LISTENER LOYALTY

We all listen to what pleases us—to programs rather than to stations... Why, then, do we tune in again and again on WOR? Why is it that WOR commands such listener loyalty?... The answer lies in the quality and variety of WOR's entertaining and helpful programs... programs planned to please metropolitan audiences... And the number of our listeners has been greatly increased by our new 50,000-watt high fidelity transmitter—serving as it does profitable NEW markets.

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY

NEW YORK OFFICE: 1440 Broadway • • • CHICAGO: Wm. G. Rambeau Company, Tribune Tower
BOSTON: James F. Fay, Statler Building • SAN FRANCISCO: Wm. G. Rambeau Company, Russ Building
RADIO SALES REPRESENTS

WABC NEW YORK
50,000 watts—860 kilocycles

WBBM CHICAGO
25,000 watts—770 kilocycles
(Construction Permit granted for 50,000 watts after April 1st)

KMOX ST. LOUIS, MO.
50,000 watts—1090 kilocycles

WCCO MINNEAPOLIS-ST. PAUL
50,000 watts—810 kilocycles

WJSV WASHINGTON, D. C.
10,000 watts—1460 kilocycles

WBT CHARLOTTE, N. C.
50,000 watts—1080 kilocycles

*WKRC CINCINNATI, O.
1,000 watts—550 kilocycles

WPG ATLANTIC CITY
5,000 watts—1100 kilocycles

*KHJ LOS ANGELES, CALIF.
1,000 watts—960 kilocycles

*KFRC SAN FRANCISCO
1,000 watts—610 kilocycles

*KGB SAN DIEGO
1,000 watts—1330 kilocycles

DON LEE CALIF. NETWORK

FOR COMPLETE DETAILS ON "OPEN TIME", RATES, PROGRAMS AND MARKETS, CALL RADIO SALES

*These stations use higher wattage during the day ... The power shown is night power.
A COMPLETE SERVICE

For Local and "Spot" Radio Advertising over the CBS owned-and-operated stations, and the CBS-Don Lee California stations

Immediate, complete service from RADIO SALES, Inc. And facts! Market facts, station facts, program facts, merchandising facts. Facts from Columbia’s Research Department—available from no other station representative.

RADIO SALES markets have been measured, mapped, weighed and audited by the CBS Research Department. You buy known markets instead of just buying "time." You know, in advance, how many people listen regularly to your station, where these people live, what they can afford to buy, and what their station preferences have been in the past five years. These facts—and service—RADIO SALES can give you.

This service is no further from you than a local telephone call in New York, Chicago or Detroit. A seasoned radio and advertising staff can supply you with everything from complete programs to instant teletype communication with all RADIO SALES stations—helping you to maximum audiences for your local campaigns.

RADIO SALES stations are backed by the accumulative "program-power" of the world’s largest network, and present your sales message with maximum local prestige.

RADIO SALES, INC.
A Division of the COLUMBIA BROADCASTING SYSTEM

NEW YORK, 485 MADISON AVENUE • Wickersham 2-2000
CHICAGO, WRIGLEY BLDG., 410 NO. MICHIGAN AVE. • Whitehall 6000
DETROIT, FISHER BUILDING, ROOM 902 • Trinity 2-3414
Like WFIL Covers the Philadelphia Market

Not An Artist's Conception—Not Guesswork
But An Actual Engineer's Survey
Made by Paul F. Godley

560 Kilocycles • 1000 Watts

WFIL
Only Philadelphia outlet for NBC basic Blue Network
A MESSAGE TO SPACE BUYERS ABOUT
Northern California

Listeners in 39 Northern California counties responded to a recent offer made over KFRC locally. These counties represent 97.8% of all the population in the northern half of the state! . . . That's coverage for you! . . . But more . . . they not only can listen but do! . . . That is if, as you and I, they enjoy The March of Time . . . Myrt and Marge . . . Edwin C. Hill . . . Fred Waring . . . Alexander Woollcott . . . and all the other big CBS commercial features. There's only one way you can cash in on this audience . . . that's by placing your spot business on KFRC, the CBS outlet in San Francisco . . . A new rate card is on its way to most of you now. If we have unintentionally missed you—forgive us—and let us know.

HARRISON HOLLWAY, Manager

M. B. GRABHORN, Sales Manager

KFRC
The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco
AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

April 1, 1935 • BROADCASTING
"Mr. F&S, is PDQ a Clean Station?"

We know what you want to know about all the Free & Sleininger stations listed below—and about the markets they serve... Our answers to your questions will be prompt, accurate—and honest. Even if the opposite would do the job... Baloney, you think? All right—try us!

FREE & SLEININGER, INC.
Radio Station Representatives

NEW YORK
Cherysler Building
Murray Hill 2-3300

ChiCAGO
180 N. Michigan
Franklin 6373

DETOIT
General Motors Bldg.
Madison 1423

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

VHO DES MOINES
WBZ Basic Red Network

VGR—WKBW BUFFALO
CBS Basic Network

VIND GARY—WJJD CHICAGO
WIND—ABC Basic Network

VHK CLEVELAND
CBS Basic Network

VAIU COLUMBUS
Predominant in Central Ohio

VOC DAVENPORT
CBS Basic Supplementary Group

DAY FARGO
NBC Northwestern Group

WKZO KALAMAZOO
The Voice of Southwestern Michigan

KMBC KANSAS CITY
CBS Basic Network

KFAB OMAHA-LINCOLN
CBS Basic Network

WAVE LOUISVILLE
NRC Southcentral Group

WTCN MINNEAPOLIS-ST. PAUL
The Twin Cities Newspaper Station

KOIL OMAHA-COUNCIL BLUFFS
NRC Basic Blue Network

WMGD PEORIA
CBS Basic Supplementary Group

346,406*

1,394,581*

2,522,075*

925,717*

2,137,792*

1,363,985*

464,352*

WPTF RALEIGH
NBC Southeastern Group

KTUL TULSA
CBS Southwestern Group

KFWB LOS ANGELES
Warner Bros. Movie Studios Station

KOIN-KALE PORTLAND
CBS Pacific Coast Group

KOL SEATTLE
CBS Pacific Coast Group

KVI TACOMA
CBS Pacific Coast Group

684,840*

606,086*

2,200,000*

692,457*

832,156*

728,000*

Population of primary daytime coverage area.
FCC to Cleanse Radio of Loose Practices

By SOL TAIshOFF

Cites Score of Stations for Medical Care Broadcasts; Calls National Conference on Educational Programs

FOLLOWING through with its pledge to eliminate loose practices in broadcasting and otherwise to cleanse the ether of objectionable commercial programs, the recently reorganized Broadcast Division of the FCC has opened fire on all radio fronts during the last fortnight under the leadership of Chairman S. Prall, who assumed that office March 11.

Current developments having direct bearing upon station operations, in the commercial programming and technical maintenance phases, include:

1. Citation of more than a score of stations for its reorganizing of programs sponsored by medical groups which advertise personal medical care, involving possible refusal to renew licenses. One station had its license renewal set for hearing before the FCC Broadcast Division for advertising a medicated jelly.

2. Sending of notice to all broadcasting stations that henceforth they will be required to observe strictly all rules and regulations. One station is cited for a license renewal hearing on charges of exceeding its licensed power.

3. Calling of national conference May 15 to consider proposals for greater cooperation between broadcasting stations and non-profit organizations, particularly insofar as educational programs are concerned.

4. Holding of conference in New York attended by Chairman Prall; M. H. Aylesworth, NBC president; Fred Willis, Assistant to President Paley of CBS; J. Truman Ward, NAB president; Philip G. Loucks, NAB managing director, and a number of Women's National Radio Committee, regarding elimination of programs that offend good taste.

5. Flat assertion by Chairman Prall in an interview over NBC that the FCC will brook no transgressions in radio regulations, and that programs not in the public interest will be the basis of punitive action against stations.

Immediately following reorganization last month, the Broadcast Division saluted forth with its project. Judge E. G. Sykes became chairman of the Division upon retiring from the chairmanship of

The New Deal Strikes Radio . . . By Thornton Fisher

April 1, 1935 * BROADCASTING
Government Broadcast System Urged by Joy Morgan Group

A VISIONARY plan for a government broadcasting system, parallel- ing the existing commercial television and radio systems, but operated on radio sets or on commercial broadcasters, has been drafted by the Morgan Group, Committee on Education by Radio, controlled by Joy Elmer Morgan. It is designed to be the spearhead of a national program of educators, broadcasters, and commercial broadcasters rather than exclusive facilities, has persistently resisted the practice of giving the government operation or ownership of radio in any fashion. The committee exists under an endowment by Money Fund, which expires shortly. The requirement of this fund is that "constructive progress" be made. In the case of the Morgan reform committee, its record is regarded in the broadcasting industry as having been one of destructive opposition from the start.

It is held that the expense of constructing and maintaining this proposed system of radio would not be excessive, since under one plan a "modest" manufacture and operation would be involved. Under the second, the license fee would be based upon station power, population of its primary service area, and the current desirability of the channel allocated. The fees, it is argued, could be used to build the proposed system not only to support the government system and supply programs, but also to defray the cost of general regulation of broadcast. The issue of specific allocation of facilities to non-profit institutions is in no way involved in the forthcoming discussions, since the FCC disposed of the matter in its report to Congress last January, based on the extensive hearings on the subject last fall at the broadcasting industry, through the NAB, probably will offer a plan for cooperation between non-profit and other institutions, perhaps even relinquishing latter's facilities. The networks likewise are expected to present plans under which specific blocks of time would be devoted to educational and religious programs. In its notice, the FCC referred to the "New Deal" proposals of the National Educational Commission of the United States, on radio sets or on commercial broadcasters, has been drafted by the Morgan Group, Committee on Education by Radio, controlled by Joy Elmer Morgan. It is designed to be the spearhead of a national program of educators, broadcasters, and commercial broadcasters rather than exclusive facilities, has persistently resisted the practice of giving the government operation or ownership of radio in any fashion. The committee exists under an endowment by Money Fund, which expires shortly. The requirement of this fund is that "constructive progress" be made. In the case of the Morgan reform committee, its record is regarded in the broadcasting industry as having been one of destructive opposition from the start.

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Canada Bans Sunday Ads

ALL SALES talks and spot advertising will be prohibited on all Canadian radio broadcasting stations this summer, in an order promulgated by the Canadian Broadcasting Commission. The order will become effective following the completion of current contracts. How it will apply to sponsored programs carried by Canadian stations from the United States is not indicated, but the order was obviously designed to clear all commercialism from broadcasting on that day.

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Mr. Blair & Co.

Mr. Blair & Company, Mr. Blair maintaining his headquarters at 920 N. Michigan Avenue in Chicago, with other offices in New York, Detroit, San Francisco and Los Angeles.

No changes in the organization or personnel of the corporation are involved. Humboldt Greig, former president, sold his interest several months ago and left to become commercial manager of the Southwestern Broadcasting System. Officers of the new organization in addition to Mr. Blair, are Lindsay Spight, J. Curtis Wilson and Raymond T. Linton, vice presidents, and Blake Blair, secretary-treasurer.

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NAME OF REPRESENTATIVE NOW IS JOHN BLAIR & CO.

CHANGE in the name of the station representation firm of Mr. Blair & Company, Mr. Blair & Spight was announced March 12 in a letter from Mr. Blair to President Lodge, president of the firm. The organization will henceforth be known as John Blair & Company, Mr. Blair maintaining headquarters at 920 N. Michigan Avenue in Chicago, with other offices in New York, Detroit, San Francisco and Los Angeles.

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Program Study Plan Discussed By Radio and Women's Groups

Cooperation in Analyzing Broadcasts for Children And Housewives by Review of Fan Mail Proposed

PRELIMINARY plans for cooperation between the Women's National Radio Committee, a newly formed organization of women's clubs, and the broadcasting industry, having to do with production of programs designed for women and children, were discussed at a conference in New York March 18 attended by representatives in broadcasting and officers of the women's committee.

Participating in the discussion at the conference were Miss S. Prall, of the FCC; M. H. Aylesworth, president of NBC and RKO; J. Truman Ward, president of CBS; and Joseph H. Loucks, managing director of the NAB; Frederic A. Willis, assistant to the president of CBS, and John Mero, managing director of the National Broadcasting Company; Mrs. Harold V. Milligan, president, Mme. Yolanda Mero, advisory board member; and Miss S. Prall, executive secretary, for the women's organization. The inter- pretation of the conference was made at the instance of Chairman Prall.

A suggestion by Mr. Aylesworth made early in the conference that the organization begin its task by analyzing the tremendous volume of fans mail received by the networks and by selected independent stations, was well received and probably will be given further consideration. His proposal followed the suggestion of the possibility of improving programs designed for women and children, based on recommendations from organizations affiliated with the Radio Committee, which would be gleaned from the observations of "listener's groups" to be established throughout the country.

Chairman Prall, in concluding the conference, said that present that the FCC, under its new organization, proposes to make a study of the industry, under the able guidance of the influential Senator, congressmen, politician or lawyer has passed," he asserted. We have the right to direct the people in our own way, without regard to the rank and file of the Commission staff, and the Commission itself will take the responsibility.

As to programs, Chairman Prall declared that the problem, as he analyzed it, is comparatively simple. Setting aside the "composite American home", he declared that the broadcaster has only to gauge his programs to fit the desires of that group. And, if cooperation in the planning of programs designed for women and family listeners, he declared, should prove wholesome and productive, he suggested that such conferences might be held periodically in the future until they can do "no harm."

Reverting to broadcasting regulation, Mr. Prall declared that "if the broadcasting should fail by reason of even the small stations doing the wrong thing, you certainly will find some legal means of taking action on applications on renewal of station license but you are to take prompt and effective steps when transgressions are made. We are going to protect that portion of the industry that is doing the right thing."

All of the participants agreed that some sort of cooperative steps might be taken in the production of certain types of programs, both commercial and sustaining. The only concrete proposal mentioned for action, however, was that advanced by Mr. Aylesworth for the fan mail analyses.

Opening the conference, Mrs. Milligan, who is prominent in national women's activities, explained that the committee was organized last summer to make more articulate the views of American womanhood regarding radio. Expressing whole-hearted support of the American plan of broadcasting, as opposed to the government-controlled systems, she said the desire of the organization was to see it "as free as the press."

Ounce of Prevention

THE ORGANIZATION, Mrs. Milligan emphasized, is not in any sense a "reform" movement, analogous to the motion picture with- or to the factional educational lobby for radio facilities. The purpose, she said, is simply that of offering to commercial radio the women's viewpoint, notably in connection with commercial programs, on the theory that "an ounce of prevention is worth a pound of cure."

Miss Laudin, who conducted the initial investigations for the women's committee, declared there was real need for the "elimination of repulsive advertising." Many women, she asserted, no longer listen because of some of the extreme commercials. The organization, she said, aims to make the woman more articulate. Listing groups, she said, are being formed in the South and the West.

Aylesworth pointed out that radio is no more commercial than the New York Times. He said that the average newspaper runs 75% advertising and 25% news, and that the radio and the press are both commercial and sustaining.

A GOOD ONE—Chairman Ann ing S. Prall of the FCC (right) is spinning a yarn which apparently amused his listeners, M. H. Aylesworth, NBC president (left) and J. Truman Ward, president of CBS.

Cultural Programs

OPENING of a series of programs on an NBC-WIZ network March 21 by the Mexican government marks the first time a foreign country has sponsored a network series in the United States. Designed to promote good will and create interest in Mexico and Mexican life, the broadcasts present music and talks about the country. On the first broadcast, Eduardo Villasenor, Mexican Consul General in New York, brought a greeting from Dr. Emilio Portes Gil, Mexican Secretary of Foreign Relations. Music is furnished by Angel Mercado and an orchestra of native Mexicans, with two vocalists. The account is placed by De Garmo-Kiborp Corp., New York.

Congressman's Network

CONGRESSMAN Martin L. Sweeney (D) of Cleveland, leader of Father Coughlin, is arranging "astounding" amount of cultural, educational and civic programs actually broadcast over networks and stations until the hearings on the educational issue before the FCC last fall. When he began digging into the CBS records, he said, he found an "astonishing" amount of this character of program material on the air.

Mr. Loucks pointed out that the Federal Trade Commission which last year began scrutinizing radio advertising, received 100% coop-

eration from broadcasting stations in calling for continuities. The industry, he said, can be depended upon for full cooperation in any plan to improve programs on a sound basis.

Running through the discussion were propositions of improving children's programs to eliminate the "sacred" element for nervous youngsters, and removal from the air of certain medical programs relating to feminine hygiene and laxatives. There was agreement that these should be controlled, and, on the part of the broadcast-
ers, a strong indication that certain proprietary accounts would be more sharply edited or eliminated.

Government of Mexico sponsoring NBC Series

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WKBF Now WIRE

A CHANGE in call letters from WKBF to WIRE for the Indianapolis station operated by Indianapolis Broadcasting Co., was announced March 16 by the FCC. The station, managed by D. E. "Flug" Kendrick, sought the change because he was confused with that of another station in the same area.

RADIO PROGRAM CONFERENCE—These leaders in radio and women's activities attended the conference in New York on March 25 devoted to women's and children's programs. They are, left to right: Mrs. Harold V. Milligan, president, Women's National Radio Committee; Miss S. Prall, chairman FCC; M. H. Aylesworth, president NBC; Mme. Yolanda Mero, advisory board member, Women's Committee; J. Truman Ward, NAB president; Frederic A. Willis, assistant to president, CBS and Franklin Dunham, NBC educational director.

April 1, 1935 * Broadcasting
Food and Drug Bill Takes a Back Seat
Believed to Have Little Chance Despite Presidential Message; Changes Remove Main Radio Objections

DESPITE a Presidential message to Congress urging enactment of food and drugs legislation, the Copeland-Tugwell bill (S-5) to be reported by establishing rigid control over sale and advertising of food, drugs and cosmetics, has taken a back seat in which only the barest chance of becoming law at the current session.

The transmission to the Congress on March 22 of a special message from President Roosevelt asserting the need for new legislation, the Senate Commerce Committee, of which Senator Copeland (D.) of New York, is chairman, reported S-5 favorably to the Senate by a split vote of 9 to 6. A minority report will be filed by Senator Clark (D.) of Missouri, who was chairman of the subcommittee which held the hearings on the measure earlier this month. Senator Clark along with Senator Thomas, who is strongly opposed to certain provisions, notably that which would provide for the cooperation of the Commerce Committee to the Department of Agriculture over advertising of the commodities.

Still Objectionable

WHILE the measure is regarded as a distinct improvement over the last draft, as a result of amendments, the Copeland-Tugwell bill is still held to be somewhat objectionable from the standpoint of most salesmen. It is opposed by broadcasting. It still contains the provision in the so-called "dealer" section which discriminates against broadcasting and in favor of small local papers, supposedly in intrastate commerce. The major objection otherwise is from the Commerce Committee which is opposed to setting up the Department of Agriculture as the autocrat over advertising.

On March 21 Senator H. B. Bellows declared, following an analysis of the new bill: "A careful study of report No. 361 of S-5 indicates, from the standpoint of broadcasting, a considerable improvement over the earlier draft. The discrimination against radio in the retail dealer section is still a very serious flaw in the bill, and it still remains true that if the bill would set up a wholly new agency for the regulation of advertising in addition to the regulatory power already vested in the Federal Trade Commission."

President's Views

IN HIS MESSAGE, President Roosevelt did not specifically endorse the Copeland measure or any other pending bill. He simply said that he would urge Congress for enactment of the basic principles involved, to protect the consumer, and to protect the vast majority of legitimate merchants who are now being penalized through legislation against the minority of "evaders and chiselers." He said that in his opinion those who have made "loopholes" in the old law, on the books for more than a quarter century. "It is time," he said, "to make practical improvements. A measure is needed which will extend the controls formerly applicable only to labels to advertising also; which will extend protection to the trade in cosmetics; which will provide for a cooperative method of setting standards and for a system of inspection and enforcement to reassure consumers grown hesitant and doubtful; and which will provide for a necessary flexibility in administration as products change conditions.""

Only a Possibility

ON MARCH 26, however, Senator Robinson, of Arkansas, Democratic leader, disclosed a legislative "must" list, approved by the Administration, which did not include food and drugs legislation, but mentioned it only as a possibility. After a conference at the White House, Senator Robinson said that the subjects to be considered during the remainder of the session include social security and unemployment insurance, regulation of utility holding companies, increased capital for Home Owners Loan Corp., banking legislation and NRA extension.

Then, in a secondary list, he said the President has furthermore indicated his desire that transportation legislation may be worked out so that it cannot be determined now whether this legislation can be completed during the present session. "Winding up in the rear was the possibility that the Pure Food and Drug Act may be brought forward."

This, plus the fact that the Commerce Committee itself is seriously split on the Copeland bill, led to extreme pessimism even on the part of proponents of the measure. Even should the bill succeed in getting through the Senate, it would have to start from scratch (Continued on page 14)

Tests by Sunkist Pave the Way for National Campaign

Favorable Results Are Shown After 19-Station Drive

AFTER a 60-day test campaign on 19 Eastern and Midwestern stations, California Fruit Growers Exchange has learned that its advertising is bringing results. The Exchange is studying results prior to an extension of its radio advertising in the near future. Details of the campaign will be made public, with Lord & Thomas, Los Angeles, handling the account. Definite figures will be mapped, with target audience tabulated and consumer reactioncharted. The Exchange has announced that it is satisfied with the test drive and will continue radio advertising of citrus fruit in May, with copy to be placed again in the East and Midwest. Meanwhile, one-minute daily spots are being placed on WMT, Waterloo, Iowa, and WFOR, Fort Lauderdale, advertising the health qualities of lemon juice. In addition, an experiment is being conducted at KHJ, Los Angeles, and WTSA, New York, for a possible national drive of several months duration has been contracted on daily morning participation programs, which has not been used for the past 15 years, but not Sunkist. This drive is promoting health qualities of lemons and oranges, it being considered unwise to encourage other Californians to eat citrus fruit.

Promoting New Uses

SOME PARTS of the country offer a virgin field for new uses of citrus products, the sponsor of the drive will be introduced in this phase of the campaign. The 60-day campaign took the form of one-minute spots with the script calling attention to the health properties of Sunkist navel oranges. Stations included WBZ, WBZA and WNAV, Boston; WOR, WNYC and WJZ, New York; WBBQ, WDRC, Hartford; WEAN, Providence; WCAQ and WBB, Balti more; WBBN, Chicago; WTMQ, Phil adelphia; KDKA and WJS, Pittsburgh; WGBG and WATM, Cleveland; WJR and WWJ, Detroit; WDGC, Atlanta; WDNC, Richmond; WLO, Louis; WENR and WBBM, Chicago. The Exchange, a cooperative, had used Los Angeles stations and a network program for Sunkist but had been off the air for a couple of years.

Big Chevrolet Campaign

CHEVROLET unit of General Motors is undertaking another spot campaign, seeking to clear time on more than 260 stations for a 15-week transcription service. The campaign is dubbed from the WBS World Library, with Hugh Conrad announcing. The campaign is a weekly, and is being placed through Campbell - Ewald Co., Detroit, with local dealers participating in the sponsorship.

HAVING concluded his Sunday night series on CBS for Peacock, Eddie Cantor has established offices as a radio consultant on advertising rates at 113 W. 57th St., New York.

Page 10
An Analysis of ‘Sponsor Recognition’
By JOHN M. DOLPH
N. W. Ayer & Son Inc.

LISTENING AUDIENCE IS DESCRIBED AS THE BEST CRITERION; IMPLANTING THE ADVERTISING MESSAGE MOST IMPORTANT

GREAT DEAL has been said in the past and more is going to be said in the future about the relationship in the advertising business between the artist and the sponsor. His new phase of inquiry has been given the name of “Sponsor Recognition.” And in certain radio surveys being regularly conducted, there has been made a definite part of the program by many of the radio advertisers to find out how much they spend and in what manner funds are being spent to market their products. Industrial research. . .

“SPONSOR RECOGNITION” is a term appearing more and more in surveys which attempt to evaluate the “circuitulation” of radio. There’s danger in that, and Mr. Dolph, looking at the subject from the agency viewpoint, goes right to the heart of the problem and points out the weakness of the method. After all, advertisers spend money because they want to sell their products, and not to provide memory tests for the listening millions. The writer offers excellent food for the thoughts of those who believe that listeners should be mobile advertising directories.

With a certain few exceptions which, at the moment, appear to be opportune and clever scattering of important information through an accoun-
torial matter such as interruptions by the announcer, gags and situations by the artist, most radio advertising has a semblance of the form of spot announcements. . .

I am not convinced that the good will and gratitude supposedly achieved by the advertiser for the mere fact that he presents the program is all that it has been credited to be. Rather I believe that people consider radio more or less their natural heritage, paid for when they bought their set much as their newspaper is paid for when they pay their two cents, regardless of the fact that the advertiser also makes the newspaper possible. All of which leads up to the subject of sponsor recognition.

That is the same question in my mind as to whether some of our most successful programs, commercially, would show high sponsor recognition. On rather careful inquiry into the figures as presented by field studies taking this point into consideration, I find that a surprisingly small proportion of people can name offhand the sponsor of some of their favorite radio artists. . .

Popping the Question
MORE and more this condition is going to become a bugaboo in radio advertising until it is understood. The same condition exists in the music industry, and it is a matter of public sentiment that music has been given by the artist and public with the desire to surround his advertising messages.

The reason for this seems to me to be simple enough when the birth and growth of the radio business is considered; since most of the people interested in the early days of radio was done for purposes of experience, publicity and just for fun. It was during that period where world-wide popularity for large working capital in the average radio station. . .

The question at that time was: “Who is going to pay the artist?”. As a result, when radio was freed for commercial purposes the first money which came along was that of the sponsor who, having paid the artist, put on the show.

There isn’t much difference basically between the attitude of the reader of the newspaper or magazine and that of the radio listener. In publications the reader has become quite accustomed to the intrusion of advertising. He glances at some advertisements, partially reads others, and gives his most careful attention to those which refer to the current needs of his life. He does all this while being instructed or entertained by editorial material.

In radio he is rapidly learning to accept the presence of advertising material and probably goes through a very similar performance in the selection of that to which he gives his best attention. He too is being entertained or informed and he too has the privilege of “turning the page” or figuratively glancing away if he is not interested in the advertising which is being presented to him.

But in either case, there’s the same potential danger in the advertising. On the one hand, the reader may turn away or skip past the advertising to continue reading. On the other hand, the radio listener may be so engrossed in the program that he ignores the advertising. . .

CHANDU MAGICIAN SERIES IS REVIVED AND RECORDED
ALL of the Chandu the Magician programs now being sponsored over WGN, Chicago, are being transcribed in the Chicago studios of WBS direct from the WGN studio. It is possible in this way to employ a special program in a spot campaign on additional stations to be selected. The programs, sponsored by Sterling Products Co., New York, whose new Cafi-Aspirin, are being released on discs over WJIR, Detroit.

The revival of Chandu over the two stations is a test campaign in the two markets, the success of which will determine its expansion. WGN carries it five nights weekly at 9:15 p.m., and WJIR has a similar schedule at 6:15 p.m. Both schedules are for 15 weeks, the account being handled by Blackett-Sample-Hummert Inc., New York.

HEINZ TESTS SERIES
H. J. HEINZ Co., Pittsburgh (57 Varieties) in March started a schedule of 45-minute programs over WPJR, Hartford; WHK, Cleveland, and WTOP, Minneapolis, which features Col. Roscoe Turner, noted speed pilot, and is being tested for possible later expansion to other stations. It runs five times weekly, placed through Mason Inc., Detroit.
OUT OF THE demise of American Broadcasting Co. on March 26, when it ceased feeding programs to 10 stations along the Eastern seaboard, has come a proposal for a "mutual program exchange" ventures, neither claiming network aspirations. The plan has been formally broached within a few days.

CBS Supplemementaries
SIMULTANEOUSLY, there were wholly unconfirmed reports that CBS, due to the demise of ABC, might reconsider old plans for a "national" network, but that has been pigeon holed, the primary purpose of which would be to feed commercial stations with extra supplementary stations which do not receive commercial bookings only for the basic network. The problem has been that of original station-owning features for the supplementary stations. More than a year ago, CBS executives asked themselves how a plan could be evolved which would permit CBS, at this time, is problematical.

In connection with the cessation of operations, Walton Butts, also president of WNEW, sent the following telegram to affiliated stations on March 25: "We also inaugurate affiliated stations to a great on the amounts to be paid by them for sustaining service and due to the operating losses incurred while providing this service, we are compelled to discontinue all network service of a descriptive nature.

At some future date we can get together on some mutual basis.

The mutual proposition which failed at the meeting, it is understood, involved pro-rating line charges, but nothing came of it.

During the last month of ABC operation, it was stated in one quartet, the operating deficit ran about $500,000 with a number of stations failing to remit for line charges at approximately $1,500 each.

Mr. Flamm and Mr. Gimbel made public the following joint statement regarding their project: "We have formed the idea that a combination of their respective stations WNBC and WIP would afford advertisers the opportunity of reaching the vast audiences of the two stations in their respective areas at a rate considerably below that of any single high powered station.

The combined audiences of these two stations is equal to almost twenty percent of the population of the United States. The stations occupy excellent wave lengths and have sufficient power to do a thorough job in their market in both areas.

Both stations are independently owned and operate in these areas.

This arrangement will draw the city of Father Knickerbocker and Father Perry's friends and will eliminate the 8-mile gap that separates them."
Radio Clouds on the Rio Grande Horizon

BY VINCENT S. BARKER

The intimate story of the kilocycle dust storms created by U.S. promoters licensed by Mexican Government

THE SUMMER of 1930, when Federal Radio Commission was spying an eye on and cramping the style of stations broadcasting programs whose commercial ventures were of a misleading character or of such a radical nature, and Better Business Bureaus were frowning upon a broadcasting of so-called "psycho" programs on a "send-a-lander" basis, two Texas promoters upon the happy idea of building a broadcasting station across the Rio Grande—as close to the United States as possible—from which location they would be able to broadcast programs of whatever nature they wished, regardless of finding ill favor in the eyes of the FCC or its enforcement officers. After all, they would be a foreign radio station broadcasting from a foreign country, and as long as they complied with the very nicest Mexican radio laws, they could worry!

The idea was great. They would have enough Mexican laws in their company to make the thing legal, and that could be easily arranged. Permission was obtained from Mexico City to form the International Broadcasting Co. S. A., to build and operate a broadcasting station in Reynosa, in the state of Tamaulipas, immediately across the international bridge at Palma, Texas. The call would be XED.

Although all the money put into the scheme was American, the company was incorporated in the Mexican state of Tamaulipas, and the thing was legally and technically a Mexican concern.

One-Hundred Hours Contract to build a station of 1,000 watts power—a consideration for five years—was awarded to one W. E. Branch, a radio engineer of Fort Worth, Tex., in July 1930 construction started.

An louver-stucco-brick building was erected on a site about 1,000 yards from the Rio Grande, snugly between the Hampton's Place on the one side and the Astec Club on the other. It contained two studios, two offices, reception hall and transmitter rooms, while additional office and studio space were rented in McAllen, Texas, some nine miles in from XED, and telephone lines were connected to join the two points.

Things progressed smoothly and the opening was set for the early part of November. Commercial accounts were obtained with the Rio Grande Valley Chamber of Commerce, the Rio Grande Valley Bridge Co., the South Texas Building and Loan Co., and the Hicks Rubber Co., while across the river the Berreatega Habanero people and the Carta Blanca Beer Co., bought time on the new station.

On Nov. 8, 1930, the inaugurations of XED, "The Voice of Two Republics" started. I say started, for it was to run uninterruptedly for 100 hours—and it did! What with the fall rains and the newly broken ground, there was a foot of mud around the building, and through this slpped local dignitaries, artists, orchestras and sightseers for four days and four nights. When the brain and tongue lagged, the convenient Astec Club or Sam's Place provided new inspiration.

What an inauguration! Reynosa had never seen anything like it. Even a July 4 bull fight couldn't compete with a concentrated four days sprees like that. When it was over, the newspapers printed the lists of "who's" on her "clear channel" of 965 kc.

Since all U.S. stations are assigned frequencies of 10 kc. separation, XED ran a sitting half hour a day on stations on 960 kc and 970 kc, and must, of necessity, cause interference to both.

Dollars, Dollars Everywhere

ONE American engineer and one American announcer were in charge of the broadcasting on the Reynosa side, the remaining office and technical employees being Mexican, while most of the American artists and orchestras went on the air from the McAllen studio. Among the orchestras were Jimmy Rogers, Roy Horwitz, and the Hicks Rubber Co., while Spanish artists from Reynosa and McAllen filled out the program.

Dollars rolled in from all parts of the Union, a few from Canada, Mexico and Honolulu.

The station was on the air from 6 a.m. to midnight, and programs were selected from the lists of Mexican stations, while songs restricted by the American Society of Authors, Composers and Publishers. For a time even the program was picked up from a Texas station and sold to a Mexican beer company, the beer continuing being read while the Pepsodent ad was made. XED would fade the program in during the winter months, cut it at the end of the show to put on the beer closing commercial before the Pepsodent announcement could be heard.

Along toward the summer of 1931 there were rumors of an impending rival to the XED. A former Dr. John Jr. Brinkley of Milford, Kan., having lost his broadcasting license in that state, was reported to be building a station—an unheard of power in those days—in the Mexican town of Villaluca, along the border about 20 miles west. Rumor developed into a fact when construction started in July 1931, the contract again being awarded to Mr. Branch.

Then Came the Lottery

ABOUT this time things at XED were not so good. Most of the commercial accounts were off, and the income was largely dependent upon the peep shows in the programs that cost the sponsor nothing to put on, the station splitting 50-50 on any returns. Expenses were cut, and the photophone records took the place of the Mexican orchestra and marimba band. However, radio showing days were just ahead—for a Houston, Texas, theater owner, one Will Horwitz, had just had a bright idea. He made a deal with the owners of XED so that he could control the station, and the bright idea—XED's lottery that would bring him a prison sentence—was started.

The lottery was entirely on the level, a Tamaulipas state affair, all drawings taking place on the Plaza in Reynosa in the presence of state officials. It was broadcast by air and on the air. One whole ticket cost 20 pesos (about $6) but parts of a whole ticket could be bought and the ticket cut accordingly. A total of 10,000 pesos were given away at each monthly drawing, the first prize being 5,- 000 pesos and the tickets were proportionally smaller. The fortunate winner of the first prize was called by a prison sentence whenever this was possible, and notified of the happy fact, the check being mailed immediately. All orders for tickets were addressed to the station in Mexico and all tickets were mailed out from that point, not from the Texas offices, so no one knew where the lottery money was going.

This took some time to get the American public, or rather the public, to bite. "Plug the lottery was the order of the day, and plug they did. The station was now on the air free of charge, and again from 4 a.m. to 7 a.m., so they got you going to bed and they got you up again, but besides all the other program production. It was plug, plug, plug—lottery, lottery, lottery, and gradually the tickets began to come in and then built up with amazing speed until XED had 15 Mexican stenographers.

(Continued on page 86)

April 1, 1935 • BROADCASTING
Copyright Bill Eases Burden on Radio
Government Group Strips ASCAP of Much of Its Power
In Revising Measure for Senate Subcommittee

ADOPTING practically all the recommendations made on behalf of the broadcasting industry, the NAB to lessen hardships imposed by existing copyright laws, the Interdepartmental Committee on Copyrights of the State Department, on March 28 was ready to submit to the Senate Foreign Relations Committee the revised draft of a proposed bill to amend the copyright laws. The revision was made following a series of hearings by the subcommittee in February, held at the request of the Senate committee.

Senator Duffy (D.) of Wisconsin, planned to introduce the bill in the Senate, and have it referred to the Patents Committee, of which Senator McAdoo (D.) of California is chairman. Hearings probably will be held, since such a request from the American Society of Composers, Authors & Publishers, which would be stripped of much of the arbitrariness over which it now holds, is seen as a foregone conclusion.

A copy of the revised bill and a letter analyzing the changes were submitted to Philip G. Lourkes, NAB managing director, by Wallace MacLaren, State Department official and chairman of the Interdepartmental Committee. The proposed amendments are designed so that the NAB, which was a member of 1930 amendment of the Foreign Relations Committee. It was on this instruction that the Interdepartmental committee conducted the conferences which brought about the revised draft of the bill was submitted.

Infringement Fee
MOST IMPORTANT of the amendments suggested by the Committee was the elimination entirely of the existing $250 statutory minimum for innocent infringement of copyrighted works—a provision that has been used ruthlessly by ASCAP in imposing arbitrary license fees on broadcasters, hotels, restaurants and others it classes as copyright performers for radio.

Impressed with the argument advanced by the spokesmen for the broadcasting industry, the committee suggested that such stations be placed on equal footing with periodicals and newspapers with respect to injunctions, the revised draft would eliminate copyright owner from holding up an entire broadcast by temporary restraining order in a copyright infringement suit. Also proposed is the NAB suggestion that there be no multiple infringement of the same composition by the same person.

In his letter to Mr. Lourkes, Mr. McClure enumerated the changes made in the bill. Among other things, the measure extends the scope of copyright laws to include literary matter and

Copyrighted music broadcast over stations; exempt from copyright requirements hotels, taverns, restaurants and others who pick up programs on receiving sets for incidental entertainment of patrons, and provides automatic copyright of all foreign copyrights. The stand of the NAB was supported on all controversial points by the American Hotel Association, and the Motion Picture Theatre Owners of America. The National Editorial Association also had approved the general proposal.

Removing Abuses
THE REVISED measure, according to Mr. Lourkes, appears to meet all of the objectives the broadcasting industry had to the original measure. "It seems to be the most constructive thing yet attempted to correct the abuses in the music copyright field," he asserted.

In writing Mr. Lourkes, Chairman McClure said the Interdepartmental Committee considered "with sympathy the peculiar situation of the broadcasters as a comparatively new industry making very large use of copyright material and not finding in the present copyright law, which was enacted before the advent of broadcasting, any special reference to their needs. They will therefore find, I believe, that the amendments in the new draft have been brought closer to the requirements of the broadcasting industry as stated in your brief (NAB brief filed on Feb. 23).

Excerpts from Mr. McClure's letter, enumerating the changes which apply to radio, follow:

The right of broadcasting granted in Section 1 (f) has been enlarged to include other analogous uses, and the right of the broadcast, to which it is assumed the broadcasters will find no objection.

The partial "writings" of revised draft, p. 6, line 9) has been restored in place of the word "works", thus removing any danger as to the adoption of the so-called "oral Copyright". The Committee did not believe that oral copyright would be required under the Convention and this opinion has been concurred in by some of the counsel who appeared at the hearings. However, the use of the word "writings" serves to remove any doubt on the question.

Careful consideration has been given to the language proposed by you for an amendment to the proviso to Section 8 of the present law (pages 114-42 of the new draft). It is understood that the broadcasters desired to be certain that they may continue the use of recordings or arrangements of music made for broadcasting from works hitherto in a work and in all limited to which copyright will accrue after the adherence of the United States to the Copyright. It is believed that the language of Section 8, proviso, is broad enough to permit such continued use, but for the sake of better assurance in this respect, certain changes have been made in the language of the final clause. It is not understood that the broadcasters mean an arrangement or recording not made by them but merely purchased. The purpose of the proviso in Section 8 is to afford all equitable protection to such arrangements or recordings, vested money or incurred liability in the direction of performance of works which was in violation of the copyright at time when the undertaking began, but not to permit everyone to use a work which was not protected which the language of the Convention requires generally the protection of all works for which copyright exists in this country.

The changes suggested by you in Section 23 (pp. 19-21 of the new draft) as to the permissibility of other proof of the date of origin of copyright or an amendment to Section 24 (p. 21) as to the registration, and registration, have been adopted. You note also that language has been inserted in Section 14 to this effect, shall in no case exceed 56 years, so that when an unregistered work has been published, a new term will not expire. (Continued on page 24)

Government Wins ASCAP Skirmish

A SMASHING victory in the first primary clash involving adjudication of the Department of Justice's antitrust suit against the American Society of Composers, Authors & Publishers, was won by the Government March 21 when Judge Knox of the Southern District of New York, granted the Government's motion to strip the case of irrelevant matter.

Sustaining practically every contention of the Department, as advanced in January by Andrew W. Bennett, special assistant to the Attorney General, who has been in charge of the case, Judge Knox at the same time denied a counter motion by ASCAP chief counsel, Nathan Burkan, seeking to delay the case through taking of deposition throughout the world. He left the way clear for ASCAP to reapply to testify on three or four of the relatively minor points, but only if exceptional reasons for advance are shown.

By the court's ruling, the case is limited to the important issue of illegal price-fixing by ASCAP and the role played by the Government built its case. Mr. Bennett had argued before the court that the definition of the issue, and that the power to fix royalties, exercised by ASCAP, was tantamount to the power to fix prices, Judge Knox sustained this viewpoint.

Argument Expeditied

WITH the issue so restricted, it is now likely that argument of the case before the court will be expedited. The final suit, filed last year, ASCAP sought to bring into the case such issues as its difficulty in fighting piracy, the influence of copyright societies, hearings before Congress, and the like, all of which confused the case.

Judge Knox has ruled that the only motion to take depositions would have delayed action indefinitely, if it had been granted, since ASCAP had proposed to have a commissioner appointed to take testimony in many foreign countries, as well as in the United States.

When the case, which alleges violation of the Sherman Antitrust law by ASCAP and names 132 defendants, is brought to trial, it will be problematical because of the crowded docket of the Federal District Court for the Southern District of New York. However, with the elimination of extraneous issues, trial will be hastened.

In denying the ASCAP motion in its entirety, Judge Knox added that the denial "is without prejudice to the right to renew as to the trial and decision of the question of the effect of the Convention on any case, and who can testify to defensive matter that is relevant and material to the case." He further added: "I may say now that if a renewal motion is made, a strong case for relief will have to be presented."
If you’re interested in dominant low-cost coverage of Western Missouri and Eastern Kansas—study this map of WREN audience mail based on 24 months ending January 1, 1935, and exclusive of NBC or mail directed to sponsors of NBC programs.

The only outlet for N. B. C. Blue Network programs between St. Louis and Denver.

There are 336,510 native white families in the white area. WREN received at least one piece of audience mail each month from each 200 native white families living in each county in the white area.

NOTE—In the counties of which Kansas City, Missouri, Kansas City, Kansas, Topeka, and St. Joseph are a part, WREN actually received one piece of audience mail monthly from each 72 native white families living in these four important trading centers.

There are 95,267 native white families in the shaded area—WREN received one piece of audience mail monthly from each 500 native white families.

There are 276,767 native white families in the black area. WREN received one piece of mail from each 1,000 native white families.

No detailed record was kept of the mail outside the 150 mile radius.

The figures tell the Story of WREN Coverage—actual response, a survey of indisputable facts.

Creig, Blair & Spight, Inc.
National Representatives
New York - Chicago - Detroit
San Francisco - Los Angeles

Vernon H. Smith, Manager
Main Offices and Studios
WREN Building
Lawrence, Kansas

WREN
"A BIRD IN THE HAND"
NEW ESTIMATES of radio set ownership in American cities are presented herewith as a sequel to the census of "radio homes" for the United States reported in the March 15 BROADCASTING in a review of the recent CBS report Lost and Found which set forth radio ownership by states as of Jan. 1, 1935. CBS has now broken down its reports into county and community estimates by applying to each county the state-wide average ownership found to prevail in each state for each of the following population groups: cities over 100,000 populations, cities of 50,000-100,000, cities of 2,500-50,000, rural non-farm communities and rural farms. Individual state reports are available upon request from the Market Research Department, Columbia Broadcasting System, 455 Madison Ave., New York. CBS explains how it projected forward the 1930 federal census, to make available a 1935 census, as follows:

"The breakdown of number of families in each of these population groups, by census tracts and census tract areas. The resulting figures of radio set ownership are thus entirely dissociated from the 1930 radio census and must not be confused with projections which use this first radio census as a base. Radio set figures for 1935 are based entirely upon the adequacy of the survey upon which they are based and upon the degree of agreement in radio ownership in any size of community as compared with the state-wide average of all communities of that size throughout a given state."

### Radio Set Ownership by Principal Cities of the U.S.

<table>
<thead>
<tr>
<th>State</th>
<th>1920 Total Radio Homes</th>
<th>1925 Radio % Ownership</th>
<th>1930 Total Radio Homes</th>
<th>1935 Radio % Ownership</th>
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<td>8,000</td>
<td>90.0</td>
<td>14,000</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>Milwaukee</td>
<td>6,000</td>
<td>85.0</td>
<td>11,000</td>
</tr>
</tbody>
</table>

*Note: The figures represent estimates as of Jan. 1, 1935.*
THE BLACK GHOST

Black in robes and black in heart, The Black Ghost rides daringly out of the Western night to send a good, old-fashioned tingle up and down the collective spine of ANY audience. A yarn of the Old West when men were men and Larry Brandon, cow-hand, was one of them... man enough to take up the trail of The Black Ghost the night of the hold-up at the Diamond Stud, to face and to overcome odds that only a typical Western hero COULD overcome... and, of course, man enough to win the hand of Betty Cameron, without the like of whom no plot would be complete. And what a plot THIS is! Why, even the hardest-boiled radio executive can't listen to one episode of the twenty-four without feeling a pardonable yen to know just WHO this Black Ghost is!

Open your doors to a bigger AUDIENCE

Transcriptions that get interest and hold it! Better yet... transcriptions that do a job for their sponsors! MacGregor and Sollie transcriptions are commercially-tested! These mystery serials, for instance... or any in the MacGregor and Sollie program service for every taste and age, totalling 24 hours per week. Nationally-famous artists from radio, stage and screen! Perfect reproductions! Merchandising possibilities! Everything! WRITE OR WIRE FOR COMPLETE DETAILS

THE HAWK

Pandora's box was a musical jewel case on the dressing table compared to that Egyptian tomb which released to the world the curse of The Hawk! Weird, supernatural, but, in the end, as logical as the simplest cause and effect, The Hawk gives Scotland Yard enough troubles, laid end to end, to reach half way around the world. Matter of fact, Inspector Dunning DOES get half way around the world by the time the sixty-sixth of sixty-six startling episodes reveals what you might have guessed all the time... but didn't. Successfully sponsored by leading advertisers, The Hawk has bated a lot of breaths all over this mystery-loving nation of ours... but maybe not in the area YOU want to cover. Why not find out from us?
North American Tries Wired Radio
In Cleveland Area

Equips 200 Homes and Offers Choice of Three Programs

INSTALLATION of an experimental "wired radio" service in Cleveland has been completed, with 200 two-way sets moved into a group of 200 homes to pick up programs transmitted along electric power lines from the power company substation in the Lakewood section of that city. A choice of three programs is being offered, selected from four transcriptions made for Wired Radio Inc., by its sister company, Associated Music Publishers Inc., of North Hollywood. The test installation, conducted under the auspices of Electrical Research Products Inc., will decide whether to expand the project to the city as a whole, taking on large city at a time.

Three Program Channel

ON THE THREE program channels, 17 hours of programming per day are being offered. One channel consists of varied musical and entertainment fare, with programs beginning m. to 11 p. m.; a second carries classical programs and the third request programs through the evening. The actual program of the day is determined by listeners, with each of the two permanent installations, to charge a rate of $1.50 to $7 per month, dependent upon the size of the set used. The charges would be added to the monthly electric power bills of subscribers.

The Cleveland experiment is being conducted by the Musak Corp. of Ohio, a subsidiary of Wired Radio Inc., which in turn is a subsidiary of North American, a giant holding company in the utility field. The plan is to organize local or intrastate companies, since the federal communications commission has come under Federal jurisdiction.

The successful Cleveland program could come under Federal jurisdiction.

Headquarters of the Cleveland company are at 318 Cathedral Ave., Lakewood. Frank Ryan, former manager of WMEM, Cleveland, before its acquisition by NBC, is the executive head. Ryan comes under the commission's jurisdiction.

The Musak Corp., known as Wired Radio by AMP have been underwritten by the studios of ERPI at 2066 Docutav Ave., Bronx, N. Y. The project has been underwritten by advertisers transcribed at a cost of about $12,500. While 40 playing hours already have been transcribed, the project is expected to expand to the city wide.

FASHION PROGRAM THAT SELLS

Cooperative Morning Broadcasts on Capital Station

Effective for Stores Appealing to Men

FASHION copy over the air with a personality behind it—that's the story of the success of a 15-minute cooperative morning program, Shopping with Betty Hudson, heard over WJSV, Washington, four days weekly. Miss Hudson's "in the store" personality and program items, furniture, novelties, department store goods, etc., is traced to the definite appeal to the feminine audience.

Once with Macy & Co., New York, Miss Hudson also has conducted a shopping bureau called "On the Rue de la Paix," providing ample merchandise background for her next program. In a little over a month she has proved to the somewhat skeptical commercial department of the station that her fashion summaries and shopping talks could pull for the advertisers participating on her 15-minute program.

How It Is Done

THIS IS HOW she does it. First she contacts a likely store, giving them an idea of what a varied audience will be reached by radio advertising. Then, by means of showing merchandise by appealing to her feminine audience from a fashion point of view, she is sure of success in selling such items as furniture, novelties, department store goods, etc., and describes them in detail on the air.

Program always starts off with a chat about the newest trends in fashions, house decoration, or whatever merchandise her advertiser has chosen, leading up to the actual "counting" of goods, an article for sale and their price, if the advertiser desires it.

The program gives many casual chats may deal with color in clothes, table decoration, beauty hints, or what so-and-so was wearing at such-and-such a place. In the week covers the meat of the program, approximately 300 words per advertiser. The whole program is carried out in a chatty fashion, and the feminine buyers have responded to this approach.

Miss Hudson now has many regular advertisers. M. Philipsborn & Co., one of Washington's better specialty shops, has used Miss Hudson's programs over since she has been on the air, and its advertising manager in a letter to WJSV said: "We are very pleased with the results we have received from Betty Hudson's program. Her fashion copy is excellent, and we have heard comments complimentary to her style of delivery and personality on the air. We feel certain that her program has a great appeal to every woman."

Out-of-town Orders

GARRISON'S SHOP, which specializes in gift novelties, uses its program once a week. Besides, it handles sales for department stores such as S. B. Moses & Son, who reported to the station that they received phone calls to the store and money orders from out of town in response to Miss Hudson's program. The Goldenberg Co. has been using Miss Hudson's program for fur coat sales, which received direct response. She has continued to handle their advertising for spring merchandise as a result of this response. In addition she has had many stores for seasonal merchandise. She has also advertised a place for department merchandise being introduced through department stores. Also Emile Beauty Salon uses it from time to time.

Miss Hudson makes frequent trips to New York to keep abreast of the latest trends, and subscribes to several style services as well as the smart fashion magazines of the style centers of the world. She left in March when she returned from a trip around the world, and she adds colorful notes to her programs by telling anecdotes about shopping in various countries. Her chatty style has had much to do with the success of the program work and constant effort to introduce the new and usable to her audiences.

Texas "Pep-uppers"

SIGNING of Dr. Pepper Co., Dallas (Dr. Pepper soft drink) for a Texas Quality Network program, starting April 1, makes the book over 12 hours of coast to coast specials over that regional network comprising WFAA-WBAP, Dallas-Ft. Worth; WOAI, San Antonio; KKLX, Fort Worth; and KTHT, Houston. This is a comedy by "Sugah" and "Peppy", a novelty trio and an orchestra of the West. The advertising manager, titled the Pep-uppers it will be heard Sundays, 8-8:18 p. m. The sponsor also has announcements in various local stations. Tracy-Locke-Dawson, Inc., Dallas, handles the account.

New Railway Program

CHICAGO & NORTH WESTERN railroad, on March 15 started a series of 13 weekly broadcasts on WNEI, Chicago, with half-hour programs featuring Frank Westphal, host of "The News of the Week." Westphal appears on the Chicago and Chicago and North Western railways, Los Angeles. Newman & Wesley, Los Angeles, arranged agreements with the account for 10 stations to be selected. Mayfield Kaylor, production head of KTM, will write the series with technical work at the Freeman Lang sound studios.

Program for Two Items

Works for Bristol-Meyers

"YOU'RE CRAZY" or words to that effect, are being done by Bristol-Meyers Co., New York, just a year ago when the company decided to advertise both Sallie Hepatica and the associated products on WJZ's Town Hall Tonight program on an NBC-WAIF network.

This program, given March 20 by Tiny Ruffner, speaking for the sponsor on the first anniversary of the program, when he told the radio audience that Bristol-Meyers worked—so well, in fact, that millions of new users have been acquired during the year for these products. Still more, the sponsor was so pleased with the first year of the program that it has renewed, renewed the contract for a second year and will continue to promote both products.

www.americanradiohistory.com
join forces
to cover 2 Great Markets!

THROUGH the joint facilities of these two leading Independent Stations, advertisers desirous of broadcasting their programs to America’s First and Third Markets can now do so—*with network convenience—and with local station effectiveness and economy.* • Permanent lines will connect the two stations in this new co-operative hook-up which supplies a need long expressed by advertisers and advertising agencies. • Rates are based on the combined rates of the individual stations—*with all line charges eliminated!* • Further details on the new hook-up will gladly be supplied by

KNICKERBOCKER BROADCASTING CO.  
WMCA BUILDING • 1697 Broadway • NEW YORK

 PENNSYLVANIA BROADCASTING CO.  
35 South Ninth Street • PHILADELPHIA

JOHN BLAIR & COMPANY
CHICAGO: 520 North Michigan Avenue • DETROIT: New Center Building • SAN FRANCISCO: 485 California Street
For Advertising Agencies
Whose Clients Keep Changing Programs... We Suggest
MINUTE-DRAMAS*

To bolster up sales in any territory...to reach every type of individual in any and all languages...MINUTE-DRAMAS.*

If there is some particular point you want to stress, leave it to MINUTE-DRAMAS.* These sixty-second complete radio programs with music, sound effects, plots, drama, suspense, are tailor-made to suit any advertiser's need. They SELL...pound home sales messages...and are just the things to supplement a big show or act as a campaign by themselves.

Don't "wander up and down". Use MINUTE-DRAMAS. THEY SPEAK FOR THEMSELVES!

MINUTE-DRAMAS (registered and copyrighted) are short, terse, meaty sales messages, electrically transcribed. They are of the finest quality—wax recordings. Casts are all featured players in network programs. The cost? Lower than you imagine! We will be very happy to present complete campaigns to reputable advertising agencies for their clients, upon receipt of complete information.

Simply Address:
KASPER-GORDON STUDIOS, Inc.
141 BOYLSTON STREET, BOSTON, MASS.
One of the Country's Leading Program Producers

News Flashes Grow in Favor—Sponsors Showing Interest
More Sponsors Turning To Transradio Press

INCREASING sponsorship of Transradio Press over various stations, with more radio advertisers being attracted to news, is the major development in the radio-news situation during the last fortnight. Continental Baking Co., New York (Wonder Bread) continued to take the lead in news and the writer, extending its spots to more stations to bring them to a total of nine. Of these four of the stations are newspaper-owned.

In addition, General Mills Inc., Minneapolis, on behalf of its new Cal-Joan plan, started on March 19 to sponsor the 12:12:15 p.m. news periods Tuesdays to Saturdays inclusive on WOR, Newark, planning to shift to the 5-6:15 p.m. period as of April 27 for a 52-week contract.

Tobacco Sponsors
WAITT BOND, Newark (Blackstone Yankee Tobacco) also has purchased Transradio on WOR; and on WFBR, Baltimore, it is participating in a sponsored news period similar to that using Transradio on the Yankee Network. WOR previously had signed the Fischer Baking Co., Newark, for one hour three times weekly at 8-8:15 a.m. starting March 12.

Congress Clear Co., Newark, was reported to be entering the news sponsorship field also, through Gotham Advertising Co., New York, while the Menhen Co., Newark (toiletries), starting on Yankee Network, is now getting interested in Transradio news.

The newest additions to the list of stations carrying Transradio News for Continental Baking Co. are KRTN, Des Moines; WMJ, Cedar Rapids, and WKF, Indianapolis, which started March 25 through Batten, Barton, Durstine & Osborn. KRTN and WMJ are owned by the Des Moines Register, a Tribune whose publisher, John Cowles, is not only on the board of the Associated Press but is a member of the Publishers National Radio Committee, sponsoring the Press-Radio Bureau.

KRTN is carrying Transradio News for Continental, whose agency purchases the service direct from Transradio Press, are CKLW, Windsor; WSPD, Toledo; WADC, Akron; WBNR, Columbus; WHIO, Dayton, and WKN, Youngstown. WBNR is controlled by the interests owning the Columbus Dispatch and the Ohio State Journal, and WHIO is owned by former Gov. James M. Cox of Ohio. Publisher of the Dayton Daily News and Miami Daily News.

Among other stations scheduled to carry Continental's news feature is KSD, St. Louis, owned by the St. Louis Post-Dispatch. The contract was still in negotiation at the time BROADCASTING went to press.

CALL LETTERS of WHBD, Portsmouth, O., have been changed to WPAY.

Press-Radio Bureau Gets Favorable Response

"FAN MAIL" received by the Press-Radio Bureau in response to an announcement March 1, its first birthday, contained only one letter of criticism or complaint which was regarded seriously. Of 170 other adverse pieces of mail, nearly all alleg ed discrimination against Huey Long, Father Coughlin, or both, no attempt to conceal their political partisanship.

These 15 were among a total of 1,736 pieces which had been analyzed at the time BROADCASTING went to press. Returns are still coming in, according to James W. Barrett, editor of the bureau.

The announcement, made only once in the evening broadcast March 1, asked listeners three questions: "Do you like this service?" "Do you listen regularly?" and "Will you write and tell us?"

Most of the writers went out of their way to give additional information for which they had not been asked. For example, many who apparently had no interest in radio press relations told than that of readers and listeners, expressed the opinion that news broadcasting did not interfere with the sale of newspapers. They declared that in their own cases, such a service made them go out and buy newspapers to get more details.

Rural Reaction
SEVERAL newspaper dealers reported that the broadcasting of news increased their sales. The firm also reported a number of rural writers accounted for approximately 55% of the mail) described how customers sat around in the store in the evening, listened to the Press-Radio report on his set, and then walked over to the counter to order the next day's paper.

Inhabitants of remote rural districts in all cases begged for continuation of the service. On the ground that it was the only medium through which they could keep up with outside events. Many replied that they listened and invalids responded in the same vein.

In all this unanimity, however, the most striking feature was the universal desire for more news over the radio. Of those who expressed a choice, the numbers are about equally divided between advocates of a 10-minute news period and advocates of a full quarter-hour. Many of those who did not express a choice of one or the other actually said they thought five minutes was enough. All who mentioned the duration of the broadcasts wanted more.

Change in Iowa Calls
KSO, Des Moines, Ia., officially became KRTN March 17 under action of the FCC approving a change in call letters. Simultaneously KWWC, Cedar Rapids, adopted the call KSO. Both stations, along with WJIT, Waterloo, are owned and operated by the Des Moines Register-Tribune, through subsidiary corporations.

BROADCASTING • April 1, 1935
To Paul LeMay, brilliant young American conductor, WEBC extends congratulations for his achievement in building the Duluth Civic Symphony Orchestra into an organization that has won the acclaim—and the practical support—of music lovers of the Northwest.

WEBC hopes to have the privilege again this year, of presenting Paul LeMay and the Duluth Civic Symphony Orchestra in another series of network programs from coast to coast.
We cover the Waterfront...

...and it's a pretty big waterfront, too. The Niagara Frontier which stretches from this side of Erie, Pennsylvania, down to the outskirts of Rochester on Lake Ontario is one of the country's major markets. 1,312,551 people live here. Most of the workers are working. They're earning good pay. What's more important is the fact they're spending it. They're buying new cars, radios, washing machines, furniture, rugs, step-ladders and house paint. Automobile registration is 157% over last year. Department stores and other retail outlets report a consistent gain in sales since January 1. These million and a quarter people are prospering. They're definite prospects for what you have to sell them...and darn good prospects at that. You can reach every one of them through the Buffalo Broadcasting Corporation's stations...WGR and WKBW. We're not being conceited when we say that WGR-WKBW have the largest consistent listening audience in the entire Niagara Frontier. That's been proved again and again by unprejudiced surveys. Moreover, WKBW and WGR divide Columbia Broadcasting System and Buffalo Broadcasting Corporation productions between them. That means you can pick desirable time...put your message across in the way that's impossible when a single station carries network programs. Yes, we cover the waterfront and we do a thorough job of it. How about letting us help you cover the Buffalo Area—the Niagara Frontier.

Iowa Radio Lineup Undergoes Change

THE RADIO situation in Iowa underwent several major changes March 17. KRNT, owned and operated by the Register & Tribune through its subsidiary, Iowa Broadcasting Co., opened in Des Moines as a CBS outlet—the first in that city to carry CBS programs. Des Moines now has the services of all three major networks. KSO, the other Register & Tribune station, carries the NBC-Blue and WHO, owned by the Central Broadcasting Co., is the NBC-Red outlet. KRNT operates on 1320 kc. formerly occupied by KSO. On March 17, KSO was moved up to 1430 kc. On the same day, WMT went on the air from Waterloo and Cedar Rapids, as a merger of the old WMT, Waterloo, and KWCR, Cedar Rapids, both of which were owned by the Iowa Broadcasting Co. WMT operates on 600 kilocycles. New WMT studios are operated at both Waterloo and Cedar Rapids, and it is a basic outlet for the NBC-Blue programs. A new transmitter is located midway between the two cities.

KRNT started as a basic CBS outlet with the equivalent of 48 15-minute evening commercials from CBS, and with 17 15-minute day-time CBS commercials. The new WMT and KSO carry all commercials of the NBC-Blue network.

BY VOTE of the Orleans Parish Medical Society, physicians will be permitted to have their names used in radio talks in the future, provided copies of the talks be delivered are first submitted to the society for its approval.

ITALIAN PROGRAMS
On WMEX, Boston, now have waiting list of clients.

TWO DAILY news periods in Italian, over WMEX, Boston, now are being sponsored by four national accounts as well as a number of local accounts on a particular basis, according to Alfred J. Pote, general manager. The national sponsors, who placed the accounts direct, are Old Dutch Coffee Co., Boston; Dominion Distributors, Jersey City (Kahveh, coffee cordial); Floret Products Co., New York (Italina laxative salts) and Prince Macaroni Co., Boston.

The program, designed for the 200,000 Italian population in the Boston area, is supervised by L. Di Fante. The commentator is Ubaldo Guidi, of the editorial staff of El Progresso, Boston Italian language newspaper. The program has been on the air since last November and has proved highly successful, according to Mr. Pote, and now has a waiting list of sponsors. Broadcasts are from 9:45 to 10 a.m. and 6:35 to 6:50 p.m.

Soap Products Tests
SOAP PRODUCTS Ltd., Long Island City (Latherizer shaving cream) is testing a new 15-minute transcription series twice weekly on WNAC, Boston, placed through Kelly, Nason & Roosevelt Inc. This concern, also using WJZ, is planning to expand its radio placement considerably. The transcription being tested in Boston features Dale Wimbrow as the Mississippi Minstrel.

Station KSD—The St. Louis Post-Dispatch
 CONTINUES TO GAIN—WITH
 33% INCREASE
IN ADVERTISING CONTRACTS
DURING THE FIRST TWO MONTHS
OF 1935 COMPARED WITH 1934

Station KSD—The St. Louis Post-Dispatch
POST-DISPACH BUILDING, ST. LOUIS, MO.
Edward Parry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

BROADCASTING • April 1, 1935

www.americanradiohistory.com
By adding WMT to its famous chain of prestige stations, the NBC Blue Network has greatly increased and intensified its circulation in this important Eastern Iowa market.

Full time studios, operating in Cedar Rapids and in Waterloo, are producing more of the popular programs which have always made WMT a favorite station of Iowans.

Improved equipment and a new transmitter in an ideal location give WMT a stronger and clearer signal . . . thereby expanding its area and further perfecting its program reception.

These features, plus the new preeminence enjoyed by WMT in providing its listeners with famous NBC Blue Network programs, opens a splendid opportunity to do a better selling job in this great market.

Here is prestige selling at its best. Here, in fact, is one of the most attractive advertising buys in Iowa.
New Copyright Bill

(Continued from page 14)

begin upon subsequent publication.

In the new draft (p. 24, line 4), broadcasters have been included, as desired by you, in the exemption from temporary restraining orders.

The Committee considered carefully the request of your organization for a change in the bill which would restrict the owner of copyright to either damages or profits and not give him both, but it was doubted whether it would be wise to make this change from the present law. The notion of giving profits unconditionally to the copyright owner in an infringement case is solidly embodied in copyright law and has not hitherto, so far as the Committee is aware, met with any special criticism. The proportion of the profits to be awarded to the plaintiff is left to the discretion of the Court. While the Committee does not regard the question as entirely closed, it has not so far been convinced that the change proposed is desirable. As you know, effort has been made to avoid any changes going beyond what seemed necessary for the purposes of the draft.

You will be very much interested to observe that, on page 26 of the new draft, very material changes have been made amounting, briefly, to the removal of any stated minimum for statutory damages and the increase of the maximum in cases to $10,000. The Committee recognizes that this is a very important question in the conditions and forms of the use of copyright material since 1909, when the present Act was passed. Hence the provision for minimum damages of $250 was adopted. It seems reasonable and, all things considered, desirable to leave more to the discretion of the Court, while damages should not be so low as to amount to a license to infringe. The Committee believes that the change is in the public interest.

On pages 26-27 of the new draft, the requirement has been inserted of notice and registration in order to permit the copyright owner to obtain any remedy other than an injunction or the value of a license. This is in accordance with the desire of the publishers that notice should be given. The Committee further noted that the maximum value of a license under such circumstances has been reduced from $63,000 to $1,000 (new draft).

On pages 27-28 of the new draft, the provision that all parties who have adopted in part is provided that proof of fraud, or of good faith with the intention of infringing shall be sufficient to exempt him from liability except for the value of a license. The Committee, however, did not feel warranted in going so far as to strike out entirely the saying of some record in the Copyright Office or of the notice on a published work. Here, as in some other instances, there is danger of inventing the criticism that this is an "infringers' bill." The reference to performance of works in cities of over 100,000 population, however, has been omitted. It is hoped that with these changes the subsection will meet the needs of those cases.

In the provisions relating to infringement, the advertising matter as to which the Committee feels that the broadcasters have been included in the exceptions granted, and, similar amendments have been made in other portions of the infringers' report. A new section was added in general on the same footing as publishers of periodicals (new draft at p. 28).

Another change not specially asked for by the broadcasters, but which seems fair to them, is the provision relating to possible impropriety or destruction of infringing matter (p. 36). The harshness of imposing and particularly of destruction is recognized in the provision that they shall not take place where the publisher of a periodical or the broadcaster has acted in good faith.

Your proposed change in Section 25 (new draft, p. 30-40) has been adopted by providing that there shall be no inclusion in the🎶 of "the ordinary occupation by a guest of a hotel or lodging-house room", for the exclusion of such occupations.

You will be interested to note the amendment in paragraph (5) of the same subsection which eliminates the incidental reproduction of the copyrighted work in a broadcast relating to which it is not under consideration.

Simplification in our rate structure was the objective.

This new card lists 3 rather 12 rate classifications. Maximum discount is now 30% instead of 20%. For the year around advertiser there is an additional 10%.

If you haven't received your copy of the new WFLB rate card write for one.

The Onondaga Radio Broadcasting Corp.
Onondaga Hotel
Syracuse, N. Y.
SMASHED is the theory that a "chain" of stations ALONE "covers" Western America

55% of population here live outside the "35 mile" retail trading areas of cities having basic network stations. National advertisers, awakening to these facts, are now buying KNX as a major medium to blanket the entire area.

KNX Audience Unlike Any Other on Coast

KNX has an audience all its own. It can be likened to the loyal circulation of a hometown paper. Their radio is part of the family. They like to write to "their" station (KNX) and patronize KNX advertisers because KNX has taken the pains to give them the particular kind of entertainment and news that they want. You cannot buy this audience and its loyalty anywhere else. More and more national advertisers are realizing this situation and are using KNX on a major basis. Phone or write nearest KNX representative for data booklet "KNX Pleads Guilty", also for time and talent available.

**Roll Call of Grocery Products**

- Wheaties
- Horlick's Malted Milk
- Fels-Naptha
- Ovaltine
- Monarch Foods
- Washington Apples
- Libby, McNeil & Libby
- Sunscreen Prunes
- Congois
- Golden State Milk
- Dill's Tobacco
- etc.

**KNX — 'THE VOICE OF HOLLYWOOD'**

Speaking with 50,000 Watts Power on National Cleared Channel

*Represented by JOHN BLAIR & COMPANY*

NEW YORK 342 MADISON AVENUE

DETROIT NEW CENTER BUILDING

CHICAGO 520 NO. MICHIGAN BLVD.

SAN FRANCISCO 485 CALIFORNIA

April 1, 1935 • BROADCASTING
Modern RCA
located one mile from
providing more than
microvolts in Metro

More than 2000
in Secondary Area

One of the Reasons

WCKY IS DOING THE REAL JOB
EAR CHANNEL

Transmitter
Cincinnati
15,000
Metropolitan Area.

microvolts

FOR THE ADVERTISER!

Basic NBC
New Orleans Net Shift
NEW ORLEANS dispatches to Broadcasting have confirmed the report that WWL, operated by Loyola University, will become the CBS outlet in that city Nov. 1, replacing WDSU. Wider coverage on the college station's 850 kc. clear channel, on which it recently secured full time when KWKH of Shreveport was switched to another frequency, was given as the reason for the shift. Negotiations for the purchase of WDSU by Louisiana State College, with Senator Huey Long as the intermediary, are now understood to be at a standstill.

Market With Money!
Among the fifteen largest markets, Milwaukee rates—
Home Ownership 3rd
Automobile Ownership 5th
Radio Ownership 2nd
Industrial Payrolls 6th
Covered Thoroughly Only by
WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

WHAT GOOD IS DEMAND WITHOUT A SUPPLY?
In other words—why spend money creating demand—If you haven't the dealers to supply it? Obviously that kind of advertising expenditure is practically wasted—But there's one solution for the manufacturers when WANTS MICHIGAN'S RICHEST MARKETS! The solution is the Michigan Radio Network—with its eight stations—and its MERCHANDISING SERVICE. With this setup there is not only a demand created for your goods—but one that can be fulfilled! DEALERS! THE MERCHANDISING SERVICE GETS DISTRIBUTORS—CHECKS CREDITS—ACTUALLY TAKES ORDERS FOR MERCHANDISE—HANDLES DEMONSTRATIONS—PLACES DISPLAYS! Don't make the mistake of stopping at merely creating demand! Finish the job! Use the Michigan Radio Network MERCHANDISING SERVICE available to its advertisers without additional cost. Write or wire for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
CHICAGO DETROIT, MICHIGAN SAN FRANCISCO
William G. Rambeau 300 MADISON THEATRE BUILDING Douglas S. Nowell Russ Bldg.
MEMBER MUTUAL BROADCASTING SYSTEM
WOR, New York; WLB, Cincinnati; WGN, Chicago; WXYZ, Detroit

Spread of $3 Fee on Dance Musicians
For Remote Radio Programs Proposed
NEW YORK orchestras were nearing the end of their first month without radio outlets as Broad-
casting went to press, and the dance music situation, instead of being eased as the days passed, threatened to become more tangled than ever. The principal new element to disturb broadcasters was the suggestion that Chicago and other cities on local spots might emulate the example of Local 802 in New York, impose a $3 per man per broadcast charge, and (since this could never be paid) automatically take them off the air.

During the last two weeks, one or two more "name bands" have found their way to the airwaves because their leaders have elected to pay the broadcasting charge themselves, or have persuaded the players to help. There are very few of these cases, however, and the New York Association of hotel men remains adamant in refusing to pay the men extra for radio work.

Studio programs, and entertainment in general, is a non-economic type from night clubs, have been developed as a substitute for the entertainment formerly offered by stations without network affiliations. The owners have perfected their arrangements for bringing in music from other cities than New York, but now find themselves confronted with the possibility of losing many of these, if other locals of the union imitate Local 802.

Broadcasting is informed that the national organization, the American Federation of Musicians, has given no official consideration to the idea of extending the $3 levy to other contracts, but it is well known, however, that there have been informal conversations looking towards this, and Samuel Ta-

SUGGESTION that some of the big "name bands" may decide to withdraw from the air, is called "go it alone" is not entertained seriously in well-informed circles. It is pointed out that the top-notchers, with the possible exception of the only one who could afford to risk such a course, are also the ones who benefit by it, which keeps them from having sustaining programs. Most of them have commercials already, for which they are well paid. When they have been in sustaining periods also, these are often sponsored locally, or sandwiched between commercial announcements so they seem to be sponsored, and the results is to lessen their value in a sponsor's estimation.

For this reason, it is thought that the "name bands" who have sponsors would studiously refrain from upsetting the present arrangement, they like the scarcity value. Some of the broadcasters are wondering whether the scarcity will not suddenly be pronounced they will lose value.

Public interest in the musicians' private struggle reached the point where the New York Daily News decided it had sufficient reader interest to fill the "Inquiring Photographer's" column.

James Jena, once in answer to the question: "Do you think that orchestras playing steady engagements should be excluded from the $3 fee for broadcasting," said no, for the reason: "Yes, as long as jobs are plentiful; but when jobs are scarce, they might as well be considered part of the entertainment field."
These regular readers of BROADCASTING placed the major portion of radio accounts during 1934....acquaint them with your facilities by advertising in Broadcasting.

BROADCASTING
NATIONAL PRESS BUILDING
WASHINGTON, D.C.

www.americanradiohistory.com
The Mexican Paradox
WHAT a curious anomaly that the Mexican Government should become sponsor of so splendid a network program to stimulate travel in Mexico and good will toward our southern neighbor, yet at the same time give haven to American-owned broadcasting stations along the border that are operated by people who are persona non grata in a radio way with their own government?

Now comes the news that Dr. Brinkley, driven off the air in this country and later suffering his powerful border station at Villa Acuna to be dismantled by the Mexican government, has made his peace with the new communications powers at Mexico City and is back in radio over his own station. Dr. Brinkley is only one of a dozen or more who cannot secure or hold American radio licenses but somehow get them from Mexico for stations along the Rio Grande that throw their signals not into Mexico but northward into the States, often employing directional antennas for the purpose.

To these stations go many of the questionable and contingent accounts that U. S. stations won't accept or cannot accept under the code. The increasing interference they are causing U. S. and Canadian stations is a problem to which we believe our FCC could well devote itself; possibly the Mexican authorities themselves don't know its serious implications both technically and as a matter of good will toward Mexico.

When In Doubt—Don't
THESE are boom days for radio. Never before has the demand for time been so constant—a demand growing out of unquestioned results for the advertisers far exceeding the return for the dollar invested than he is able to derive from any other medium. Broadcasters are in a better position today to select their clients than ever before. Which brings us to our point.

The newly reorganized FCC is on the warpath. It is cracking down on stations that violate the regulations in the remotest degree. It has also started a campaign against stations which are accepting questionable medical and other commercials. It is going deeply into that old bugaboo—the educational-radio problem. In a word, it is aiming under its new regime to clean up broadcasting.

The lightning couldn't strike at a better time for the broadcasters. They can afford to drop improper commercials. For their own good, they can stand a little more stringent regulation, for when politics and "wire-pulling" go out the window, stability and self respect walk in the front door.

For the reputable advertiser and his agency, this New Deal in radio should prove beneficial in the long run. He will be assured of good company on the air, for the fellow who precedes and follows him on the air will have to measure up to rigid standards. That will make for even greater listener acceptance.

It is to be hoped that the FCC, in its desire to improve broadcasting and reform its own laxity of the past, will not run out of bounds. There is always danger in an excess of zeal, particularly where the agitation and ammunition with selfish aims in view and without regard for the good that has already been accomplished. We trust that Chairman Prall will not let his ambitions to put the broadcasting house in order, lead to a mailed-fist bureaucracy. Every bona fide element in radio will cooperate with him and his staff wholeheartedly so long as the rules and their enforcement remain reasonable. As a business man himself, Mr. Prall has given every assurance that they will be entirely reasonable.

To the broadcaster we have but one suggestion to make in acting on doubtful programs: When in doubt—don't.

Educated Education
PURSUANT to its pledge to Congress last January, the FCC has called a national conference on education by radio, beginning May 15. The only issue is that of developing a plan for mutual cooperation between broadcasters and non-profit organizations, combining the educational experience of the educators with the program technique of the broadcasters. It does not involve, in any way, the old issue of class allocations, for that was disposed of by the FCC in its report to Congress expressing unqualified opposition to proposals for allocations of "fixed percentages" of facilities to non-profit organizations.

As in the case of the hearing last fall, the broadcasters can be expected to come forward with concrete plans for solution of this problem. More than likely, the networks will advance proposals for the assignment of specific blocks of time for such purposes. All the broadcasters seek and have ever sought is sound cooperation from the educators. Unfortunately the educators on their part have never been in agreement among themselves as to the way to use radio, and even now we have the Morgan group, by no means representative of education as a whole, stepping forward with another hare-brained scheme for a governmental radio system.

What appears to be a sound plan to solve the radio-education problem is advanced by Allen Miller, progressive young radio director of the University of Chicago. He proposes a pooling of interests of educators and broadcasters, with endowments to carry the primary financial burden. He views with scorn the idea of educational reformers that there be government operation of radio or class allocations of facilities.

Under Mr. Miller's plan, education by radio would be dispensed by people on and off the campus who are qualified to perform the service. They would work in collaboration with the broadcasters, who know studio technique and audience appeal. There could be coordinated operation, with the commercial stations that admittedly have the audience appeal, used as the medium.

The endowment proposal is particularly impressive. In what better way could philanthropic organizations assign their funds? How much better, for example, would it be for the Payne Fund, which has provided the wherewithal for the destructive and fruitless campaigning of the Morgan group, to endow a project such as Mr. Miller proposes? The Miller plan merits the mature consideration of the forthcoming conference.

But They Sell!
CRITICS of radio occasionally take keen delight in hopping the nearest band wagon and gleefully shouting that only a small percentage of listeners to some programs can name the advertiser who is sponsoring it. No embellishment is needed for the flat statement from an agency executive (on another page) that: "I do not believe there is much more reason for us to find that a radio listener has associated the advertising and the artist than for the reader of a shoe advertisement in a newspaper to remember the column of news material next to which appeared." And after all, many of the most successful programs, commercially, do not rate high from a sponsor-recognition standpoint—but they sell, and that's what advertisers want.
We Pay Our Respects To—

ANNE SCHUMACHER ASHENHURST

LEADING all agencies in network time placements during 1934 was Blackett-Sample-Hummert, Inc., which accounted for a gross of more than $400,000. In the background and came up from third place in 1933. (See Broadcasting, March 15). Although no official figures are avail, the latter generally believed that B-S-H also tops the list in spot broadcasting.

Most of this agency’s campaigns are for products sold to women. Hence it is not surprising that the moving spirit behind its productions is a woman—a petite blonde whose years in newspaper work were spent writing about women, for women, and who now produces more radio performances than any other in the field, man or woman.

Anne Schumacher Ashenhurst, vice president of B-S-H in charge of its radio activities, is a very well known among the broadcast fraternity because she has pref- ferred to remain in the background as far as station contacts are concerned. Yet she is one of the most important leaders in broadcast adver- tising.

Born in Baltimore 30 years ago, the daughter of an engineer now retired, Anne Schumacher was graduated from Goucher College and there began the journalistic career that was later to fit her for commanding position in radio. While an undergraduate she studied as college correspondent for the Baltimore Sun and during vacations served on the main office staff. At 17 she was conducting a column of personal advice for the Balti- more News. That the lovebird might have gained confidence in the maturity of her judgment, the column pictured her with an old-fashioned hat which seemed to treble her actual age. She remained with the newspaper as a member of the city staff until 1925, specializing in as- sistan tships in women’s topics.

This experience led her to obtain a position with the New York Herald, Paris version of the Her- ald Tribune, and in the French capital her duties consisted of in- terviewing the celebrities who provide boutonnieres with topics for their interminable conversations.

Coupled with this was some work on women’s fashions—describing coats in New York.

It was in Paris too that Anne Schumacher became Mrs. Ashen- hurst, and there her son, now eight, was born.

Back in the United States, Mrs. Ashenhurst decided to go into advertising, and in 1929 she joined Blackett-Sample-Hummert, in Chica- go, as a writer, assigned to assist Frank Hummert. Writing copy with him and giving him general assistance in his position as editorial head of the company, Mrs. Ashenhurst was at first concerned almost exclusively with publica- tion advertising. In fact, the agency which is now the biggest buyer of network time entered the field of commercial broadcasting most unobtrusively, and without any fanfare.

Its first radio campaign was for the depilatory Neet, and it was conceived merely as an adjunct to printed advertising. Mrs. Ashen- hurst, remembering her Baltimore technique, wrote 15-minute talks in the form of questions and answ- ers on beauty and charm, and tucked away in this continuity was a commercial announcement for the product. The solid success which this program achieved paved the way for the many which have followed, including Louis Philippe Inc. (lipstick); Edna Wallace Hopper; Phillips Dental Magnesia (on which program Abe Lyman’s orchestra is now in its third successive year); Kissproof, and Kolyons.

Underlying the agency’s pro- grams is the fundamental idea of appealing to the greatest possible number of people. Selected as the best way to reach these masses of people is the appeal to the funda- mental emotions. In its radio shows, in addition to this element, have behind them the fact that they are not just about people, but are about particular people with particular problems—and of course these problems have been chosen with a view to their wide emo- tional appeal.

In the case of Just Plain Bill, who is a small-town man with small-town philosophy running a small-town barber shop, the un- usual twist lies in the fact that his wife is supposed to have died when his daughter was very young; but his daughter away to a fashion- able school. Will he be “too good” of a father when she comes home? The radio public is very inter- ested in the results of the radio series that confront him. Marie, the Fresh Faces girl, is another who, after running away from her title and married a plain American (apparently sharing Mae Murray’s idea of marriage with money), because she wanted to leave her wealth and social position behind has been betrothed to a rich man. The Romance of Helen Trent brings the script in closer relation- ship with the commercial pur- chase. The story is of a woman over 30, and the message conveyed by the series is that a woman of her years can still be beautiful and have charm.

Mrs. Ashenhurst originates ideas for these series, builds the shows, selects the cast, and even supervises the writing of the others. In the case of musical presenta- tions, she carries out Frank Hum- mert’s general idea of program development. The theme that music has a wider appeal than rhythm—which explains the popularity of Bayer Advertising’s “Walking and the Wind”—has been used by Mrs. Ashenhurst, and the fact that Abe Lyman has not played a rhythm number in more than 400 broadcasts.

In commercial announcements also there is a fixed policy: Give people news about things that are important to them personally. If a woman or man has an accident, his case will be told to what to do about it; if a woman has a poor complexion, she will welcome news on how to improve it.

For three years Mrs. Ashenhurst commuted between Chicago and New York, since the latter office of the agency has become entirely a creative department, while the main business activities are centered in the Chicago office. Two weeks in one city, and two weeks in the other, has made her an expert on railroads and a favorite with railway personnel.

Walking and the theatre are her chief recreations, the former being her chosen form of exercise as well as a source of new ideas. In the minimum, rain or shine, from the New York Central building, up Park Avenue to her h o m e , she enjoys hunting for detective mysteries or stories about ele- phants, and on the radio—Abe Lyman's. Her belief in the unsolved murder mysteries is delightful. Perhaps it is because Woolcott has given the public a true audience from that emotional ap- peal which sells cures that he has such an enthusiastic listen- ene in Anne Schumacher Ashenhurst

April 1, 1935 • Broadcasting
JAMES HANRAFAN, vice president of the Iowa Broadcasting Co., radio subsidiary of the Des Moines Register & Tribune, operating KXNT and KNO, Des Moines, and WMT, Cedar Rapids, has been transferred to Washington and New York permanently to represent the newspaper in radio and other interests.

J. B. CHANDLER, president of the Radio Club of America, has been named as executive vice-president of the World Telegram and Sun, and, in charge of the Washington bureau of the company. He has been associated with the newspaper since 1936.

WASHINGTON, D.C., March 21—NAYADAMS, 32, of Lafayette Park, has enjoyed a tour of Washington, his hometown. He is a guest of the National Geographic Society and is interested in its work in promoting the conservation of natural resources, particularly in the highlands of the Alleghenies.

RADIO PAINTER—Dr. Seth Maker, “The Philistine” to auditors of the Painless Parker dental dental program from San Francisco to coast stations, is a painter of no small talent. He recently completed this portrait in oils of Don E. Gilman, vice president in charge of the network's western division.

BEHIND THE MICROPHONE

Eddie Casey, former Harvard athletic and coach, has signed with Yankee Network as football commentator and will be heard three times weekly during the gridiron season.

TRUE BOARDMAN, announcer of KUJ, Los Angeles, on March 20 announced his marriage last January in Mexico to Thelma Hubbard, radio actress.

SIDNEY TEN EYCK, WCKY announcer, is commuting from Cincinnati to Dayton, Ohio, for home week. He will announce the “Fa La La Christmas Show,” which is broadcast by WSMK.

After seven weeks the finalists will compete for a fortieth opportunity to take part in a CBS broadcast.

Harold Sparks, formerly with KSO, Des Moines and Oklahoma City stations, has been transferred to the announcing staff of KNT, Des Moines.

Three new announcers have joined the staff of KWW, St. Louis: Arthur Jone, formerly of WVDY, Gary, Ind.; Bobby Griffin, formerly of WIND, and John Conrad, formerly of WIBV. They joined the station on March 14.

Miss Pauline Pearson of KWW, St. Louis, has joined the announcing staff of WMAJ, St. Louis.

Henry M. Jones, announcer of KWW, St. Louis, Miss Polly Pearson were married March 14 in St. Louis.

Gordon Hittenmark, formerly with KVOO, Tulsa, WRRY, F. Worth; KOMA, Oklahoma City, and WAF, Kansas City, has joined the announcing staff of WRC, Washington, where he is now conducting the weekly “Voice of the Almeghes” program.

Jack Kay, former Chicago and Detroit showman, has joined the announcing staff of KWH, Los Angeles, re-creating his cutefind, who is now managing a Washington, D.C., tourist hotel.

David Nowlin, formerly with WGDY, New York, is now free-lance his scripts, including some shows for the National Broadcasting Co., program producers, Chicago.

Earl H. Keate, former booker for Pacheco & Marco stage shows, on March 17 joined the Thomas Lee Artists Bureau at KWH, Los Angeles.

Robert J. Fennett, formerly program director of WSGT, South Bend, Ind., has joined the production department of WLN, Cincinnati.

Burton Bennett, program director of KFC, Los Angeles, has joined the announcing staff of WLN, Cincinnati.

Gene Loffler, formerly of the production staff of WHS, Des Moines, has joined the Omaha studios of the KFWB, Los Angeles, who has had wide experience in conducting the “Red Sox Show,” which is in charge of KFCF farm show.

Herbert Morrison, formerly with WCBD, Waukegan, Ill., and WBBQ, Marion, has joined the announcing staff of WTVJ, Miami.


Ray Baslussen, new to radio, has joined the announcing staff of WGR, Cleveland.

Pauline Butler, formerly of WFAA, Dallas, Texas, WQMT, Mankato, Minn., and WJN, Penney Co., Okla., has joined the program staff of KTA, San Francisco.

Don Hambly, production manager of WRK, Berkshire, Mass., and Miss Florence Tuttle, San Francisco, recently announced their engagements.

Hobby Brown, CBS production manager in Chicago, in response to a petition signed by 606 invalid veterans, wrote a special sketch of “My Father,” “Margaret,” William Hopper Jr., Co. program for Edward Hines Jr. veterans' hospital in Maywood, Ill., March 23 and presented it at the hospital.

Mitchell Gertz and Sherman Granrell in March purchased the talent agency of William G. Hill, Hollywood. The firm will manage radio and screen names.

T. J. REAGAN, head of the Community Broadcasting Council, Los Angeles, air check and instantaneous recording group, is a candidate for the City Board of Education.

David Sarnoff, president of RCA, on March 26 received the Cross of the Legion of Honor of France from Consul General Charles F. Biddle, in recognition of his “pioneering and great accomplishments in the science of radio.”

An INTERESTED AUDIENCE Is A PRODUCTIVE AUDIENCE

CKLW PRESENTS THE MOST BRILLIANT PARADE OF STARS ON THE AIR

Day and night—night and day—an endless parade of stars of the stage, screen and radio—are brought to CKLW listeners. Listeners—not by accident—but because they're interested! No wonder time on CKLW is so very productive!

CKLW, Member Columbia Basic Network, 5,000 Watts Windsor Studios; Guaranty Trust Bldg., Detroit Offices: Union Guardian Bldg.
IN THE CONTROL ROOM

VICTOR G. ROWE, inspector in the FCC Los Angeles field office, in April will inspect Arizona stations and hold operator examinations in Phoenix later in the month.

DEE ROWSELL, formerly on the technical and announcing staff of KDYL, Salt Lake City, has taken a similar post at KJBS, San Francisco.

CHARLES SPRAGUE, chief engineer of WJDI, Lansing, Mich., the father of a boy born Feb. 24, Henry Titterington, formerly of WJDI, Battle Creek, and Lauren Bergeron, formerly of WOOD, Grand Rapids, have joined the WJIM engineering staff.

K. C. ASHLER and Addison Beideman, technicians with KFWB, Hollywood, and the Southern California network, on March 23 left on the North America to become radio technicians for the new Pan-American Trans-Pacific Airplane Service. Ashler will be stationed at Wake and Beideman at Midway Island.

JACK POPPELE, chief engineer of WOR, Newark, who completed the installation last month of its new 50,000 watt transmitter, sailed March 29 on the S. S. Britannic with Mrs. Popple for a three-week Caribbean and South American cruise.

FRED D. WILLIAMS, former president of the Radio Manufacturers Association and now its treasurer, has been appointed vice president and general manager of International Resistance Co., Philadelphia.

EDWARD R. JOHNSON, chief engineer of WIP, Philadelphia, has been named technical superintendent, with Cliff Harris promoted to chief engineer.

G. W. EARNHART, former U. S. radio inspector, has been named chief engineer of KWTQ, Sheridan, Wyo.

DON C. McCRAE, well-known radio engineer who has specialized in aeronautical radio in recent years, has been appointed chief communications engineer of Eastern Air Lines.

OLIN WILLIAMS and William Ratliff, of the WTC, Savannah, engineering staff, on March 23 exchanged places when Williams returned to Georgia Institute of Technology and Ratliff resumes his transmitter duties at WTC.

ROBERT H. DAVIS, formerly on the staff of WRC, Washington, has joined the technical staff of KYW, Philadelphia.

Raymond Paige Resigns From Don Lee Position

RAYMOND PAIGE, music director of KHJ, Los Angeles, and the Don Lee-California chain the past five years, resigned March 20. Thomas S. Lee, son of the late Don Lee and head of the Don Lee Broadcasting System, in accepting the tendered resignation said:

"We regret the resignation of Mr. Paige as musical director of the Don Lee network, which resignation he found necessary in his judgment because of his new undertaking with the CBS Hollywood Hotel program. The Don Lee System has the highest respect and regard for Mr. Paige and wishes him high success in all ventures he undertakes." No successor had been announced to the music post at the time BROADCASTING went to press.

New RCA Transmitter

RCA MFG. Co. Inc., Camden, N. J., has announced a new high-fidelity broadcast transmitter for low-power stations of ultra-modern design for which it claims a variation of less than 2 db. over the 30-10,000 cycle range. It is designed for 100 to 250 watt operation. Quality and reliability are said to compare with the RCA de luxe transmitters, in which this new transmitter is used as the exciter unit.

SOCONY-VACUUM OIL Co., New York, starting a new CBS series on 15 stations with a revised program, will introduce a new line of Mobiloil products.

New Velocity Microphone

ALTHOUGH 6 db. higher in output than formerly obtained in velocity microphones, the new 2-point microphones by Amperite Corp., New York, are more compact, this new nickel aluminum chrome magnets. The most powerful and expensive magnet available today for either voice or music. Acoustic feedback and hum pickup is eliminated entirely in public address or station installations. The flexibility of the microphone has been increased by the addition of a swivel bracket. It is thoroughly shielded and has an unusually rugged, mechanical construction in appearance.

UNIVERSAL FILM STUDIOS, near Hollywood, is building a radio studio to provide facilities for talent to broadcast direct from the lot.

Palmolive Contest

A TRIP-TO-EUROPE contest has been started by Colgate-Palmolive-Peet Co., Jersey City, for Palmolive soap, 20 round trips on the Normandie to be offered for winners who tell "why I use and prefer Palmolive soap." The contest will close June 15 and winners will be announced July 2. Option cash awards of $1,000 are offered and dealers mentioned by winners will receive $500. Entries must include a dealer's name in submitting three wrappers or copies, from the soap. The company, with Benton & Bowles Inc., New York, as agent, is using its various radio programs along with other media to promote the contest.

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The Most Economical Way to Reach

Local Advertisers and Agencies Readily Realize W.G.S.T.'s Importance As a Public Medium and Advertising Force

The Richest Buying Power in Georgia

Convincingly proved the best test market in the Southeast, Atlanta also ranks as the best test city of its size in America... and the buyers of Georgia are Concentrated in WGST's territory. Investigation and comparison will convince you of WGST for results and economy.

1000 Watts Day 500 Watts Night

Paul H. Raymer
Representative NEW YORK CHICAGO SAN FRANCISCO

James W. Clark, Gen. Mgr.
Progress of Radio
As News Medium

THE GROWING importance of broadcasting in the distribution of national and international major news events to the American public was depicted by Joseph Pierson, president and general manager of Press Wireless Inc., in his testimony March 18, in defense of low press telegraph rates, before the Telegraph Division of the FCC.

Mr. Pierson cited how his organization, which devotes itself exclusively to the transmission of news, has built up a wide use of its radiotelegraph facilities in news dispatching to broadcasting stations through an arrangement with Transradio Press Service. He told the Commission that Transradio "circulates many thousands of words of news daily to a large number of broadcasting stations over our system" and "not a line of this news, incidentally, ever goes through a printing press."

The big opportunity of press news transmission was thus the multi-address or multi-destination service, he continued, which is the method utilized in the filing of news to radio broadcasting stations. Press Wireless, it was pointed out, had a lower level of press rates than the other communications companies. Mr. Pierson stressed that radiotelegraph offered a better and speedier means of news transmission than the wire systems, because of a lack of high equipment costs.

Herbert J. Moore, president of Transradio Press, another witness, described the growth of his news service to broadcasters during the years his agency has existed. He said his service now handles news for 150 broadcasters and added that his agency had been ahead on many major news events of the last year and as a result broadcasting stations had flashed the news first and accurately.

The multi-destination service of Press Wireless has been of great saving to Transradio. Press Wireless operates as a public service agency under its federal licenses which require it to accept press traffic from any newspaper or news organization despite the fact that stock is owned by seven newspapers, the New York Times, New York Herald-Tribune, Christian Science Monitor, Chicago Tribune, Chicago Daily News, San Francisco Chronicle and Los Angeles Times.

Radio and News

BROADCASTING is the fastest medium of disseminating news and public information and thus is fully entitled to the reduced "press" telegraph rates. This view was expressed by J. C. Willever, first vice president of the Western Union Telegraph Co., and Col. A. H. Griswold, executive vice president of the Postal Telegraph Co., at an FCC hearing March 14 on telegraphic message classifications. Postal Telegraph has long realized the value of broadcasting in the news-distributing field, Col. Griswold emphasized.

Lucky Strike to Return With Hour Show on NBC
After Absence of Year

AMERICAN TOBACCO Co., New York, will return to the air April 20 for Lucky Strike cigarettes just a year after the brand was last advertised by radio, through sponsorship of Metropolitan Opera performances. During the intervening time, the sponsor and its agency, Lord & Thomas, New York, have been hearing many suggested programs in an effort to find something that would sustain George Washington Hill's reputation for doing the unusual and unexpected.

It now appears that the coming series, which will be heard on the NBC-WEAF, totaling about 50 stations including Honolulu, will resemble programs broadcast Saturday nights for many months before the Opera sponsorship was undertaken. Lenny Hayton not only will be conductor of the orchestra, but also musical director of the program, which will be built around the 15 most popular songs of the week. It is emphasized that the selection of these 15 will not be made on the basis of any one publication's list, but will be determined by correlating data from several cities on frequency of radio performances, sheet music sales, and phonograph record sales. The program will be 8-9 p. m.

The company currently is broadcasting "Red Trails" on an NBC-WJZ network for Half and Half tobacco in addition to using 15-second music and drama spots on several eastern stations for Herbert Tareyton cigarettes.

AT LAST! A HIGH FIDELITY AC-DC PORTABLE DISC REPRODUCER

Especially designed for Broadcasting Station Salesmen, Radio Advertisers and Program Builders

Complete self-contained amplifier flat from 40 to 9000 cycles-3-watt output; 16-inch turntable; AC-DC motor-78 and 33-1/3 R.P.M.; space provided for still projector; removable speaker-25-foot cord; simple to operate; easy to carry.

Everything for recording, from a needle to a complete studio installation.

PRESTO RECORDING CORPORATION, 139 West 19th Street, New York, N. Y.
Radio Clouds on Mexican Horizon

(Continued from page 13)

XER's commercial accounts included the Willard Tablet Co., International Oil Heating Co., Super-tone Radio, and Old Equity Insurance Co. Dr. Brinkley had his own medical programs advertising his hospital at Milford, Kan., and nightly the "Shine Station Between the Nations" invited the public to send 25 cents, in coin or stamps, for the "Blue Book" or "The Story of Pa and Ma," in which illuminating literature was given the reason just why people went to the Brinkley hospital.

The fortune-telling racket started with Mel Roy to be followed at a later date by Dr. Richards and Kovan. Dr. Richards was the most successful at XER, his mail reaching $3000 on peak days when XER later increased power to 200,000 watts. Another profitable program was the piano lessons by one "Major Kord," one dollar for the set of lessons would enable one to play the piano in a remarkably short space of time, and one year over XER netted the "Major" $20,000.

Dr. Brinkley's next step was to rent land lines from the telephone company, and install a studio in his home at Milford, Kan., from which point he would broadcast by remote control over his station in Mexico—his broadcasts varying from the "Story of Pa and Ma" to his campaign for election to the office of governor of the state of Kansas. W. E. Branch was now busy building a third border station, another giant of 100,000 watts, this time in the town of Piedras Negras—a point between XED and XEPN—the call being XEPN. It also took over a "clear" channel, 685 kc. As in the case of the other stations studios were to be installed both in Piedras Negras, Mexico, and also across the river in Eagle Pass, Texas, and this time he was to stay there and run it, since it was partly his.

Back at XED things were again looking cloudy. To be sure the lottery was still raking in the dollars, but the U. S. postal people were annoying the Houston theater man, saying that he mustn't do it and that they would make it hot for him if he didn't stop it. His attorneys in Washington, however, are said to have told him that he was safe, so the lottery stayed on. Early in the spring of 1932 the U. S. postal authorities began stopping mail addressed to XED, and returning it to the sender, but still the hint wasn't impressed, or at least it wasn't needed until the climax came in May. Early, very early—about 6 a. m. to be exact—on one morning as Horwitz was about to embark in his private plane at Hidalgo, Texas, for parts unknown, Department of Justice agents stopped him.

Later that same morning they picked up the American announcer and when the Mexican announcer came across the bridge to answer a bogus phone call, they got him too. The Mexican engineer had the good sense to stay away in Reynosa and not to set foot on U. S. soil. The unfortunate employees were thrown in jail at Brownsville, Tex., until Horwitz bailed them out. XED meanwhile remaining off the air. The case came up, and all but Horwitz received a suspended sentence; he received a $5,000 fine and a sentence of a year in Leavenworth for his bright idea.

He appealed, and a petition was started in Houston, Tex., where he had been very active in relief work, and signed by thousands of citizens, but all to no avail. The affair dragged out till at last the gates of the federal prison closed behind the man who had merely put his bright idea into practice. It was reported that the lottery had brought in over $300,000, but the legal fight must have swallowed most of that, and it is doubtful if the overall result was on the positive side.

All Quiet at Reynosa

Since XED owed the State of Tamaulipas a considerable sum for unpaid taxes, the State slapped an embargo on everything in the building other than the actual technical equipment. The grand pianos and three-manual pipe organ that Horwitz had played from one of his Houston picture houses, office furniture, safes, files, adding machines and typewriters were all inventoried and locked up in the big studio, the 15 Mexican stenographers, and the remainder of the personnel were paid off.

The Mexican engineer returned to Mexico City, a solitary watchman was placed in the studio, and "The Voice of Two Republics"—wedged between Sam's Place and the Aztec Club—was stilled.

Along the border to the West, XER was going strong, XEPN was on with about 60,000 watts in the antenna and the usual medical,
mining stock and fortune telling programs. A couple of low-powered stations were going up across the border from somewhere in California, and the owners of a new 150,000-watt were already up in Nuevo Laredo, across from Laredo, Tex., between XED and XEAN. The call was to be XEAG and the owner was Norman Baker, who owned a cancer hospital in Iowa, and whose broadcasting license in that state had been cancelled. He had built his home across in Mexico off the Nuevo Laredo highway, bought a high-power Deisel plant to generate the power for his station, have studios in Mexico only, and would be independent of Uncle Sam. Construction permits had been issued from Mexico City for erection of a new monster of 500,000 watts power to go up in Matamoros across from Brownsville, Texas, and it seemed that there would soon be standing room only on the border. Poor XED had started the idea and had been a fairly high power station, but now she was being made to look like a portable unit.

In the fall of 1932 another effort was made to get XED on a paying basis. The call was changed from XED to XEAG, the slogan from “The Voice of Two Republics” to “The Voz de Mexico Internacional”—The Voice of International Service. The frequency was shifted from 965 to 960 kc, the idea being to live down any unfavorable publicity that the station may have earned during the latter days. Of course the fortune and fortune telling programs were there and a cancer doctor came down from Houston to start up a practice in Laredo. Brinkley, but when one or two patients started to arrive he got cold feet, quit the idea and returned to Houston, only to pick it up again later on by having continuity read by the station announcer while he remained in Houston. Such programs were inevitable. The border stations cannot hope to compete with U.S. stations in the field of legitimate advertising, and case of XED-XEAG she didn’t have the super-power to offer her sponsors that the others did. It would be a hand-to-mouth existence at best. The “Psychology” program was the mainstay, and it depended largely upon the daily returns whether the staff was paid on time.

Stuck in the Mud LATER in the summer of 1933, XER increased its power to around 200,000 watts. This made a total of 280,000 watts of broadcasting power being pumped nightly into the United States from across the border, an additional 150,000 watts of covering completion at XENT, and the 500,000-watter yet to be started at Matamoros.

At this point the 1933 Radio Conference was held in Mexico City with representatives from the U.S. and Canada in attendance. The border was worried for they knew that, as far as the U.S. and Canada were concerned, it was aimed at them. They all obtained extra legal representation in Mexico City. Brinkley had 16 men looking after the interests of XER, included among them the former Vice President of the United States, Charles Curtis, the owners of XEAE started out for Mexico City themselves, but got stuck in the mud and marooned at a ranch less than 100 miles from Reynosa and missed the whole affair.

It seemed that the border station representatives had done their work well for the conference washed up in about 10 days, and the delegates went back home. Brinkley phoned XEAG and said they could thank him for the victory and that he had spent a pile of money on the job.

But it turned out that it wasn’t quite the victory that they had hoped, for in the fall of that year orders were received from Mexico City banning all medical talks on the air unless by special permission of the Mexican department of health, all percentage and fortune-telling programs, forbidding Mexican broadcasting stations to maintain stores in the U.S. and, finally, insisting that all programs be broadcast first in Spanish.

A Bit of Spanish THIS was a blow! The backbone of the border stations consisted of the prohibited programs, and as for reading all continuity first in Spanish that meant just about doubling the time on the air for a given amount of program time. They compromised. XEAE dropped the medical talks and closed the Texas studio, but kept on the fortune-telling program. XER kept on both medical and fortune-telling programs and also continued broadcasting from its Del Rio studio, but did cut out the Kansas pick-up. XEAN carried on much as usual and they all got around the Spanish problem by means of a very brief summary of the program in Spanish, and then broadcasting it in full in English. XEENT at Nuevo Laredo had just come on the air, their fortune-telling program being conducted by one

(Continued on page 46)

EVERYWHERE!

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

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

April 1, 1935 * BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS

WFAA, Dallas-Fort Worth


McClellan & Co., Winona, Minn. (groceries), 3 weekly thru McMeen Co., Minneapolis.


Armill Co., New Melones (cigaretes), 7 weekly sp, thru McMeen Co., Minneapolis.


Tandy Corp., Chicago (hams), 7 weekly thru Tandy Corp., New York.

Waterbo, Pittsburgh (enamelware), 10 weekly thru Heath & Feasley Inc., Chicago.

The Osborn Inc., Chicago, 7 weekly thru WMAQ, Chicago (newspaper), 7 weekly thru Osborn Inc., Chicago.


Electric Co., Chicago (dog food), 30 sp, thru Nestle, Chicago.

Summary Inc., Chicago (deodorant), 30 sp, thru Blackett - Sample - Hummert Inc., N. Y.

F металы Inc., Chicago (beer), 30 sp thru Health-Scotch, Inc., Chicago.

Beechnut Inc., Carlsbad, Ind. (Dr. Cox's liniment), 5 weekly sp, thru Wade Adv. Co., Chicago.

Time Inc., New York (magazine), 4 weekly thru Batten, Barton, Durstine & Osborn Inc., N. Y.

California Perfume Co., Suffern, N. Y. (cosmetics), 2 weekly sp, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Willard Tablet Co., Chicago (remedies), 2 weekly thru First United Broadcasting Inc., Chicago.

Walker Remedy Co., Wateroo, la., 6 weekly thru Brown & Thomas, Chicago.


Chattanooga Medicine Co., Chattanooga (remedies), 3 weekly sp, thru Nelson Rockwell Inc., Chattanooga.

Dr. Pepper Co., Dallas (beverage syrup), 3 weekly thru Good Humor Inc., Chicago.

Humphrey Co., Chicago (beer), 5 weekly thru Humphrey Co., Chicago.


New York Herald-Tribune, New York, 3 thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Blinney & Smith Co., New York (Crayola paints), 3 weekly sp, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

General Mills Inc., Minneapolis (Caul-Aspin), 5 weekly sp, thru McMeen Co., Minneapolis.

WENR, Chicago
Chicago & North Western Railway, Chicago (vacation tours), 10 sp, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Electrolux Co., New York (refrigerators, etc.), thru Batten, Barton, Durstine & Osborn Inc., N. Y.


WGN, Chicago

Sterling Products Co., New York (Bayer Aspirin), 5 weekly thru Blackett - Sample - Hummert Inc., N. Y.


Bell Bakers Inc., Chicago (bread), 375 sp, thru D. T. Campbell Inc., Chicago.


Rood Farm Manufacturing Co., Pittsburgh (water heaters), 32 thru Ketchum, MacLeod & Grove, Inc., Pittsburgh.

KOL, Seattle
Central Shoe Co., St. Louis (Rohlin Hood shoes), 26 thru Jimm Daugherty Inc., St. Louis.

Pioneer Maple Products Co., Minneapolis (Bucket syrup), 6 thru McMeen Co., Minneapolis.

Fruit Industries Ltd., New York (Gusini wine), 5 thru Batten, Barton, Durstine & Osborn Inc., N. Y.


Pennell Co., Los Angeles (petroleum products), 6 weekly thru Meyers Co., thru Brown.

WCKY, Cincinnati

Fred Peer & Co., Brooklyn (Chick Chik egg coloring), 4 thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Time Inc., New York (newspaper), 6 thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KNX, Los Angeles

KGO, San Francisco
Emerson Drug Co., Baltimore, Md. (Bromo Seltzer), 2 daily thru J. M. Mathes Inc., N. Y.


Cubism Cracker Co., Los Angeles (crackers), weekly thru Roy Campbell Co., Los Angeles.


Nourishine Sales Co., Los Angeles (hair tonic), weekly thru Hughes & Morton, Los Angeles.

WMCA, New York
Dogbow Products Co., New York (dog cleansing powder), weekly thru Local Adv. Agency, N. Y.

Duffy-Mott Co., Inc., New York (citrus products), 3 weekly thru Grady & Wagner, N. Y.

Graham-Paige Motors Corp., Detroit (tantes), 7 weekly thru United States Adv. Corp., N. Y.


WBAL, Baltimore

Bernard Perfumers, St. Louis (cosmetics), 7 weekly thru, direct.

Fred Peer & Co., Brooklyn (Chick egg dye), 4 weekly thru, direct.


WHAM, Rochester, N. Y.

Numismatic Co., Fort Worth (rare coins), 6 thru Chas. Silver & Co., Chicago.

Sterling Drug Co., Los Angeles (pharmaceuticals), 7 weekly thru Health-Scotch, Inc., Chicago.


WKRC, Cincinnati


Sterling Drug Co., Los Angeles (pharmaceuticals), 7 weekly thru Health-Scotch, Inc., Chicago.

Semulco Paper Co., Chicago (toilet tissue), 2 weekly thru Paris & Pratt, N. Y.

Crazy Water Co., Ashland, O. (mineral springs), 242 direct.

STUDIO MURALS—These 7-foot photomontage decorations are part of the group that line the corridors of the new studio quarters of WSM, Nashville, occupying the entire top floor of a new wing of the National Life & Accident Insurance Bldg., built specially to accommodate the expanding needs of the station. The station now houses a staff of 225 artists and one studio that seats 500 spectators. In the right photo is Harry Stone, manager, under letter "I" in portion of the word "entertainment".
TRANSCRIPTIONS

CONQUEST ALLIANCE Co., Inc., New York, announces sale of the following transcriptions: 100 Belle & Martha discs to 318, Australia, and PFEIL Denver; 50 Ton Be the Judge to 318; 18 Hawaiian music records to 306, and PFEIL, 18 Kay Kuhl records to WATF, Jersey City, and WPAS, White Plains, N. Y., daily. Employed: 306, producers, 306 & 307, with Quincy, New York, on KGMJ, Honolulu, thru Erwin Warner & Son; 20 records of Musical Legends of Lecherica for Lecherica Inc., N. Y., (performed) on WPBS, Miami, Puerto Rico, etc., are also announced.

COMPLETE merchandising plans have been announced by WBS for “Bridge Club on the Air,” featuring the “Four Aces” of contract bridge. Included are a sales campaign for the station in selling to sponsors; merchandising and exploitation campaign for the sponsors; copy for sales promotion, and a mail response stimulant.

A NEW SERIES of aviation transcription programs, Flying Time, produced by National Broadcasting Company, includes a promotional program based on the influence exerted by children in getting parents to buy advertised brands.

JOSEPH PERRY, Pacific coast manager for Decoy Records, in March moved headquarters from San Francisco to the Los Angeles office.

THIRTEEN one-minute WBS transcriptions have been utilized in current programs have been spotted by Parkard & Ford Ltd., New York (My T-Fine dessert) on the following stations: WBNZ, WTG, WJAR, WTDR, Hartford, and WICC, Bridgeport. The first broadcast was placed by Batten, Barton, Durstine & Osborn.

A TEST of 20 five-minute beauty talks on WBS transcriptions has been placed on WREX, Boston, and KLVW, Detroit-Windsor, by R. H. Laird & Co., New York (Rose Laird cosmetics) starting beauty talks and placed direct.

HOLLYWOOD RECORDING STUDIO, 4809 Hollywood Blvd., Hollywood, Calif., has been utilizing air checks and instantaneous recording for the last year, announced in March it would hereafter also record on with the Hollywood studios of the RKO-A, Inc. The group is managed by H. Dixon McGow with Lillian Dubin as program director. The initial series, as announced, includes Love Street Ragas, Hender- son of Uly Hill, Camelion Mystery and Paranormal Thrills.

CELLULITE RECORD MFG. Co., 1135 W. 42 St., Los Angeles, has started to produce instantaneous discs for recording purposes with W. N. Warner as contact man with stations and transcription firms.

KASTER-GORDON STUDIOS Inc., Boston, have been appointed exclusive New England representatives for the handling of transcriptions produced by Standard Radio Advertising, Hollywood, which include Honor the Host for this gasoline monopoly, trainwhistle Radio Romances for furniture dealers, and Belle and Martha disc. Also, the New York branch of the firm, which has already issued reports showing, WAAR and WNYA, Boston; WEAN, Providence; and WMIC, Bridgeport, has been appointed for the new Standard service.

A FOLDER containing full descriptions and a complete set of transcription announcements, including terms and details as to the recording of customized programs, complete with its own transcriptions, has just been issued by the NBC Transcription Bureau, New York. It is available upon request.

B. KUPPENHEIMER & Co., (men’s clothes) has transcribed a series of 13 45-minute WBS, which have been placed on the follow: Hays, WATF, KHEI, WBCX, KTUL, WDAQ, KGKO, WWRK, WROW, KGXH, WMBC, KOKO, and KIF.

RADIO RELEASE Ltd., Hollywood, has named Walter Hildick Co., Los Angeles, as Pacific Coast representative for stock transcription service.

NATIONAL STARCASTS Inc., Hollywood, transcription producers, discontinued business in March. Features, program producers, also have gone out of business and the stock of discs was taken over by RKO radio Announcements, Woodbridge, D.C., which, in turn, has placed the entire stock for the NBC transcription Bureau, New York.

STUDIO SALE Co., Los Angeles (hair oil, etc.), used a series of 5-minute RCA Victor transcriptions in a 6-week presentation on West Coast stations in a 90-day campaign through Hughes-Morton Advt. Agency, Los Angeles.

WESTERN WHOLESALE DRUG Co., Los Angeles (Carrier’s tablets) in March recorded a series of 1-minute RCA Victor transcription announcements for Pacific Coast stations through Logan & Shiebler, Los Angeles.

JOHNSTON CANDY Co., Milwaukee, is using WBS World Library programs three times weekly for six weeks on following stations, placed through N. W. Ayer & Son, Chicago: WIBG, KMBR, WJKR, WJHL, KOIL, KOIN, WCAU and WCAE.

PRICE FLAVORING EXTRACTS Co., Los Angeles, has taken 27 45-minute RCA World Program Service programs on KILD, Dallas, through N. W. Ayer & Son, Chicago.

ADVERTISERS

ADVERTISING AGENCIES

BROADCASTERS

YOUR radio audience depends solely upon their local newspapers for radio program information. Do you know if the stations over which your programs are broadcast have their programs listed in the local press? To supply this vital information the "Radio Program Distribution Surveys" of WJDX, Hartford; WGY, Schenectady, and WWJ, Detroit. Accurate summaries handled by Batten, Barton, Durstine & Osborn, Inc., New York.

JELL-WELL DESSERT Co., Los Angeles (molten dessert), through the Mayers Co., Los Angeles agency, is conducting a Pacific Coast radio campaign. Weekly KFSD, KPO, KGW, and KHQ.

HOWARD J. LONDON

THE SHELTON • NEW YORK, N. Y.
WEX
1500 kc — 250 w. L. — 100 w. N.
HOTEL MANGER — BOSTON
America's Fourth Market
Tel. CAPitol 7560 — Teletype Box 157

WE BUY
WATTS
FROM
THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON. IF YOU WANT TO BUY
POWER CONSULT YOUR LOCAL POWER COMPANY.

WE SELL
LISTENER COVERAGE
OUR FAN MAIL FOR LAST WEEK REPRESENTED AN AUDIENCE IN 105 MASSACHUSETTS CITIES AND TOWNS.

THE NORTHERN CORPORATION
Owners and Operators of

WMEX

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

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

Guaranteed time.

Highest power in Washington.


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

USA. Treasury Gratified
As Radio Aids Campaign For Refunding of Bonds

U. S. TREASURY OFFICIALS obtained a prompt response from the radio audience during the last half of March when radio stations and networks aided the Treasury in informing the public about details of converting the called Fourth Liberty Loan bonds.

Stations and networks were asked by Secretary Henry Morgenthau, Jr., to announce the conversion plans and more than 10,000 responses were received within four days.

Newspaper and radio station broadcast announcements of the plan.

Secretary Morgenthau obtained the aid of radio by sending this telegram to stations and networks:

"The Treasury appreciates your cooperation on other similar occasions and will be grateful if you will broadcast the following announcement at convenient times up to and including Wednesday March 27:

"The Secretary of the Treasury has requested an announcement for the benefit of the individuals who hold Fourth Liberty Loan bonds which have been called for payment on April 15. The Treasury is offering the security in exchange for these bonds but this offer will terminate at midnight of Wednesday March 27 and after that date any of these called bonds will be unable to gain the advantages of the exchange. If you hold any of the Liberty Loan Bonds you should inspect them carefully. In the upper right hand corner is a serial number. If the last digit of the number is a five or a six or a seven it is one of the called bonds. Your banker can give you the details of the exchange and the process to follow. If you wish to exchange your called bonds for other interest-bearing securities you should act promptly."
Morgan Forms Agency

RAYMOND R. MORGAN Co., Inc. has been formed with its offices at 6362 Hollywood Boulevard, Los Angeles, by Raymond Morgan, former vice president of Earnshaw-Young Inc. and later vice president and radio executive in the Los Angeles office of Bowman, Deutze & Cummings Inc. The new group will handle general advertising, but specialize in radio accounts. Felix Mills, of the KIT, musical staff, will be music director; Cyril Ambruster, former casting director for the Chandu series, will be drama director; Kathryn Tjenney, late of the M-G-M studios, will head continuity activities and Tuck Edwards, onetime city editor for the Los Angeles Record, will be publicity director.

Bacher to Armstrong

WILLIAM A. BACHER has been selected by F. Wallis Davis Co., Philadelphia agency, to head the radio department and now is in Hollywood directing the Hollywood Hotel series on CBS for Campbell Soup Co., Camden, N. J. With Bacher on the coach is Ward Wheelock, Jr., executive vice-president of the agency. Formerly a free-lance producer, Bacher has been closely identified with Benton & Bowles Inc., New York, but is responsible for their presentations of Maxwell House Showboat, Palmlite Beauty Box Theatre, Lanny Ross' Log Cabin, and Maria's Certo Matinees. He also directed The O'Flynn's for the Standard Oil Co. of New Jersey.

Speaking of Markets, consider...

WHN NEW YORK

In the primary marketing area of Station WHN there live 10,524,084 people—a greater market than the combined population of these twelve major markets:

- Boston  
- Providence  
- Philadelphia  
- Baltimore  
- Washington  
- Buffalo  
- Cleveland  
- Cincinnati  
- Detroit  
- St. Louis  
- San Francisco  
- Los Angeles

WHN, New York, owned and operated by Marcus Loew Booking Agency and Metro-Goldwyn-Mayer, one of the largest entertainment organizations in the world, is today one of the greatest radio stations in the world's richest market. You should investigate NOW.

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Get These Facts on SBS Coverage of the Responsive Southwest!

There are 17 cities in the Southwest—Texas, Oklahoma, Arkansas, Louisiana—with a population of more than 40,000 each.

SBS stations are located in 12 of these. (And Port Arthur is completely covered by Beaumont's KFDM, just as Galveston is in the Houston primary area.) That leaves only 3 cities—El Paso, Tulsa and New Orleans—and each is to be found in SBS secondary areas.

Further, there are 68 cities of more than 10,000 population in the Southwest. Of these, 51 are in the SBS primary area (total population 2,307,387), while seventeen (total population 926,223) are in the secondary area.

Finally, the total population of the SBS primary area is 8,512,978 and the secondary area total is 3,633,852. Figure it out yourself—SBS has the real Southwestern coverage!

Sell the Southwest with SBS!

SOUTHWEST BROADCASTING

SYSTEM

LEE H. ARMER, President, Fort Worth, Texas
GREIG, BLAIR & SPIGHT, Inc., Representatives,
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES
Rodent Interferes
THE silent adventures of a wandering rat deprived listeners of KHJ, Los Angeles, of several minutes of the "Jamboree" program over the Don Lee-CBS network. The riving rodent wandered into the KJH transmitter and was electrocuted, throwing the transmitter out of commission.

KJBS, San Francisco, which has no orchestra, could make up one from members of its regular production, sales and engineering staff. Several of whom have been profession musicians. Here's a fair orchestra: pianist, Mis King; saxophonist, Terence Smith; announcer Frank Cope; violinists, production manager Harry Wickersham, announcers Gene Clark and Ted Morde; trumpets, chief engineer Jack Burrell and newscaster Hugh Gagoa; tuba operator Gene Goldrup; drums, announcer Ed Franklin.

Cynthia King 21, of Boston, New to radio was chosen by WOTV, New York, in a contest for the selection of a woman announcer. The station set up a microphone in the lobby of the Strand theatre and for 45 minutes patrons who had the show were invited to critic it on the air. Miss King was selected as the one giving the best criticism in the best radio voice. The feature was conducted by Martin Block.

College debating teams are being heard over Southwest Broadcasting System, the competing teams often speaking from different stations.

WCRY, Cincinnati, is cooperating with Radio Dial. Cincinnati radio program and news weekly, to decide which of the station's new announcers is the most popular. James S. Alberman, Arthur Alsworsh, Lee Goldsmith and Sidney Ten Eyck. The winner will get a free trip to Radio City.

According to W. A. Stanton, manager of CHML, the Hamilton station recently purchased by Senator A. C. McCoy of Ottawa, approximately $50,000 has been appropriated for building a new station. A new 100-watt crystal controlled transmitter is already installed in operation, and is to be moved outside the city in the near future. Enlarged studios and equipment capable of handling three programs simultaneously are now being built.

A new feature on KOIN, Portland, Ore., Northwestern National Life Insurance sponsored by Northwestern Electric Co. pays respects to outstanding Northwest citizens in many fields. The first of the series was broadcast March 12 and featured Amos Burg, explorer.

Maj. Bowes Leaves WHN
MAJOR EDWARD BOWES, whose "Around the World" has now become a Sunday night feature on the NBC- WABC network has resigned from his vice-presidency of Metropolitan Goldwyn-Mayer and from the management of WHN, New York, which MGM controls. He remains managing director of the Capitol Theatre. In his place, temporarily, Ralph Frisbee of WHN, Los Angeles, Ainsworth. In addition he has presented his present duties with the theatre circuit and his New York studio. Chase & Sanborn sponsors Maj. Bowes and his "Around the World" on the network, while Jay C. Flippen will take Bowes's place at the head of WHN's amateur production.

Get on WBAL This Spring to WIN. WBAI Gives MORE VALUE for YOUR DOLLAR
WBAL'S NEW PROGRAMS ARE CLICKING
Full Details Upon Request.

1000 Kts.
10,000 Watts
BALTIMORE
Basic Blue Network
N.B.C.

John Blair & Company
New York - Chicago
San Francisco - Los Angeles
Detroit

"The Popular Station" Salt Lake City, Utah
Food and Drug Bill in Doubt

(Continued from page 10)

in the House, where Chairman Ewin L. Davis of the Federal Trade Commission a former House leader is certain to exert influence against its passage in its present form because of the provision for transfer of advertising control.

Not to Be Pushed

SENNATOR Copeland, in offering the measure to the Senate, declared that it has been accorded no special place on the calendar, and that "several weeks" might elapse before it comes up for consideration. He said he would not try to push it unduly so far as to interfere with the regular order of business. He denounced the advertising provisions, notably that placing control in the Food & Drug Administration, rather than the Trade Commission. He said that advertising of these commodities is not a "commercial function", but as an extension of the label, comes under the heading of public health.

The Committee vote on reporting the measure was: Senators in favor—Fletcher, Shepard, Maloney, Radcliffe, Copeland, Democrats; McNary, Vandenberg, White, Gibson, Republicans: a g a i n, Bailey, Clark, Murphy, Bachman, Donahue, Guffey, all Democrats.

The president's message was sent to Congress a day after Senator Copeland, Undersecretary of Agriculture R gx Tugwell who sponsored the original measure last session, and W. G. Campbell, chief of the Food & Drug Administration, conferred with Mr. Roosevelt at the White House. It was the first time this session that Mr. Tugwell had identified himself with the legislation, since his arbitrary stand last year, when five separate revisions of the bill failed of enactment, was held largely responsible for the deluge of opposition to it.

In his majority report, made public March 26, Senator Copeland discussed the new bill by section. He said that provisions which had aroused the apprehension of honest manufacturers have been rejected or altered. He added that the bill, if enacted in its present form, "will be of inestimable benefit to the consumers. It will place no undue burden on any honest manufacturing or advertising practice."

Discussing the advertising definition, he said it was to be noted that the words "to the public" have been inserted after the word "dispersed", to meet the fears of some that the breadth of the definition was such that the manufacturer of a product could be made liable to action through purely social conversations of satisfied users of that product who might mistakenly misrepresent it.

Regarding false advertisements, the report, said:

Section 601 defines false advertisements. Paragraph (a) covers all the commodity groups enumerated in the bill and defines the advertisement of food, drugs, or misbranding of any food, drug, or cosmetic. The language is similar in its import to that of the general misbranding provisions in sections 301, 402 (a), and 502 (a). It imposes the same standard of truth.

The words "relevant to the purpose of this act regarding such food, drug, or cosmetic" have been added for the reason that it is not intended to apply to what is simply goodwill advertising and not an advertisement of the merits of the article, even indirectly. Such language is deemed unnecessary in the provision with respect to labeling which does not relate itself to such representations.

This paragraph, as will be noted from the definition of advertising in section 201, paragraph (j), deals with communication as well as fact. This is to prevent the unscrupulous from expressing false representations by the use of the medium of advertising in the form of expressions of opinion. Clever copy-writers would have no difficulty in conveying false representations in opinion terms. The law has recognized the privilege of "trade puffing", or the right of the advertiser to "put his best foot forward" in the sale of his wares. Section 601 is not intended to restrain the legitimate exercise of such privilege where it is in no particular misleading. Good advertising is not incompatible with truth in advertising, and there is nothing in this paragraph or in any other section of the bill to prevent the vive and attractive advertising of any and all meritorious properties or goods. The language of this paragraph dealing with representations of effect of drugs is identical with the proviso under paragraph (e) of section 406, which was discussed in connection with that section.

Paragraph 602 proscribes the advertisements of drugs for a short list of extremely dangerous diseases that must be effectively treated by self medication with any drug. The purpose of the paragraph is to afford a public remedy to an abuse of advertising of drugs before victims of the diseases have been encouraged to waste valuable time in torpidly waiting for the effective treatment, during which the malady may progress to stages for which the most skilled treatment will not avail. It is recognized that most advertisements of drugs for these diseases could be stopped under the preceding paragraph proscribing false advertising. It is nevertheless true that the vendors of these outrageous "fakes" through resort to technicalities and legal defences, continue to deceive the nostrums on the public for considerable time if paragraph (a) were the sole instrument under which the Government could operate. The toll of suffering and death taken by such fraudulent preparations is so serious that authority should be provided for immediate and unquestionable action.

An exception is made in the paragraph for advertisements appearing in medical and pharmaceutical journals if such advertisements meet the standard of truth imposed by paragraph (a) of the section.

Media Exemptions

DISCUSSING that provision exempting media from the penalties of the act, Senator Copeland pointed out that Publishers, radio broadcast licensees, and other media for the dissemination of advertising are not in many instances in a position to know the nature of the goods they advertise nor can they be expected to maintain the necessary laboratory equipment and staff of technicians to determine the same. Accordingly, paragraph (c) will exempt such persons from liable penalties and place the responsibility where it rightly belongs, on the manufacturer or dealer of the advertised product who is in a position to know, and should know, whether the representations concerning his goods are true or false. However, if a publisher or other advertising medium should willfully refuse to furnish the necessary post office address of an advertiser, he would be held guilty of a misdemeanor and subject to penalty.

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National Radio Advertisers

Know From Experience

That the Only Effective Way to Reach Northwestern Ohio's Fertile Market

WSPD

IS TO USE Northwestern Ohio's ONLY Radio Station

Just a partial list of National accounts using WSPD:

Chesterfield Wasey Products
Ex-Lax Hudson Motor
Ford Motor Gulf Oil
Gen. Baking Alka-Seltzer
Lady Esther General Motors
Pillsbury Kleenex
Studebaker Bisodol
Campbell Soup Standard Oil
General Cigar Chrysler
Pepsi-Cola Camel
Pet Milk Woodbury Soap
Barbasol Frigidaire
California Perfume Proctor & Gamble

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

---

We don't claim to be the Nation's Greatest Station

But IT IS interesting and rather gratifying to note that advertisers keep coming back for time on WHAS.... The only way that we can account for this is that they must be getting results.... reaching and selling a valuable market through this station....

It stands to reason that 50,000 watts is going to cover a lot of territory especially when the broadcast is made from near the center of population and on a nationally cleared channel (820 kilocycles) which assures good reception, day or night....

BROADCASTING • April 1, 1935

WHAS

Owned and Operated by THE COURIER-JOURNAL

THE LOUISVILLE TIMES

Represented Nationaly by Edward Petry & Co.
A FORMULA for Selling the Second Greatest Market in America

Both WMAQ and WENR, NBC Network stations in Chicago, fit this formula perfectly. A legion of broadcast advertisers, all successful in selling this second greatest market in America, will credit the services of either WMAQ or WENR with a large share of the responsibility for making their selling success possible.

If a radio station gives you the circulation you want and commands the listener attention you need, it will have a tremendous influence on the buying power of the audience within its scope.
Show your prospects that they can get more listeners per dollar on your station, and you have gone a long way toward making more sales.

A Soby audience survey will provide FACTS about the radio audience — FACTS that have a definite sales value!

Write for complete information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

**Calling All Citizens**

**COLUMN (Ga.)** police find that broadcasting of police radio announcements over WRBL is helping in crime prevention in that section. WRBL breaks into programs with police flashes and listener response is favorable. The feature has been on the air three months. For details explain that blanking out of their short-wave flashes with the WRBL broadcasts puts the public on the lookout when robberies and other crimes are announced. The feature was developed and sponsored by Prof. Willard advertising.

Brinkley's name was linked with various radio projects. He bought a yacht in Florida and was supposed to have building a high powered job aboard her from which he could pour his lectures into the U. S. while remaining outside the border limit. He was two years old when he bought the XEPN station and in 1934, was a $200,000 mansion at Del Rio, Texas, fitted with organ room, swimming pool, etc., and organ programs are sewed by remote control to a Kansas station each morning. Under his management XEAW is trying hard to get the good will of the U. S. public, both local and distant, by broadcasting interesting programs of varied nature, and the old programs are now so toned down that they appear almost "ethical".

The border situation may carry on like this for years, but its future was broken with the closing of the 200,000-watt XER. The stations down there are no longer a novelty. Artists of note do not perform there any more, and even the backwoods folk no longer sit up all night listening. But as long as the border stations continue to cater to the country people, they will probably always make a living from the dollar.

Mandeville & King Co., Rochester, N. Y. (nursery) on April 4, starts a Thursday morning vegetable campaign on WPBI, Syracuse, with advice on gardening given by Holmer Bloomer of the sponsoring company.

**General Mills Sponsors Base Ball in Cleveland**

GENERAL MILLS, Minneapolis (Wheaties) will broadcast on WGBR, Cleveland, play-by-play accounts of out-of-town baseball games played by the Cleveland team of the American League. Ellis Vanderpyle, WGAR sports announcer and commercial manager will handle the broadcast starting with the opening game April 16.

Through an arrangement with Western Union, WRAL will send descriptions of the games except when the team is in New York or Philadelphia and these cities probably will be handled by local stations. Graves Taylor, of the WGAR staff, will relieve Vanderpyle and announce commercials.

This is the first time such a program has been made in Cleveland. Blackett - Sample - Hummert Inc., Cleveland, handled the contract, which is around the $10,000 mark.

**Willard Battery Spots**

WILLARD STORAGE BATTERY Co., Cleveland, has enlarged its 1935 advertising campaign and spot announcements will be used in addition to other media. Mel- drum & Fossewith Inc., Cleveland, handles Willard advertising.
Million Radio Sets Used in Dominion

A report just issued by the Department of Trade and Commerce in Ottawa reveals that there were 796,761 radio receiving licenses issued during the past 11 months of the fiscal year ended March 31, making an increase of 105,932 licenses or 15.3% over the preceding year. Add to this the number of receivers in homes of people not having licenses and an estimated million radio receivers are in use in Canada. A certain percentage of the population still holds out against the $2.95 annual license, changing the fine if caught. Unemployed unable to pay the fee are allowed to use receivers without a license.

Patronage System

TARTING April 1 radio listeners must buy new licenses, and plans are present indicate that the sale of these licenses will be pressed more this year than ever before. Within the past few years the sale of licenses has been used as political patronage, in that unemployed party workers or members are authorized to sell licenses on a door-to-door system, retaining 15% of the sale price.

With an election to be held for the federal government this summer this lucrative patronage system is understood to be well oiled and selling as many licenses as possible, despite the fact that listeners are indignant about this method of sale, since it means opening the door and hauling out the license to any number of men who are selling the compulsory license, as well as for the inspector who is able to come on complaint from any vendor to whom the listener would not buy or show his license.

National Advertisers Check KVI Leadership in Western Washington

WASHINGTON State wrote a radio libel law on its statutes March 21 when the bill extending the application of the newspaper libel laws to stations and speakers was signed by the governor. The measure had passed the Legislature earlier this session.

Bell System Teletypewriter Service—typing by wire—has made itself a vital part of many businesses, but it is especially adaptable to the business of broadcasting.

It is fast. Type your message directly into the office of any other subscriber and get your answer on the same connection.

It is accurate. Both parties have identical typewritten copies of every word exchanged. No misunderstandings or errors in recording.

It saves time. No need to retype messages for different persons or departments. Machine makes any number of copies up to seven.

This modern communication service is being widely used by stations and networks. Your local Bell Telephone office will gladly show you how it can best be applied to your own requirements.
MARCH 13 TO MARCH 28, INCLUSIVE

**Decisions**

**MARCH 19**

WELL. Battle Creek, Mich.—Granted CP move transmitter, studio locally; change equipment, increase power. 

WBOY, Terra Haute, Ind.—Granted CP change power from 100 kW to 250 kW D unit.

Redondo Beach, Calif.—Granted CP move studio, transmitter locally, increase from 230 kW to 1 kW.

WOGM, Columbus, O.—Granted CP change equip., move transmitter locally.

KLC, Lake Charles, La.—Granted CP change equip., move studio, transmitter locally, change equipment.

KPLC, Alton, Ill.—Granted CP change equip. 

**MARCH 26**

WGR, Cleveland.—Granted CP change equip., change from 1330 to 1290 kHz, increase from 1 kW to 5 kW D.

KTSB, San Antonio.—Granted CP change equip., change from 1250 to 1290 kHz, increase from 1 kW to 5 kW D.

KMSL, Chico, Calif.—Granted CP change equip. 

**MARCH 28**

WGR, Fort Worth.—Granted CP change equip. 

WGR, Houston.—Granted CP change equip., change from 1330 to 1290 kHz, increase from 1 kW to 5 kW D.

KTSB, San Antonio.—Denied petition reconsideration and ap- plic. for hearing before Division on 5-31-35.

WMCA, New York.—Granted CP new station 1190 kHz D unit.

KSB, Des Moines.—Denied CP change equip., increase from 1 kW to 5 kW D.

KWHB, Newark.—Granted CP move transmitter as applied.

KMPX, Beverly Hills, Calif.—Granted CP move transmitter, studio locally; change equipment.

KGGY, Los Angeles.—Denied petition reconsideration and grant of app. for hearing before Division on 5-31-35.

**RATIFICATIONS**

WAFN, Clarksville, Tenn.—Granted new aut. temp. ex- tend to Jan. 1, 1937. 

**APPLICATIONS DENIED (default)**

NEW, Brothers & England, Mansfield, O.—CP 1370 kHz 100 kW unit; NEW, Joseph L. Smith, Atlanta, Ga.—CP 1370 kHz 100 kW unit; NEW, John G. Curtis, Erie, Pa.—CP 1700 kHz 100 kW unit; NEW, Blanche F. Thompson, Battle Creek, Mich.—CP extension to Jan. 1, 1937.

**APPLICATIONS TERMINATED**

NEW, John G. Curtis, Erie, Pa.—CP 1700 kHz 100 kW unit.

**EXAMINERS' REPORTS**

NEW, Ohio Valley Brdscstg. Corp., Parkersburg, W. Va.—Granted CP 610 kHz D unit, station WVLU, Parkersburg, W. Va., granted CP 1320 kHz 500 w D unit, granted CP 1250 kHz 500 w D unit, 1200 kHz D unit, 1200 kHz D unit, 1200 kHz D unit, 1290 kHz D unit, WTRB, Sp在家nas, D.C., granted CP 1370 kHz 100 w D and denied 1290 kHz D.

**APPLICATIONS ALLOWED**

NEW, Frank H. Miller, Wichita.—Granted CP for move transmitter, site.

KGIR, Butte, Mont.—License for CP as modified.

APPLICATION RETURNED—Eugene D. Foster, Charleston, S. C.—Licensed CP, Dallas, Texas—CP 1500 kHz 100 w D and spec.

**MARCH 15**

WRC, Washington.—CP new equip., increase from 500 w to 1 kW D & 1 kW D & N.

WICC, Bridgeport, Conn.—CP extension to 5-31-35.

KABC, San Antonio.—CP change equip., increase 100 w to 250 w D, and modify in accordance with CP.

NEW, Plainview Brdscstg. Co., Plainview, Tex.—CP 250 kHz D unit, WAB, Wrigleyville, Ill., granted CP 500 kHz 1 w D unit, 1250 kHz 100 w D unit, amended to omit 12Q time.

WNX, Yaksonk, S. D.—CP as modified for move transmitter, site.

KSCJ, Canton, Neb.—Licensed CP 1500 kHz 500 w D.

KOTN, Pine Bluff, Ark.—Appl. for license to Universal Bridgeport, Conn.

RENVIRONMENT OF LICENSEES—KFRV, Bloomington, Ill.—Licensed CP in temp. basis and renewal set for hearing before Division on base 5-31-35.

WMCA, New York.—Granted renewal of license on temp. basis and renewal set for hearing before Division on base 6-4-35.

**SET FOR HEARING**

WAZL, Hasleton, Pa.—CP 1500 kHz 100 w D unit, pend- ing construction.

NEW, R. T. Sandberg, Oklahoma City, Okla.—Licensed CP 1500 kHz 100 w D unit.

NEW, R. T. Sandberg, Oklahoma City, Okla.—CP 500 kHz 250 w D & N.

KGEX, Point Pleasant, N. J.—CP 1500 kHz 100 w D & N.

**APPLICATIONS RETURNED**

NEW, Robert E. Cole, Wash., Pa.—CP 1500 kHz 100 w D unit.

**APPLICATIONS RETURNED**

NEW, Detroit.—CP move transmitter to Omars, Mobile, Ala.—CP 1200 kHz 250 w D unit.

**APPLICATIONS RETURNED**

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Good Taste Guide In Child Programs

A DEFENSE of programs for children, recently criticized as possessing too much of the “horror” element, was made by M. H. Aylesworth, president of NBC, in an address before the New York Broadcasters’ Clubs.

The problem of child programming is a difficult one, he explained. Take, for instance, the children’s program of a radio station. If you appeal to the interest of little children, let us say from five to eight years of age, in a radio program, their ears will be tuned to a song, tell them a story, recite a poem or enact a little play? Yes, you could do all these, but you would not crowd them all into one program unless they all appeared to fit together.

But then there is the older brother, aged 10, who will have no little sister’s program, Mr. Aylesworth added. He wants his own program. And here is where he comes in conflict, often for the first time, with the ideas of us grown-ups. He insists that he entertain his audience, that he make it educational. Nothing—if it can be accomplished by not letting him talk too much.

As to mystery programs, Mr. Aylesworth told the Federation: “It’s easy to remember what the boy and girl want—and let them develop for themselves standards of judgment and taste, which the market affords. And here is where the problem is, for it involves a policy under which we consider a program harmful for your child it is a simple enough thing to turn the dial. I can assure you, if it is a sponsored program, the advertising sponsor will not be slow to notice the disappearance of his audience. He will correct himself or we will, ourselves, as quickly as we realize public disapproval. But, on the other hand, we will not wait for this criticism and action to come, but will correct it as soon as possible to avoid permanent injury to our program.”

He reminded the Federation that “cleanliness and good taste have a value, a worth of American radio programs. Constant vigilance in our work in this direction is another indication of how public opinion controls broadcasting. Radio is clean. It will remain clean. In the final analysis, the control by public opinion, reflected in our actions, will keep it so.”

Meeting of 100-Watters For Spot Business Urged

HAVING received replies from 24 of 248 local stations circulated in February on a proposal to form an association of 100-watt stations to procure national business, Ed-ward A. Allen, manager of WLVA, Lynchburg, Va., is planning an April meeting in Pittsburgh to work out organization plans. No definite date has been set.

The letter was sent Feb. 19 by Mr. Allen, and the replies came largely from stations within 500 miles of Pittsburgh. He has written LeRoy M. K. president of WOL, Washington, for suggestions, and presumably has written other stations. Such a meeting, he said, could decide to send a committee to the NAB convention in Colorado Springs in July and discuss the plans with owners of 100-watters in the West.

Mr. Allen wrote Mr. Mark that local stations are not getting their share of national business. Should only 15 locals be present at the contemplated Pittsburgh session, he said, it might be possible to hire a traveling representative to solicit national and regional business and acquire new 100-watt members. One thought is that locals might be sold under a “group” rate. Mr. Mark said he thought something tangible could be done for the progressive locals, but that he would not favor any organization which would conflict with the NAB as a trade association.

April 1, 1935 * BROADCASTING
Federal Data Show World Radio Sets

Total of 53,587,474 Operating Commerce Department Finds

A NEWLY REVISED world census of radios compiled by the electrical equipment division of the Department of Commerce reveals that 53,582,474 radios are now in use throughout the United States: 1,537 medium-wave broadcasting stations in operation. In addition there are 136 short-wave broadcasting stations and 58 operating in the long-wave bands.

The report, compiled under the direction of W. C. Crusie, chief of the division, abs the 25,551,569 total as the number of radios in use in the United States which is shown in the 1935 radio census of the United States by states, fully reported in the March 15 issue of Broadcasting. Thus the United States is shown to have nearly half the radios of the whole world.

The government report shows 548,249 radios in use in Canada, though Canada claims 1,000,000, 350,000 in Mexico and 100,000 in Cuba, with the rest of the North American countries having far smaller numbers. All of South America has 1,094,417, with Argentina accounting for 600,000, Brazil and Chile 200,000 each, and Uruguay 100,000. Argentina has 20,788,363 sets, with the United Kingdom accounting for 6,780,570, Germany 6,142,921 and France 1,602,402.

The report is available without cost from the division's offices in Washington, and it shows the number of radios in use by broadcasting stations in each class in every country in the world. It recapitulates the counts of radios by continental divisions as follows: North America, 26,592,615; South America, 1,109,147; Europe, 20,778,383; Europe, Asia, 2,000,500; Africa, 2,050,339; Oceania, 800,183; Africa, 176,079. World total, 53,582,474.

Craig Opens Office

CRAIG CROFT, former vice president of Scott Howe Bowman, Inc., on March 20 announced the establishment of a station representative organization in New York, to carry his own name. A number of stations, he said, already have been aligned, and temporary offices have been established at 230 East 50th St.

Associated Oil Obtains Exclusive Radio Rights In Pacific College Games

ASSOCIATED OIL Co., Los Angeles, for the tenth consecutive year, has secured the principal Pacific Coast college football games, having signed a contract in March with Bishop, chairman of the radio committee of the Pacific Coast Intercollegiate Athletic Conference.

The contract gives Associated exclusive sponsorship of all college athletic events. While the contract figure has not been made public, the company paid $75,000 to the conference and independent schools last year for broadcast privileges. This is in addition to the money the company has, broadcast basketball games, track meets and rugby.

Des Moines, Iowa, broadcast Pacific Coast football games in 1935 due to the tremendous interest shown not only by western motorists, but also by Eastern fans, for students of western schools and parents of students in all parts of the United States, F. E. Allan, domestic sales manager for Associated declared. "More letters of appreciation for the broadcasts were received in 1935 than any previous year, coming from nearly every state in the Union, from Hawaii, Manila and even Europe. Associated will again urge western motorists to 'Go to the Games', providing the broadcasts for those unable to attend."

Krometan Spots

KROMETAN Co., Omaha (home tanning outfits) plans to add seven stations to its spot campaign, conducted in March on KNX, Hollywood; WHO, Des Moines; WOR, New York; WMGB, Peoria. The schedule of three-minute spots will be continued. Additional stations are to be added in May, Campbell, Kellogg Co., Los Angeles, now is handling the account.

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.
She Listens and Learns While She Works

Today's housewife finds her radio a welcome aid to getting housework done easily, quickly and economically. The messages of daytime broadcasters come to her as she works, and she listens and learns without interrupting her daily chores.

Significant of the effectiveness of reaching women at home during the day is the fact that the use of NBC daytime radio hours has increased 46.8% since a year ago.

In the rich Tri-State area no station so completely influences the buying power of this special audience as does KDKA. Pioneer of all radio broadcasting, and pioneer of many new radio developments, KDKA'S local prestige alone, among several other important reasons, is why broadcasters using its facilities get the most out of this great market.

Its "Home Forum" program, conducted by Evelyn Gardiner, M. A., is one of America's outstanding daytime radio features.

KDKA 50,000 WATTS PITTSBURGH

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

www.americanradiohistory.com
THE NEW **RCA** "HIGH FIDELITY"

**BROADCAST TRANSMITTER**

**TYPE 5-C**

A DE LUXE 5000 WATT EQUIPMENT FOR 1/2.5, 1/5 AND 5 K.W. BROADCASTING STATIONS

**FEATURING:**

1. High Fidelity Performance
2. Low Operating Cost
3. Complete A.C. Operation
4. Ingenious Hum Compensation
5. Safety and Convenience of Operation
6. Cathode Ray Indicator for Modulation
7. Complete Harmonic Suppression
8. Automatic Overload Protection
9. Mycalex and Isolantite Insulation
10. Strikingly Attractive Modern Design

THE STANDARD OF MODERN BROADCAST PERFORMANCE

**RCA MANUFACTURING COMPANY, INC.**

CAMDEN, N. J. "RADIO HEADQUARTERS"