS PROVISO, however, works both ways, for it also protects against infringement, scripts and music which are printed on paper. In the past, there has been no adequate recognized protection for the radio writer. Appealing along with Mr. Loucks on behalf of the broadcasting industry were E. S. Sprague, NBC attorney; Sidney Kaye, CBS counsel; Henry A. Bellows, legislative chairman of the NAB; and Oswald F. Schuette, president of the Motion Picture Association of America. The NAB music subsidiary which has been largely dormant since its creation two years ago.

Amended for Suggested Amendments

Among those appearing in opposition was E. Claude Mills, vice president; E. Claude Mills, general manager of ASCAP, and Louis D. Pro-hack, ASCAP counsel, and law associate of Nathan D. Burkan, ASCAP general counsel. They said they favored entering the union, and objected strenuously to the $250 statutory minimum, claiming it was the only protection against infringement of the authors. They urged the State Department proposal to eliminate hotel receivers and other receivers in establishments catering to public entertainment. They were outspoken in accusing radio interests of seeking all sorts of ways of getting music without paying for it.

Mr. Mills held that the United States should enter the Union under the new law as written, and that the new law would not make it possible the United States to enter the Union unless they made some months on the reception aboard ship of weather maps, pictures and other information useful and interesting to the public. But, he asserted, "Aside from home and commercial uses, he declared that this new system "may also find application in police work, for the transmission between cities of photographs

March 1, 1935 • Broadcasting
WLW Plans Directional Signal To Meet Canadian Objections

Cincinnati Station Is Compelled by Order of Court To Reduce Its Power to 50,000 Watts at Night

FORCED to reduce its night power from 500,000 to 50,000 watts on Feb. 18, when the U. S. Court of Appeals of the District of Columbia dissolved the stay order it had previously issued to WLW, Cincinnati, was planning installation of a new type of directional antenna which might provide 100,000 watts at night. The antenna arrangement will be designed to shield the city of Cincinnati, but one, the intensity of a 50,000 watt station, with the power in all other directions remaining at the higher output. The station retains 500,000 watts daytime.

Simultaneous with the court action, which validated the FCC ruling that night power be reduced because of complaints of interference lodged by the Canadian Radio Commission, it was learned that WLW had reduced its night rates to the level quoted prior to the 500,000 watt operation. This former rate was $990 per hour, $600 during daylight hours, and $230 per hour. Since it began operation with 500,000 full time last spring, WLW increased its rate by 10 percent on two occasions. The rate currently in effect until the court action was $1,200 per hour, $500 per half hour and $352 per quarter hour.

The Canadian complaint was that CFRB, Toronto, operating with a licensed power of 150,000 watts on the adjacent channel of 690 kc., was blanketed at night.

Appeal Pending

THE APPEAL of WLW from the FCC ruling of last December ordering the power curtailment was dropped on Jan. 25. The action was taken in the hope that the complaint would be effective at once, related only to the stay order to permit WLW to operate with the super-power during the trial period.

Having lost on that score, WLW now must operate with the reduced evening power until it proves that the proposed directional antenna can alleviate the interference with CFRB. WLW hopes to have the new antenna installed within 30 days.

In its ruling of Dec. 21, the FCC gave WLW the option of cutting down its night power to 50,000 watts by Feb. 18 or installing a new directional antenna which would perform like a station of the lower power in the daytime. Through counsel, Louis G. Caldwell and Arthur W. Scharf, elected to go to the courts, and on Jan. 30 presented a temporary stay order, largely on the ground that an investment of some $500,000 in the station would be destroyed, along with loss of service to a large portion of the public.

After listening to further arguments presented by Mr. Caldwell for WLW, and by Paul F. McEvoystan
gen, general counsel of the FCC, the court again extended this stay order until Feb. 18. It was follow-
ing the final argument on that day that the court decided without a written opinion. The fact that no formal opinion was handed down practically negated any chance of procuring a review in the Supreme Court of the United States. The court did not divulge its reasons for refusing to consider the effect of the contention of the FCC, however, that international relations with Canada were affected, although the complaint had been lodged with the State Department, is believed to have had telling effect.

The first complaint against WLW interference with CFRB was made in December by Lieut. Col. Arthur W. Steel, member of the Canadian Radio Commission in a trip to Washington. He conferred with both the State Department and the FCC, contending there was a violation of the agreement between the two countries respecting interference. WLW operates on the 700 kc. clear channel with CFRB half a kilocycle above. It is a clear channel, is being employed by a station listed at 10,000 watts but the FCC has made counsel to be using a bona fide output of only between 2,000 and 3,000 watts.

Winter Signals

THE CONTENTION of WLW was that CFRB met only reasonable technical requirements in operating efficiency for clear channel stations. In if it used 50,000 watts, the ratio of interference with WLW, using 500,000 watts, would be no greater than formerly.

The interference did not make the order sufficiently serious for CFRB to complain about until winter propagation conditions set in. All last spring and summer, WLW's operation with 500,000 watts day and night, there was no complaint whatever. The FCC's granting of WLW's request, making it 50,000 watts on an experimental basis, since its rules specify that the maximum allowable regular power is 50,000 watts.

The action of the FCC and of the courts is a blow to superpower broadcasting in this country. Several other clear channel stations have been considering applications for power equivalent to that of WLW, but the success of the FCC has halted. Some fees have been engendered in broadcasting circles over the whole incident, not only because of a cessation of the action, but because the Federal government allegedly yielded to a technical demand of a foreign country to permit an infringement of its ambassador's hearing on the facts.

Morency Back at WTIC

AFTER an extended illness, Paul W. (Fritz) Morency, general manager of WTIC, Hartford, has returned to his office to resume active charge of the station, according to word received Feb. 20. Mr. Morency has managed the Hartford station since 1928. He was stricken with a leg ailment nearly two years ago. He was received at Chateau Thiry during the World War. He is now back to normal weight and physical strength, and hopes to dispense with his crutches shortly. During his illness he kept in constant contact with Edward F. Clancy, business manager. Prior to joining WTIC, Mr. Morency served for two years as advertising representative of the NAB.

George Biju to Direct Sales Promotion for CBS

GEORGE BIJUR, for two years director of public relations and sales for L. Bamberger & Co., Newark department store, will join the New York staff of the CBS by March 15 as director of sales promotion. The appointment was announced Feb. 19 by Paul W. Kesten, recently elected executive vice-president of CBS, whom Biju will succeed in sales promotion.

"Mr. Biju's exceptional creative work in advertising and promotion first came to our attention," said Mr. Kesten, "during his earlier association with Erwin Wasey & Co. We are delighted to extend Biju's association with CBS, whose Biju will succeed in sales promotion.

Twin Cities Adopt Agency Recognition

Radio and Press Form a Joint Group for Mutual Benefit

THE FOUR radio stations of Minneapolis and St. Paul have combined with the five newspapers to form the Association of Twin City Newspaper and Broadcasting Stations to pass on advertising agency recognition and interchange credit information. The new organization is the previously formed Twin City Broadcasters Association, which included WCCO, KSTP, WTCN and WGDY, the former Twin Cities Morning Star, on the Feb. 15 issue of BROADCASTING.

James Cole, national advertising manager of the Minneapolis Star, is half-owner of WTCN, was elected chairman of the group at a recent meeting attended by William P. Kesten, managing editor of the St. Paul Dispatch-Pioneer Press, publisher of the other half of WTCN; J. R. Van Horn, business manager of the St. Paul News; John Jerome, advertising manager of the Minneapolis Journal; Paul W. Kesten, advertising manager of the Minneapolis Star; Stanley Hubbard, manager of KSTP; Earl Gammons, manager of WCCO; Joseph Bianco, editor of the Minneapolis Tribune, and Dr. George Young, operator of WGDY.

Four Principles

ACTIVITIES of the Broadcasters Association resulted in the setting up of a code for the recognition of Twin City agencies and advertising agencies. Under the new code four principles were set up in the recognition of advertising agencies. They are:

1. Financial stability: The agency must furnish evidence of its financial stability. It must have resources adequate to carry on its business and to have business practices that are sound.

2. Demonstrated ability: The principals as individuals, and the agency as a whole, must demonstrate their ability to develop and serve advertising. The broadcast organization must have satisfied the Association of its or its integrity and financial ability to meet its just obligations.

3. Ethical practices: (a) The agency in the advertising business must have a minimum of three accounts; (b) the agency must be recognized by the radio stations into service to the advertiser without direct or indirect requirement.

4. Cooperative in practice: No agency commission will be paid on accounts written by the station. The agency must have secured the order and schedule the advertisement. The station must have agreed that its commissions will be paid to the agency, however, on any order for a fixed schedule that may come through an agency for this same account.

The officials stated that the new code will not apply without the cooperation of the advertising, the station and also to the advertising agency. The Minneapolis Broadcasters Association thus far is reported to have set a new precedent in advertising by advertising. The short time which it has been in existence has already proved its value.

Typewriter Program

ROYAL TYPEWRITER Co., New York, will broadcast a sales talk next Tuesday, March 15, at 12:45 p.m. on 30 CBS stations, coast-to-coast. Hawthorne Typewriters Inc., New York, handles the account.

AMERICAN PACKING Co., St. Louis (Sunrise meats) is sponsoring a daily morning news broadcast. The program, called "The Morning Journal," is being handled by Harry W. Flannery, former newspaperman and secretary to J. P. McEvoyst, author.
AN IMPORTANT ★ ★ ★
★ ★ ★ ANNOUNCEMENT

To All RADIO STATIONS
And Advertising Agencies

A COMPLETE musical Program Library and program building facility utilizing the finest of orchestras and artists and the best recording the art affords at amazingly low rates. . . .

THE LIBRARY consists of hundreds of popular dance orchestra, light opera and musical comedy, vocal ensembles, novelty features and other musical selections from which the station and advertiser can build distinctive programs at a cost lower than by any other comparable means. . . . . . .

- for full particulars wire or write -

STANDARD RADIO
ADVERTISING


Kasper-Gordon
140 N. Boylston
Boston, Mass.

Conquest Alliance Co.
515 Madison Ave.
New York, N. Y.

Universal Radio Productions
108 N. Michigan Blvd.
Chicago, Ill.
Daylight and Drama—Salesmen for Flour

By MERRILL HUTCHINSON
President, Hutchinson Advertising Co., Minneapolis.

Upward Go the Sales of Pillsbury Products as Sponsor Draws an Enormous Audience to Morning Program

THE SHOW's the thing in radio as well as on the stage. That is one of the lessons to be learned from the astounding success of Today's Children, a dramatic mid-morning program sponsored by our client, the Pillsbury Flour Mills Co., Minneapolis.

Another lesson, which has nothing to do with the first is that, given a good radio program, maximum use can be made of it without intensive merchandising of the program among the sponsor's salesmen and the trade.

This is true of each of these lessons in order.

The objective of Today's Children when it was put on about three years ago as a sustaining program by WMAQ, Chicago, was to appeal to the average American housewife, and at a time of day when they were most likely to be at home and best able to listen regularly. Mid-morning, 10:30-10:45 a.m., was selected. An enthusiastic following among just the type of women Pillsbury was trying to reach was quickly attained. It was arranged to sponsor the program over 28 stations of the NBC-WJZ network.

From the first it pulled really amazing results and the loyalty of its audience, both to the program and its sponsors, is almost fanatical. There probably are no programs with larger audiences on the air, but none surpasses Today's Children in the deep-rooted devotion of its listeners. Rates first or second in popularity among daytime programs in the Crosley surveys.

For "Just Folks"

TODAY'S CHILDREN differs from many women's programs in that each chapter or episode in the lives of a typical middle-class American family, their friends, and the sweetsmeats of the youngest member of the family. It is a serial story, with a daily instalment.

Ina Phillips, creator and author of the program, has a deep understanding and knowledge of feminine psychology that applied to her writing it and to Today's Children a "true to life" atmosphere that gets "home" to the kind of American housewife we wish to reach. Therein, we believe, lies its extraordinary power to hold its vast audience day after day, week after week.

It is drama, homely drama of the type that appeals to "just folks"; the mothers, the homemakers, the folk servants of America. The pulling power of this type of program has led us to believe that the "show's the thing" in a radio program. Hence we asked Mrs. American Housewife.

Hundreds of thousands of listeners look upon the affairs of Mother

PILLSBURY'S best selling idea takes advantage of those not-factually appreciated daytime hours when mother is running the house to suit herself. Or maybe it's just wife, or daughter. At any rate, it's the user of flour and Pillsbury knows who does the buying when the flour supply runs low. So that is why Pillsbury uses daytime hours, realizing that the flour-buying audience can be reached—and sold. Here is the success story of this program which began as a sustainer and flowered into a network commercial in the mid-morning period.

The magnitude of this response can be fully appreciated only when it is remembered that Today's Children is a morning program reaching an audience made up almost exclusively of housewives, that the offer appeared mainly to those who had missed earlier installments, that there was no contest, no offer of general interest to all listeners. And not only did queries come in by mail, but women write for the booklet, but a large percentage took the additional trouble and expense of writing a letter of thanks and appreciation after the booklet was received.

The amazing allegiance of hundreds of thousands of women, only to members of the cast but to Pillsbury products is a constant source of wonderment even among those in journalism, who for years have been working with radio programs. There seems to be almost a universal conviction by housewives that, given a choice, today's children should buy Pillsbury products to keep it on the air. Almost every letter received mentions not only the superior quality of the program but satisfaction with one or more Pillsbury products.

Telling the Trade

IT IS APPARENT after reading only a few of these letters that the regular listeners are using Pillsbury's Best Flour or some other Pillsbury product, that they like them, that they are going to continue buying them and that they are boosting them to their friends and neighbors. Thus the program is serving not only as an advertising medium, but is promoting direct sales.

So much for the first lesson to be learned from our experience with Today's Children. The second lesson, that of the necessity for merchandising the program to the salesmen and the trade, is almost equally important.

Given something good on the air companies will buy into it, if it is good. The axiom may sound banal to many readers, but it is nevertheless true, and its importance cannot be overestimated. Many radio programs, I believe, are not fully capitalized upon because they are not closely connected with their production and control do not realize that salesmen and customers have plenty of things to think about. Furthermore, most salesmen and storekeepers have little or no opportunity to listen to programs that are not on the air at the time and therefore are not as familiar with all radio programs as one might suppose.

All developments in Today's Children are described regularly in The Pillsbury Salesman, a monthly bulletin pulled for the sales force. These articles in the house magazine are supplemented with regular monthly bulletins containing a detailed schedule of all Pillsbury advertising for the forthcoming month. Products that are going to be featured in the coming months are listed, and additional information on the commercial and on the program is contained in bulletins on special drives in which radio plays a part. Retail grocers are kept informed about the program with brochures and trade magazine advertising.

Pulling Power

FACTUAL evidence is submitted to salesmen and dealers whenever possible to convince them that the program has the power to create and hold business. Their attention is called to dollars-and-cents facts on the value of the program. Prize contest news, therefore, is very convincing information, especially when contest entrants must submit proof that they have bought a Pillsbury product.

Early in the program's history listeners were offered a picture of Today's Children's cast in return for every ten-booklet order of Pillsbury's Best Flour. The response was really astounding. Later the booklet summarizing the story of Today's Children was offered and, as has been told above, requests for more than a quarter of a million booklets were received. These facts were submitted to the salesmen and the grocers as real evidence that more than 250,000 sacks of Pillsbury's Best Flour or packages of Sno Sheen Cake Flour had been sold over the counter directly as a result of the radio program.

There are other instances, which limited space does not permit giving in detail, that proved the dolllars-and-cents value of merchandising of Today's Children. The widespread enthusiasm for the program and the favorable connection with it is apparent and a matter of daily proof to us of its pulling power, but much of the evidence have not been as yet submitted to the national sales manager. We could be lost if we did not tell the salesmen and the trade about it, and we do so with our full knowledge of the valuable evidence and reprinting some of the more quotable letters of thanks and praise.

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BROADCASTING • March 1, 1935

www.americanradiohistory.com
NOW

THE DON LEE BROADCASTING
SYSTEM OF CALIFORNIA
ANNOUNCES A NEW POLICY

“There is no surcharge on nighttime
transcription programs after
March 2nd, 1935”

This is equivalent to a 30% to 50% reduction in total charges on your
transcription programs. For example: KHJ, Los Angeles, old rate on one-
quarter hour nighttime transcriptions $180--new rate $120; KFRC, San Fran-
cisco, old rate $144--new rate $72. Other stations of
the Don Lee Chain show similar reductions.

Send your Transcription Programs to the
Don Lee Stations in California. They Have
the Largest Habitual Listening Audience.

Eastern Representatives, Radio Sales, Inc., 485 Madison Ave., New York; Wrigley Bldg., Chicago;
Fisher Bldg., Detroit.

(send)

DON LEE
BROADCASTING SYSTEM

Los Angeles Office, 7th and Bixel Streets
KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton

(COLUMBIA NORTHWEST UNIT)
KOL, Seattle
KQIN, Portland
KVI, Tacoma
KFPY, Spokane

COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles
San Francisco Office, 1000 Van Ness Avenue
KGB, San Diego
KMB, Fresno
KDB, Santa Barbara
KERN, Bakersfield

In addition to local spot broad-
casting, The Don Lee Broadcasting
System gives you the utmost in flexi-
bility to match your selling problems.

You can buy a Northern Califor-
ia network: San Francisco, Sacra-
mento, Stockton, Fresno, Bakersfield.

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

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

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

March 1, 1935 • BROADCASTING
Hearst Radio Appoints Marvic H. Petersen to Spot Advertising Post

Mr. Petersen will represent all Hearst stations, devoting his attention primarily to the creation of spot programs, both national and regional.

Richfield Renewes

RICHFIELD OIL Co., of California, Los Angeles, has renewed the Jimmie Allen WBS series for 82 weeks, five days a week, on KNX, Los Angeles; KFWB, Los Angeles; KFOX, Long Beach; KFXM, San Bernardino; KFSD, in the San Diego area; KGFN, El Centro; KOIN Portland; KFPY, Spokane; KPO, San Francisco; KJR, Seattle. Beaumont & Homan, Los Angeles, is the agency.

Pennzoil’s Spots

PENNZOIL Co., Los Angeles, on Feb. 12 started a transcription campaign in western states to introduce its new solvent process Pennzoil. The campaign, handled by Mayors Co., Los Angeles, its Los Angeles branch, follows 11 consecutive 15-minute announcements produced by Recordings Inc., Hollywood.

North American Co. Soon Will Decide Whether to Start Wired Radio System

UNUSUAL activity within organizations associated with Wired Radio Inc., a subsidiary of the North American Co., big public utility holding company, has been apparent recently. Economic gains from licensing of transcriptions from phonograph records, they contend that when they retain phonograph records it is for private and not public performance.

In his circular letter, Gene Austin stated that the recording artists of America “are losing millions of dollars yearly through the indiscriminate and unlicensed use of our records for broadcasting and commercial purposes.” He asserted that the purpose of the new organization was to obtain licenses and collect royalties for the same broadcasting and commercial use of records “so that you and I and all other artists, both present and future, may receive the just compensation for the use of phonograph records.”

Restrictions on Use

Mr. Petersen will join the staff of Blackett-Sample-Hummer Inc., Chicago, on Feb. 16 in the capacity of national advertising manager, associated with New York headquarters. As such he will represent all Hearst stations, devoting his attention primarily to the creation of spot programs, both national and regional. He will function under J. L. Kaufman, executive of Hearst Radio, Inc.

In connection with the appointment, Mr. Kaufman declared that Hearst stations have confined their activities largely to contacting space buyers of the agencies. Mr. Petersen, whose position will be similar to that held by Homer Hogan in the Chicago area, will contact advertisers who wish to use radio for their advertising.

Mr. Petersen joined Blackett-Sample-Hummer after serving as assistant sales manager of NBC in Chicago.

Robert S. Hotz, of the NBC sales department, has joined Blackett-Sample-Hummer and will become identified with its radio department.

North American Co. Soon Will Decide Whether to Start Wired Radio System

AMONG arrangements made by Wired Radio, it is learned, is one with Associated Music Publishers, Inc., for its transcription recording license. It is understood that a large library of recordings of AM compositions is being produced under this license for Wired Radio.

Coupled with this is the confirmed report that a number of independent transcriptions have been made in Cleveland in the homes of officials of the local record company, also a North American subsidiary. Upon these final tests will rest the technical expediency of the system. Whether any large-scale enterprise will be launched on the lines now being followed is a matter of later action of the board of the North American Co.

Probably Intrastate

Wired radio is a method of transmitting sound along power or telephone lines entering the home. Picture or “audiovision” could be similarly transmitted, and in the future both pictures and sound could be transmitted. The manner in which the service is offered may be greatly varied. It may be a direct service, in which case it might be limited to a community, or it may be offered on a larger scale.

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Fictitious Account Used By San Francisco Club To Analyze Media Value
If you want to ring the bell in PHILADELPHIA use WFIL Blankets the country's third largest market

WFIL is the only Philadelphia outlet for NBC Basic Blue Network "When you think of Philadelphia think of WFILadelphia"

DONALD WITHYCOMB General Manager

560 Kilocycles 1000 Watts
Father Coughlin Plans
Paul Revere Program to Replace Present Series

PLANS to continue his broadcasts during the summer, instead of ending them on Easter Sunday as in the past, were announced Feb. 22 by Father Charles E. Coughlin, militant Detroit radio priest. The programs, however, will be for only half an hour instead of a full hour and will be broadcast beginning at midnight, e.s.t., with a repeat for Central and Far Western stations. Temporarily titled a 'Paul Revere' radio hour, because of the time element, the plans call for the same group of 27 stations now being used for the Sunday afternoon broadcast, with other stations likely to be added. As in the past, Leo J. Fitzpatrick, general manager of WHJ, Detroit, key outlet, is handling station contacts and arrangements.

Decision to continue the broadcasts during the summer was reached because Father Coughlin feels that his new organization, the League for Social Justice, makes it necessary to have an unbroken series of weekly broadcasts. The present series of Sunday afternoon broadcasts (4 to 5 p.m., e.s.t.) will end Easter Sunday and will be resumed by the middle of October. The use of the midnight facilities in no way will interfere with the airing of the Sunday afternoon broadcast for 1935-36, it was stated.

Father Coughlin announced that more than 8,000,000 people have joined his League of Social Justice, created several months ago as purely a radio membership venture. More than 250 secretaries, he said, are now employed to answer the mail, which averages 40,000 pieces daily.

KOIL Scholarship

A SCHOLARSHIP of $200 to Creighton University will be given by KOIL, Omaha, Neb., to the high school student in the station's nearby listening area who shows the most ability in radio dramatics. Four runner-up's will receive $25 cash prizes and a silver cup will go to the school represented by the scholarship winner. The station aims to promote education in radio dramatics.

Sykes Is Mentioned For Judicial Post

Rumors Name Prall Chairman And Gary a Member of FCC

PENDING legislation for temporary creation of an additionaljudgeship on the Court of Appeals of the District of Columbia, which sits to handle the cases of the FCC, has given rise to speculation as to additional changes in the personnel of the FCC. Chairman E. O. Sykes is considered the logical appointee for the post, having been prominently mentioned a few weeks ago. Any similar legislation was pending.

The bill (H. R. 5227) introduced by Chairman Sumners of Texas, of the House Judiciary Committee, has been reported favorably and now is pending before the House. Called up on the unanimous consent calendar Feb. 15, it was passed over due to a parliamentary objection, sponsored by Rep. Blandt (D.) of Texas. The bill is expected shortly.

The measure provides that an additional judge be named by the President to the five-man bench, an arrangement that the court would sit with only five members, named by the chief justice. Should retirement or death eliminate one member, the chief justice would become a regular member and the alternate's vacancy would not be filled.

Crowded Calendar

APPOINTMENTS to the court, with the same number as in 1934, are for life. Several of the members now are eligible for retirement on the basis of health. The volume of litigation coming before the court, it is felt, makes it imperative that it sit with five members.

Should Judge Sykes, former chief justice of the Supreme Court of Mississippi, be named to the bench, the FCC would sit with six members, the court is being urged to make the change. The vacancy, which will be created by Judge Sykes' resignation, is expected to come up in the near future, as the Supreme Court is to hear oral arguments on a radio case by the FCC this year, whereas the other six members have served since July, 1934, when the new agency was created.

Filling a Vacancy

WHO would be named to fill the vacancy, if the same court that named Judge Sykes to the bench is to name the candidate, is a question that has been occupying the minds of Court officials for some time. It is generally expected that former Rep. Anning S. Prall, of New York, a Democrat, now chairman of the FCC Broadcast Division, would succeed to the chairmanship of the full FCC. He is the newest member of the FCC having been named to the bench three years ago. However, several members of the Court have been urged to fill the vacancy, with the approval of the President. Mrs. Prall's resignation was accepted last December, when the FCC was created, and it was then expected that Mr. Gary would be given another "important post", but up to this time no appointment has been announced.

Another possibility is that some prominent Western Democrat, such as Senator Arthur, of the Pacific coast, will be named.

It is generally believed Judge Sykes would not hesitate to accept the judicial appointment, if offered.

Amateur Program
By Women's Club
Aroused Criticism

Good Plot But Poorly Staged, In Opinion of Observers

BY PETER DIXON

Radio Author and Producer

FOR MORE than three years the Scarsdale ( N. Y.) Women's Club has been the best known community women's organization in radio— all because the club had a radio committee and issued statements on the merits or lack of merit of the various radio programs for children. Reports from the Scrub-a-Dub Club women were read and discussed everywhere in radio and, in some instances, taken quite seriously.

On Feb, 19, the club, with the cooperation of CBS, stuck its neck out, presenting on a CBS network its conception of a radio program for children. It was written, directed and acted by persons without radio experience.

Some Skill Needed

THE PROGRAM, titled The Westchester Cowboys, had as its background the activities of cattle thieves in Westchester county during the Revolutionary War. It was an interesting bit of history and, I believe, could have been made into a good juvenile program had the job been done by professional radio people. As presented the program suffered from unskilled radio writing and amateurish acting.

As a suggestion of the type of material suitable for radio programs for children, The Westchester Cowboys was good. As an example of a radio program it lacked many things. New York papers almost ridiculed the whole affair in their accounts of it on the following day. In justice to members of the club, the program was not presented as a "model" but as an indication of the type of material considered suitable to both parents and children.

Radio executives, discussing the program the following day, seemed to think the Scarsdale women had sacrificed much of their effectiveness when they left themselves open to comparison with professional radio efforts. Certainly the program proved that club women are not as yet competent to present acceptable juvenile programs.

To a writer of juvenile programs, The Westchester Cowboys might have suggested a series. The life and adventures of the famous New York during the American Revolution should make an exciting story and a story that could be continued for 13 or 26 weeks or longer. But the episode presented certainly would not offer serious competition to programs like Buck Rogers, Bobbie Benson or Little Orphan Annie.

I talked to several youngsters who heard the program. All of them agreed that it was interesting to hear what happened to a boy who lived 100 years ago but they didn't think that it sounded very "real" on the air. One boy made a very pertinent criticism. "There wasn't anything to laugh at," he said.

SOVIET RADIO PALACE—This is an architectural drawing of the projected new Moscow headquarters of Russia's broadcasting system. The building is to be one of the most magnificent in the world devoted to radio. The structure, which is 375 feet up to the base of the 90-foot mast to be used for ultra-short wave transmissions.
99,797 Letters Sent to KNX In December (or 1 letter from every 21 radio sets in the West)

319,302 Letters Received In Last Six Months. Keyed Copy Results Prove KNX Low Cost Leadership in Los Angeles and 11 Western States

In judging radio station popularity and consumer listening habits, you do not have to take our word for KNX coverage. Nor telephone survey results either. Just consider the following figures on mail received... letters and postcards from the responsive KNX audience. Compare the totals with any other station—or even with national networks. This evidence supports our claims that KNX assures you of GREATER RESULTS FOR LESS MONEY than any western station. That is why more dollars are spent direct on KNX than any other radio station in this lucrative coast market.

July 30,949 October 54,505 TOTAL 319,302
August 30,504 November 56,033
September 47,514 December 99,797

(December Total Equivalent to 1 out of every 21 sets in 11 Western States)

FREE! New Booklet
Reflecting The Voice of 40,000 Consumers in KNX Market

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

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

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

GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE
Lindsey Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

DETROIT OFFICE
Geo. Bolling,
New Center Bldg.

NEW YORK OFFICE
J. Curtis Wilson
342 Madison Ave.

March 1, 1935 • BROADCASTING
YOU DO
WHAT YOU'RE TOLD
We give you McGillicuddy with the pick

—and a secretary (not yours) with her notebook
—and a doctor and a timekeeper and a ditch

These, and a few others, are between the covers of a very brief new Columbia booklet, "You Do What You’re Told."

We haven’t printed many of them...we don’t think it’s a story for indiscriminate distribution; it hasn’t that kind of ‘punch.’

It reaches for a single value in radio broadcasting, closes around it, lifts it up and holds it to the light. If you feel like taking a new tack...like turning lightly aside for a few minutes from radio’s statistics, to consider something quite simple that lies behind and beneath...you will want to read this story. Either in the copy we’ve sent you, or one that will come upon request.

COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO


**WOR’s NEW HOUR-GLASS SIGNAL**

Directional Radiator to Provide Greatest Strength in the Heavily Populated Regions.

WHEN WOR’s 50,000-watt transmitter at Carteret, N. J., is officially inaugurated March 4th, it will bring into operation an antenna system designed to give coverage. In the shape of an hour-glass, the bulbous parts embrace the metropolitan areas of New York and Philadelphia, while the Atlantic Ocean and the sparsely populated mountains of Pennsylvania lie close to the “waist.” The station will officially go on the air regularly with its new power when President Roosevelt presses a button in Washington telegraphing the starting signal.

The effect has been obtained through an extra vertical radiator, in addition to two towers. These resemble the masts used to suspend horizontal antennas in old-type transmitters, but instead of being used for this purpose, they are themselves the radiators. Slung between them is a wire, from the center of which the third radiator is suspended. The arrangement can be seen in the accompanying illustration.

Since the directions in which it is desired to lay down the strongest signal are those of Philadelphia and New York, the line between the antenna towers is at right angles to a line joining these two cities. The broadside discharge from the two towers is stated by the Western Electric Co. to be equal to that obtained from a 120,000-watt transmitter. While the thermal dish, and a lengthwise system from this would be considerably less than 50,000 watts, the decrease is made even more marked by the installation of the third vertical radiator. This cuts down the lengthwise signal to that of a 6,000-watt uniform radiation. This signal serves the New Jersey communities close to Carteret, in the suburban and rural counties of Middlesex, Morris, Monmouth, Mercer, Warren. Tests have shown that this signal is ample to meet conditions in those counties, where the noise level from “artificial static” is negligible.

Technically, the effect is the result of spacing the three antennas so that the waves they emit broadside are “in step.” That is, the crests and troughs match precisely and reinforce each other. The waves emitted lengthwise by two of the antennas, however, are out of step. They tend to neutralize each other in this manner, and to reinforce the power sent out broadside.

In choosing the transmitter site—a task on which Jack Peppe, chief engineer, was engaged for more than a year—a further factor had to be taken into consideration. Allowance being made for WOR’s assigned frequency of 710 kcs., a site 30 miles to the north would have caused the sky-wave and ground-wave to meet just north of Philadelphia, thereby putting that city in the area of poorest service. With the location at Carteret, the line of sight between antenna and ground waves lies south of Philadelphia. In Washington and Baltimore, sky-waves will predominate.

An unusual feature in the design of the actual transmitting system is the line from the control house to the radiators. This is composed of two concentric copper tubes, and runs 600 feet at a distance of five feet below the surface of the ground. Not a single foot leaves the transmission house above ground.

The 35 acres occupied by the transmitter are on swampy ground, and part of the site is under water at high tide. The ground system contains 40 miles of No. 8 wire, part of it running at right angles to the line between the towers, and the remainder radiating under them.

The building itself has no ordinary heating plant, but is kept at a proper temperature principally by the energy dissipated by the power tubes. This is equivalent to 110 kws. and, down to temperatures of 10 above, the building requires only from 35 to 70 kw. to keep it at 70 degrees. The distilled water circulated through the tubes is led into the building’s air conditioning plant where it heats the air and, at the same time is partly cooled itself. Should the tube heat be inadequate, two emergency heaters would be brought into operation by a thermostat.

The hot air that has become “spent” in passing through the system, not dumped out into the open, as is the case with most ventilating systems. Instead, it is turned into thin forced air, and, during recent severe cold spells, with the outside temperature down below zero, kept the garage at 40 above.

The entire building has been designed to accommodate visitors with a minimum of inconvenience. A studio has been built so special programs can originate there, and space has been set aside for a short-wave transmitter.

An aircraft radio beacon will be operated to warn aircraft of their proximity to the towers, which are 385 feet high and 790 feet apart.

The station plans a big day of special programs March 4th, with a number of persons participating. The evening program will come from Carnegie Hall, New York, from 8 to 11 and a variety program will continue until 2 a.m.

Inaugural programs to introduce the new transmitter officially to the listening public will begin at 12:30 p.m. March 4, with a half-hour feature originating at the transmitter, “Of, By and For the People of Carteret and vicinity.” During the afternoon special features will be heard from the store of L. Bamberger and Co., Newark, including addresses from the auditorium by Gov. Harold G. Hoffman and Mayor Meyer C. Ellenstein. History that has been made during the 13 years of WOR’s service will be dramatized in the form of news flashes of outstanding events.

From 8 to 11 p.m., there will be a variety show from Carnegie Hall which will include performances in public life, the theatre, movies and radio will be presented. From then until 12:30 a.m., dance music will be brought in from cities in the enlarged service area, and until 2 a.m. a floor show from the ballroom of the Hotel Plaza will be broadcast.

**Civic Programs Sponsored**

MUNICIPAL Light and Power Defense League, Los Angeles, is sponsoring a series of four broadcasts starting March 27 over KJH, Los Angeles, during which the League will present its views on city subjects. The Security of Schools Foundation, another Los Angeles civic group, will sponsor six programs starting March 18.

As in the Municipal League series, the political talks will be supported by musical numbers. The League account is handled by Ray Davidson, Los Angeles agency, and the School series by Campbell-Kellogg. A series of health talks started Feb. 21 on KJH, with the Milk Dealer’s Association as sponsor, handled by Martin Allen agency.

**KSD**

*IN ST. LOUIS*

Leads All Local Stations In Most Popular Network Programs

The New York World-Telegram recently questioned 260 foremost newspaper radio editors to determine the most popular radio programs. Among the first 20 selected KSD led all St. Louis stations in number. The division of those on St. Louis stations was as follows:

- **KSD... 9**
- **KW... 5**
- **KMOX... 5**

**RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.**

Station KSD — The St. Louis Post-Dispatch

Edwin Peirce & Co., National Advertising Representatives

New York Chicago Detroit San Francisco
INDEX TO CONTENTS OF 1935 YEARBOOK
(240 PAGES)

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THE 1935 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS
(Without Extra Cost)

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BROADCASTING

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MARCH 1, 1935 - BROADCASTING

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WILLIAM P. BIDDLE - BROADCASTING

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800 NATIONAL PRESS BUILDING, 20070, D.C.

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CANADIAN AND FOREIGN SUBSCRIPTIONS $6.00 PER YEAR

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Your name

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Firm Name

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City

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State

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Please remit to BROADCASTING, 800 National Press Building, 20070, D.C.

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(All Inclusive)

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INTERNATIONAL...
New Disc Library Begun in Hollywood

ENTRY of Standard Radio Advertising Co., Hollywood, into the transcription "library" field, furnishing one hour daily of musical recordings to stations for local sustaining or sponsor service, was announced Feb. 23 by Seth Ely, president. The service will be available to one outlet in each city, with the discs ready for first broadcasts April 1.

Standard Radio Advertising thus enters into competition with the World Broadcast Music System's daily program service to supply transcription programs "comparing favorably with the finest entertainments on the air," according to its announcement. The Program Library, as it will be called, consists of diversified musical shows with full continuities adapted to the particular needs of the individual subscribers. It will consist of several hundred individually recorded selections.

"Advertising agency men," stated Mr. Ely, "have indicated the enthusiastic support of the library plan as it offers them the advantage of being able to present to clients a coherent, cohesive program plan of outstanding merit which can be spotted at will."

Arthur E. McDonald, formerly with the Don Lee Broadcasting System, will become manager of the service March 1. Kasper-Gordon in Boston, Conquest Alliance in New York and Universal Radio Productions in Chicago have been appointed representatives in their respective territories.

RADIO FROM THE FILM COLONY

Program Production Triples in the Last Six Months; Aylesworth Sees Hollywood Television Center

By DR. RALPH L. POWER

PRODUCTION from Hollywood broadcasting studios has more than tripled in the past six months, with NBC soon to erect a new building with more facilities for offices, studios and audiences. While some of the new accounts have been the result of normal new business, many of them have resulted from the desire to build programs with a film locale. The romance and glamour of Hollywood, of course, has been a big factor. At one time a big-name sponsor attempted to produce from San Francisco with picture names for the chief attraction. The talent planned north each week, but there were difficulties. Rehearsals were too hurried, some of the stars refused to go via plane, and storm periods often disrupted service at critical times. Then the sponsors transferred to Hollywood and Los Angeles for their production center.

Many Big Programs

NBC STUDIOS in Hollywood have put all the star talent on the air within recent months with a few exceptions — Greta Garbo, Mae West, Norma Shearer and Shirley Temple. Outstanding transcontinental of the past year or so originating at the Hollywood NBC studios include Chase and Sanborn, Non Spy, Marx Bros., "Shell Show," Lanny Ross, Ben Bernie, Log Cabin Syrup, "The Country Church of Hollywood" (Columbia only), Phil Baker, Jack Benny, Mary Pickford, Langendorf (West only), Watanabe and Archie, M-FIR (West), Roy Rogers, Motion Picture Producers and Distributors programs, "Hall of Fame" and some 23 specials from the Ambassador and Biltmore hotels.

The chain's activities in the film capital center around their own building and facilities which include a small visitors' room, studio, offices, announcing, program and technical staff.

Broadcasts by CBS

USE OF HOLLYWOOD facilities by CBS has centered in the metropolitan area of Los Angeles at the KHJ studios and with half an hour's ride of the film city. While the NBC programs from moviedom are practically all sponsored ones, the CBS programs include several unsponsored ones.

In sustaining programs, CBS has California Melodies once a week, and the Country Club. KHJ's Hollywood goes eastward weekly, as well as the daily broadcast to the coast network.

Don Lee Programs

THE CBS-DON LEE System uses "Colonial Miniatures" and the "Musicmakers" Burkely. Halbriechts of Angeles and takes the "Country Church of Hollywood" daily as a sustaining, and Rabbi Edgar F. Mazz med in the NBC national network. And while the CBS-Fox Network in California and Life of Benjamin Franklin once a week.

The Don Lee Broadcasting System programs from Los Angeles include "Calling All Cars," "Barnyard Serenade," "Hi-Jinks" and "Tunings of Times," as sponsored programs, with the "All Year Club" and the University of California programs as sustainer.

Thus two separate and distinct networks organizations have been formed in Southern California. NBC prefers to use its own facilities. A separate company was organized to originate programs and handle advertising, consumption. Their studios in San Francisco, of course, originate for the West Coast.

On the other hand, CBS has found it more feasible to use the existing KHJ studios as the focal point for its production service. The station is the key station for programs eastward via CBS, as well as to California and the Coast network.

Each plan has apparently worked out well, since NBC will soon build new studios in Southern California, and CBS will continue its headquarters at KHJ with increased facilities available.

Equity Eyes Radio

APPOINTMENT of a radio committee of Actors Equity Association to foster the unionization of artists and performers in the radio field, with the object of promoting fair hours and scale of wages, was disclosed at Equity headquarters in New York Feb. 25. This matter has been one of deep concern to Equity in connection with the broadcasting industry code, but no conclusion ever has been reached. Undoubtedly, it was indicated that efforts to organize at first would be made through advertising agencies building up the body. The original Equity proposition, submitted last year, provided for minimum sponsored and sustaining program fees, rehearsal fees, audition fees, as well as minimum fees for those participating in crowd scenes and the like.

Cormier Joins WIP

ALBERT A. CORMIER, former commercial manager of WOR and later vice president of American Broadcasting Co. in charge of sales, has joined WIP, Philadelphia, as commercial manager. He replaces Franklin Lamb, who has resigned to engage in business in the MiddleWest. Mr. Cormier has a home in Allentown, Pa., and sought a connection closer to that city.

Stewart Joins WFIL

JACK STEWART, until recently manager of WCAE, Pittsburgh, and prior to that general manager of WCAO and WFBR, Baltimore, has joined WFIL, Philadelphia, to take charge of national sales and sales promotion, according to an announcement by Donald Withycomb, general manager. He has been in radio since 1921.

A NEW 100-watt daytime station on 1210 kc., was authorized Feb. 26 by the FCC, the permit being issued to the Ardmore (Okla.) Ardmoreite, a daily newspaper.

WISC are the call letters assigned the new 100-watt station authorized in Milwaukee to the Milwaukee Broadcasting Co.
Well Filled Cupboards for Hungry Lads

Thanks to Mother...

and Daytime Radio Hours

Experience stories of daytime radio advertisers reveal how religiously housewives and mothers depend upon their radios during the day to remind them of when to buy, what to buy, and how to buy. We discover that radio brings them entertainment that makes housework pleasanter, and home-making and shopping suggestions that make household duties easier and more economical... without interrupting their daily work.

Use NBC network stations to reach the largest daytime audience in the country. Use WRC or WMAL to reach the largest daytime audience in Washington. Of sufficient power to completely cover this concentrated area, and offering famous NBC Red and Blue network programs, they are the choice of Washington merchants... and national spot advertisers.

WRC and WMAL
WASHINGTON, D. C.

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

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

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

March 1, 1935 • BROADCASTING
Beloved James M. Cox and James M. Cox, Jr. my personal best wishes.

I am most happy to have you with us in the field of broadcasting.

J.B. Wilson
Lang Produces Film

FREEMAN LANG, Hollywood transcription producer, the last week in January was unanimously elected president of the California Studios, Hollywood film producing organization. He succeeded the late Wesley Dougherty, who was president of the film company and general manager of the Freeman Lang Sound Studios. Mr. Lang will continue his transcription business. The California Studios, two days before the death of Mr. Dougherty, had completed a feature length talkie called "Hong Kong Nights" in which Mr. Lang used his power cruiser for some of the close-up shots, and also took part of the sea captain in the film.

Radio & Film Methods Corp., Recording Firm, Is Started in New York

RADIO and Film Methods Corp. has been established at 101 Park Ave., New York, as a manufacturer of transcriptions for radio stations. Chairman of the board will be Frank L. Dyer, for many years research associate of the late Thomas A. Edison. Other directors are Count Gosta Morner and A. R. Steinberg, former head of the Foreign Language Division of the RCA. Mr. Steinberg is president. Jack Holloway, president of the Standard Instruments Corp., is vice president in charge of sales, and W. W. Black, formerly head of United Radio Artists, heads the sales force.

Two modern studios have been fitted up at 101 Park Avenue. The company is sole licensee for Morner Multigroove Recording, which is based on Dyer patents, and this "Hill and Dale" method will be introduced shortly. At present standard lateral recording is employed. The Multigroove makes it possible to put 30-minute entertainment on one side of a 14-inch disc, so that a show may be recorded on one double-faced disc. The Morner system has not previously been used in radio.

For the present it is not proposed to enter the field of program production, but if this step should be taken it probably would be in cooperation with foreign language programs with which Mr. Steinberg has had extensive experience. A series in ten foreign languages is being auditioned for a sponsor.

Van Nostrand Says Charges Are False

Denies Llewellyn's Claim That He Had Accepted Gratuities

DENIAL of charges made before the Senate Interstate Commerce Committee by the former Radio Commission member, Van Nostrand, former radio supervisor of the Atlanta office of the former Radio Commission, in a letter to Broadcasting.

Writing what the "erroneous statements" and "slanderous quotations" made it imperative that he take cognizance of them, Maj. Van Nostrand declared "there is not one iota of truth" in them.

"According to the columns of your magazine," he stated, "Llewellyn testified before the Senate Interstate Commerce Committee that a sum of money had been paid in an alleged free speech shift between broadcasting stations WJTL, Oglethorpe University, Ga., and WFIV, Rome, Ga., and that, in this transaction, he received the sum of $1,500. I could not say, of my own knowledge, that any such transaction ever took place between these two stations; that, whoever or whatever it was, we have nothing to do with any such alleged transaction or that I ever received a single penny or any other valuable consideration in connection with this alleged transaction, is a lie.

Alleges Perjury

"I TELEGRAPHED the Communications Commission on Feb. 7, 1935, the following information that Maj. Van Nostrand had declared:"

"Reference Llewellyn hearing Stop If press reports true he testified before the Senate Interstate Commerce Committee to your committee with regard to his statement in an alleged transaction involving a frequency shift between WJTL and WFIV. If you will examine the record you will find that Llewellyn stated, "In connection with the former station, Rome and Oglethorpe I stand ready to prove he committed perjury. Stop Believe your word will desire to consider the matter before rendering decision.""

Maj. Van Nostrand pointed out that during the major portion of his 18 years of service with the Old Division of the Department of Commerce, he was supervisor in charge of the district embracing six southeastern states. "During this long time, when broadcasters in this area were building their structures, they received every cooperation within my power to render them and the helping hand which any growing industry might well expect from its own government," he stated.

"The vast majority of broadcasters in this area know that, during all these years, I carried out the duties of my office without fear or favor, honestly and efficiently. Not a single broadcaster could honestly state that they ever had to pay or ever did pay me any money or other valuable consideration for cooperation. They cannot truthfully say that anything occurred which required interest on my part."

Llewellyn Is Reinstated By FCC to Former Post

REINSTATEMENT of George Llewellyn, former radio inspector attached to the Atlanta office of the old Radio Commission, was ordered by the FCC in a resolution made public Feb. 18 on the ground that the charges preferred against him by his superiors did not justify his dismissal. He had been charged with insubordination, removal of official records and "touting and making", and his case was one of the central issues investigated by the Senate Interstate Commerce Committee last month in connection with the confirmation of the members of the FCC.

Llewellyn had been dismissed on Dec. 2, 1932, upon charges preferred by C. W. D. Holloway, now inspector in charge of the Seattle field office, but at the time acting chief of the Atlanta office. The resolution was adopted by the FCC at a special meeting. It concluded that the former inspector, whose salary was about $5,200, "should be reinstated to his former position at the grade and salary which he had at the time of removal."

NEW local stations in Pecos, Tex., and Hutchinson, Kan., were authorized Feb. 19 by the FCC. The former, licensed to Jack W. Hawkins and Barnard N. Hubbs, is assigned to 1420 kc., 100 watts, unlimited, while the Kansas station is licensed to W. B. Greenwal, on the same channel and with the same terms.
Reallocation of Waves
As Requested by WLWL
Designated for Hearing

A CASE involving the largest pro-
puned wave length shift since the
famous 1928 reallocation, will come
before the Broadcast Division of the
FCC on April 10 when hear-
ings will open on the proposal of
WLWL, New York, operated by the
Paulist Fathers, to procure a full-
time assignment in lieu of its pre-
rent time-sharing allotment amounting
to about two days a week.

Protests against the proposed
shift, which would involve nine
stations and five clear channels
(breaking down two) led to the ac-
tion of the FCC on Feb. 19 design-
ating the applications for hear-
ing. Protests were filed by WWL,
New Orleans, operated by Loyola
University; WFPA, Dallas, and
WJJJD, Chicago, with an implied
objection from WNYC, New York,
operated by the municipality
through Mayor LaGuardia.

Stations notified of the hearing
and expected to participate in-
clude, besides those mentioned,
KSL, Salt Lake City; WOV, New
York; WCCO, Minneapolis; WPG,
Atlantic City, and WESC, Elmira,
N. Y., all of which would be defi-
nitely involved if the projected
shift were approved. (For details
see Feb. 1 issue.)

CBS has acquired its third Bro-
way theater for audience shows
with the leasing of the Little Thea-
ter, 244 W. 42nd St., New York,
now being converted for radio use.

**Joins Representative**

GENE FURGASON, formerly as-
associated with Texas stations, has
joined Greig, Blair & Spight Inc.,
station representatives, and will
devote his time exclusively to sale
of the Southwest Broadcasting
System and its affiliated stations,
according to an announcement
Feb. 18 by John P. Blair, presi-
dent of the organization. He will
be attached to the Chicago office.
Mr. Furgason has been associated
with KTSA, San Antonio, KNOW,
Austin, and KPRC, Houston.

**Alert Operator Checks**

**WMCA Transmitter Fire**

QUICK ACTION on the part of
Kenneth Bridgham, operator at
the Flushing, L. I., transmitter of
WMCA, New York, recently saved
the transmitter building from a
brush fire. He fought the blaze
with a hand extinguisher until fire-
men came to his assistance. Donald
Flamm, who recently resumed
operation of WMCA, has an-
nounced completion of the staff of
the Knickerbocker Broadcasting
Co. Inc. It includes William Wies-
man, vice president and counsel;
Bertram Lebhard, Jr., sales direc-
tor; Sidney Flamm, assistant to
President Donald Flamm; Lewis
Reid, program director; Fred Dy-
son, business manager; Angelo
Palange, sports and night clubs;
Philip Garrison, dramatic director;
Harry Pascoe, continuity director;
J. L. Alexander, chief announcer;
Elizabeth P. Glenn, publicity direc-
tor; George Houston, studio direc-
tor, and Frank Marx, chief engi-
neer.

---

**WHAT ABOUT the**

**DAYLIGHT HOURS?**

*If you are looking for a profitable spot for your program, study the daytime schedule of WHAS. By using a day schedule on this station you can reduce your time cost one-
half and your message will reach a wide
audience of urban and rural listeners who prefer WHAS day and night because it
brings them the cream of Columbia Chain
programs and because its 50,000 watts and
nationally cleared channel of 820 kilocycles
assure them of consistently good reception.*

WHAS

Owned and Operated by
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

---

**WHEN WEAF and WNAC joined in the first experi-
mental hook-up in 1923, an uncrirical public
Equipped with crystal detectors and headsets was
well satisfied. But Bell System engineers recog-
nized that telephone transmission between stations
must be vastly improved to assure the future of
radio broadcasting.**

An ordinary telephone circuit carried ordinary
speech clearly and intelligibly. But music and
drama demanded much more faithful reproduc-
tion and a much wider range of frequencies.
Subtle shadings and overtones, variations in vol-
ume, and distortion due to the different speeds
at which different tones travel all complicated the
problem.

Gradually, special radio circuits were devel-
oped, special equipment designed, and special
personnel trained to achieve today's high degree of
fidelity in program transmission. For the future,
the Bell System will go on working with the radio
industry to keep always ahead of the public's increasingly critical taste.
Copyright Again

COPYRIGHT suddenly has become a burning issue again on Capitol Hill. Without any warning, a measure providing for American entry into the International Copyright Union was dropped before the Senate Foreign Relations Committee, bearing administration endorsement. It was the opportunity long awaited by radio, hotel, motion picture and other industries which have been so much putty in the hands of ASCAP under the copyright law which has remained unrevised since 1909.

Fortunately for these industries their trade groups, notably the NAB, got wind of the measure as it went to committee, apparently ill set for favorable action. Telegraphic and other objections resulted in postponement of action. Conferences to hear these objectors were ordered by the committee before the State Department, as reported elsewhere in this issue. Recommendations were made for amendment of the bill—recommendations which ASCAP and its redoubtable general manager, C. Mills, opposed.

Soon a new draft of this measure will go to the committee, presumably still bearing administration endorsement, for the administration wants the United States in the international union. If the NAB recommendations, so creditably presented by Managing Director Philip G. Loucks, flanked by the other groups, be adopted, much of the trouble with ASCAP should be over. There will be bitter pills to swallow under the revised act, but if elimination of the present minimum statutory damage or infringement of $250 per number—the amount ASCAP has so ruthlessly wielded these many years—is approved, it will more than compensate for them.

The Witten Lesson

N THIS ARTICLE we publish a highly interesting, frank and instructive article by Louis A. Witten, radio director of Hanft-Fetzger Inc., surveying radio advertising. He dis of the job it can do and is doing for advertisers, including his own celebrated program featuring Ed Wynn. After ten years radio and nearly seven years as director of radio for one of the largest agencies, Mr. Witten has reached this significant conclusion: "Every manufacturer whose product is used by the great mass—food-stuffs, gasoline, clothing—can use radio effectively and should include it if his campaign is to be well rounded and complete."

While we agree with most of Mr. Witten's conclusions in his article, we feel that in this regard he rather understates radio's value. He recites that only the class of advertiser who should not use the radio is the fellow in the Rolls Royce category. Cadillac is now on the air, apparently getting results with a class of merchandise directly comparable to Rolls Royce. So are several others in the high-cost item groups, such as Armco and Packard.

Mr. Witten brings out that the reason manufacturers of mass consumption items should be on the air is because about 30% of the radio sets are owned in towns of less than 2,500. "The penetration of magazine and newspapers into this sized community is noticeably lower," he declares.

From Mr. Witten's article can be gleaned many pointers on building programs that will sell. Running through the entire story is the theme that the radio fits into every character of advertising campaign, provided it is used judiciously. While there will be many experienced in radio who will disagree with some of Mr. Witten's forthright statements, every advertiser, agency and station will find much of merit in the analysis as a whole—and many ideas.

Plunder Planners

Will rackets in radio never cease? One by one, new plans to plunder radio broadcasting come to light despite the widespread knowledge that the industry is probably the most regulated and most taxed extant. Fees are being paid to a variety of collectors, led by ASCAP; Federal taxes have been increased; stations are demanding their pound of flesh in discriminatory levies, and a variety of small-timers are snapping at the radio cash-box for whatever they can steal from this industry which apparently is on all sucker lists as an easy mark.

Lately to attempt to "muddle in" is an organization calling itself the "American Society of Recording Artists Inc.", headed by Gene Austin, Tin Pan Alleyite, who obviously has taken his cue from ASCAP. In a circular letter seeking to rally the Rudy Valleses, Casa Lomas, and other recording artists to the cause, Austin declares they are losing "millions of dollars" because of the indiscriminate and unlicensed use of their records for broadcasting. The report is that he hopes to set up a system of license fees for stations and radio advertisers to gross his group about $5,000,000 a year! This figure, incidentally, is just about double what ASCAP gets.

In the first place, Mr. Austin should look into the law books. He will fail to find any legal ground upon which to base a license fee system. Without the legal authority, his efforts might border upon extortion. Secondly, Austin and his fellow disc-makers should take inventory. They will find that radio often has put them in the position where they could become recording artists. Moreover, much of the demand for their recordings, they will discover, can be traced to "plugging" of their renditions over the air.

Could it be that Mr. Austin and his cohorts want those recording artists to kill the famous old goose who laid golden eggs?
FIVE YEARS ago this month a young man sat in an audition room on Chicago's Michigan Boulevard listening nervously to what he thought was a good radio program. He had every reason to be nervous. Six weeks before he had left a good job with an established publication to try his hand at selling time on the air, because of his belief that radio was the greatest medium for mass advertising. This was his first audition. Beside him sat his first live prospect, the man for whom the audition was being held, the man whose product the program was designed to sell, the man who did not seem particularly impressed as he sat there solemnly pulling on his fat cigar.

Veerishly the neophyte radio salesman checked over his argument; the program was ideally suited to the mass audience the advertiser wanted to reach—a dramatic version of a short story by an author whose name was cunningly bizzaro, and in the popular magazines; the cast was good, and well-rehearsed; the author himself spoke the introduction, giving the program name publicity value; the commercials were strong, but so well tied up with the entertainment as not to be in the least offensive; yes, it was a good buy from every angle.

The last note of the musical climax died away. The sponsor-to-be took the cigar from his lips. "Well, I'll tell you. It's a nice little show, but I won't listen to talk on the air. When the radio starts to talk I shut it off. Now, what I like is some good peppery music, something with a swing to it, like ..." "My first client, and my worst," says Jim Free. "I can laugh about it now, but it was tragic then. There I was, fresh from the publishing business where advertising was planned to make people buy things, and not to entertain the advertiser. This was my first intimation that radio was different, and it probably was the biggest shock of my life.

Then and there young Free decided that if he was going to succeed in radio, he must find a way to discount the client's prejudices in advance, to make him realize that what he personally likes and dislikes on the air has nothing to do with the case. And the best way to do that, Free has found, is to tell the prospect bluntly before an audition that it isn't designed for him but for his product, and that whether he ever listens to the program after it is on the air doesn't mean a thing as long as his customers listen.

James Lamb Free was born April 29, 1898, in Barberton, O., near Cleveland. Graduated by the University School of Cleveland, he attended the Wharton School of Finance and Commerce at the University of Pennsylvania and got his start in advertising during vacations, writing sales letters for the real estate bond house, G. W. Stone Co. of Cleveland.

In 1924 Free came to Chicago and landed a job with Aubrey & Moore, where during the next three years he served successively as promotion manager, account executive. He left the agency to start a trade paper in the building field, but after acting as editor, advertising manager and general handy man for a year he was ready to sell out (at a handsome profit) to the Porter-Langtry interests.

Joining the sales staff of Forbes Magazine Free came under the spell of B. C. Forbes' industrial idealism, which gave him an undying faith in advertising as the best means of educating the masses and bettering their living conditions. Meanwhile radio had come into the advertising picture, and Free, who had been an enthusiastic listener since the days when he built his own receiving sets, found himself with a growing conviction that of all media, radio had the greatest appeal.

With Free as a belief has always been something to act on, and 1930 found him an account executive in the Chicago office of National Radio Advertising, at that time the largest of "time brokers". The next two years taught him a lot about radio and station representing, and as usual he acquired a

(Continued on page 46)

We Pay Our Respects To—

PERSONAL NOTES

JOHN H. NORTON, Jr., has been appointed assistant to William S. Hodges, manager of NBC-operated stations, succeeding Roger W. Clipp who Feb. 15 to join WFIL, Philadelphia.

CHESTER L. THOMAS, temporarily manager of WCAE, Pittsburgh, will return to WINS, New York, to resume his post as assistant general manager and program director.

ALEX SHERWOOD, formerly manager of KBOK, Tulsa, and later with WROK, Rockford, III., has joined WINS, Milwaukee, as communications manager.

ANXING S. BRALLS, chairman of the Broadcast Division of the FCC, was host to approximately 50 Washing- ton celebrities at dinner at the Columbia Country Club in Washington on Feb. 13. In addition to the membership of the FCC and its executive staff and to the New York delegation in Congress, among those present were H. McIntyre, assistant secretary to President Roosevelt, and Speaker Byrnes of the House.

GERALD J. NORTON, formerly assistant sales manager of Los Angeles, has been named to the sales staff of KROW, San Francisco. Ed Parke, who recently transferred, was named assistant manager.

B. W. DULLOCK, since June, 1933, assistant manager of KGO, San Francisco, in charge of radio activities of the General Electric Co., has been appointed manager of the General Electric publicity department. With this appointment, Mr. Dullock becomes assistant manager of broadcasting for General Electric.

HENRY M. JACKSON, for more than a quarter of a century associated with Bob Roberts & Associates, San Francisco agency, as radio account executive, has been transferred from the KPFA, San Francisco.

FREDERIC A. WILLIS, assistant to the president of CBS, was married in Feb. to Miss Herbert Lederer. As Miss Isabel Langtry, the bride headed the Women's Division of the Los Angeles Free.

The honeymoon was spent on a West Indies cruise.

DOROTHY SUTHERLAND, former city editor of Selling & Advertising, has joined the sales promotion department of CBS, to handle publicity for the syndicated Mary McDermott, who is to be married March 2 to John F. Roche, of the publicity department.

PAUL HEITMEYER, formerly manager of KGW, Portland, Ore., and recently promotion manager of KNX, Los Angeles, has been appointed manager of the sales staff of KGO, Ogden, Utah. Arthur Kemp, former sales manager of KHJ, Los Angeles, has taken Mr. Heitmeyer's place at KNX.

ELLIS VAN DER Pyl, sports commentator, has been named commercial advisor to Paladin, succeeding J. Leslie Fox who is moving to Chicago. Van Der Pyl is a former Illinois state, war veteran and Olympic runner.

WALTER E. MYERS, national sales representative of NBC in New England, was one of the Pittsburgh Club of Boston, was the speaker at a meeting held Feb. 20, by the Providence (R. I.) R. I. Advertising Club. He discussed the new NBC rate structure and gave some side lines on the advertising picture.

CLAIR R. MCCOLLough, general manager of the Mason Dixon Radio Group, and Mrs. McCollough became the parents of a baby girl on Feb. 29.

AL ROSE, who recently left his post in charge of sales promotion and public-ity at WOR, Newark, will join WJICA, New York on March 4, as general manager. He will work under Donald Flamm, president and general manager of the station.

MAXINE WRIGHT, formerly with WHN, New York, will be in charge of advertising and of several radio shows, has joined KOMA, Oklahoma City, commercial and continuity department. Harry Hutton, former manager of KYVO, Tulsa, also has been transferred. Mr. Weldon C. Farris leaves the department, moving to Altus, Okla., and Clarence Garries, however, becomes commercial manager of KADA, Ada, Okla.

BENEDICT GIMBEL, Jr., president of the Pennsylvania Broadcasting Co. operating WIP, Philadelphia, has announced the resignation of R. L. Thomas as vice president. Mr. Lam will become associated with the Reyon-ald's Appliance Corp. as vice presi- dent.

WILLIAM T. KNIGHT, Jr., president and general manager of WTOP, Savannah, has been named chairman of a special fund campaign to be staged by Trinity Methodist Episcopal Church South.

FREDERICK C. C. DIL, has been retained as legal advisor and general manager of W恧U, Baltimore, assisted by N. T. Stephens of the WTOP staff.

WALTER C. COX, formerly with WMAU, Oklahoma City, and Lillian Fischer, of the W algu continuity department, have been transferred to the department of WATU, Tulsa, Okla.

ERNST S. COLLING, for two years with NBC as feature writer and in charge of radio activities of the RCA department, has been transferred to the NBC department of information under Frank Muller.

FORMER SENATOR C. C. DIL, has been retained as legal advisor and WTOP general manager.

CHARLES PRINGLE, executive KRA, has been named executive assistant of the Press Service Inc., exclusive radio press association.

CHESTER G. MATSON, former general manager of the Kansas City and Los Angeles Station, has joined the sales staff of KJHL, Salt Lake City.

NORMAN REED, program director of WNJ, Atlantic City, has been placed in charge as acting manager of stations WAVE, WSPR, WAVE, has joined WBAL, Baltimore, as general manager.

GARLAND TINSLEY has resigned as the sales force of WBAL, Baltimore. Joining the commercial depart- ment of the station is Jerry Moor of the New York bureau of the Los Angeles bureau. He was formerly with the Chicago Tribune business department world wide.

MERLE S. JONES, formerly with the Buchanan-Thomas and Ernest R. Mitchell, is the new managing editor of WAWA, Omaha. He has joined the commercial staff of KMBK, Kansas City.

AL TRIPP, formerly in West Coast radio, has joined the commercial staff of KFEL, Denver.

HERMAN L. FAST, formerly in the advertising department of the sales staff of WRK, Cincinnati.

HERMAN A. KEYS has joined the sales staff of KGW and KEX, Portland, Ore.

March 1, 1935 • BROADCASTING
GABRIEL HEATTER, news commentator of WOR, Newark, gave sidelights of the Hamman trial in an address to the Advertising Club of New York.

MRS. THOMAS PATRICK COVEY, widow of the former operator of KWK, St. Louis, has recovered from a recent illness and has resumed her duties at the station. KWK has added Bob Richardson to its sound effects department.

ARTHUR AINSWORTH, former writer and technician, having joined KJR, Cincinnati, has announced duties as announcer.

JOSEPH RIES, long-time announcer at WLW, Cincinnati, has been engaged for the vacancy created by the departure of Al Wolfer. Ries will devote his time to program production.

HENRY KLEIN, Chicago CBS continuity chief, on Feb. 29 told students in the Radio Short Course at the University of Illinois, "How Radio Programs Are Produced".

BOB KENNEDY, for the last five years with WSIB and WYAM, South Bend, Ind., as program director and chief announcer, has been named to the production staff of WLW, Cincinnati.

WALTER K. (Skid) KELLY, former chief announcer at WAXT, Jersey City, and more recently program director at WRBX, Roxohe, Va., has joined Bess & Schillin Inc., New York, as production and continuity chief.

JOHN MCCORMICK, production manager of WKIC, Cincinnati, has announced his engagement to Miss Eunice Richardson of Cincinnati.

CARL MARSHALL, formerly of KFRC, Kansas City, and Carroll Foster, formerly of WTAR, Norfolk, Va., have joined the announcing staff of WTEL, Denver.

IGON HAXO/Y, Anderson, Ind., formerly with WFBM, Indianapolis and WLCB, Muncie, has been named to the announcing staff of WSAI, Cincinnati.

H. R. GROSS, formerly inmerge manager of the United Press in Des Moines and an experienced farm paper editor, has joined WHD, Des Moines, as news editor. He also acts as Iowa correspondent for Transradio Press.

EVERETT L. DILLARD, publicity man for Farm and Home, is the father of a boy born Feb. 8.

CLARENCE CRARY, formerly with KGER and KFOX, Long Beach, has joined the announcing staff of KJIG, Santa Ana, Cal.

JOHN HARRISON, formerly with WMAL, Chicago, KSTP, St. Paul and KFDX, Sioux City, has joined the announcing staff of WFFA, Dallas.

WYMAN PENNELL, formerly program director at WJZ and WRC, Miss., has joined the announcing staff and commercial department of WCAJ, Mobile, Ala.

LEE CHADWICK, formerly of WTFL, Philadelphia, has joined the announcing staff of WTAR, Norfolk, Va.

JACK MAJOR, former production manager and musical director of WPAC, Paducah, Ky., has joined the staff of KFRC, San Francisco, and has a twice weekly program, "The Glass The Look of Love," on Lee network, under sponsorship of Sussman, Wormser & Company, (S. & W. Coffee).

WAYNE MILLER, former chairman of the Charles H. Maye Co., agency, Los Angeles, has been appointed publicity director of KJH, Los Angeles.

BOB NICHOLS, NBC producer of the Woman's Magazine of the Air and the Woman's Hour Hour, who was married in San Francisco on Valentine's Day, to Miss Elva Kicher of Sacramento.

EDDIE LYNN, announcer at WLW, Cincinnati, and Miss Bea Green, Chicago radio singer, were married Feb. 8.

JOHN McDOUGALL, formerly free lance booker, holds the Thomas Lee Artists Bureau at KJH, Los Angeles.

CARL FENTON, for many years in radio, recordings and vaudeville, who headed the orchestra in Bing Crosby's former Cremo Cigar program, has been appointed musical director of WMCA, New York.

JOHN C. SCHMIDT, formerly in the production and research departments of NBC, and later chief announcer of WHRY, Newark, has joined the announcing staff of WOR, Newark.

AAA Advertising Power
Meets Objection of NAB
IDENTICAL administration bills (H. R. 588 and S. 1307) to continue the Agricultural Adjustment Administration, while they do not specifically deal with advertising of agricultural products, contain provisions which would give the Department of Agriculture power to make regulations under which it might fix the amount to be expended by farm, processing and distributing organizations in the advertising of their commodities. The measure, referred to the respective agricultural committees of the two houses of Congress, will be protested by the NAB, presumably along with trade associations representing other advertising media, as containing the same sort of dictatorial provisions respecting advertising as are found in the current Tugwell- Copeland Bill (S. 6) to regulate the sale and advertising of foods, drugs and cosmetics.
THE FAMOUS Chinese junk Amai, owned by Alfred Nilson, WOR engineer, who achieved fame and pleasure as the first man to sail such a craft in the Atlantic, plans to start another long voyage this summer. In the five years he has owned the quaint 70-foot craft, Nilson has circled the globe and traveled some 50,000 miles.

Drawing little water, the junk can sail in very shallow water as well as through treacherous seas and is so steady that none of the furniture is fastened down. It is built of camphor wood and the sails are a blood red, the result of dipping in ox blood to remove barnacles and prevent mildew.

Nilson is in great demand as a lecturer and has written about his junk for National Geographic and other magazines. He is the only American who has a junk in the Western hemisphere.

New Radio District

ESTABLISHMENT of radio inspection district No. 21, embracing the territory of Hawaii with headquarters in Aloha Tower, Honolulu, was announced Feb. 15 by the FCC. James M. Chappel, formerly inspector in charge at Los Angeles, has been appointed to the same post at Honolulu. He sailed from Los Angeles Feb. 8 and was to open the office upon arrival.

W. M. ELLSWORTH
Radio Talent and Entertainment Manager of many high class radio artists and acts available for employment. Scouts talent for stations and advertisers. Can fill any order. — No charge for services
Suite 1603, Mather Tower, Chicago, Ill.

680 Kc. WPTF 5,000 Watts

Better Service for the Listener
More Listeners Because of Better Service

Postal Telegraph

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

Postal Telegraph

March 1, 1935 • Broadcasting
The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

<table>
<thead>
<tr>
<th>STATION ACCOUNTS</th>
<th>sp—studio programs</th>
<th>t—transcriptions</th>
<th>so—spot announcements</th>
<th>to—transcription announcements</th>
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<tbody>
<tr>
<td>WLS, Chicago</td>
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<td></td>
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<td>E. H. Rucker, Ottumwa, la. (poultry feed), 78 sp., direct.</td>
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<td>Milwaukee, 12 sp. and 2 sp., thru Freeze-Vorzel-Crawford Inc., Milwaukee.</td>
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<td>Washington State Apple Bureau, Seattle, 75 sp., thru Izzard Co., Seattle.</td>
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<td>WIP, Philadelphia</td>
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<td>Brittle Milling Co., Des Moines (Olive Oil), 1 weekly thru W. Ay er &amp; Son, Philadelphia.</td>
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<td>WBWT, Charlotte, N. C.</td>
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<td>Knux, Chicago</td>
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<td>WGN, Chicago</td>
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<td>WGN, Chicago</td>
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<td>KMPO, Miami, 78 sp., thru McCo rd Co., Minneapolis.</td>
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<td>WTMJ, Milwaukee</td>
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<td>Blue Ging-am Studios, Minneapolis (cosmetics), weekly thru Federal Enameling &amp; Stamping Co., Pittsburgh (kitchenware) weekly thru Albert E. Hill Co., Inc., Pittsburgh.</td>
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<td>C. H. Robinson Co., Minneapolis (apples), 5 weekly thru Izzard Co., Seattle.</td>
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<td>Master Mfg. Co., Omaha, Neb. (propri ety), 6 weekly thru direct.</td>
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<td>Radalan Co., Detroit (Marmolos), 5 weekly thru H. W. Kastor &amp; Sons Co., Inc., Chicago.</td>
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<td>WGB, Cleveland</td>
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<td>Neuten Milk Products Inc., New York (chocolate), weekly thru thru Lord &amp; Thomas, N. Y.</td>
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<td>WOAI, San Antonio</td>
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<td>R. L. Watkins Co., New York (Dr. Lyon's toothpaste), weekly thru thru Blackett - Sample - Hummert Inc., N. Y.</td>
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<td>WOR, Newark</td>
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<td>WENR, Chicago</td>
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<td>Nestle's Inc., Los Angeles (proprietor), 2 weekly thru thru Tomasetti-Elliott Co., Oakland, Calif.</td>
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<td>WFAA-WBAP, Dallas-FT. Worth</td>
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<td>WOR, Newark</td>
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<td>Atlantic Statesboro Corp., Columbus, 2 weekly thru thru Small, Kleppner &amp; Seiffer Inc., N. Y.</td>
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<td>WOR, Newark</td>
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<td>KVOX, Long Beach, Ca lifornia</td>
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<td>WKCG, Cincinnati</td>
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<td>WCR, Cleveland</td>
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<td>California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 2 daily thru thru Lord &amp; Thomas, Los Angeles.</td>
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<td>WJR, New York</td>
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<td>WJY, New York</td>
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<td>Soap Products Ltd., Long Island City, N. Y., 3 weekly thru thru Kelly, Cramer &amp; Seiffer Inc., N. Y.</td>
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<td>KTB, San Francisco</td>
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<td>Conger Co., Los Angeles (health tea), 6 weekly thru thru Lockwood-Shackelford Co., Los Angeles.</td>
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MICROPHONE PROGRESS—Kolin Hager, manager of WGY, Schenec- e tady, N. Y., has made a big step toward progress of broadcas ting since WGY was founded Feb. 28, just 13 years ago, when Ha ger was program director. The station celebrated its anniversary by broadcasting over each of these miles marks with explanations by W. J. Purcell, chief engineer. Left to right are telephone transmitter, black; one-but- ton carbon mike; two button carbon mike; three types of condenser mikes, including the goose neck, and ribbon or velocity mike.
Epidemic Classes

WHEN 15,000 Milwaukee children were forbidden to attend classes because of a scarlet fever epidemic, WTMJ came to the rescue with two 15-minute radio classes each school day. Teachers offered to present the series and they read stories and suggested activities for children after the program ended. Parents were given an insight into methods used in instructing their children and were expected to assume the role of teacher after each broadcast.

TRANSCRIPTIONS

NINE stations in the East are carrying the present series of Terry & Ted WBS discs for General Baking Co., New York (Bund bread). The stations are VNN, Cleveland; WHAS, Louisville; WJAR, Providence, R. I.; WHRO, Canton, O.; WAGM, Akron; WIXBS, Waterbury, Conn.; WTAG, Worcester, Mass.; WBNK, Columbus; and WWVA, Wheeling.

FREDERICK K. ROCKETT, the Hollywood transcription producer, installed a recording channel for use of J. Sherry and in making 50 recordings from his San Diego home. The producer is recording a series of 104 discs by Salvatore Santaballa, musical director of KMTR, Hollywood, to be used as a rich sound library for dubbing in films and transcriptions.

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A Specialty at WPRO

One of the many programs that please the 1,225,578 consumers in its complete coverage of New England's Second Largest Market

What About No. 2

The dealer and his jobber — how many have you in Michigan? How many would you like to have? Are they good credit risks?

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK!

A complete MERCHANDISING SERVICE which secures distributors — dealers — actually takes bona fide orders — checks credit — arranges demonstrations and orders. This is a proven success in the food and drug field, as well as other fields.

Buddy and the Gang

WPRO 630 Kc.

CHERRY & WEBB

BROADCASTING COMPANY

Providence, R. I.

Basic Member A.B.C. Network

MEMBER MUTUAL BROADCASTING SYSTEM

KUNSKY-TRENDELE

BROADCASTING CORPORATION

(Owners and Operators of Station WXYZ)

CHICAGO:

DAVIES, PROFESSIONAL

DETROIT, MICHIGAN

300 MADISON THEATRE BUILDING

NEW YORK:

ROBERT INWOOD

307 E. 44th St.
AGENCIES AND REPRESENTATIVES

WILLIAM G. RAMIREAU Co., radio station representatives, has moved Chicago office to the Tribune Tower Building, thus facilitating opening a San Francisco office to handle the Mutual Broadcasting System accounts in addition to its stations.

C. O. LANGLOIS and Ralph C. Wentworth, formerly with General Broadcasting Co., New York, have organized the firm of Langlois & Wentworth, supplying advertisers' radio service, with offices at 145 Fifth Ave., New York.

MACMANUS'S JOHN & ADAMS, Inc. Detroit agency, has established Western offices at 111 Sutter street, San Francisco, with J. H. R. Hutchinson as manager.


W. L. CHESMAN, formerly president of Geyer-Cornell Co., New York, has joined Donahue & Co Inc., New York, as vice president.

WALTER W. ZAHNRDT, former secretary and treasurer of Jimm Higherry Inc., St. Louis, has joined Kelly-Stuhleman Co., St. Louis, as vice president and treasurer.

CONQUEST ALLIANCE Co., has been named exclusive representative in the United States for KRH, governing the station in Port-au-Prince, Haiti, which now is accepting commercial accounts.

SIECK ADY, AGENCY, New York, has moved to 365 Fifth Ave.

WALTER BIDDIK - FREE & STEININGER, advertising representatives, moved their San Francisco office to larger quarters in the Russ Building, trebling its space. Transcription audition equipment has also been installed in a special studio. Walter Biddick, president of the Walter Biddick Co., in San Francisco the end of February to inspect the new offices, announced that his organization now represents the Conquest Alliance Co., (representatives for foreign radio stations), in San Francisco, Los Angeles, Seattle and Dearborn. The company has also been named exclusive representative in 11 Western States by KHEJ, Medford, Ore. Ken Boucher is San Francisco manager for Walter Biddick - Free & Steininger.

HAROLD BEAN, formerly with KVU and other stations, has been named head of the radio department of Jewell F. Stevens Co., Chicago agency.

JOHN MILLER, formerly with AIB, has been named advertising manager of Today.

JOHN F. MAYER, of Street & Finney Inc., New York, has been named vice president and will handle radio accounts as well as space buying.


S. STEPHEN ROBERTS has been appointed to supervise the radio department of Charles H. Mayne Co., Los Angeles agency.

CRAMERA-TOBIA Co., Inc., New York, has moved its offices to 515 Madison Ave.

THOS. M. BOWERS agency, Chicago, now is located at 313 S. Dearborn St.

RICHARD MARVIN, radio director of the Chicago office of J. Walter Thompson Co., is teaching a course in Radio Commercials at Northwestern University this semester. Every type of commercial announcement, including the humorous, dialogue, dramatic, commercial by the program talent, will be covered in the course, which will deal exclusively with the radio presentation of sales talk on the air.

WPGC, Albany, Ga., has appointed Alex T. Thomas as manager of its exclusive national representatives.

CAI L. WIDNEY, formerly accounts executive, Mr. Foran & Thomas, has joined J. Stirling Getchell Inc., Detroit office.

GERTRUDE HENDRICKS, home economics specialist, has been named to the staff of the C. Wendel Murach & Co., agency, Chicago, to handle food broadcasts. A testing kitchen for clients is planned.

MERLE V. COX, ADV. AGENCY, Chicago, has taken over accounts of Willard E. Stevens Adv. Agency, Chicago, Mr. Stevens having joined H. W. Kustor & Sons Co., Inc., Chicago.

NBC Bureau Will Check Advertising Continuities

JANET MacEフォー, with NBC since last July, has been named in charge of the new department of continuity acceptance of NBC. Richard C. Patterson, Jr., executive vice president announced Feb. 19, that the Bureau, in cooperation with Mr. John F. Royal, vice president in charge of programs, and Edgar Kobak, vice president in charge of sales, before coming to NBC, Miss MacEフォー was in charge of new business advertising for Pub Service Electric & Gas Co., and has been an actor, reporter, editor and feature writer.

Announcing creation of the new department, Mr. Patterson said: "To meet the need for consistent checking of material submitted for broadcast by National Broadcasting Company facilities, we have established this new department whose function it will be to see that all material offered for broadcasting meets the requirements of NBC policies, of fairness to radio listeners, of ethical advertising, of common sense and good taste."

W9XBY Completes Staff

W9XBY, Kansas City, having been on the air several weeks, has completed its staff, according to S. Q. Noel, president of First National Television Inc., operating the station.

A. L. Taylor, formerly with the old Federal Radio Commission, is manager and supervising engineer. Walt Lochman, who has been with WDC and several other stations, is program director and chief announcer. Everett L. Dillard, formerly operator of WLYF, is public relations director, and Walter B. Evans, for 13 years with the Kansas City Journal-Post, is sales manager. The station operates with 1,000 watts on 1530 kc. in the recently widened portion of the broadcast band.

WREN broadcasts to approximately 354 million people...men and women of character and earning ability...a large proportion owning farms and homes...the big buyers of every kind of commodity from soap to automobiles...WREN broadcasting, from the radio station facilities, has most influenced selection and made thousands of people ACT in favor of WREN advertised commodities.

CAN YOU USE AN AUDIENCE THAT ACTS FOR YOU?

WREN Building Lawrence, Kansas

Vernon H. Smith, Manager

WREN Building Lawrence, Kansas

17 Hours Daily

BROADCASTING * March 1, 1935
Million to Be Spent By Crazy Crystals In Radio This Year

CELEBRATING five years on radio in a "depression-made" business, Crazy Water Crystals in February went on the air with a new regional network supplementing a national broadcast established two months previously. The new program, on seven SBS network stations in Texas and Oklahoma, fills out a national program headed by the Carefree Carnival on 25 NBC stations as well as numerous spot programs.

Hal H. Collins, president of the Crazy Water Co., announced with the signing of the 52-week SBS contract that Crazy Crystals would spend nearly a million dollars in 1935 in advertising, with all but a fraction of this amount concentrated on radio. Last year, Crazy spent $940,000, of which $840,000 went for radio.

Five Years of Success

"Radio has been our prime medium since we started active advertising five years ago and it has been successful every step of the way," Mr. Collins said. The president of the crystal company has taken personal interest in the radio work from its inception, announcing the original program and, more recently, serving as special announcer on both the NBC and the SBS programs.

Mr. Collins frequently flies from the home office, in Mineral Wells, Texas, where the Crazy Water House Party goes on the air over SBS Saturday nights, to San Francisco for the Monday night NBC Carefree Carnival broadcast from KPO. Both programs are played before live audiences with informality an important factor stressed by Mr. Collins.

In 1930, Crazy Crystals went on the air with its first program, over KRDL, Dallas, with Hal H. Collins at the microphone. Other stations were added in the following months and soon transcriptions were made. In June, 1933, Crazy became the first Southernmost product to go on NBC, with Gene Arnold and the Commodores as the featured attraction on a daily morning program.

Various other national and regional programs are broadcast.


RADIO ADVERTISERS

BROADCASTING ABROAD, Ltd., New York, announces it has placed orders for daily one-minute spots for the account of Export Advertising Agency for Northam Warren Corp., New York (Glaze monierie specialty) on the following Canadian stations: CJAF, Havana; CJMK, Cambridge; CHMD, Callander, and CMKC, Saultigto.

PINAUD, Inc., New York, now is placing its advertising thru Calkins & Martin, N. Y.

MOON GLOW COSMETICS Co., Ltd., Hollywood (nail polish) has placed its account with Small, Klepper & Seiffer Inc., N. Y.

UNION STARCH & REFINING Co. (Pennant syrup) Columbus, Ind., has shifted its account to Caldwell-Black.

GORDON BAKING Co., Detroit, has transferred its advertising to Sehl Adv. Agency, Chicago.

NAZIONAL SUGAR REFINING Co., New York, has placed its account with Young & Rubican Inc., N. Y.

BLOCK DRUG Co., Brooklyn (Le Riche face powder) is advertising through Redfield-Johnstone Inc., N. Y.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich., (Horlick's Malted Milk Corp., Racine, Wis., visited Los Angeles in February to make a coast sales survey in connection with the "Lum & Abner" transcriptions placed through Lord & Thomas.

STANCO Inc., New York has launched a radio campaign in Brazil for Flit, insecticide, using 12 quarter-hour programs on PRA3 in Rio de Janeiro and PRF3 in Sao Paulo. Over PRC2, Porto Alegre 25 programs will be used. The campaign is handled by the Brazilian branches of Foreign Advertising and Service Bureau Inc. and Conquest Alliance Co., Inc., New York.

LAKESIDE BREWING Co., Port Huron, Mich., plans a radio campaign, has named Dass-Lockoff Inc., Detroit, to handle its account.


l. MILLER & SONS, New York (shoes), has named Hirsch-Garfield Inc., New York, to handle its account.

LIBERTY MUTUAL INSURANCE Co., Boston, has named Batten, Barton, Durstine & Osborn Inc., New York, to handle its advertising.

LITE SOAP Co., Aurora, Ill. (soap) has placed its account with Schwinmer & Scott, Chicago.

PHILLIPS PACKING Co., has placed only its New York metropolitan advertising with Paris & Pearl, New York, the remainder of the account still being handled by Atkinson-Kryott Co., Philadelphia.

FASHION transcription of WBS called World Tobelouge for department store sponsorship went on the air in February, with a merchandise service plan included in the setup. First stores to sign was H. & S. Fugme Co., Cincinnati, over WCKY.

KNOX Co., Kansas City (Cystex) is transcribing True Confessions at the Hollywood studios of Radio Transcription Co., of America. Dillor & Kirk, Kansas City, handles the account. The series follows a newspaper adventure.

Walker Disc Series

WALKER REMEDY Co., Waterloo, Ia., (Walko tablets) is using a series of one-minute WBS dramatized discs on stations in 12 scattered cities. They are WGY, Schenectady; KDKA, Pittsburgh; WBT, Charlotte, N. C.; WSM, Nashville; WOC, Davenport; WLS, Chicago; WMT, Waterloo; KMOX, St. Louis; WFAA, Dallas; KEX, Portland, Ore.; KOA, Denver; WSB, Atlanta. The account is handled by Weston-Barnett Inc., Waterloo.

WKBF Appoints Reckett

FRANCIS RECKETT, former Chicago agency man, and for the last three months with WKBF, Indianapolis, has been appointed exclusive representative for that station in Chicago, according to an announcement Feb. 19 by D. E. (Plug) Kendrick, general manager. Offices have been established at 230 West Huron St.

STANDARD OIL of Indiana has purchased sponsorship of the state basketball championship tournament, starting March 15, over a special state network comprising WFBM, WSBT, WGL, WIND and WLBC.

The Whole Town's Talking

WHN

The rush of WHN (under the direction of Major Edward Bowes) into general popularity with the listening audience of Greater New York is the topic of conversation everywhere in town!

Alert advertisers already grasping the new opportunities made possible by WHN include such outstanding firms and products as:

Truly Warner Hats
Bendix Brakes
Demande Cosmetics
Teaberry Gum
Russets, Fifth Avenue
Bloomington's
Puro Pet Food
Herbert’s Diamonds
"Young America" Newsweekly

Carlisle "Sprudel" Salts
Omega Oil
Hearns Department Store
International Diamond
Appraising Co.
Vicks VapoRub
H. C. Bohack Stores
Rhodinize Process
Michael Bros.

National and Local Advertisers Know KVI Results

KVI

TACOMA, WASHINGTON

FREE & SLEININGER, National Representatives

March 1, 1935 • BROADCASTING
Mutual Sustainers

TO MEET "demands of the listening public for a change from the usual fare of dance music Saturdays night", MBS on Feb. 25 started the Chicago Symphony as a sustaining feature every other Saturday night, the first sustaining program of the network since its lines were installed. For alternate Saturday nights, MBS plans to obtain another sustaining orchestra. On the Chicago Symphony programs, Ed- win C. Moore, music critic, is commentator and Frederick Stock and Eric De Lamarter are conductors. For listeners who like dance music, MBS has added a Saturday night dance hour featuring Wayne King, Jan Garber and Ted Weems and their orchestras. The program is keyed from WGN.

STUDIO NOTES

WBT, Charlotte, N. C., has signed Crazy Water Crystal Co., Mineral Wells, Tex., for four daily programs, with additional specials on Saturday and Sunday nights, including the one-hour barn dance. Popular music gradually is replacing hill billy programs, in an effort to broaden the audience. The Sunday night program is classical in nature, morning and noon series are hill billy, and the evening strip is semi-hill billy. The contract is believed one of the largest single series ever placed by a spot broadcaster, the time amounting to an hour and 18 minutes daily or ten hours a week in all.

A NEW program on WMCA, New York, is "Paging Mr. Traveler," started Feb. 25. The program consists of interviews with persons checking in and out of the Hotel New Yorker. Prominent persons who are guests at the hotel will be introduced.

GENERAL GROCER Co., St. Louis, on Feb. 11 inaugurated what is believed to be one of the first women news commentator programs in radio, presenting Kathryn Cravens in "Neenas Tonight News." A FREE trip to New York to participate in the CBS amateur program of Health Products Corp. Newark (Feen-a-ma) is offered winners of local amateur shows at WBIG, Greensboro, N. C. Other cities are expected to adopt similar plans if the program is not sponsored over WBIG, the station pays cost of the trip to and from New York.

EARLY morning hours are in demand at WWVA, Wheeling, W. Va., and the station has moved its opening time a half-hour earlier. Two half-hour commercials fill the 6-7 a.m. time.

A sponsor has taken over the Baseball School of the Air, conducted at WNAC, Boston, by former big league coach. The program is a baseball diary of the world's leagues. Any boy may join the school but only those who wear the sponsor's shoes get their own individual coach. Prizes are to be given and baseball clubs are to be formed in towns with the sponsor's school. The clubs will be outfitted by the sponsor and will be coached by Oms- low.

ON WBIG, Greensboro, N. C., The Dumb Citizen asks questions on public radio. The listener controversy has developed over whether the "citizen" really is dumb.

SKIMMING over the ice with hazardous ease, Eugene S. Darlington, Greenville, S.C., a veteran of portable transmitter, broadcast an in- timate description of what it feels like to go 70 miles an hour on a bob- sledded. The program was carried by WGY, Schenectady. Darlington car- ried a transmitter set on which was a 5-foot antenna. A special microphone with a mouthpiece was fashioned his choice. The trans- mitter operated on 7 meters, and was picked up by a nearby disseminator operating on 150 meters which re- broadcast to Lake Placid village where the signal was picked up by an ordinary receiver and fed into a telephone line to Schenectady.

SUPPLEMENTARY work for music appreciation classes in the New York City colleges city schools will be provided by KFAC with the approval of the Board of Education. KFAC will ad- dows the course given in the public schools and make available to music- composers, with the illustrative music.

PUBLICIZING This Week, magazine added to the Detroit Sunday News Feb. 17 the first time since 1933 CKLW, and the 8-station Michigan network Feb. 23 to present a drama- tization by the American Broadcasting Hour with WJW staff and directed by Wynt Wright in the WWJ studios.

ANDRESEN-RTAN COFFEE Co., Duluth, Minn., a daily Are You Ready? news over WIRF, Duluth, announc- ing free of charge organizations meet- ing and notices in the area tele- pictures. Two periods daily are used, one at noon devoted to out-of-town announcement, one at noon devoted to announcements picked up and served for local organizations. Two amateur acts are tried out nightly.

THE WCCO Radio Kitchen, combina- tion radio and television show, has just been established in Minneapolis at Durton's department store. The radio program, Broadcasting began Feb. 25 in charge of Martha Moore. The kitchen will be one of the main features of the program. Household appliances are used in the program, according to Earl Gammond, vice president and general manager of WCCO.

SUFFICIENT phone calls from lis- teners will cut a program off the air when WRGB, New York, is broad- casting its Amateur Script Writers' Hour. The station has set a mini- mum number of calls to stop the broadcast of a script, but this is not likely. The station realizes that a group of friends might organize to veto their discriminations.

A SERIES of burlesques on radio programs is being broadcast by WDBX, Kansas City. The scripts are being prepared by the Kansas City advertising agency of code lemons for the benefit of owners of short- wave sets. The scripts include dots and dashes that fill the atmos- phere.

WRCG, Asheville, N. C., celebrated its eighth birthday Feb. 22 with a two-hour anniversary program, bringing in the microphone speakers and artists who had broadcast over the station in past years.

NEW STUDIOS of WOV, New York, located in the WOV Building, 132 West 42nd Street, occupied by that station on Feb. 15.

PROPOSITIONS of a higher school broadcasting series for the Parent Teachers Association, bought time on KOIL, Omaha-Council Bluffs network, and sent a series of spot announcements to the Iowa Legislature.

WHIG, Greensboro, N. C., will use its series of programs in modern Greek, featuring both live talent and recordings, to be broadcast by KTAB. Associated Broadcasters out- side of the state have been asked to submit new ideas in the English language for presentation in the new studios in the Russ building. An- entire floor has been remodeled for a new set of facilities for Phil Lasky, former station manager of KDFY, Salt Lake City, and will operate the station. Paul L. Greene, manager of KTAB, having become associated with the station Feb. 1, will be in charge.

Carlyle Stevens Wins
First Award of BBDO For Good Announcing

CARLYLE STEVENS, young CBS announcer, has been chosen for the "First Award of BBDO for good announcing", Roy S. Dur- stine, vice president and general manager of Batten, Barton, Dur- stine & Osborn Inc., announced Feb. 26. The award is a substantial check. With it goes an appropriately engraved stop watch. In offering the award several months ago, Mr. Durstine described good announcing as "seriency, accurate diction, naturalness, persuasiveness, lack of mannerisms and an absence of those curious inflec- tions which belong to an unknown language in a world which doesn't exist."

"The first winner", Mr. Durstine said, "has, with all the qualities that make a good announcer. He has definitely not been a member of the stilted school of broad- casting that has come to be presented alike by the public and the sponsors of broadcast programs."

The selection was made by five executives of BBDO, from announcers whose voices are heard on net- work programs audible in New York City. The judging included Arthur Pryor, Jr., vice president in charge of the agency's radio work and Herbert Sanford of its network department.

Stevens, who is 27, has been identified with radio as announcer, continuity writer and program producer, and has been with CBS for four years, and the broadcast into the broadcasting limelight in November, 1933, when he joined announcing staff of CBS in New York. Recently he has been heard as the announcer on such programs as Roxy and His Gang, The Needle Pitter Show, and Waldo, along with Julia Sanderson and Frank Critten, and Richard Hamble and His Champion. His first radio work was with WXYZ, Detroit, and before joining CBS he was with WLTH, Brooklyn.
RADIATOR BOOSTS KNX POWER
Plans for 500,000 Watts Abandoned for the Time Being;
—New Antenna Steps Up Signal 50%.

ORSASKING for the time being to plans to go to super-power, KNX, Hollywood, has installed its new 500-foot half-wave vertical radiator for its 50,000-watt operation at 1020 kc. No noise has been heard in the area over the last month, have improved efficiency 50% over its old quarter-wave vertical wire extended between two towers. KNX will await the outcome of the WLC controversy before determining whether it should apply to the FCC as previously planned for power of 500,000 watts.

Kenneth G. Ormiston, KNX chief engineer, asserts that his experience with the new radiator has proved that station operators at comparatively small expense and without increasing the transmitter power can practically double their effective radiated power through modernization of antenna systems.

Signal Strengthened

THE BASE of the tower pictured herewith is elevated to a height of 10 feet from the ground, with the four legs resting on reinforced concrete pillars. Atop each pillar, in a cast steel mounting, is a heavy porcelain insulator that electrically isolates the steelwork from the ground. The thorough insulation of the tower, of course, is one of the most important features.

Directly beneath the 62-ton mass of steel that comprises the antenna, is a 125-foot square of copper wires forming a ground screen that has been raised 6 feet from the earth. This screen serves to eliminate the ground losses in the high capacity output of the transmitter, putting the full power directly into the wave without any loss of efficiency.

To feed the tower, KNX engineers extended a transmission line from the 50,000 power amplifier stage of the transmitter, the line terminating in a tuning house, with no loss of signal strength.

The New KNX Transmitter

strength, both locally and at distant points, and has moved out the fading area into an area comprised principally of desert and mountain spaces and the Pacific ocean.

Early in February, about one week after the new antenna was put into operation, preliminary field strength measurements showed that at a distance of one mile from the transmitter a signal of 1750 millivolts as compared with 1000 millivolts with the old antenna. Reports from listeners, both in the KNX primary coverage area and throughout the 11 western states which KNX serves, state that their reception is definitely stronger and that KNX now is over-riding local interference.

Washington Legislature Studies Radio Measures

HEADED by a proposal to place a tax of 50 cents per watt upon its broadcasting stations, the Washington state legislature during the last two weeks has had placed before it five measures affecting radio. The tax measure, designed to raise revenue, is viewed as illegal, since radio is definitely held to be interstate commerce, subject only to such regulation, including taxation, as the Federal government may impose.

Two of the measures relate to libel and slander over the radio, and propose extension of the liability to include stations as well as speakers. Another pending bill, socialistic in its intent, proposes that the state take over all public utilities, including broadcasting, with the compensation to be fixed by a state board.

WASHINGTON, Nov. 2 — The FCC, San Francisco, Don Lee station, has installed three new soundproof monitoring booths and listener's rooms. Studio control desks, compact and no larger than an average size office desk, designed by Harley Peary, chief engineer for the Don Lee Broadcasting System, and built by the members of the engineering staff, have been installed in each of the monitoring rooms. Each of the studios has individual monitoring.

NEW Western Electric equipment is being installed by WYLYA, Wheeling, W. Va., including dynamic microphones for three studios, noiseless fading equipment and W-E low and high level amplifiers. When complete the station will have two complete channels of studio equipment, one Western Electric and the other RCA.

COMPLETION of its new Blaw Knox radiator has greatly boosted signal strength, according to WBXY, Kansas City. The 144-foot radiator is located at Indian Village, just south of the city limits, and has been marked as a warning to aircraft.

KHNL, new 250-watt station at Chico, Butte county, California, opened in January by the FCC, is installing RCA equipment and hopes to be on the air on 330 kc. in March, according to Harold Smithson, in charge.

A TINY velocity microphone perfected by Amperite Corp., New York, promises to be of no matter what the angle of the speaker's head. Using new chrome aluminum magnets and weighing only 4 ounces, it has an output level equal to a large velocity microphone and a frequency range from 60 to 3700 cycles. It is 2½ x 1½ x ½ inches in size, and is worn hanging from the speaker's neck.

EQUIPMENT

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Road to Success in Radio
(Continued from page 7)

of program compared to dollars of merchandise sold.
And again there are innumerable programs that can never climb into the exclusive first 20 in popularity which, however, are excellent advertisements when viewed from the standpoint of cost and merchandise sold. I don’t think I need explain the possible reasons behind these facts. I’ll sum up this thought with the statement: A $20,000 a broadcast program might be a terrific audience getter and yet a comparative flop as an advertisement. And an inexpensively written美的 可能 be the finest sales getter although its audience might be comparatively small.

Listeners and Sales
All this leads to a recognition of the two most important factors in a successful program: First the program must attract the largest number of the desired type of listener; second, it must have intelligently handled sales effort to make the greatest number in that group hear your product.
An intelligently handled sales effort is not only a matter of copy either. The ideal program adds to its attraction of a wide audience, a subordination of the show or stars, and ready identification of the product. In other words the listener enjoys the entertaining program but whenever he thinks of the program he unconsciously must think of your product. For instance, “Maxwell House Showboat”, “Fire Chief” and several others. And then the ideal program subordinates the star to the product. Perhaps the best example in radio history is the “Fire Chief” program.

One of the more subtle uses of radio is the elimination of sales resistance that results from the public’s fear of an advertisement. By asking for a product the pronouncement of whose name is uncertain. A reader sees an ad and he is uncertain of pronunciation of the product’s name. Radio can overcome this by frequent emphasis on the pronunciation of the name of the announcer. For instance when I saw Ipana with the mark over the “I” I thought well, that’s Ipana. The radio program taught me to say Ipana. The announcer on the air says “We prefer to call it Nestle’s, but call it Nestles, or Nestle’s, it’s still the best, etc.” And in my opinion it’s a very smart handling of that problem for it, instead of leaving it to the listener to figure out the pronunciation. He tells the correct pronunciation in a way so that there is no matter of preference, and then goes on to let you keep your self respect by letting you feel you were always right when you said Nestles. These are others along the same line such as Cliquot, Campana, Seiberling, etc.

Color Appeal
Another of the more subtle uses of radio—obviously attempting to overcome the advantage of color advertising to illustrate the package—is the description of the package on the air.
Radio can be used to personalize the manufacturer and product. It can be used to reflect the policies and principles of the advertiser whether this is an initial effort at building good will or a necessary attempt to overcome consumer prejudice. The success of your product depends on its beauty of eye attraction, radio can be used to point to color advertising in the magazines. Or where the beauty of eye attraction, or the fear of handling on the air, radio can direct you to newspaper ads.
The radio program can be effectively used as a reminder at point of sale—in the form of window display and counter cards.

Today WGST has the largest list of advertisers in the station’s history, showing substantial gains in all fields of advertising appeal.

Here is your BIGGEST GEORGIA MARKET!

WGST offers you an audience of 1,106,587 people, and the cheapest coverage in the entire Southeast. The Atlanta area is the richest market in the South, because:

Atlanta is the largest industrial center in the South; Greatest railroad center in the South; Educational capital of the South; Leading mail distributing point in the Southeast; Leader in Bank Clearings; Seat of U. S. Government Activity in the Southeast.

To reach this tremendous buying population, use the “Fire Chief” program started on the air three seasons ago with several weeks ago was the hysterical listening interest that “Fire Chief’s” type of program moved off its CBS spot opposite. A little while later, WGST signed a three-year lease with its “Real Folks” moved off the competing spot on the Blue.

It’s less difficult to build network time on Tuesday night than any other night of the week. Why? Because you have to buck two programs, one from Radio and Maxwell House. Certainly I have many points: The program is the medium.

Yet I wouldn’t hesitate to buck almost any program on the air with the proper show. For instance, the survey which is most frequently submitted for by the agencies and advertisers rates Penner at nearly 50% of the sets. Maxwell is rated above 40%. Even the 50% remainder is a terrific audience.

In an attempt to compete with the Texaco program CBS finally put Jessel opposite Wynn. In my opinion that was not smart. I’d have bucked Wynn with a terrific show on a top popular musical program. It’s reason- able to believe that if a person is going for another type of program. Being that type of program and you have a potential listener group nearly 100%, as the other thing hark back right back to one of my early statements—it isn’t entirely the size of your audience nor the cost of your program.

First I don’t need 30 or 40 or 50% of the listeners. Even though the Texas Program has a high production and cost time, I would say offhand we could fall off in listeners to 18% and still have a well spent advertising dollar, based on cost per set tuned in.

Listening Listeners
Generally speaking, I would fight to the death with any advertiser. Well, almost to the death with any advertiser who wanted to put on a nice musical program that you can have turned on without distracting the listener from listening. Where genuine, I contend they’ve got to listen or turn it off. A listening listener will buy. He calls when you’re playing listeners. Of course this raises two nasty problems: First your show has got to have appeal so intense that Mr. Owner wants to listen. When you can make him “shh” the kids or his wife’s mother’s conversation, you’ve got his attention.

Now comes the big advertising problem. You’ve got him listening to the entertainment but then you start to grate at your product. You start telling him what a wonderful rat trap you had and how much you love them. Mr. Listener has an uncanny ability to close his ears to your oration and start talking. And the listener also is not going to buy a product almost at the note of entertainment.

Now we have the big problem of making your advertising interesting. When I said the ideal program had to have intelligence handled sales effort I didn’t mean what it means. The perfect advertisement is that which fits into the enter-
Tareyton's Shorts

USING six stations in Philadelphia, Baltimore, and Washington, American Tobacco Co., New York, inaugurated the shortest program in the history of commercial radio Feb. 12. The program is sponsored by Tareyton Cigarettes. The complete programs, which are transmitted, take only 15 seconds to air. Lawrence C. Grombach, Inc., New York, is the advertising agency, and the transmissions are being made by Jean V. Grombach, Inc., New York underwrite over in Bayonne. Well, he had a program on the air last year and it was very successful. Let me see what kind of program did he have. Oh yes, he had a dance band and quartet. I throw up my hands in complete hopelessness, and the guy he chose to get me a dance band and quartet.

2. Then there's the president who has opera stars or symphony orchestras, either because he personally is fond of them, or he might like to pose that he is. There may be another reason for his choice. He can feel proud among his neighbors as he commutes home on the 4:59.

3. But the most hopeless of all types is the guy who wrote "the book on radio." He might not even know that we try to follow the information you get from all the national and radio surveys. No sir, he is the one person who knows the entertainment tastes of the great American public. Well, that was all in fun. And now away from nonsense and back to seriousness. As I promised I am going to point out the high spots in the Tareyton Chief campaign as the best illustration of some of the thoughts I put forth.

Speed and Action

FIRST let me say, an advertising agency should function as a part of the advertiser's organization. So I'd like you to understand that in the case of Hanf-Metzger we do function with and under Mr. George Vos, advertising manager of the Texas Co.

Here we had a Fire Chief gasoline. We found that the picture fire engines standing in the cold in the fire house, but just a step on the starter and the motor road. You can picture Fifth Avenue or Main Street, sirens screeching, bells clanging, crowds of thousands standing in the sidewalk and the fire engines go roaring down the street. Why when we were kids the fire trucks gripped us in awe, almost fear, yet fascinated us. Even today as intelligent grown-ups we pause with a subconscious reaction similar to that of childhood as the fire truck rolls down the street. We have speed, pep, power, action. The original "Fire Chief" program with the Marion T. Wynn and McNamee and Don Voorhees band, brass and plenty of it playing only fast tunes, a male chorus of 8; certainly interpreted sport, power, virility. And, of course, all of it applied to fundamental entertainment. Today Ed Wynn is the Fire Chief. You can't think of him except as the Fire Chief. You can't think Fire Chief without gasoline. You think of it every time you hear the sirens again.

Today the Fire Chief is an established entertainment appeal so this year we thought we might increase and bell our audience by giving the music more importance than just using it as supporting factor. Accordingly we started to analyze surveys and public tastes. We found that Eddy Duchin right opposite Ed Wynn was getting himself a satisfactory listening audience, so the choice of a popular orchestra was not excessively difficult. Then to prevent confusion of identity we hired Duchin exclusively. You hear Duchin on sustaining programs from the Casio or wherever he is playing, but you don't think of any advertising association other than TARC, with quite intelligent but yet very simple.

Radio is not different than any other activity, even life. Technically it is like any other effort. If we start with the facts, conscientiously apply common sense or as Ed Wynn would say "Horse Sense," we stand a much better chance for success.

There is no black magic about radio; it responds to the same kind of logic that makes for success elsewhere.

And again, like life in radio there is no "Royal Road to Success."

March 1, 1935 • BROADCASTING
How Radio Was Covered on the Hauptmann Verdict . . .

(Continued from page 5)

verdict, for which plates had been cast in anticipation. At 10:34 p.m. the jurymen filled into the box. The preliminaries being over, the verdict was announced by the foreman, the jury was polled, and then Justice Trenchard allowed newspapers to leave the courtroom to file their flashes. In the meantime—at 10:42—the A. P. had killed its false report. At 10:46, along with the other press associations, A. P. sent out the correct verdict.

Both national networks and many independent stations carried the false report on the air at some time between 10:32 and 10:42. Then at 10:46 they announced the correct verdict, generally with an explanatory sentence such as: "This is a correction of the previous report which said that Hauptmann had been found guilty with a recommendation to mercy." Transradio Press got its flash to clients under way at the same time as the press associations were carrying the correct verdict.

Source of a "Scoop"

JAMES W. BARNETT, formerly city editor of the New York World and of the New York American, told BROADCASTING that A. P. had been running from five to ten minutes ahead of United Press in its reporting of the events at Flemington on the night of Feb. 13. On each previous occasion during the evening A. P. messages had been confirmed within this space of time by U. P. reports. When the 10:30 flash was received from A. P., he had to make up his mind whether he should put it out at once, or wait for U. P. to come through. Since A. P. had been faster before, he assumed that it was again showing its speed, and put out the flash. At 10:46 he relayed the "kill," and at 10:45 the true verdict.

Neither newspapermen nor radio executives believe that any blame can be attached to the Press-Radio Bureau per se for the difficulties which it caused its clients. It is pointed out that the wire services, throughout the country who subscribe to A. P. and one other service, either U. P. or International News, flashed the Hauptmann verdict as Barrett, and most of them decided just as he did. In New York, Hearst's American, which was the only newspaper not on the Hearst services, nevertheless printed more than 25,000 copies containing the false verdict before the "kill" was received.

The Daily Mirror has no A. P. franchise, but one of its reporters was able to contact an A. P. man, and they also had thousands of copies printed before they caught the mistake.

Within an hour of the event, A. P. sent out over its wires an explanation to editors: The news, which had been reported, was flashed through the courtroom, confusion reigned briefly. In transmitting the verdict from one house to another, the Associated Press's report of the decision was garbled and first word to reach newspapers was that the jury had found Hauptmann guilty, but with a recommendation for life sentence instead of the death penalty.

Next day the A. P. told a different story. The statement follow:

Flemington, N. J., Feb. 14 (AP).—A misunderstanding of code signals last night resulted in the Associated Press flashing an erroneous verdict in the Hauptmann case.

In transmitting the report, the decision was garbled and the first word to reach waiting newspapers was that the jury had found Hauptmann guilty, but with a recommendation for life sentence. The correct verdict was received later, with penalty.

Short-wave transmission, employing both, was set up by the收益. The staff had been cautioned not to confuse signals and to be certain that the signals received were from the Associated Press representative.

When word came from the courtroom that the jury was ready to report, however, the Associated Press man on the receiving end picked up the wire to change it, resulting in the erroneous and premature flash.

The courtroom being closed, minutes passed before knowledge of the error was learned. The flash and bulletins were killed but too late to catch the entire distribution of newspapers which had issued extras.

The Scripps-Howard New York Telegram, glowing over the discomfiture of the A. P. and pointing with pride to the spotless record of the AP's service, printed: "The above story differs somewhat from its first statement." The New York Times also explained its error, which was caused by the mistake in the dilemma, and credited Transradio for its accuracy. Other newspapers and newspapermen generally were critical of the reasons advanced by A. P. in the second message, which they considered inconsistent with the facts. Neither were they very kind to the A. P. man at Flemington who said it was a mechanical failure.

In its evening report Feb. 14, Press-Radio Bureau carried the following item: "... Meanwhile the mystery of how a reported verdict of 'guilty, but with a recommendation of mercy' was broadcast and published last night is explained by the Associated Press. The news service stated it has established a system of code signals for getting the verdict, and that the man receiving the signals misunderstood part of the flash."

Five days later, A. P.'s carefully built reputation for accuracy received another shock, when the Associated Press reported its death penalty decisions in the gold cases. Newspapermen covering the court were given an explanation that the government's liberalization of the gold clause in Liberty Bonds was unconstitutional, since it was coupled with a denial of a fair trial to the defendant. A. P. first emphasized the latter aspect of the ruling, and then sent out a "kill" with a substitution of language that the government had "lost" the Liberty Bond case.

As the Barrett situation, no longer disposed to rely on the A. P.'s reputation, took time out to check the story with the A. P.'s rival, and save dimensions and the previous week's embarrassment.

U. P. has been consistently cautious in handling recent news of outstanding importance, perhaps remembering the false Armistice reports in 1918. On the night of the Hauptmann verdict, it temporarily did out to edit a story:

"We will not flash the verdict until it is read by the jury." Newspaper editors and broadcasters, reading this, have made the mental addition: "A. P. please copy."
Banks in Kentucky
Turn to Broadcasts

Two Large Institutions Use
Radio, Merchandising Tie-ins

SINCE Jan. 1, two of Kentucky's largest banking institutions — the First National Bank and the Kennebec Title Bank & Trust Co. — have turned to radio advertising. The first organization goes on the air this week with 15-minute news bulletins at 3:00 p.m. The latter banking group presents its program over the same station at 1:00 a.m.

WLS Excursion

SOME 105 vacationers left Chicago Feb. 14 on a special train for a Mexican tour of the joint auspices of the farm paper Prairie Farmer, and Jim Williams, the famed Opera Singer of Chicago. After stops at Laredo, Monterrey, Saltillo and Mexico City, the party visited the famous Borda Gardens at Yochulte, the pyramids of Teotihuacan, the Shrine of Guadalupe, and other Mexican points, returning to Chicago Feb. 20 after going to San Antonio and New Orleans.

Burrage D. Butler, president of WLS, accompanied the party on the alizar, going to the Butler ranch near Phoenix, Ariz., for the remainder of the winter.

Revised Fee Plan
On Disc Programs

Split Commission Described
As Big Help to Radio

THE ARRANGEMENT between World Broadcasting System and Free & Steininger Inc. involving a new compensation plan for production and creation of transcription business, is explained by James L. Free, president of the station representatives organization, in a letter made public Feb. 23. He called the arrangement "the biggest single contribution to the good of our industry in 1934." The substance of the letter follows in full text:

For a long time we have been concerned about the decreasing volume of transcription program business. While our organization has always done considerable work promoting sales of this type of business, it has not been practical for us to set up an entire organization for the presentation, sale, and production of high grade transcription programs. Obviously, no one can afford to pay the cost of maintaining a large organization for the benefit of all radio stations.

After considerable study of this problem, we worked out a simple, practical solution, and last September presented it to the World Broadcasting System. The surviving organization with adequate equipment and qualified personnel to create and sell spot program ideas, and produce them.

We proposed that WBS concentrate its efforts on the creation of transcription business, and withdraw from placement of station time. Instead of demanding a 10% commission on station time, we suggested substitution of a program production fee equal to 5% of station time payable by the station to World on all commercial transcription programs created by WBS, which is expected to reduce our compensation from our stations to 7 1/2% on World "tailor made" transcription programs.

An unsuccessful effort was made to get other exclusive representatives to agree to this plan. Finally, after months of negotiation, World Broadcasting System agreed to go ahead and offer this plan to all stations represented by Free & Steininger, and any others that want it.

Thus, total sales cost on transcription business for Free & Steininger stations is 15%, the same as on other national business, and a fair compromise has been made which enables our organization, World, and the stations to work together like one happy family for a larger volume of transcription business. We unhesitatingly believe this is the biggest single contribution to the good of our industry in 1934, and are proud of the fact that we planned and carried it through.

Jello Retains Benny
GENERAL FOODS Corp., New York (Jello) will continue sponsorship of Jack Benny and his troupe through the spring and early summer, with the possibility that the comedian may take a 13-week vacation in summer and return for Jello in the fall, according to officials reports that set at the beginning of the year that General Tires would sponsor Benny in the summer while Jello sponsors him in the winter. Contract for the NBC-WSB network Sundays, 7-7:30 p.m., and with the artists have been renewed with this understanding through Young & Rubicam, agency handling the account.

Silver Dust Series

WBS is recording "The Olden Days" of the CBS network thirteenth for the new Gold Dust Co., New York (Silver Dust). The transcriptions, 15 minutes in length, started Feb. 11 on KRLD, Dallas; KTRH, Houston; KTSO, St. Paul; WACO, Waco, Tex.; KGKO, Wichita Falls, Tex.; WDSU, New Orleans; KWKH, Shreveport, La.; WYK, Oklahoma City; KYRQ, Tulsa; KLRD, Little Rock, Ark.; WMC, Memphis. The account is handled by Batten, Barton, Durstine & Osborn Inc., New York.

Yankee and the Law

MICROPHONES and transmission equipment of the Yankee Network were installed in the office of Paul A. Dever, 32-year-old At-torney Massachusetts, as an expansion of the public service aspects of the network, according to John Shepard, its president. "The action of Mr. Shepard," the Attorney General declared, "in placing in the office of the attorney general the facilities to broadcast to the entire commonwealth of Massachusetts, is but a further evidence of his public spirit."

Silver Dust Series

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5 NEW NETWORK SPONSORS

Wide-awake advertisers realize that ABC offers radio's greatest coverage value at the lowest cost today.

Wire, phone or write for details

AMERICAN BROADCASTING CO.
711 FIFTH AVE., NEW YORK

SHOWMANSHIP

* The success of a radio station is in direct proportion to the showmanship that station displays. For many years WCAE has been recognized as the most popular and most productive radio buy in the Pittsburgh area. Why? — Showmanship again!

* You as a business man, display showmanship in your daily contacts.

* You are successful, so the formula must be right!

* There is too much to say in such limited space. Write to us. Ask questions. Make us prove our statements — we can and will!
Crisis in Radio-Press Relations

(Continued from page 6)

mentators have sufficient material for their broadcasts.

To the latter school belong such leading independent broadcasters as WOR, Newark, most important of Transradio's station clients, which for several months has been carrying four 15-minute news periods daily plus the flashes from Transradio on a sustaining basis, and WNYC, effective March 12 has sold three of the 8-8:15 a.m. periods weekly for sponsorship by the Fischer Baking Co., Newark; KXK, Hollywood, operated by Guy Earl, former publisher of the Los Angeles Express and one of the strongest exponents of news broadcasts, whose station flashes news periodicals throughout the day, both sponsored and sustaining; and John Shepard 3d, president of the Yankee Network, whose Yankee Network News Service covers New England extensively with its own reporters both for itself and for Transradio. Mr. Earl's station, incidentally, for several years bought United Press service at a fancy price, and that organization, apparently at the behest of publisher clients, withdrew it.

Transradio Clients

Transradio has not revealed its list of 150 clients, but many of them are known in radio circles, some being newspaper-owned. They include WLS, Chicago, owned by the Prairie Farmer, important agricultural journal; KSTP, St. Paul, whose manager, Stanley Hubbard, was instrumental with Guy Earl in forming the Radio News Association, now incorporated into Transradio; WJAS, Pittsburgh; WWJ, Detroit; and KCRC, Kansas City; WHQ, Des Moines; WCLQ, of the Janesville (Wis.) Gazette, and the eight Michigan Network stations.

Mr. Moore asserts that he will welcome competition if any of the press associations should decide to go into the field as a pay-for-service basis, without restrictions as to broadcast use. In turn he will sell Transradio service to newspapers which have already asked whether the service is available for publication purposes.

So far, according to Mr. Moore, Transradio has elected to serve radio only. Transradio is said to be operating on a $10,000-a-week budget and with "plenty of backing," getting its news from its own correspondents throughout the country, with bureaus at strategic locations and with a London correspondent, covering worldwide news reports by Reuter's, Ltd., important British press association which recently severed its exclusive American tie with the Associated Press. In addition, it sub,s to Central News which has bureaus in New York, Washington, and London, specializing in news of the financial world. Transradio's news is distributed by direct Bell typewriter circuit and through regular radio wave for. The latter delivery the code circuits of Press Wireless Inc., are used for pickup by stations properly within its range—an arrangement said to be working very satisfactorily despite the vagaries of the short waves.

Transmission Methods

PRESS Wireless is owned and controlled by five big newspaper organizations—the New York Times, New York Herald-Tribune, Christian Science Monitor, Chicago Tribune and San Francisco Chronicle. It was organized primarily to handle press traffic for American newspapers, its federal license requiring that it be operated not alone for the newspapers controlling it, but for the press on a public utility basis. Transradio pays regular rates to Press Wireless for its transmission service, and its relations with that organization have remained most cordial.

Press-Radio Bureau derives its remaining income chiefly from the network which pays on a per-listener basis and from the newspaper associations taking the twice daily five-minute periods and the news flashes of "transcendent importance" that are furnished. Stations wishing special Press-Radio Bureau delivery, and about a half dozen newspapers using its national news to bolster up their local news broadcasts, obtain overhead telegraph delivery by paying the下列 rates: a nominal fee of $12.50 per month. The press associations furnish their full news reports on a no-cost basis "as a public service" of American newspapers.

That Press-Radio Bureau has liberalized its news service to stations far beyond the 90-words-per-item limitation imposed by the "program" of last year, is well known. The breaking of important news, the demands from the networks and stations and public, and the growing attitude of the three press associations supplying Press-Radio Bureau with their full news reports account for this liberalization.

More than that, James Barrett, editor of Press-Radio Bureau and former city editor of the old New York Evening World, is of those who firmly believes that the broadcasting of news does not hurt newspaper circulation, but actually stimulates readership because it whets the appetite for further details.

Radio's Sphere

MR. BARRETT apparently shares with William Randolph Hearst—eager user of all the radio time he could buy—views of the broadcast of five broadcasting stations and seeker after others in practically every one of the cities in which he has been. The new radio will not sound the death knell of published news and advertising. The physical limitations of the radio must necessarily make a barrier to it for abbreviated reports of news coincidental with its chief substance, which is entertainment, appear to be substantial this idea.

In other columns of this issue the details of the Hauptmann, gold and other news events of the last few weeks is considered, as well as the story of the Pittsburgh situation where the press-radio "program" appears to have broken down completely. That Press-Radio Bureau was an unfortunate victim of circumstances for which the Associated Press is primarily responsible in the Hauptmann case, is manifest. According to Mr. Barrett, the liberalization of Press-Radio Bureau's policy toward radio was amply shown in the last year when restrictions were practically removed on major programs. For example, it was learned that something like 10,000 words a day were delivered to the networks on the progress of the Hauptmann trial, with NBC carrying as much as two hours daily.

The publishers and press association people and their spokesmen, and publishers' bureaus, with the A. P., U. P. and I. N. S. alone are adequately equipped to gather news, still are the press bureau. The attitude of independent newspaper's news is lifted. The fact remains, however, that no definite proof of such lifting has ever been heard. And fact none of the press interests have ever brought legal action against Transradio or any other news service or newspapers with which they have a contract.

That many individual publishers are violating the press-radio "program", broadcasting whatever news from their columns and their press associations they please through their locally owned or affiliated stations, is also well known in radio circles. The situation in Pittsburgh is an outstanding example.

Plans for the Future

WHATEVER is done to discard, modify or bolster the Press-Radio Bureau setup—and there are publishers who raise no objections to the outright sale of news to radio stations by U. P. or I. N.

"CAN" AIN'T "IS" IN ANY LINGO!

Of course you can get a lot of stations on your car. But don't you usually listen to your radio set when you drive. And what do those thousands cost you? You think you'd be surprised!... N. B. C.

You Can Hear Your Station's Broadcast

When You Ride these Famous Trains

THE GEORGE WASHINGTON

THE SPORTSMAN • THE F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World!

Genuine Air-Conditioning All Year 'Round

No need to wonder what's on the air when you're traveling. Relax in an easy chair in a Chesapeake and Ohio lounge car—hear your favorite broadcasts—and listen to passengers' comments. An interesting cross-section of America's audience travels daily on Chesapeake and Ohio. Try it sometime.

The ticket agent on any railroad can route you on Chesapeake and Ohio. Insist on it!
Transradio Scoops Hauptmann Verdict

Correct Version Is Broadcast

Seconds After Jury Returns

TRANSPAC Radio Service, exclusive radio press association, covered itself with glory as Press Radio Bureau, radio service of the Associated Press, pressed operations sponsored Radio Bureau, which in turn, operates the Associated Press, was asked to sponsor the celebrated Hauptmann murder case on Feb. 13. A false flash, given to the networks by Press Radio Bureau, which in turn, obtained a recommendation of the Associated Press, stated that Hauptmann had been saved from the electric chair through a recommendation of the court. This was not corrected over CBS until 10.40 p.m., or nine minutes later, according to officials of that network, while NBC made the correction on the basis of later information at 10.45 p.m.

Delay in Correction

ACCORDING to Transradio, the false flash was sent to its associated stations promptly after 10.44 o'clock, when the verdict was returned. It was broadcast in New York by WOR, Transradio subscriber, and simultaneously by other stations promptly at 10.45 p.m.

SBS gives complete coverage—plus a sweet merchandising hook-up!

Twelve major stations in 12 major markets enable SBS to reach the great majority of Southwestern Radio homes! Add to this the kind of a merchandising job SBS permits Universal Mills to do—and you’ll recognize the SBS network’s unique advantages.

... Using 10 SBS stations, Universal broadcasts a live network show, featuring Alice Joy and presenting Southwestern Amateur Night, from a different station each week. ... Miss Joy auditions available talent personally in each city and gets much local publicity and dealer interest. ... The best of each area’s competing talent is put on the network with Miss Joy in a public appearance show attended by dealers, customers and prospects. ... An average of 120 dealers’ names are broadcast as a definite part of each radio show—12 from each of the 10 stations for its own area! This hook-up is building business for Universal. Let SBS tell you what it can do for you!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile) is sponsoring a series of WBS announcements Headlines of 1934 on 159 stations, with more to be added in the near future. D. P. Broders & Associates, Detroit, handles the series.

KOTEX Co., Chicago, is introducing Quest, a deodorant powder, on its Story of More Than a program on an NBC-WFB network. The account is handled by Lord & Thomas, Chicago.

SELL the Southwest Market with the Southwest System
Decisions (continued)

FEEDBACK 18

December 23, 1935

The Federal Communications Commission

WASHINGTON, D.C.

December 23, 1935

To All LICENSED Operators:

The following notices are based on actions taken by the

Federal Communications Commission.

FEBRUARY 19

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RCA Plans Facsimile Circuit

(Continued from page 9)

finger-prints and other records." A page of business letter size, he explained, could be transmitted with
in a few minutes.

In a more optimistic as to television, the RCA president stated that continued research in the ul-
tra-short waves and in the hike of visual transmission has been maintained. On this score, he said:

Our laboratory efforts in this di-
rection have been guided by the prin-
ciple that the commercial application of such a service could be achieved directly only through a system of high-definition television, which would make the images of objects transmitted clearly recognizable to observers. In this re-
vise it is notable that transmission

At the present time, RCA in labor
atory experiments meet or go beyond the foreign standards indicated as satis-
factory for the inauguration abroad of experimental television service.

Similarly, other radio tube produc-
tion, as developed in our laboratories, provides a larger field of vision for the picture received than has been hitherto attainable. In addition, RCA's development of the "icono-
scope"—an electric eye that facilitates

the pick-up of studio action and per-

mits the broadcast of scenes outside
the studio—has been further develop-

ed.

Viewed, however, from the stand-
point of public service our own stud-
ies agree with the conclusions reached already by competent hearing and public authority. These conclusions are that the sound broadcasting and sound receiving equipment
derived from these experiments comprised the fundamental broadcasting
activities of the nation, with television facilities as a supplementary service; that there are no technical, engineering or
financial difficulties which prevent the extension of television, that it must proceed step by step through the processes of

reception, laboratory development, demonstration and thence to regular service; and that the technical, program,
and financial problems involved are so great as to make it impractical for the nation to attempt maintenance of mass television on a nationwide basis, par-
ticularly in the United States, in the near future.

The report of the British Commis-
sion which recently recommended the inaugura-
tion of television and experimental television in England, states that transmission difficulties "may seriously limit the extent to which the system can be effectively covered" and that the establishment of broadcasting stations will not exceed a radius of approximately 25 miles over moderately undulating country." The cost of this experiment at the present time is estimated to be approximately $900,000.

For a service limited to half the popu-
lation of England, it is stated that probably ten transmitting stations at suitable locations would have to be erected, and that "some time is likely to elapse before the price of an effi-
cient system will be commensurable with that of the average type of sound reception.

With England occupying a terri-
ory not much larger than that of the United States alone, the vastly

greater problems of television service for the United States are self-evident. In the light of these experiences, this new wire system must be further developed and established.

In view of these facts it is appar-
ent that the next step in the develop-
ment of the art in the United States must begin with the establishment of television on the basis of field demonstration in order that subsequent plans may be founded on the practical experience thus obtained. In view of the continued laboratory progress of RCA and the wide pub-
licity extended to this new field your
management is diligently exploring the possibilities of such a demonstration.

Newspapers Still Dicker For Washington Station

ALTHOUGH all parties involved were
secretive, it was learned, as BROADCASTING went to press Feb. 27, that negotiations are still in

progress for the sale of WMAL, Washington, NBC-WJZ outlet, to a group of five propo-
sers. Our laboratories in

Washington, D.C., are self-evident.

The best information obtainable was that the bidding had reached $285,000, which represented the hig-
hest offer. Officials of the three

companies were being considered by

Thomas P. Littlepage, Washington attorney and trustee for the estate of the late M. A. Leese, which own-

ership is under a five-year lease

at $36,000 per year by NBC, which would have to waive its lease in order to allow consummation of the sale.

Activity on Code Held in Abeyance

PENDING the return to his office of James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry, all

manuscripts operating to the code now

before the NAA are being held in abeyance, according to word given at NAA Feb. 26. Mr. Baldwin now

is confined to his home following a minor operation.

Among the matters before the NAA is that relating to wages and hours for broadcast technicians, which was the subject of an in-

vestigation some weeks ago by the Code Authority. Actions of the Code Authority at its meeting last month involving time and so-
called "propaganda" broadcasts of-

fered stations on a no-pay basis,

also are being held up, insofar as

notification to the industry and to the parties involved is concerned, pending Mr. Baldwin's return.

Of significance in connection with the broadcasting code was the President's message to Congress Feb. 19 recommending legislation to

extend completion of the National Industrial Recovery Act for two years from June 19, while it would expire by

its own provisions. The language of the message was strong in its related to enforcement of indus-

try codes. A senatorial investiga-

tion of NRA has been ordered.

Scientific Radio Service Crystals

These LOW TEMPERATURE COEFFICIENT CRYSTALS

are supplied in Isolating Airgap Holders in the 550-1500 Kc. band only.

30$50.00 each

Complete Prompt Delivery Assured

We maintain a Service

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121 JACOB AVENUE

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Send for our price list and

booklet

Dept. B-3-5

Don Marquis on Air

DON MARQUIS, the author, doing a Column of the Air, on Feb. 23, started for Simon Ackerman Clothes, Inc., New York. He appeared on both WMAL twice weekly and on the WJZ Sun-

days, both at 11 p.m. Hirschson-

Garbing, Inc., New York, handles the account.

March 1, 1935 * BROADCASTING
Abolition of CRC, Rumor in Canada

Commission on Probation Until Programs Are Improved

By JAMES MONTAGNES

BECAUSE OF poor quality programs, rumors have been current that the Canadian Radio Commission would be taken over by a new Department of Communications. Now the rumors have been stilled, with the government's report at Ottawa that the Commission is still on probation, and the possibility of the programs taking another slump, control of the Commission may be taken from the present commissioners.

Other factors which point to the government still favoring its appointees as commissioners are the recent opening and building of a new 560-kw station. The winning of a bid at Windsor, CRCW; the voting of a budget of $1,250,000 for the fiscal year, which is a quarter of a million dollars more than last year; and no announced changes in the Radio Act which would take the control of the Commission away from the present authorities.

The proposed Department of Communications, which was legislated in Ottawa, is still under discussion, government policy not yet having been decided. It is known, however, that a department has been established, the Radio Branch of the Department of Marine, under which the Radio Commission now operates, would not be included in the new department, but radio broadcasting would. The department has been named Premier Bennett, and is expected to centralize control of all communications and transportation facilities under the new Department. The Commission will continue to operate in the same manner as it does at present under the new ministry.

Farthest North Station

TWO HUNDRED miles above the Arctic Circle, at Arctic metropolis Aklavik, at the mouth of the Macenzie River in the Northwest Territory, the world's most northern broadcasting station will shortly go on the air, with the call letters CJCU on a frequency of 1210 kc. with 50 watts, Dr. J. A. Urquhart, chief medical health officer for the Canadian government, is the licenc. CJCU makes the 75th broadcasting station on the air in the Dominion, according to the latest official list just issued. This list shows seven Canadian Radio Commission stations, 17 newspapers operating stations, and 41 stations operating as regular business institutions or being affiliated with the radio and electrical trade.

WTVM is the call letter combination assigned by the FCC to the new 100-kw station, authorized at East St. Louis, Ill., to the Mississippi Valley Broadcasting Co., Inc.

James L. Free

(Continued from page 29)

new conviction: That the day of the fight is over, that the 'spit and polish' days of old are just about ended. Unable to sell this idea to his superiors, he put it across to a counterpart of Free & Steiniger, and on May 15, 1932, the firm of Free & Steiniger took out corporation papers, opened an office at Oneida, and presented its exclusive station representatives.

They allowed themselves six weeks to line up stations, and on July 1 began the business for their group of seven. Since that time, although they have done no soliciting for themselves, they now represent 19 stations, with WOG-WHO and WGR-WKBW, the first stations they signed up, still at the head of their list. Their staff now numbers 18, most of them successful space salesmen who have been won away from their newspapers by the greatest opportunities of radio. Free & Steiniger now have offices in New York, Detroit and on the West Coast. As a representative of the radio sub-committee, he had not yet considered the naming of a radio sub-committee, but both he and Senator Brown indicated that broadcasting would not come up until late in the session because of the pressure of other committee business.

CLASSIFIED ADVERTISEMENTS

C l a s s i f i e d advertisements in Broadcastings will be charged 7c per word for each insertion. 

Help Wanted

Successful midwestern network station with responsive audience in booming city of 175,000, only station trading area in town, is seeking a prescriptive, persistent salesman with radio sales background and persuading personality. Excellent salary and vacation plan. Experience, communication, and collections furnished by station. Guarantee and account given to commission a basis. Box 286, Broadcasting.

ATTENTION LOCAL STATION OWNERS

Stations must have a market; no local station one of the outstanding in the local market is a small station that will make for a more progressive city. Interested only in local stations. If your local plant is not suitable for this ad, buy it. Box 286, Broadcasting.

WANTED: Good Salesman to handle broadcasting. Salary secondary to good opportunity. Now em- ployed, good location. Box 287, Broadcasting.

FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.

House Radio Legislation Is Under New Committee

ALL RADIO legislation in the House of Representatives will be handled hereafter by the Interstate & Foreign Commerce Committee, rather than by the Merchant Marine, Radio & Fisheries Committee, under a compromise reached between the chairmen of these committees, Rep. Rayburn of Texas and Rep. Blanche K. Fischer of Oregon. Under the revised arrange- ment, the Merchant Marine Committee will drop the word "ra- dio" from its name.

In the Senate, a subcommittee of the Interstate Commerce Committee, headed by Senator Brow (D.), of New Hampshire, has been named to handle broadcasting legislation, and amendments to the FCC Act. Other members are Dons. Cash and D. (R.) of Maine, the latter well versed in radio. Chairman Ray- burn declared he had not yet con- sidered the naming of a radio sub-committee, but both he and Sena- tor Brown indicated that broad- casting would not come up until late in the session because of the pressure of other committee business.

Stations Wanted

Full time, good locality. State best broadcast first letter. Box 288, Broadcast- ing.

109 or 250 watt radio station, state preferable, also any additions. Information that might be of interest to prospective buyer. Box 286, Broadcasting.

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THE HOME MANAGER OF TOMORROW

She'll Plan, Keep House and Shop by Radio . . .

Just as Her Mother Does

The thousands of mothers throughout the country who spend their entire days working, planning and shopping for home and family, have come to depend upon the messages of daytime broadcasters to guide them.

Realizing this, more and more advertisers are using daytime hours. And the increasing number of success stories in our files offers positive proof of their effectiveness.

To reach and sell the rich Northern Ohio market, use WTAM. The only clear channel, high power station in the area, and offering popular NBC Red Network programs, it is the favorite station of listeners who want and appreciate better programs, and of advertisers who find it a powerful selling influence.

WTAM
50,000 WATTS
CLEVELAND
In the daily transmission and reception of hundreds of important messages, to and from 46 countries around the globe, R. C. A. Communications, Inc., necessarily must use equipment of the utmost reliability. Naturally this applies first of all to the tubes—the heart of any radio equipment, whether for code, music or voice. The world's great radio communications system has found that RCA Radiotrons stand up with unfailing dependability. Critical broadcast engineers and operators have found them equally reliable for their purposes. This same reliability can easily be yours. Save yourself the "grief" caused by tube limitations and troubles by specifying genuine RCA Radiotrons, the standard by which all other tubes are judged.