WGYS Dominance of the "Great Northeast" is Unchallenged...

In the wealthy markets of Eastern and Central New York State and Western New England, no other station serving this population of over 4,000,000 comes anywhere near equaling the power, the prestige, the program popularity or the selling record of WGY...an NBC Red Network station.
WTIC's Special Sports Program offers advertisers a rare opportunity thoroughly to cover a prosperous population at reasonable cost.

The program will start at the opening of the baseball season and will give the scores of the National, American and International Leagues, together with interesting comments on baseball and other current sports.

Time: 6:45 to 7:00 P.M. Seven days per week. Added Feature: Scores repeated at 11:00 to 11:05 P.M. seven days per week.

The majority of people in the WTIC Communities are dependent on the radio for that day's sport news. The program, therefore, reaches a peak audience. 1,580,000 in the primary coverage area. 680,000 more in the secondary coverage area. (Jansky & Bailey survey figures.)

This program is necessarily offered subject to prior sale. For particulars and price, telephone or wire at once.

THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEED, Manager

www.americanradiohistory.com
A definite responsibility must be recognized and accepted by those who control the wide influence of the nation's Broadcasting Stations. Censorship is imperative if advertising on the air continues to increase in effectiveness. The unworthy must be denied association with the worthy.

When commercial broadcasting was first accepted, the long established and successful censorship regulations of the Post-Dispatch were adopted by KSD. The pitfalls of inexperience were avoided and KSD listeners have always been protected.

All advertising offered for broadcasting from Station KSD is subject to rigid censorship regulations. Nothing will be accepted which is misleading, deceptive, repulsive or suggestive, or that which attacks the integrity of persons, institutions or merchandise.

Advertisers using the facilities of KSD are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSD entertainment programs.
Five WSM broadcasts pull $11,144 for Gardner Nursery

(Complete story in five paragraphs)

1. Contract
On December 11, 1934, the Gardner Nursery of Osage, Iowa, through its agency, the Northwest Radio Advertising Co., contracted with WSM for 13 15-minute spot broadcasts. These broadcasts, which were to go on the air once a week, were to be built to sell, for $1.00, a complete assortment of plants, shrubs, and seeds. Those who ordered were to form a mailing list for the Gardner catalog. From their reorders would come the nursery’s profit.

2. Program—With the client’s approval, WSM designed and produced a program calculated to do the job. It was a simple combination of music and advice on gardening—the advice being given by a character known simply as the Master Gardener. There was nothing pretentious about it. Plain, outspoken, friendly—the Master Gardener talked of seed-time and planting, invited listeners to order. That was all.

3. Results—The first program went on the air Jan. 26—was repeated once a week thereafter. On Feb. 25, tabulations covering the first five weeks showed that the programs had pulled dollar orders as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 26</td>
<td>2203</td>
</tr>
<tr>
<td>Feb. 2</td>
<td>1676</td>
</tr>
<tr>
<td>Feb. 9</td>
<td>2697</td>
</tr>
<tr>
<td>Feb. 16</td>
<td>2663</td>
</tr>
<tr>
<td>Feb. 23</td>
<td>1905</td>
</tr>
</tbody>
</table>

4. Telegram—Meanwhile, on Feb. 14, had come this telegram: "Radio Station WSM—Needless to say we are delighted with the wonderful response from WSM Stop We feel that you are not being adequately compensated for the tremendous volume of business you are sending us and will gladly entertain suggestions from you whereby we can spend a little more money for additional night periods throughout the week Stop You are doing a wonderful job for us what can we do for you Kindest regards. Kraft, Northwest Radio Advertising Company."

5. Increase—Today, instead of one 15-minute program, the Gardner Nursery sponsors on WSM three programs a week, each designed to do a definite selling job to a particular audience. Continued increase in orders shows that they have not failed. Again we repeat—Get the right program on the right station and you’ll get results.

Agency Men, Advertisers—NOTE

Write us today for Program Release and Open Time Schedule and complete information regarding WSM’s talent, production, and merchandising facilities.

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

Edward Petry & Co., Inc., Exclusive National Representatives

Owned and operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TENN.

BROADCASTING • April 15, 1935

Page 4
The Weak Get Weaker—The Strong Get Stronger

Due to "Summer Migration" from City to Resort

100 to 1,000 watt, "city" stations LOSE much of their metropolitan audience
50,000 watt, wide range stations GAIN listeners in outlying districts

The Summer POPULATION Trend

<table>
<thead>
<tr>
<th>FROM the city</th>
<th>TO the country</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWN</td>
<td>UP</td>
</tr>
</tbody>
</table>

Summer RADIO LISTENERS' Trend

<table>
<thead>
<tr>
<th>FROM 1,000 Watt City Stations</th>
<th>TO 50,000 Watt Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWN</td>
<td>UP</td>
</tr>
</tbody>
</table>

SOME advertisers using a group of 'city' stations to 'cover' Western America and seeing only half of this picture (the summer exodus FROM the city TO the country) cancel their advertising.

Other advertisers, analyzing the other half of this picture (the increase in summer listeners to 50,000 watt stations) have discovered a genuine opportunity to get extra advertising results—simply by concentrating a major campaign on KNX during the evenings.

POWER TO BURN

With its 50,000 watts, its new 'vertical radiator' antenna (giving the equivalent of 100,000 watts), its peculiarly advantageous location which bulges its signal northward and eastward, KNX easily blankets the far western states even in summer.

Inasmuch as KNX has never claimed a dominant audience in the cities of San Francisco, Portland, Seattle, Spokane, Tacoma, Denver and Salt Lake City, due to sharing audiences with local stations, all vacationists from these 'centers' are PLUS coverage for KNX summer advertisers.

Thus for the cost of a 'local' program, you get full western coverage if you select KNX for this summer's campaign. No need to lose contact with either your city or country customers. No need to let your western dealers lose interest. Do a bang-up summer selling job this year. Buy KNX.

Write for additional 'summer facts' and available time and talent.

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

Represented by JOHN BLAIR & COMPANY

NEW YORK
542 Madison Avenue

DETOIT
New Center Building

CHICAGO
520 No. Michigan Ave.

SAN FRANCISCO
485 California Street

April 15, 1935 • Broadcasting
NEW ENGLAND is not one-station territory.

It cannot be compared to any western area dominated by one station.

Audience density has made New England fertile ground for local stations, which have created local listening habits and made it impossible to cover New England listening areas with a single outlet.

The Yankee Network ties into one great listening unit the local listeners of 11 separate centers of population. On the strength of local showmanship and program appeal, it has created a network audience that cannot be duplicated in size by any one New England station or any other group.

To reach the complete New England audience, you need the Yankee Network's 11 stations, blanketing the leading trading areas.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON

EDWARD PEIT & CO., INC., Exclusive National Sales Representative

NEW YORK—17 East 42nd St. ............... Murray Hill 2-3850
CHICAGO—Wrigley Bldg. ..................... Superior 7742
DETROIT—General Motors Bldg. .......... Madison 1035
SAN FRANCISCO—865 Mission St. .... Sutter 6400

YANKEE NETWORK

BROADCASTING • April 15, 1935
Radio Reacts Quickly to Program Mandate

By SOL TAISHOFF

FCC Elaborates on Statement of Policy as Prall Denies Reform Intent; Networks Impose S stricter Selection

REACTIONS from both advertisers and stations to the campaign of the FCC against medical care and medical products programs viewed as questionable have come thick and fast since the disclosure of the FCC's new policy. Every indication from the recently reorganized Commission was that it does not intend to let up in its drive to "clear" the ether of this character of commercial business.

Immediately after the appearance of the last issue of Broadcasting, in which was published a list of medical services and medical products made public by the FCC as being "under investigation," the Broadcast Division was besieged with inquiries from manufacturers of commodities mentioned, together with protest statements from stations as to what they might do to appraise such accounts in advertising. A large number of broadcasters have personally visited the FCC, while others have called their Washington attorneys for advice and information.

Avoiding Censorship

A FOR the FCC itself, which launched the campaign under the New leadership of Chairman Albert S. Prall, there was every indication that it would move cautiously lest it become embroiled in any censorship controversies. It is specifically prohibited by the Communications Act from exercising any censorship powers, and has no authority whatever to take punitive action against the advertisers.

It can proceed only against broadcast station licensees, and then only on a showing that, through the broadcasting of such questionable programs, the licensee has failed to serve the public interest.

There were reports of station licensees that they had promptly cancelled contracts covering accounts considered of doubtful character. This led to inquiries from the advertisers themselves as to what they might do to meet the situation, but it is such cases where the FCC was in no position to advise since it is obligated only to regulate the holders of station licenses.

In an effort to clear the air as much as possible and to answer the questions raised by broadcasters and by advertisers, Broadcasting submitted to the FCC a series of questions as to what might be done to check in advance whether a particular account is acceptable. The questions and answers are published elsewhere on this page.

It was learned that after considerable debate between the Law Department of the FCC and Chairman Prall that these answers were forthcoming. They advise the station or the advertiser to check with other governmental agencies for whatever information they may have regarding the products. This statement was made as a blanket answer:

"If a station licensee is not prudent and intelligent enough to find its sources of information to properly guide it, then it is not properly qualified to operate a station in the public interest and according to law."

FCC's Advice on Checking Accounts

TO CLARIFY the status of questionable accounts, Broadcasting asked the FCC the following questions:

"What can station, advertiser or agency do beforehand to ascertain if a particular account is acceptable?"

"Can he query the Food & Drugs Administration, Federal Trade Commission or Fair Trade Commission?"

The FCC's advice, as prepared by its Law Department, follows:

The broadcaster can write or telegraph (a) the Federal Trade Commission, and (b) the Pure Food and Drug Administration, obtaining the name of the proposed advertiser and the proposed product to be advertised and request that any of these governmental offices write or telegraph information as to whether or not any "cease and desist order," "fraud order," "citation," record of proceedings of hearing or other public action has been taken against the advertiser or product. However, the broadcaster may not request from any of the above offices any information of a confidential nature. [Italics are FCC's.]

Experience will show that in most cases some one of the above offices will have sufficient public information available to guide the broadcaster. This Commission may not answer any such query because Section 326 of the Communications Act specifically prohibits such action.

"State and Federal courts have handed down many decisions concerning specific products and advertisers. Examination of these decisions would greatly help broadcasters. Most states have agencies regulating stock promotions and promoters. The state boards of public health and other agencies regulating the activities of medical practitioners invariably have a fund of information available concerning questionable medical practices and practitioners. In any event, this question is one which essentially does not concern the Commission as the sole responsibility of operating its station in the public interest and according to law is upon the station licensee. [Italics are FCC's.]

If a station licensee is not prudent and intelligent enough to find its sources of information to properly guide it, then it is not properly qualified to operate a station in the public interest and according to law."

April 15, 1935 • BROADCASTING
counts. However, in the event of the expiration and non-renewal of any such contract, it is not to be further solicited for re-contracting and the advertiser should be informed that NBC feels that the competitive necessity to see such product's programs is opposed to the best interests of NBC and as such existing.

Inquiry at the Federal Trade Commission, which has been surveying all continuous of broadcasting licensees and transcriptions since last July, revealed that it has not had occasion to receive complaints against any station or advertiser because of false or fraudulent advertising. There have been a number of continuous which have been questioned, but it was stated officially, but in every instance the buttressed continued after his contention, the result that no punitive action has been necessary. In such cases, the complaint was not sustained.

It was developed that certain of the programs questioned by the FCC also have been investigated by the Trade Commission and that in one case—involved Dr. Ritholz Optical Co., of Chicago—cease and desist order issued as recently as last year.

Further emphasis upon the objection of Dr. Ritholz to broadcasting was given by Chairman Prall April 10 in an address at the meeting of the Women's National Press Club, New York, and broadcast over both NBC and CBS. "The FCC," he said, "determined that the fear of advertising program or to encourage to that end broadcasting, who, regardless of the success of the form of literature of live broadcasting, present only its own financial responsibilities.

At our command we have the best of science, of literature, music, drama and other wholesome entertainment. We must not fail to take advantage of this great opportunity. We must not turn round broadcasting into a grotesque sideshow by producing programs. The Commission cannot approve or disapprove any program. We are the Communications Act, governing radio broadcasting, we may not exercise any direct control over radio programs. We can not even consider what is said in the air. That is right and proper, for you can readily see the political consequences if any governmental agency were invested with such powers.

We can maintain a general surveillance over radio stations and networks in order to maintain order and necessity. We can, however, take into account the public interest as reflected in the general program structures of radio stations, and if they are consistent violators, we can refuse to renew their licenses.

Up to Station Owners

"The FCC looks to station owners, and not to the sponsors of advertising, to present and broadcast programs in the public interest and they must certainly hold station owners responsible.

The reaction to my last broadcast was enthusiastic. Broadcasters, with an eye single to the future possibilities of radio and who are now maintaining a

Loew Theatre Group Projects Network; WMCA-WIP May Extend Program Plan

ALREADY serving three New England stations with programs from New York, plans are definite under way whereby the Loew theatrical organization, affiliated with Metro-Goldwyn-Mayer, may enter the network broadcasting field. From WIN, the Loew station in New York, programs are being fed to WMEX, Boston; WPRO, Providence, and WIXBS, Waterbury, Conn., over lines which had been set up for the disbanded American Broadcasting Co. network.

Meanwhile, it was learned that negotiations for definite contracts are under way with these three stations, and with WOL, Washington, WCMN, Baltimore, and stations in Philadelphia. There is discussion of five-year contracts, with the stations agreeing to pay the station charges, plus certain talent costs. Thus far no network sales organization has been established and conversations have not gone beyond program-supply arrangements. WDEL-Wilmington, it is learned, also is in contact with Louis K. Sidney, the newly appointed manager of WHN, succeeding Maj. Edward Bowes, is in negotiations with a political organization, with Charles C. Moskowitz, vice president of both M-G-M and Loew's. Mr. Sidney has been prominently identified with the Loew's organization as a theater operator.

Seven-Station Hook-up

PLANS were said to be in a formative stage, but it was expected that within a few weeks a theatrical network along the Eastern seaboard would be aligned with stations formerly affiliated with the ABS and ABC chains. Whether the project contemplates expansion in other directions could not be ascertained, however, because of the need for supply of Loew and M-G-M stars, and an exclusive talent tieup with the William Morris agency, WHN's in a position to embark on program origination for either local or network dissemination on a much more generous scale than in the past, it was pointed out. It is understood that additional funds have been set aside for the station's operation, as a prelude to general expansion.

As of April 7, WPRO, WIXBS and WMEX began receiving sustaining service from WIN. This, however, was described as "temporary" until such time as regular contracts could be negotiated. On the preceding day, WNEW, New York, which had been feeding programs to certain of the former ABC stations, announced that it had discontinued this service.

In a recent quarter, it was learned that preliminary steps are also being taken by WMCA, New York, and WIP, Philadelphia, now joint owners, to set up a broadcast organization, to expand along the Eastern seaboard. Tentative proposals, it was reported, have been made to several major organizations, and many of them are lacking in financial ability to do so. We do not have that, regardless of the cost, or the variety, or the type of entertainment produced, it will be clean and wholesome.

Awards Are Given To Four Programs Selected as Best

March of Time, General Motors Symphony Picked by Women

FOUR AWARDS for the musical and non-musical network programs adjudged best on the air, two each in the sustaining and commercial categories, were presented earlier this month at a luncheon by the Women's National Radio Committee in the St. Regis Hotel, New York. Chairman E. T. Prall, chairman of the FCC, presented parchment scrolls to representatives of the companies responsible for the winning programs. The awards were as follows:

Best musical commercial program—"General Motors' Sunday Morning Hour" on NBC, presented to Alfred H. Swayne, General Motors vice president.


Best musical sustaining program—"Columbia Concert Hall," presented to CBS by the company, was presented with the award.

Best non-musical sustaining program—"CBS Radio News" and the "Worlds of Finance Government" series, presented in cooperation with the National Advisory Council on Radio in Education, were presented to CBS by C. Patterson, Jr., NBC executive vice president.

The actual presentation ceremonies were conducted by stations that both NBC and CBS from 3 to 3:15 p.m. Mr. Prall, before making the presentations, delivered the principal address, reported elsewhere in this issue.

Mrs. Harold Vincent Milligan, chairman of the committee, welcomed the guests. About 40 programs which received most votes in a nationwide preliminary survey were invited to the luncheon, it was explained. These had been nominated by members of the 29 local radio organizations which are affiliated with the National Radio Committee.

Uniform Quality

IN CHOOSING between these 40, it was found that many of the musical programs were not of uniform quality. In the case of orchestral artists were employed to sing second-rate songs which they would not even consider including in their concerts or records.

A large proportion of the non-musical programs which figured high on the list submitted to the committee were in the news, drama or dramatization. Among the runner-up features on the networks were the "870th Avenue School of the Air (CBS), Lux Theatre of the Air, and R. F. Warner's presentations for WOR, New York. The latter included health talks on WOR, and WEVD's "University of the Air and Traveltalks."
POWER—where power is needed

Iowa is a BIG market, because it is a BIG collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet has less than 6% of the state's population. Instead of being concentrated in limited metropolitan areas, Iowa's buying power flows through more than a score of trading centers, spread over the entire state.

To sell Iowa, you must cover it—and to cover Iowa, you need the one station with power enough to do the job single-handed—WHO, Des Moines, 50,000 watts.

AGENCY men who have seen advance copies, say that this 32-page brochure on WHO, just off the press, is a long step forward in concise presentation of station facilities—and a real help toward a better understanding of those vital factors that enable some advertisers to get extra dividends from radio. These brochures are too expensive for widespread distribution, but we will be glad to send a copy to any executive genuinely interested in the selling power of radio.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. DES MOINES, IOWA

Phone 3-7147
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

April 15, 1935 • BROADCASTING
Now Using

MUTUAL

Aitken-Kynett Company
Atherton & Currier
N. W. Ayer & Son
Biow Company, Inc.
Donahue & Coe, Inc.
Erwin, Wasey & Company
Johnson-Dallis Company
Lord & Thomas
McCord Company
Sehl Advertising Agency
J. L. Sugden Advertising Co.
J. Walter Thompson

THESE RADIO-MINDED AGENCIES ARE NOW BUYING MUTUAL

... Last year four of these agencies placed over $11,000,000 worth of network time.

Now these four have joined the rapidly growing list of agencies which are on the air more than 12 hours every week selling the Mutual audience.

12 hours a week—11% of all waking time.

Here is startling proof of Mutual's value as a selling force. When the leaders endorse a proposition you can bank on its merits.

The Mutual Broadcasting System offers unusual advantages—

- direct approach to the 5,700,000 families in the five metropolitan markets of New York, Chicago, Philadelphia, Detroit and Cincinnati.

- power which pounds deep into the areas adjacent to these centers with force enough to produce volume sales.

- low cost where sales are greatest.

Ask any member station representative for full details about the

MUTUAL BROADCASTING SYSTEM

WGN—Chicago     WLW—Cincinnati     WOR—Newark     WXYZ—Detroit

Page 10
U. P. and I. N. S. May Sell Radio News

Press-Radio Bureau Likely to be Continued if ANPA Approves Plan for Revised Rules of Operation

FOSSIBILITY that the two privately-owned press associations, the United Press and International News Service, will shortly enter the broadcasting field to supply radio stations with news for broadcast, was discussed large on the eve of the annual convention in New York of the American Newspaper Publishers Association, held March 23-26. Unless it is rejected by that convention, the continuance of the Press-Radio Bureau of the U.P. Bureau of News Operation and the International News Service Bureau, or Committee, is practically assured under somewhat altered rules of operation.

That the radio-press situation as a whole is not only due for a complete overhaul but is likely to come to a definite head soon, as predicted in the March 1 issue of Broadcasting, was evident after a meeting in New York April 5 when the Press Bureau of the U. P. and I. N. S., combined to prepare a report to the ANPA convention.

For at the meeting, which was closed, were E. H. Harris, publisher of the Richmond (Ind.) Palladium-Item and chairman of the U. P. Committee; Howard Davis, New York Herald-Tribune, president of the I. N. S.; K. R. Berlin, Edwin S. Friendly, chairman of the New York Sun Press-Radio Bureau, secretary of the Associated Press; William S. Aylesworth and Alton T. Mason, WCBS; W. A. S. Paley and Paul W. White, CBS; Jackson Elliott, Associated Press; Hugh Baillie, United Press; Joseph Gans, and Harry Pavey, International News Service, and T. J. White, representing the Hearst radio and newspaper interests.

Proposed Changes

WHILE no definite decisions were announced, it developed as a result of the meetings that the changes in the present news setup may be expected if the ANPA approves the recommendations made to it by Mr. Harris is now drawing up:

1. The Press - Radio Bureau will be continued for at least another year, with the NBC and CBS guaranteeing sufficient revenue to maintain it.

2. There will be no liberalization of the Press-Radio Bureau's service schedule except as this may be dictated by competitive conditions, and no sponsorship of broadcasts will be permitted.

3. The United Press and International News Service "reserve the right" to enter the field of supplying news to broadcasting stations on a commercial basis, with stations being allowed to sell this news to sponsors.

4. There will probably be a "gentlemen's agreement" for the U. P. and I. N. S. not to try to sell stations which are now subscribers of the Press Bureau, or Radio Bureau reports, though so far as can be learned no method has been discovered by which other stations can subscribe if they voluntarily drop their Press - Radio Bureau service.

5. Changes in the existing set-up will be made slowly to avoid alarming the public. This will be done, according to those who are clients of U. P. and I. N. S.

"Though no specific mention will be made of any private news-gathering agency which now or in the future may be set up to substitute the press associations are expected to drive hardest in the territories where stations are now buying from Press-Radio Bureau except service by the Associated Press., No special meeting of the Publishers National Radio Committee will be called to facilitate this move. However, some of its members, besides those called John Cowles, publisher of the Des Moines Register & Tribune and James Stahlan, publisher of the Natchez Observer,-and S. F. Young, chairman, are said to be interested in the "gentlemen's agreement."

No special meeting of the Publishers National Radio Committee was called to facilitate this move. However, some of its members, besides those called John Cowles, publisher of the Des Moines Register & Tribune and James Stahlan, publisher of the Natchez Observer, and S. F. Young, chairman, are said to be interested in the "gentlemen's agreement."

Continental Baking Co.

Expands News Programs

WITH the signing of KSD, St. Louis Post-Dispatch station, and KMBC, Kansas City, the list of stations carrying Transradio Press news flashes daily under sponsorship of the Continental Baking Co. now stands at eleven. KSD's contract was effective April 1 and KMBC April 8. The account is handled by Batten, Barton, Durstine and Osborn Inc., New York. (See April 1, 1935 for earlier details.)

Adhering to the Transradio schedule, on April 15 starts a five-minute Transradio news period at 6:55-7 p.m., five nights weekly, to augment its regular news periods of 15 minutes at 5 and 11 p.m. The same agency handling the account of Waltz & Bond, New York, for the franchise which is also sponsoring Transradio Press on various stations, adding WJZ, West Orange, to the list of Transradio Press near New York, the March 24, 5 a.m. four-minute nightly package. The cigar company has also taken five one-minute announcements on WOR, WNYC, WABC, WJZ, WNYC, and WOR, New York.

Continental buys Transradio direct through their agency, and the sponsor purchases the news periods on stations already subscribing to Transradio.

After five years, during which time Tulsa, Okla., newspapers did not publish radio programs or radio dispatches, the Tulsa Tribune has started a daily radio page devoted to local station and national network.

Third News Bureau

For Radio Started

FORMATION of a second independent news gathering and dis-tribution service to supply a complete news service to radio sta-
tions and sponsors was announced in New York April 5. Called Inter-Continental Communication News, it is conducted by 1 Park Ave., New York, is scheduled to enter the radio news field April 22, according to Malcolm Stranraer, president.

Mr. Straus's, whose office was taken over last year on the old New York Herald, declined to discuss the backers of the venture except to say that he was one of them himself and that there were several others. Various stations, he said, had been lined up for the service, which will be offered on a nonexclusive basis and also offered to advertisers and agencies for their own sponsor placements.

Chester Hope, former Hearst managing editor, will head the editorial staff, which Mr. Straus said will be drawn from broadcast stations in key cities of the country, special correspondents in foreign countries and affiliated newspapers. Gates Ferguson, former with the International Telephone & Telegraph Co. and general manager of the U. P., will be director of communications.

News will be delivered both by teletype and short wave radio, arrangements now being made for the latter. In addition, special mail features will be offered.

April 15, 1935 * Broadcasting

Fund in News Case Aroused Protests

PROTESTS from nearly a dozen newspaper-owned broadcasting stations against the action of the National Broadcasting Co. in disposing of funds in behalf of KVOS, Bellingham, Wash., to help defray the costs of the Appeal, were received during the last fortnight at NAB headquar-
ters in Washington. The letters, while not necessarily in content, contend that the proposal was entirely "uncalled for" and beyond the province of the NAB. They were considered by many of the wireless enthusiasts as a "prophetic" open letter to the Bellingham station, and an appeal was taken to the NAB for the appeal to be returned to the former organization. Former Sena-
tor C. C. Dill, of Washington, has been mentioned in several of the protests.

In reply to these letters, Philip G. Loughs, NAB managing direc-
tor, stated April 11 that the NAB, as such, is not intervening in the case but is acting simply as a collection agency to put KVOS in the position to carry forwarding the "Bellingham Debate." He added, "leaves the law in a confused state and it is as much in the interest of the news stations as the radio stations that the law be clarified."

At the same time, Mr. Loughs brought out that a number of stations, including several owned by newspapers, have contributed to the KVOS fund.

Transradio for Cigars

THIRTY stations have been signed by Congress Cigar Co., Newark, through its agency, Gotham Advertising Co., for Transradio Press news in a campaign for the new "Excellente" size La Palma cigars. In some cases, stations already have Transradio and sell it, or sell participation in their news broadcasting schedule. It is bought specifically for these stations to use on this ac-
count. The schedule is highly di-
vided and is broadcast at 15 min-
utes a day, from three to seven days a week. Some began April 1, and the remainder April 11.

Gong Protection

THE GONGS' thing in amate-
ur programs, believes Carter Barron, Washington representative of KNZ and WHN, New York, and is he de-
avoring to learn from the U. S. Patent Office if a "gong" can be patented. He' considers Maj. Edward Bowes as "gong king of America," and has patented his. L. K. Sidney, who succeeded Maj. Edward Bowes as manager of WHN's radio operations, en-
abled to exclusive use of the particular gong adopted when WHN started the amateur fad.
W e believe that radio stations, advertisers and advertising agencies can all profit from our background of experience, our increased personnel and expanded facilities. Please note the change of firm name.

**STATIONS REPRESENTED**

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Location</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, Illinois</td>
<td>WGN*</td>
<td>Omaha, Nebraska</td>
<td>WOW</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>WBNS</td>
<td>Philadelphia, Pa</td>
<td>WIP</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>KSO</td>
<td>Phoenix, Arizona</td>
<td>KTAR</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>KRNT</td>
<td>Rochester, N. Y.</td>
<td>WHEC</td>
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<td>Detroit, Michigan</td>
<td>WWJ</td>
<td>St. Louis, Missouri</td>
<td>KWK</td>
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<td>WREN</td>
<td>St. Paul-Mpls., Minn.</td>
<td>KSTP**</td>
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<td>Los Angeles, Calif.</td>
<td>KNX</td>
<td>Salt Lake City, Utah</td>
<td>KDYL</td>
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<td>New York City</td>
<td>WMCA</td>
<td>San Diego, Calif.</td>
<td>KFSD</td>
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<td>Waterloo-Cedar Rapids, Ia.</td>
<td>WMT</td>
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Southwest Broadcasting System:

- Fort Worth         : KTAT
- San Antonio        : KTSA
- Dallas             : KRLD
- Dallas             : WRR
- Beaumont           : KFDM
- Little Rock         : KLRA

- Austin             : KXOW
- Waco               : WACO
- Oklahoma City      : KOMA
- Houston            : KTRH
- Shreveport         : KWKH
- Amarillo           : KGRS
- Wichita Falls      : KGKO

**JOHN BLAIR & COMPANY**
(Formerly Greig, Blair & Spight, Inc.)

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Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

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**BROADCASTING • April 15, 1935**

www.americanradiohistory.com
A Pioneer Bank Sells Its Service by Radio

By JOE CORNELIUS
First National Bank, Spokane, Wash.

Spokane's Oldest Uses Dramatic Merchandising Programs Successfully and Has Interesting Results to Show

CONTRARY to general belief, the selling problems of the banking business are not vastly different from those which beset most commercial endeavors.

A bank is an enterprise organized to earn a profit for its owners and, therefore, must do the things necessary to that end. Credit, an intangible commodity, and in providing certain services of value to its patrons. Like any business house it must first attract customers and then hold them with courteous efficient service and merchandising of value to these customers. Credit is a bank's merchandise and must be wisely granted and become earned in the case of the former, rather than valuable to a borrower.

On the theory that selling banking services and selling tangible merchandise must be much the same, Spokane's First National Bank attempted to sponsor a radio selling program. The attempt was "admitted" advisedly, because this broadcast had no particular appeal, and when contrasted with the line programs that were beginning to make their appearances on the various networks, it was quite a sorry presentation. This program, provided music by a band, a group of average talent as a background for a commercial announcement, and the program's fees were obtained, the campaign was dropped after a short lived trial.

A Different Tale

THE YEAR 1934 brought a much different story. It was in cooperation with the studio staff of KQBL, in Spokane that the First National Bank developed recently a real radio selling program—a program so different from its original attempt that there is no comparison between the two—a program that has been weighted in the balance and found productive of worthwhile results. This contract has been renewed for another year.

This program, Romance of Achievement is a narrative story written and presented by Don Norman of KHQ, Spokane, and the results of its achievement of a firm that has been a pioneer depositor in the First National Bank. Each story is presented from material obtained in personal interviews with the leading officers of the featured concern. The program is a weekly feature 15 minutes in length and is broadcast every Thursday evening at 9:45. Supplementing the achievement story is a program furnished by a "Symphony of Strings" augmented by the studio orchestra of KQBL, under the direction of Gottfried Herbst. A short commercial announcement of an informative nature completes the program.

Spokane's First National has the distinction of being the city's oldest banking institution. As these stories of business pioneers are presented, an impression of traditional dependability is being left with radio listeners, because many of the

CAN RADIO do a job of selling for banking institutions which have the intangible commodity of good will and public trust to offer? The answer is a vigorous "yes" from the First National Bank of Spokane. In this article, the author relates how this institution's first attempt failed after a short lived trial. But then the right combination was struck, with results surpassing expectations. Thus, he says, its institution has found radio an exceptionally fine medium for producing new business and holding present patrons.

RADIO BOOSTERS — Joseph Bailey (left), president, and A. W. Lindsay, chairman, of the First National Bank of Spokane.

messages telling about the banking business. The officers of First National appreciate that banking is essentially a business of public service. Even though its deposits are entitled to know about a bank's record — the ability and character of its management its responsibilities — and how it invests deposits and safeguards them. That our radio program is being heard and followed is evident from the number of written comments which have been received when these informative messages were started.

A Firmer Foundation

"I, personally, listen to your radio programs and enjoy them. "I have lived the greater part of my life in California where advertising is done on a rather large scale and I have yet to hear a bank program equal the Romance of Achievement.

"I have listened to your broadcasts without missing one and have found them very enjoyable.

"I merely mention this because it is one of the few programs that I have listened to along this line that really was interesting.

From these excerpts it is very evident that radio is doing a real selling job for the First National Bank. What does the word "interesting" mean? In the present day kind words is the fact that much actual new business is being traced to these programs. Recently the bank president mentioned that the bank was in the market for short time auto- mobile loans. This message in a gratifying number of acceptable applications, the income from which will pay the radio broadcasting costs for that one evening many times over.

In summing up there are several reasons why this bank's program has been successful, and the chief ones are listed below.

1 — Much good-will has been obtained from large depositors of the bank because they cannot help feeling pleased that their bank is spending its money wisely to give them successes to the Inland Empire.

2 — Each firm is asked to notify its employees that the firm is to be featured in a First National broadcast, and many employees' accounts have been directly traced to fact.

3 — The bank is fortunate in having a large number of accounts representing substantial business in the city. The fact that these firms bank with the First National is creating prestige for the bank in the public mind.

4 — It is often possible to present a much longer commercial message over the radio than it is by newspaper and, accordingly, the bank can often "get a message across" that would be unread except by a small minority in printed material.

5 — It presents information rich in interest to citizens of Spokane and the Inland Empire.

After all, it is results that prove the worth of any advertising expenditure, and the message that is sent out must be permanent and persuasive. The new Transradio Sponsor

New Transradio Sponsor

A SECOND sponsor for the Transradio Press new flash periods over WOR, Newark, has been signed by Transradio Press, Inc., Minneapolis, starting the feature March 19 on behalf of its new product Cal-Aspirin. General Mills sponsors the 12-12:15 p.m. period; the bank and the Aspirin manufacturer, and on April 27 will begin to sponsor the 5-5:15 p.m. periods. The contract is for 52 weeks. The first half will be in the Transradio Press's new Transradio periods over WOR was the Fischer Baking Co., Newark, three times weekly starting March 12 at 8-8:15 a.m. WOR carries four 15-minute Transradio periods daily, all open for sponsorship.
Recording Artists Carry Out Threats to Exact Radio Fees

NAB Asks New Society to Supply Data Demonstrating Its Right Under the Law to Demand Imposts

FORWARDED by published notices of the formation of the organization, all broadcasting stations this month received circular letters from the new owners of the Society, who are calling itself the American Society of Recording Artists, informing them that, effective May 1, they will be charged a fee by ASCAP for each performance of phonograph records, plus a "sustaining" fee of $5 per month if the record enters "limited" membership in the organization. Otherwise, the threat of suit is implied. A goal of $500,000 has been set; if it is understood, as the annual amount to come from broadcast license fees.

In March, BROADCASTING published first reports of the organization of this "Society", which conforms closely to the pattern of the Hecht-Sachs attack on record publishers, Authors & Publishers, now under scrutiny as an alleged illegal monopoly by the Department of Justice and the target of pending legislation in the Senate designed to end its arbitrary powers. At that time it was pointed out that the record outfit apparently had no legal basis upon which to collect royalties. In the first instance, stations pay royalties to ASCAP and to other copyright owners whose music they perform for the right to play their compositions no matter who performs them. Moreover, there is no legal precedent under which the artist can gain a monopoly for playing of a record.

The circular letter to stations, dated April 1, is signed by George H. Hall, as managing director. In other reports of the organization, however, he is listed as director of publishing relations. In the circular letter, he sent an application for license membership in the organization, to bear the signature of the licensee, and addressed to the "secretary of the Society", one Arthur W. Levy. Headquarters are given as Guaranty Building, Hollywood.

More Data Sought

APPRISED of the campaign to license stations as of May 1, Philip G. Loucks, NAB managing director, notified Mr. Levy that the entire matter has been referred to the NAB board of directors as a matter of policy. On April 10 he wrote to his members, reminding them that information which could be presented to the board. The board is expected to meet prior to the NAB convention July 8-10 at Colorado Springs.

To ascertain the status of the new organization, further data is necessary, it is felt. Among other things, Mr. Levy is being asked to submit a complete list of regular members of the organization; a list of recordings of each member which it proposes to license; a list of products of which the members convey to the Society the right to license; information whether stations are permitted to negotiate separately with Society members for individual recordings; under what U. S. Statute or Federal court decisions the Society bases its right to license, and upon what the Society bases the extent of liability stipulations and how it would "protect" them.

Numerous stations have inquired since the letter, regarding the moves they should make. To NAB members, Mr. Loucks has written that the matter is "under the jurisdiction of the Federal Bureau of Broadcasting Los Angeles, it is reported, have united in questioning the right of the organization to collect royalties unless and until court action is instituted to provide a legal base.

Proposed Imposts

THE letter and the contract, practically advance the suggestion to stations of the proposed pastime in the royalties which would be invoked to sponsors and advertisers. The Hall letter stated that the Society "intends to begin the collection of royalties on May 1", and that it desired to have the station's signed application not later than April 8. Few if any of the signed contracts have been returned, according to best information available.

Salient points of the proposed contract are as follows:

Class A stations (those of 1,000 watts and up) shall pay 15 cents per usage; Class B stations (500 watts to 999 watts) 10 cents per usage, and Class C stations (499 watts or less) 5 cents per usage.

Six different kinds of "usages" are defined. An uninterrupted use of talent broadcast through the medium of a recording or recordings done from either side of a 10-inch double-faced 78 r.p.m. record, where the playing time is not more than 5 minutes, is called one usage. In the case of a 12-inch record, where the playing time does not exceed 6%, the "usage" time is two minutes, or one side of a double-faced 33 1/3 r.p.m. record, where the playing time does not exceed 3.5 minutes, or a 33 1/3 r.p.m. record played uninterruptedly for not to exceed 9 minutes, it shall constitute three usages. Usage of other classifications of records shall be charged accordingly, it is stated, with partial or interrupted performances to be counted at not less than "one usage".

Yearly Licenses

THE LICENSE would be issued for a term of one year and would renew for a second year unless terminated by one or other, upon 30 days written notice. "Provided the applicant shall have fulfilled the above conditions in part," the license blank states, "the Society agrees to release the applicant from any and all liability to it or its members for payment of compensation whatsoever, or charge therefor to it or its regular members, arising from the broadcastings of the recording..." which through the medium of recordings, occurring prior to the date of signing of this application, to the end of the year following the date of said signing. The license owner is not again enjoined to sign a "restricted list" similar to ASCAP's. It says: "The applicant agrees to refrain from broad- casting, or from any other medium of recordings, any record, the reproduction of which is prohibited under "because of economic conditions," the commissioners of ASCAP; the following list of records on file for as many new stations in the same state, and to perform the original work when the same record is presented by the same artist or agents thereof as long as the record remains on file for as many new stations in the same state.

15-Watter Gives Up

THE UNIQUE situation wherein the FCC Broadcast Division ordered an owner to authorize the surrender of a station license came up April 2—and the application was granted. The fact that the owner was giving up the ghost was KFPM, Greenville, Tex., operated by a local furniture store. The best evidence of the latter was the lowest in the broadcast spectrum. "Losing money everywhere, financially embarrassed," it was explained, "and it costs too much to hang the license on the wall." The official action granted was apparently made "because of economic condi- tions," the commissioners smiling, perhaps, at a dozen applications on file for as many new stations in the same state, and to perform the original work when the same record is presented by the same artist or agents thereof as long as the record remains on file for as many new stations in the same state. When the application was filed, the station was licensed for $100 for the first year, with the possibility of renewal at the same price for the following year. The license fee was increased to $500 for the second year.

Revision of Laws To Reduce ASCAP Burden Foreseen

Duffy Bill Slated for Hearing; Rome Pact Approval Favorited

REVISION of the copyright laws in accordance with the Duffy bill (S. 264) and the Rome Treaty on the copyright hardships of copyright users, notably broadcasters, is expected to be debated this week in the Senate. The bill, with a series of amendments proposed by the NAB, was drafted in cooperation with the Foreign Relations Committee of the Senate. The proposed change in copyright law would not only permit the United States to adhere to the convention for the protection of literary and artistic works, but it would close several existing provisions of the Rome revisions of this treaty.

Brief hearings are likely before the Senate Patents Committee, of which Senator McAdoo (D.) of California, is chairman, before consideration by the full body. The Senate Foreign Relations Committee, however, in the light of the new bill, already has voted to report favorably on the convention, ratification of which was expected last year when the Senate convention committee of the Rome convention. It is understood, however, that the Senate will not consider the ratification until the revised bill itself is adopted.

Infringement Costs

TERMS of the Duffy Bill were described in a BROADCASTING issue as they relate to provisions dealing with broadcasting. The only change from the draft proposed originally by the Department of State was that which increases from $10,000 to $20,000 the maximum damages for all infringements by one infringer up to the date of judgment. The revised provision is not "strictly reasonable." The most important provision is that it would strengthen the standing of an infringer within statutory damages of $250 per infringement, and leave to the court determination of what damages are suffered by the copyright owner.

Anti-trust Suit

MEANWHILE, on the other copyright front, efforts were being made to expedite trial of the Government's anti-trust suit against ASCAP. As reported in BROADCASTING March 26 by Federal Judge John C. Knox, of New York, granting the motion of the Department of Justice to strike out the ASCAP price-fixing. The Government confidently expects to have the case heard prior to court recess in June, and proceed to file a motion for preference.

In an official statement March 27, Judge Knox said: "The conclu- sions of Judge Knox in effect recognized the Government's contention that the sicken matter is no defense . . . and the Government must now file a further motion for preference under the Sherman Anti-Trust Act." It added that the government will use extra efforts to bring the case to trial without delay.

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IOWA'S RADIO FACE LIFTED

Again the Des Moines Register and Tribune stations do the job! Here's the new Iowa set-up:

Now, both NBC and Columbia audiences in Iowa with One hookup, through—

1. KSO Des Moines Basic NBC Blue Network; 500 watts daytime, 250 watts evening.
2. KRNT Des Moines Basic CBS Network; 1000 watts daytime, 500 watts evening.
3. WMT Waterloo-Cedar Rapids, Basic NBC Blue Network, 2500 watts daytime, 1000 watts evening. Studios in BOTH cities.

Plus—

1. Thorough newspaper program publicity in the Register and Tribune (circulation 265,000).
2. Complete, practical merchandising service.
3. High fidelity throughout on all three stations.
5. Alert showmanship with the decided advantages of localization in Iowa's best markets.
6. A permanent line between Des Moines, Waterloo and Cedar Rapids with low combination rates on programs and announcements, and no line charges.
7. Popular programs for sponsorship or participation.
8. Five to one preference by local advertisers who know the local audience likes and dislikes.

For Rates, Availabilities and Other Information Write or Wire

THE IOWA BROADCASTING SYSTEM
GIVING YOU BOTH NBC AND COLUMBIA AUDIENCES IN IOWA

Register & Tribune Bldg. Des Moines, Iowa

Representatives: John Blair & Company, Chicago, New York, Detroit and San Francisco

April 15, 1935 • BROADCASTING
Uniformity in Coverage Data To Be Studied by NAB Group

Committee of Five to Meet April 17 Will Lay Plans To Be Submitted to Advertisers and Agencies

A MEETING of the special committee of five of the NAB, named last year to develop a plan to establish a cooperative bureau of standard coverage and listener data for the benefit of agencies and advertisers, will be held in New York April 17 to consider organization details and methods of proposed operation. Following this meeting, it is planned to call a joint session of the NAB committee with committees of the Association of National Advertisers and the American Association of Advertising Agencies to form definite organization plans, with the hope of having a concrete proposal for the NAB annual convention at Colorado Springs, July 6-10.

Members of this committee, named at the NAB convention in Cincinnati last fall, include Arthur B. Church, KMB, chairman; Edgar Kohal, NAB vice president; John Karol, research director of CBS, John V. L. Hogan, New York consulting engineer, and operator of WXXR, Long Island City, N. Y., and Walter J. Damm, WTMJ, Philip G. Loucks, NAB managing director, is ex officio member, along with Herman S. Hettinger, NAB research director.

Prorating the Cost

THE COMMITTEE will consider data accumulated by Dr. Hettinger under Mr. Loucks’ direction for the organization of a cooperative bureau which would be supported jointly by the members of the three trade associations affected, and operated as an independent body, similar to the Audit Bureau of Circulation in the publications field. The tentative ratio of contribution for maintenance of the bureau, it is understood, would be 40% each for the NAB and the ANA and 20% for the AAAA. Since he joined the NAB last

November, Dr. Hettinger has been preparing data for the formation of the proposed bureau, the basic principle of which has been approved by all three of the organizations. The project grew out of the expressed need for reliable and unbiased data regarding station circulation uniformly presented from a central agency, to displace individual station surveys and listener data studies which are not uniform.

The NAB committee at this time is concerned only with the organization details, which will be taken up with the committees of the ANA and AAAA. It is the present belief that the bureau itself, if finally agreed to, should devise its own formula for determining standard coverage and listening data, subject to the prior approval of a governing committee representative of all three of the trade groups.

Agency Recognition

THE THOUGHT now is that the three committees, meeting jointly, will have crystallized an organization plan in time for discussion at the meeting of the NAB Commercial Section to be held in conjunction with the annual convention of the Advertising Federation of America at the Palmer House, Chicago, June 9-12. Also on the agenda for this meeting is the plan to establish an agency recognition bureau for stations, which would function under the NAB. Dr. Hettinger has drafted such a plan, closely paralleling the systems adopted by the publishing media, and conforming in many major respects with the plan adopted by the broadcasting stations and newspapers in the St. Paul-Minneapolis market.

Preparatory to drafting this plan, the NAB sent questionnaires to all member stations with respect to their recognition practices. From these and other available data, he has set up proposed standard forms dealing with agency organization and operation required for recognition, and forms dealing with interchange of credit information, which also would be an activity of the proposed bureau.

These two projects, coupled with the recently developed system of uniform cost accounting for stations, form the major portion of the program outlined by the NAB for stabilization of its economic structure and its sales relationships with advertisers and agencies.

Socony Gets Rangers

AS A RESULT of its success over KMB, Kansas City, rights to the Red Horse Ranch series, a western starring the Texas Rangers, have been acquired by Socony-Vacuum Oil Co., New York, (White Eagle and Lubrite divisions) for transcription placement three times weekly on about 50 stations. J. Stirling Getchell Co. purchased the act through Karel Rickerson, its Kansas City branch manager, who supervises the show. Gomer Cool, of the KMBC staff, is author of the series and appears in the cast together with Tex Owens, popular cowboy singer and yodeler. The program for more than two years has originated from KMBC for the CBS network west to the Pacific Coast.

coffee

Data

The NAB

advertiser

April 15, 1935

www.americanradiohistory.com
#2

this trip has been very discouraging but I have several prospects which I think will materialize on my next trip. I find that the dealers are pushing our competitor's line in preference to ours.

Yours truly

Robert Adams
Territory #3

P.S. Our competitor is using WLW
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* Indicates stations located in same city under same management.

**ALSO**
THE YANKEE NETWORK
THE TEXAS QUALITY NETWORK
THE NORTHWEST TRANGLE

Represented throughout the United States by

EDWARD PETRY & CO., Inc.
NEW YORK — DETROIT — CHICAGO — SAN FRANCISCO
Do you want to make a bid for sales in vulnerable markets? These stations offer quick tricks in slam quantity.

Do you want to sit on the right side of the dealer? Here are trumps—high ones.

Do you have some markets that only a grand slam will pull out of the hole? These radio stations stack the deck in your favor.

For these stations are aces—easy. In their respective markets they’re top cards. And sales are their long suit—they double and redouble.
Radio of information, special writers, unequalled

COMMUNICATIONS, world

Radio

A

Page 22

Radio News Service

Announces

A Daily News Service for Radio Stations

THE MOST COMPREHENSIVE SERVICE OBTAINABLE

The world-wide facilities of Inter-Continental, with its unequalled news sources, its corps of news-gatherers and special writers, coordinating through teletype and short wave, make it possible for stations to broadcast the latest news in many instances in advance of every other source of information, before the newspapers can print it.

Franchise rates and other details furnished upon request

INTER-CONTINENTAL

COMMUNICATIONS, Inc.

The World-Wide Systems

101 PARK AVENUE

NEW YORK

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Chevrolet's Series Sets New Records

Sponsor Message to Be Heard 93,600 Times in 13 Weeks

SOME 11,500 quarter-hour WBS transcription programs, all advertising one product, are being presented on 300 stations in the 13-week series of the Chevrolet Motor Co. Detroit, in cooperation with its local dealers, thru Campbell-Ewald Co. Inc., Detroit. Through the three weekly programs, Chevrolet dealers are entering the largest radio advertising campaign ever conceived, according to WBS.

The series marks the return of Chevrolet to the spot field, and according to a Chevrolet broadside to dealers, the series, called Musical Moments, "takes advantage of all that has ever been learned on the subject of commercial radio endeavor."

The Chevrolet message will be heard 7,200 times each week and the broadcasts will total 225 hours a week. Thus specific mention of "your local Chevrolet dealer" in the 300 markets will be made on 93,600 occasions, the campaign extending well into July.

Wider Coverage

THE SALE message is a straight selling type. About eight references to the Chevrolet dealer are made in each 15-minute program, with the dealers and not the artists starred. The program is designed to sell Chevrolet cars and trucks, used cars, and Chevrolet service. In cities where only one station is used, the broadcasts will occur three times a week. Where two stations have been engaged, the programs will be staggered to provide six periods on different days. Exclusive of the Pacific Coast, where arrangements are not quite complete, 241 stations have been signed for the series. Addition of the Coast will raise the number above the 300 mark, probably exceeding the previous record for the number of stations engaged, as well as overall coverage.

Earlier in the year an RFD used a similar set-up to publicize the 1931 V-8 model but the campaign lasted only three days.

To Chevrolet dealers, the sponsor pointed out that the spot drive "takes advantage of the greater flexibility, and consequently for wider coverage, obtainable by the use of transcriptions, by reason of the fact that they can be placed on the air in each locality at the hour when results are best obtained. Tremendous strides have been made in the electrical transcription field, and all of this progress is embodied in the new series now under way."

Dixie Distributors Discs

DIXIE DISTRIBUTORS Inc., Hillsdale, Mich., big independent oil marketer, is staging a 13-week transcription using WBS 15-minute discs on KOA, Denver; WHO, Des Moines; WKY, Oklahoma City; KMOX, St. Louis; WTMJ, Milwaukee; WJR, Detroit; KFAB, Lincoln, Neb. Potts-Turnbull Adv. Co., Kansas City, is the agency.

Ozark Journal Started Under the Auspices of Two Missouri Stations

PROBABLY the most ambitious newspaper enterprise ever launched as an outgrowth of radio is the Ozarks Journal, a new weekly which made its bow March 29 under the auspices of KWTO and KGBX, Springfield, Mo. The newspaper is full-sized, eight columns, and its first issue of 20 pages carried about 50% advertising, some in two colors. It is published by the Ozarks Journal Publishing Co., with Floyd M. Sullivan as editor.

Mr. Sullivan for many years was editor of the Springfield Leader and in recent years has achieved a reputation over the Springfield stations as a news commentator. The stations employ Transradio Press. Lester E. Cox, executive manager of the two stations and president of the Ozark Motor & Supply Co., heads the publishing corporation. The other officers are: Ralph D. Foster, president of KWTO-KGBX; C. Arthur Johnson, the stations' vice president and treasurer, and LeRoy M. Magruder, secretary of the motor company.

Mr. Sullivan's assistants are Erwin A. Greenhaw and Karl Zeman, together with nine members of the station staff who have been devoted to news gathering. The news coverage is essentially local and regional, the newspaper being dedicated to the "Greater Ozark Empire". Decision to publish a newspaper of this own was reached by Mr. Cox and his station organization when efforts to cooperate with the local daily newspapers (applicants for a new station in Springfield) consistently failed.

Father Coughlin to Start New Series on April 28

CONCLUDING his six-month Sunday afternoon schedule of one-hour broadcasts on WJR, Detroit, Charles E. Coughlin on April 28 will begin a new series of Sunday night half-hour discourses over the same independent hookup with a few changes. Plans to extend to the Pacific Coast have been abandoned because of the heavy line costs.

Father Coughlin will broadcast out of Detroit at 11 p. m. (EST), with a repeat one hour later for stations west of Chicago. The 32-station lineup will remain the same except that WJJD, Des Plaines, Ind., will be used instead of WJJD, Chicago, and KMBC, Kansas City, will be linked instead of WHB. The schedule will run for 13 weeks, with full card rates being paid the stations. E. W. Helwig Co., New York, is handling the account this year.

DAMAGE resulting from the invasion of CMX, Havana, by armed men who wrecked the studio during the recent Cuban disorders, have been repaired and the station resumed operation April 6.
Study Shows Products Which Made Greatest Sales Gains in 1934

Alka-Seltzer, Maxwell House, Chesterfield Among Those Picked by Jobbers

April, 1935

Jobber Survey Rates

New York, March 21.—Alka-Seltzer, Maxwell House coffee, Chesterfield cigarettes, Sherwin-Williams paints, Crane plumbing products and G-E Manda lamps head the list of products in six fields which made the greatest gains in sales in 1934 according to 246 leading jobbers in six representative markets queried by Ross-Federal Service, Inc., in connection with a survey made for ADVERTISING AGE and directed by a group of advertising executives.

While the method employed, in the opinion of the Advertising Age advisory committee on research, does not provide conclusive evidence that these products have bested all competition, it does furnish sufficient information to indicate that they have enjoyed a degree of success which warrants thorough investigation of advertising and merchandising methods involved. Sherwin-Williams, for example, was recommended by 93 per cent of all respondents.

Among the other big winners are Colgate and Barbasol shaving cream, industrial grade turpentine, Listerine mouthwash, and Chesterfield cigarettes. Sherwin-Williams and Alka-Seltzer received more than one first mention.

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Alka-Seltzer in Lead

Seventeen of the 40 paint products jobbers interviewed felt able to answer satisfactorily. Sherwin-Williams received 2 firsts, 1 second and 1 third; Murphy, 2 firsts and 1 second; Devoe & Reynolds, 2 firsts and 2 thirds.

Advertising Age
March 23, 1935

WLS is Proud of its Part in This Success

Dr. Miles Laboratories, makers of Alka-Seltzer Tablets, saw promise in WLS advertising early in 1932. The initial radio venture was a 30 minute WLS daytime show titled "Songs of Home Sweet Home". An offer made during one of these programs brought 9500 responses. Later Dr. Miles Laboratories undertook sponsorship of a portion of the WLS National Barn Dance. Still later a WLS daytime feature, Station E-Z-R-A, was added. Three announcements during this program drew 53,000 responses. Step by step Alka-Seltzer's radio appropriation grew . . . with sales growing apace. The National Barn Dance Program was extended to a limited network in 1933; Station E-Z-R-A in 1934. Outlets were added. Today the Alka-Seltzer National Barn Dance Program has 38 . . . Station E-Z-R-A has 16.

Many other advertisers have used WLS with equally good results. Perhaps WLS can do the same for your product!

Let WLS help keep the sales quota UP during the summer months at a minimum cost. Write for particulars today!

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

April 15, 1935 • BROADCASTING
WE RISE on our hind legs to refute the assertion that Buffalo blunders along in 1914 cars. wears Gay Nineties clothes and that moths fly out of every pocketbook. That, we say, is a lot of malarkey.

We’re far from being spendthrifts but we do buy merchandise—and plenty of it. What’s more, we’ve got the money to pay for it. Factory payrolls and employment show a consistent and gratifying increase. Automobile registrations are nearly 160% over last year. Oh yes, we have the money to buy.

However, we like to know what to buy, what we’re buying, and where to buy it.

Experience has showed other advertisers that the most profitable and economical way of peddling their wares is over BBC stations—WGR and WKBW. These are Buffalo’s pioneer radio stations. They have the largest and most consistent listening audience of any Buffalo stations.

They divide Columbia and Buffalo Broadcasting Corporation productions and programs between them. That gives you even better coverage—permits you to pick and choose profitable time in a way that’s impossible when Chain Broadcasting programs must be handled over a single station.

WGR-WKBW are doing outstanding selling jobs for a wide variety of sponsors. They’re getting messages across to the buying public of Buffalo and the Niagara Frontier. They’ll get your message across, too.

We’d like to have the chance of proving to you that Buffalo Broadcasting Corporation Stations are the logical, profitable choice if you want to get maximum results from your radio advertising in the Buffalo Area.

Shoe Polish Testing
GOLD DUST Corp., New York, on April 8 started a two-week test campaign of a variety of programs for its Two-in-One shoe polish through Batten, Barton, Durstine & Osborn Inc., New York. Its biggest item is the sponsorship of a 15-minute afternoon Transradio news broadcast over the Yankee Network six days weekly. In addition, WOR, Newark, has been signed for a five-minute spot program of library recordings and announcements six days weekly. Two one-minute announcements daily are also being used on WGY, KDKA, WRC, WBAI and WRVA.

WMTJ Limits Medicals
IN line with other stations as well as networks, WTMJ, Milwaukee, is turning down all contracts for the broadcast advertising of internal medicinal products. Many stations which have made this change in policy, however, have serviced existing contracts to their expiration. WTMJ decided to go the whole way immediately and has canceled all such contracts.

New Station Calls
CALL LETTERS for new stations assigned by the FCC during the last fortnight include KROC, for the new station at Rochester, Minn., licensed to the Southern Broadcasting Co., and WTAL, assigned to the station at Tallahassee, Fla., licensed to the Florida Capital Broadcasters Inc.

Kaufman Directs WINS After Ferguson Resigns
WITH resignation of E. L. Ferguson as manager of WINS, New York, taking effect April 3, Jesse L. Kaufman took over active direction of the station, and at the same time T. J. W. White, general manager of Hearst radio enterprises, announced that this was the full extent of personnel changes in the Hearst Radio group. Mr. Kaufman has transferred his headquarters from Hearst Radio, Inc., 350 Eighth Ave., to the WINS studios.

Kaufman had been acting as business manager for the eastern Hearst stations, and the new assignment was described as being due to "a change in organization policy." Mr. Kaufman stated that "the detail of the new general structure which has been created for the business operation of our broadcasting stations has now been established, thus affording me this opportunity to try my hand at conducting a metropolitan station."

EDGAR KOBAC, NBC sales vice president, and Jean V. Grombach, New York program producer, are among the guest instructors in the round table advertising course being conducted by the Advertising Club of New York.

INDISPENSABLE
Make a note of that!

DULUTH
SUPERIOR
WEBC

350 "THE ENDS OF THE DIAL"

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.
MEMBER
Transradio Press Service
Columbia Broadcasting System
National Association of Broadcasters
World Broadcasting System Program Service
REPRESENTED BY
FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

BROADCASTING • April 15, 1935

www.americanradiohistory.com
The Furniture That Broadcasts Sold
By Building Up Good Will by Radio, a St. Louis Store Has Maintained Sales in Depression at Lower Cost

By BURRELL L. PICKERING
Advertising Manager,
Biederman Furniture Co., St. Louis

TELL the multitude something in sincerity, repeat it often and long enough, and in time they will accept it as truth. That is, the reason the good name of a company is valued far above their physical properties. Usually it takes many years to build up good-will, and radiologically has been able to maintain its sales volume, reduce advertising expense and build up good-will of necessities since 1917.

This is what the Biederman Furniture Co. has learned from its extensive experience with radio advertising over WIL. Starting in 1931, in the heart of the depression, by maintaining the use of radio, the store has succeeded in thousands of homes because this progressive store has selected radio for a good part of its advertising. Copy, for the most part, has been strictly institutional, with the interesting results that Mr. Pickering tells about on this page. The store has tried to develop good-will and has succeeded, as narrated here.

"BIEDERMAN’s on the Air" is a common expression in St. Louis. And Biederman’s furniture is in thousands of homes because this progressive store has selected radio for a good part of its advertising. Copy, for the most part, has been strictly institutional, with the interesting results that Mr. Pickering tells about on this page. The store has tried to develop good-will and has succeeded, as narrated here.

MR. PICKERING

THUS by using the airwaves, for the main part, to build up firm policies rather than continually to sell specific merchandise, we have been able to build up a name consciousness for the firm and also to create good-will. So far-reaching have been the good results from our radio advertising that it has affected every department of the business. As a particular example, our credit department a few years ago had considerable difficulty in obtaining credit information when checking sales, but now it is the exception when wholehearted cooperation is not forthcoming.

The reason some furniture dealers and other retail firms are not consistent radio advertisers is probably two-fold. First of all, like any other medium, must be used for a time before results will be felt. Many firms do not keep up the broadcasting long enough to build up this momentum, the accumulated results of repetition.

Then again, retailers are interested in immediate results, in what is known as action advertisements. They often use price appeal and expect to move a variety of items. Such a message is difficult to get across over the air. In other words, with practically all retail dealer advertising, they place it, and expect immediate and tangible results the following day.

Good Will广播的优势
在其他方面，不适用于即时反应。他们简单地尝试广播，使用该公司的政策，不要与他们离开与他们交谈的想法，当他们需要这样的商品，或者他们想要获得这个地方的这个产品。它导致消费者朋友的感觉走向充分的销售，要么由电台，要么由其他媒体。当一个产品被卖在电台的提议，广告，它将找到电台，打可能最潜在的中继。这种诱惑力的方面，关于电台的听众，广告创建这种中间的关系，并且我们经常被推向极端，给这种满意。

Phrases Ideas
We, therefore, ‎did not use these phrases. We told them about our history, about our store, about our policy, and sometimes, about our customers. We used short, smooth flowing and the "main idea" subtly presented.

It's the main idea that we always try to give emphasis. In a particular case, it is our merchandising policy. Biederman's location is that this was a background. In the principal business street, and this necessarily made it a price store. Grasping on the xout of the "neighborhood store" while prime, for you", we first sold this idea to St. Louisians. Then we hammered on the message that the firm was of long standing, having been started in 1886. This we followed by a "Great St. Louis institution with a store covering a half century."

Then too, with the commercial copy we have carried the "tag" in a dozen different ways of greeting satisfaction—and we have often gone to extremes to give this satisfaction.

Selling Ideas
THUS the advertising, for the main part, to build up firm policies rather than continually to sell specific merchandise, we have been able to build up a name consciousness for the firm and also to create good-will. So far-reaching have been the good results from our radio advertising that it has affected every department of the business. As a particular example, our credit department a few years ago had considerable difficulty in obtaining credit information when checking sales, but now it is the exception when wholehearted cooperation is not forthcoming.

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Ideal Medium
GOOD-WILL advertising, on the other hand, do not call for an immediate response. They simply try to inform the public of the firm's policies and try to leave with them the idea that when they need such merchandise or price, this is the place to get it. To cultivate in the consumers a friendly feeling paves the way toward further sales effort either by radio or other media.

When a firm is sold on the idea of using radio in advertising, it will find radio probably the most potent medium. The subtlety of the con- trol, and the ability to develop a message that can put across with entertainment, and the unlimited presentations of the idea to be imbued in the minds of the consumer, makes this medium ideal. Often an idea can be so unconsciously presented on the air that it has complete acceptance, but in print it might appear obtrusive. In other words, on the air, by means of dramatization, testimonials and other forms of presentation, a firm can say nice things about itself--give itself a pat on the back--but in newsmint such an advertisement might appear bold and insincere and would produce bad rather than good results.

What a "lucky break" retailers, particularly furniture dealers, get without always being cognizant of the fact. Their radio programs reach the mind of the audience in their homes--next to the store as an ideal place ideal to give them the selling talk. In this en- vironment, they are receptive. Then again, since the merchandise sold by retail firms usually has universal appeal, the users--potential customers—are readily reached. To sell persons on the need of something without distracting their attention, so they can think for themselves, perceive this need, seems about the acme of advertising.

"Double Insertion"
UNIQUE in sponsor program scheduling is the arrangement whereby the current Chevrolet transmission campaign is carried out. The "Double Insertion" method is being employed, with WOR carrying the programs on Whelchelsdays and Fridays, and WMCA carrying the same programs Tuesdays, Thursdays, Saturdays and Sundays. The former's schedule is from 7:30 a.m. to 8 a.m., and WMCA carries the programs 9:9:15 p.m.

Radio Provokes Only Casual Discussion As AAAA Ends Convention
From a Special Correspondent

WHITE SULPHUR SPRINGS, W. Va., April 12—Despite corridor conversation in the closed sessions, radio failed to bob up to all at the open business session of the American Association of Advertising Agencies, which ended its two-day annual convention today.

At the executive session on April 11, there was some off-the-record discussion of commercial credits and possible questiontable accounts, but with no definite action.

One subject discussed informally about the convention was that of spot announcements interspersed between network programs. On this score, Arthur B. Church, KMBC, Kansas City, who attended as chairman of the NAB commercial section, asserted that perhaps such announcements might be reduced to a minimum, but there is involved an economic problem due to the network structure. "Until stations are adequately recommended," he declared, "they will have to depend upon a substantial amount of spot business."

Mrs. William Brown Meloney, Sunday editor of the New York Herald-Tribune, in an address, advocated advertising on the part of physicians as a matter of public information and service. The medical profession, she said, should not withhold its knowledge and should support the program.

Discussing advertising opportunities in the Federal housing program, W. C. McKee, president of the W. B. Thompson Co., predicted that the building industry would be the next great industrial entity and would parallel the boom in the automotive field during the last two years.

In addition to Mr. Church, other broadcasters mentioning the sessions included Philip G. Lounxes, NAB managing director; Edgar Kobak, NBC; and H. L. Thompson, head of WBBM, Chicago, vice president; H. K. Boice, vice president of CBS in charge of sales, and Roy C. Witmer, NBC director of sales.

Bids of 3 Newspapers For WMAL Still Pend
THREE Washington newspapers are still in competition for the bids of the Federal Electric, the Herald, owned by the Hearst interests, and the "Double Insertion" method is being employed, with WOR carrying the programs on Wednesdays and Fridays, and WMCA carrying the same programs Tuesdays, Thursdays, Saturdays and Sundays. The former's schedule is from 7:30 a.m. to 8 a.m., and WMCA carries the programs from 9:9:15 p.m.
New WMCA-WIP Tiend Books Five commercials

FIVE commercial programs now being exchanged on the inter-city hookup of WMCA, New York, and WIP, Philadelphia (see BROADCASTING April 1). They are Fitch Publishing Co., New York, five weekly five-minute programs; William P. Goldman & Bros., New York (3 G's Weekly), two quarter-hour programs, and Dr. George W. Clapp, New York (dentist), two weekly quarter-hour programs, all emanating from WMCA; George A. Palmer, Philadelphia (religious), six weekly hour programs, and Young Peoples Church of the Air, Philadelphia (Rev. Percy Crawford), one-hour weekly, both from WIP.

OFFICE hours of the FCC will be from 8:30 a.m. to 4:00 p.m., instead of 9 to 4:30, effective April 15.

Baseball broadcasts

ALL HOME baseball games of the champion St. Louis Cardinals and also of the St. Louis Browns are to be broadcast under sponsorship by St. Louis stations. For General Mills, Inc., Minneapolis (Wheaties), Bob Thomas and John Harrington will broadcast the play-by-play over KWK. For the Kellogg Co., Battle Creek, Mich., France Laux will broadcast the games over KMOX. Wire reports of the out-of-town games also will be handled.

Grayco dealer discs

THE quarter-hour programs on KHL, Los Angeles, sponsored by Marion R. Gray Co., Los Angeles (Grayco haberdashery) are being taken off the air for transcription which are shipped to Grayco dealers throughout the country for dealer sponsorship. Louis Crevelling, Gray advertising manager, has replaced Don Dana as announcer of the Grayco Hollywood Gossip Program.

Rambeau in New York

WILLIAM G. RAMBEAU Co., station representatives, on April 1 opened New York offices at 507 Chanin Bldg., with Earle Bachman in charge. The organization now has offices in New York, Chicago and San Francisco. Mr. Rambeau continuing in charge of the Chicago office and Douglas A. Nowell having recently been assigned to a newly opened office in the Russ Bldg., San Francisco. Mr. Bachman recently was sales director for Ed Wynn's Amalgamated Network. Before that he was in charge of sales for the Quality Group of Magazines, for five years he was advertising manager of the American Mercury, and was with Scott Howe Bowen, transcription producer.

Uniformity Sought In Selecting Commercials

HEEDING the new FCC campaign to cleanse the air of objectionable programs, a group of station officials who met informally in Chicago the first week in April have devised preliminary plans for standardized practices in judging commercial copy. Following an impromptu session in the offices of Free & Steinering, Inc., station representative of these stations, it was decided that by all stations represented by the organization would collaborate in eliminating objectionable material.

Arthur B. Church, general manager of KMBC; J. O. Maland, general manager of WHO; Dietrich Dirks, general manager, KFAB; J. B. Lotttridge, sales manager of KOIL, and Clark Luther, commercial manager, WOG, all in Chicago on various station business, happened to meet in the offices of Free & Steinering where they began discussing FCC cooperation.

Separate Standards

EACH of these stations, as is true of most of the country's major stations, has set up standards of public interest and good taste for judging all advertising copy submitted for broadcasting. But these standards have evolved largely from individual experience and vary widely among stations. In determining the acceptability of a proprietary medicine, for example, one station may apply for information to the Food and Drug Administration of the U. S. Department of Agriculture, another to the Federal Trade Commission and a third to the city or state officers or to a local Better Business Bureau.

There are three main points to be considered: The acceptability of the product, the acceptability of the claims made for the product, and the acceptability of the advertising copy from a standpoint of good taste. The first two are matters of determinable fact; the third a qualitative matter that is not so easily settled. In the discussion it was informally decided that if each station would contribute a list of the words and phrases that it considered objectionable a master " taboo" list could be compiled for the guidance of all the stations.

Following the discussion James L. Free, president of Free & Steinering Inc., sent a letter to the following stations, also represented by Free & Steinering or by Free, Johns & Field Inc.: WCAO, Baltimore; WGR-WKBW, Buffalo; WJJD, Chicago; WHK, Cleveland; WEIU, Columbus; WIND, Gary; WDI, Detroit; WDRG, Hartford; WKZO, Kalamazoo; KFMB, Hollywood; WAVE, Louisville; WTCN, Minneapolis; WPG, Paul, Wis.; WGBD, Peoria; KOIN-KALE, Portland; WPTF, Raleigh; KOL, Seattle; KVI, Tacoma; KTUL, Tulsa.

The letter asked them to contribute their ideas and suggestions to the end of working out a standardized plan of procedure which would be followed by the entire group in judging the acceptability of any piece of copy submitted to them. When this plan has been completed it will be available for any other station wishing to use it.
TAKING advantage of recently granted power increases, the stations above have ordered 5KW broadcast transmitting equipment. They all selected Western Electric because:

(1) Distortion is less than 5% at 100% modulation and under 2% at average program level.

(2) The noise level is at least 75 db below the signal at 100% modulation as measured with a program noise meter.

(3) Harmonic radiation on any multiple of the carrier frequency is at least 70 db below the carrier.

(4) Carrier frequency stability is maintained well within 50 c.p.s. of the assigned frequency by quartz crystal control.

(5) Audio frequency characteristic is linear within ±1 db from 30 to 10,000 c.p.s.

For full details, write to Graybar Electric Co., Graybar Building, New York—or telephone Graybar’s nearest branch.

Western Electric transmitter and amplifiers for 5KW operation

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company In Canada: Northern Electric Co., Ltd.
Radio Time Sales For Month Exceed Last Year by 21%

Retail Advertising Is Up 48%; Department Stores Increase

FEBRUARY broadcast advertising continued to run well above the 1934 level, it was indicated by statistics issued April 5 by the NAB. Gross radio time sales totaled $7,205,145 and were 21.9% greater than during the same month of the preceding year.

Various forms of broadcast advertising for the most part exhibited the usual seasonal trends, though national non-network volume increased 8.5% as compared with January, contrary to the normal downward movement at this time of the year.

Compared to February, 1934, national network volume was greater by 24.4%, regional network volume by 5.5%, national non-network business by 23.6% and local broadcast advertising by 9.5%.

National non-network studio programs continued strong, the volume of this type of advertising standing at 37.5% above the level of February, 1934. Electrical transcription business, on the other hand, showed weakness, national volume being 3.2% and local business 4% lower than for the same period of last year.

Slight declines in non-network business were experienced in the New England, Middle Atlantic and Middle Western areas, while moderate increases were recorded in the South and Far West. These trends seem to be normal seasonal ones.

The usual seasonal trends were dominant with regard to advertising by various advertising industries. Clothing advertising increased appreciably in all fields of broadcasting, a marked rise occurring in the national network and non-network fields, and an increase of 45.8% taking place in local apparel advertising. Other fields experiencing increased volumes over February, 1934, included drugs and pharmaceuticals (except in the local field), furniture and household equipment, national non-network and local financial and retail advertising.

Retail advertising continued to show encouraging strength. While radio time volume in this field exceeding February, 1934, by 48.2%. Department and general store advertising led the list with a gain of 70.5% over the same month of the preceding year.

Following are 1935 gross time sales:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>$7,511,320</td>
</tr>
<tr>
<td>Regional networks</td>
<td>$3,971</td>
</tr>
<tr>
<td>National non-networks</td>
<td>1,299,320</td>
</tr>
<tr>
<td>Local</td>
<td>1,388,890</td>
</tr>
<tr>
<td>Total</td>
<td>$8,878,825</td>
</tr>
</tbody>
</table>

Yankee Adds WRDO

YANKEE Network increased its station lineup to 12 April 6 when it acquired through affiliation WRDO, Augusta, Me., 100-watt station operating on 1570 kc. Centrally located in the state capital, it provides coverage over much of Maine. Growth of Yankee has been rapid since 1928 when WEAN, Providence, R. I., was affiliated by John Shepard 3d with his first Boston station, WNAC, now the key station of the network.
National and regional radio advertisers expect to find information regarding your station and your market where they read their radio broadcasting news—
The photographs on this page illustrate some of the remarkable equipment of a new service. The science of advertising has created nothing finer. But no less startling than the result is the EASE and ECONOMY which it offers to go on the air. It reduces production costs of the finest of a nominal figure. It gives the advertiser an almost unlimited amount of material. It enables him to use this material in a way that is never before possible. And finally it offers hitherto undreamed of speed in getting into action in any market from coast to coast.

MEETS THE NEED OF THE HOUR

World Program Service

The Flexi-service

World Program Service offers the advertiser a complete program material instanter. A program is matched with a sound continuity prepared by expert radio showmen. This can be adapted in whole or in part according to the needs of advertisers and station managers.

ABOVE: This service overlooks nothing to make it complete. Every program is matched with a sound continuity prepared by expert radio showmen. This can be adapted in whole or in part according to the needs of advertisers and station managers.
Every detail!

"Through an efficient catalogue reference system, each of the 110 stations associated in World Program Service is equipped to put its hand instantly on every type of musical program."

"The cross-reference catalogue makes it possible to put together any combination of numbers without delay. Never before has there been anything like this for facilitating program building while keeping it absolutely flexible."

"Special pick-up equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the U.S. (Photograph shows installation in Station WOR, New York)."

**E TWO GREAT NEEDS:**

*Purity and Economy*

is a combination of up-all-round vehicle for going on the air, nationally or locally. Let us give you AN AUDITION and FULL INFORMATION!

**BROADCASTING SYSTEM INC.**

50 West 57th Street, New York, N.Y.

W. Madison St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal.

**OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE**

April 15, 1935 • BROADCASTING
Rule of Common Sense

WITH FCC Chairman Prall's determination to cleanse the air waves of dubious and distasteful advertising, every far-seeing radio and advertising executive cannot but agree. But his legal department's suggestions as to what a station operator can do to guide him away from pitfalls remain rather vague. Boiled down, it seems to us to mean simply that the station must be its own judge, after carefully consulting authorities about accounts in question, as to what it should accept or reject.

That is all very well, but what if the local or state medical boards (quite aside from their natural prejudices against self-medication), the Food & Drug authorities in Washington and the Federal Trade Commission decline to rule beforehand? Advisory opinions, in our experience, are something taboo in government. Bureaucrats usually like to pounce upon offenders, deliberate or unwitting, after the act. Shall a station then be penalized to the extent of losing its license, let alone being subjected to costly hearings, even if the general character of its programs and public service is and has been of a high order?

We believe with Mr. Prall that common sense can be a sufficient guide in most cases, and we reiterate what we said editorially in our last issue: How in doubt, don't. But there are degrees of doubt, and if a station resolves the doubt in favor of an advertising account that appears bona fide, we think its motives and its past record should be taken into consideration before it is cited for hearing or otherwise penalized.

It is up to the FCC to see that its aids do not let their new-found power go to their heads. The broadcasting industry by and large wants to cooperate with the Commission, and already it has shown evidences of that by rejecting many an account that might otherwise mean needed revenues. But the broadcasting industry, no less than any other industry, cannot afford to live under a regime of fear and the big stick wielded by officials in Washington. Every person in the radio audience has his own preferences and predilections as to programs and commercial statements; shall every Mrs. Tattles' complaint receive an official sanction from Washington in the form of a citation for hearing or a defense of license?

We don't believe Chairman Prall or his colleagues mean anything of the kind, but their handling of the several cases already in the hands of the FCC's legal department will be watched with intense interest—and perhaps some apprehension—by the industry. In the meantime, pending a more clearly defined policy on the part of the Commission, we say to stations and sponsors and agencies that they should follow the rule of common sense.

Copeland Stalemate

IN A WAY, it is unfortunate that legislation to regulate the sale and advertising of food, drugs and cosmetics appears to be doomed at this session of Congress. All reputable manufacturers and advertising media want the existing law remedied to weed out the charlatan and the quack. But they want, and have a right to expect, safe and sane legislation. The Copeland-Tugwell bill, now evidently sidetracked in the Senate, was not foolproof. Some of the glaring injustices and possible consequences of that measure were not fully realized until it came to the Senate floor and was subjected to the cross-fire of Senators Bailey and Clark.

As they brought out so forcibly, the Department of Agriculture, even under the revised measure, would have become a veritable advertising censor. And many an industry, under the multiple seizure provision, might have been ruined simply because an advertisement was construed as one which portrayed "adulterated" goods. Amendments were offered and carried to rectify these provisions, but against the wishes of Senator Copeland.

It is to be hoped that workable legislation will be devised soon. The most should be made of the last two years of intensive study of this situation. A bill generally following the recommendations made by the President in his message to Congress (which the Copeland bill does not) should be enacted.

Passing the Hat

WELL BOYS, we are now notified that the "American Society of Recording Artists", a carbon-copy of ASCAP in the record field, will now pass around the hat for tribute from stations, effective May 1. It only costs from 5 to 15 cents every time you play a record, plus $5 per month sustaining fee. All they want is about $5,000,000 a year, or just double what ASCAP gets. It doesn't matter whether there is any legal basis for this, they're asking anyway.

Right now, the NAB is looking into this thing and asking a few pertinent questions about legal rights and the field covered. At this writing, too, ASCAP is stewing in the juice of a Government suit charging it with price-fixing, and Congress has before it a bill to take away ASCAP's horse and guns. Maybe Uncle Sam, in his wisdom, might look into this new "Society" too.
NORMAN STANLEY CASE

ONE NEEDS only to spend a short time with Governor Norman Stanley Case to be impressed with the man's statesmanlike stature. He looks the statesman, he talks like one and his past record in the public service bespeaks his high qualifications for the post on the Federal Communications Commission to which his old-time friend and colleague, Franklin D. Roosevelt, personally selected him. In the New Deal which Chairman Prall is instituting in the regulation of broadcasting, Case is a conservative, to be sure, but a man who will be at the helm to establish an equitable system of regulation. It is true that the FCC's Broadcast Division should acquire its stature or to meet the record of any other foundation in the Registration of off sorter. The former Governor of Rhode Island candidly admits he knows very little about radio advertising and experience dealing with more or less regular listener to favor pro grams and beyond his own experience as a speaker and campaigner on the radio. He was transferred from the Telephone Division recently to the place of Chairman Prall, to bring to broadcast regulation a fresh viewpoint and to help Judge Sykes and Mr. Prall institute a new policy of enforcing rigidly the FCC's own rules and regulations.

The laxity into which the old radio Commission has fallen, the yielding to political pressure and the general lack of organization in the regulation of broadcasting impelled the recent sweep by which Judge Sykes, at his own request, stepped down from the FCC membership and assumed the chairmanship of the Broadcast Division, with Gov. Case exchanging division assignments with Col. T. J. Brown. Mr. Prall becoming ex officio member of the Broadcast Division as well as chairman of the full Board.

It remains to be seen how well the new Broadcast Division will carry out its work, the fact is that three men with much practical political experience are now holding the reins—and their big- gest job is to hold on to them, but politely, the constant demands for special favors for constitu ents that come mostly from members of Congress. Of Mr. Prall's background we have written before (Broadcasting, Feb. 1, 1935) and also of Judge Sykes' (Broadcasting, March 1, 1932). To the broadcasting fraternity, Gov. Case is a controversial figure. He is a handsome, well-built and clean-cut man, with a round face and a deep voice. He has a warm personality, and is an excellent speaker. His appearance is that of a man who has been in public life for many years, and has the air of a statesman. He is a fine dresser and always looks well-groomed.

WINSLOW P. Leighton, commercial manager of WGY, Schenectady, has been promoted to NBC national sales representative by the corporation, with a traveling assignment out of Schenectady. He has been succeeded as manager of WGY by George Nelson, WGY sales manager, formerly with WCV, Burlington, Vt.

D. M. MIDDLETOWN, vice president of WCR, Buffalo, N. Y., has recently added the sales management of WJSA, Staunton, Va., to his duties.

P. R. MITZLER, former manager of KXN, Kansas City, Mo., and now with new KUT, Salt Lake City, is seeking authority from the FCC to establish a new 100-watt station.

FRANK A. BYRNE, former assistant district manager in San Francisco for Firestone Tires and for a decade with RCA Victor in the city, has joined the commercial department of KJS, San Francisco, as an account executive.

HUGH TERRY, advertising manager of WKY, Oklahoma City, is a part-time lecturer in the Department of Journalism of Oklahoma City University.

WILLIAM PARKER, formerly with WKY, Oklahoma City, has joined the commercial department of WBG, Greensboro, N. C.

ARDE BULOWA, co-owner of WACN, New Orleans, has opened a month the head of the former American Broadcasting Co., which ceased operations in April. He is now in England with his family.

AVERA WYNNE, manager and owner of WERD, Rocky Mount, N. C., has married Anne Hudson of that city.

FRANK WRIGHT, Oakland radio advertising executive, after several months, has joined the KTB, San Francisco, has resigned. He will work in his new organization, Frank Wright & Associates, Oakland, specializing in radio.

GEORGE PROVE, has joined the Wilkins Agency, Kansas City, as sales manager. He was formerly associated with KDYL, Salt Lake City, in an advertising capacity.

WAYNE WOOLRIDGE, account executive of KYA, San Francisco is seriously ill at Mary's Help Hospital, and he has been away from his desk several weeks.

W. R. FRANK, on the commercial staff of WEBD, Rocky Mount, N. C., has been named assistant manager by Avera Wynne, owner.

GORDON S. PERSONS, president of WPSA, Montgomery, Ala., has been appointed chairman of state rural electricity authority by Gov. Bibb Graves.

KENT RIDER, of Austin, Tex., and R. R. Patterson, of Waco, have joined the commercial staff of KTAT, Fort Worth.

MAJ. J. T. CLEMENT, U. S. A., retired, vice president and Washington representative of RCA Mfg. Co., has joined the staff of Radio Manufacturers Association of America. He will work for Mr. Brophy, manager of the NBC station relations department, attending to public relations and such other business as may come to his attention.

FRED PALMER, general manager of WKNX, Columbus, O., on April 2 became the father of a daughter.

PHILIP CARL, NBC sustaining account executive, has returned from a trip to Canada where he was presented with a bronze medallion by the Alumni of the University of Chicago.

W. H. WITT, of Rochester, N. Y., former program director of WIT, Charlotte, has been named program director of WKB, Rochester, N. Y. George Coppley, formerly on the announcing staff of WKB, has joined WERD as an announcer.

TOM GIBSON, former drama coach at KFAC, Los Angeles, has opened an office in Hollywood to prepare radio scripts and programs for dramatic announcements.

MARTHA CRANE, for seven years director of women's programs at WLS, Chicago, and her husband, Ray Caris, are the parents of a son, Crane Caris.

EDWARD DRAKE, who has been a free-lance photographer and photography staff of WLS, Chicago, succeeding Robert Dreyer, who is now with the Chicago Daily News, has joined William Joyce, manager of WLS, as an assistant director of the production department for four weeks last fall while Short was on leave.

EDWARD V. MURPHY, directing publicity for KTAB, San Antonio, and KOW, has been named to the same post at stations serving Orange County, California. He succeeds David H. Glickman, W. C. (Cap) Hollway, veteran newspaperman and former radio and TV manager of KFRC, is assisting Murphy.

C. MORGAN has joined the production staff of KTA, San Francisco, as director of feature programs and drama. He was formerly connected with Morten Productions Inc., San Francisco radio station.
VICK KNIGHT, of the CBS production staff in New York, is author of an experimental "dramalogue" titled Carte&Weil presented over the CBS network April 13. It presented in rapid sequences the history of the minted silver dollar. Mr. Knight formerly was with WHK, Cleveland.

RAY WINGERS, formerly program director and announcer WREX York, has joined the announcing staff of WOR, Newark.

THOMAS FREEBAIN Smith, announcer at KXK, Hollywood, is back at the microphone after a two-week absence due to a hockey accident.

JONNY MURRAY, master of ceremonies on the former Hi-Fink program keyed from KHJ, Los Angeles, to the Dan Lee network, left Los Angeles April 5 for New York to take part in the new Lucky Strike Hit Parade on an NBC-WEAF network.

FELIX ADAMS, announcer of WSPD, Toledo, is substituting at WNYA, Wheeling, W. Va., for Howard Donohue, program director, who is taking a medical leave.

ARTHUR SNYDER, in charge of CBS programs from Los Angeles, is recuperating in Hollywood Hospital from injuries received in an auto wreck. His face was badly cut, requiring plastic surgery.

GENE CLARK, announcer and continuity writer at KJBS, San Francisco, has been elected vice president of the San Francisco Progressive Speakers Club.

JOSPEH R. BOLTON, announcer of WOR, Newark, and Miss Dorothy Bondy, of New Rochelle, N. Y., were married March 28. Bolton formerly worked with WNM, Newark, WCAU, Philadelphia, and WOV, New York.

HELEN CORB, former NBC librarian, San Francisco, has been appointed assistant to Arthur Garbett, NBC Western division educational director, Noel Corbett, assistant to Miss Louis Landis, NBC Western division feature writer, has been made night press representative at the San Francisco studios.

ROBERT SWAN, formerly chief announcer KJH, Los Angeles, on April 3 was named program manager of KFAC-KFYD, Los Angeles.

ANNOUNCERS FOUR. This is the announcing staff of WBT, Charlotte; bottom, left to right: Charles Crutchfield, program director, and Weston Britt; top, Holly Smith, production director, and Clair Shadwell, music director.

BOB NICHOLS, for the past five years NBC Western division producer-director of the Woman's Magazine of the Air, resigned April 1 and is scheduled to go to Radio City. Prior to this San Francisco NBC affiliation Nichols was chief announcer for the American Broadcasting System.

A RAY HURD, formerly announcer at KGW-KEX, Portland, Ore., who has joined Cliff Engle and Sid Goodwin, etc. to form a three-man team on WBNX, San Francisco, was given a farewell party at the Multnomah Hotel before leaving. Publisher Proverson, who has gone to Hollywood.

RICHARD B. DAVIS, columnist and dramatic critic, arrives well-known personalities on his three-weekly Not Usually a Commentator program on WTMJ, Milwaukee.

EARLE H. SMITH, former newspaperman, has been given complete charge of new broadcasts on WKBX, Kansas City, which has set up its own news service.

MRS. MARY ELIZABETH CMI, mother of Lou Emmel, manager of the NBC Artists Bureau, San Francisco, died April 3, in Los Gatos, California.

MISS EDITH LIPPMA, assistant in NBC traffic department, San Fran- cisco, March 25, announced her engagement to Ted Fillipi. She leaves NBC May 7 and will be married in Battle Creek, Mich., later.

CHARLES GLENN, formerly of WXXY, Kansas City, has joined the announcing and production staffs of KJBS, San Francisco.

BILL GREEN, formerly of CBS, has joined the announcing staff of WBOY, Terre Haute, Ind.

BARRY McBROOM, former Spokane newspaperman, has replaced Joseph Alvin, who resigned April 1 as news director of the NBC press department in Chicago.

J. LESTER MALLOY, former publicity director of KTAB, San Fran- cisco, is writing a radio column for a chain of San Francisco weekly publications.

HARRY FIKE, new to radio, has joined the announcing staff of KIBY, Glendale, Cal.

JOHN CLARK, assistant news editor of KNX, Hollywood, is recuperating from a nervous breakdown.

EUGENE EUBANKS, at one time assistant program manager and director at KFRC, San Francisco, and more recently on the production staff of KFAC and KHJ, Los Angeles, has joined KYA, San Francisco, as publicity and production writer. Richard Holman, KYA production manager, will continue to supervise the public relations department.

TOM BARRY, who directed the serial Air Pockets on KMTR, Holly- wood, has joined the production staff of KXK in San Francisco.

CHARLES ELLSWORTH, former announceman manager, has joined the Thomas Lee Artists Bureau at KFRC, San Francisco, and has re- signed his affiliation with San Francisco, as publicity and publicist. Richard Holman, KYA production manager, will continue to supervise the public relations department.

AL ROTH, musical director of KMOX, St. Louis, has signed a contract for another year. His orchestra is heard on 32 programs a week, eight for CBS hookups.

CARRYING a substantial amount of advertising, the new WLS Weekly, featuring the program listings of the Chicago station and stories about radio artists, made its appearance March 16. The 16-page magazine is conducting a contest for a permanent name.

Daytime Broadcasting on 5000 Watts! Now WREX can extend its "circle of coverage" much farther—adding many thousands of listeners to the excellent audience of 350 million people living in the West territory. No increase in rates—WREX is a big broadcasting bargain any minute of its 17 hours of daytime broadcasting. The only Blue Net-Work NBC Station between St. Louis and Denver—900 miles.
IN THE CONTROL ROOM

GATES RADIO & SUPPLY Co., Quincy, Ill., announces station installation as follows: WHIG, Greeneboro, N. C., speech input equipment; WPCG, Peoria, Ill., crystal microphones; KUJO, Yuma, Ariz., speech input rack; KGNU, No. Platte, Neb., transcription and mixing equipment; WMFF, Plattsburg, N. Y., transcription and remote control equipment; WCMH, Havana, Cuba, radiator equipment; CMW, Havana, modulator equipment for use with Phillips tubes.

A 204-FOOT vertical radiator capable of delivering 5 kw. is being erected for WSPD, Toledo, by the Blaw-Knox Co., Pittsburgh, and Bell engineers are installing the 5 kw. Western Electric transmitter. Plans for the transmitter house are being completed by local architects, with the new set-up to be ready to operate about June 15. Studies and offer will remain atop the Commodore Perry hotel.

THE NEW Honolulu control office of the FCC field section has been established on the entire eighth floor of the Aloha Tower. James M. Chapple, inspector transferred from Los Angeles in January, is in charge of the new district.

GUY RABETEAU, French radio engineer now in this country, said after a visit to the new 50 kw. transmitter of WOR at Carteret, N. J.: "There are many features incorporated in the new WOR transmitter I shall take back to France with me and introduce to the broadcasting stations of my country."

EDWARD W. STONE, formerly at Springfield, Mo., has joined the technical staff of WGST, Atlanta.

FREEMAN LANG, Hollywood transcription producer, has been awarded a contract for the California Pacific International Exposition in San Diego May 29-Nov. 11. He will open an office on the grounds with Archie Goldman in charge and equipment will include remote control apparatus, public address system and the illustrorv (illustrated voice).

WHAT is claimed to be the first all-wood radio tower in America soon will be dedicated by WRVA, Richmond. Decision to build the 320-foot radiator of wood, as successfully tried abroad, was made on recommendation of Paul F. Godley, radio consultant of Upper Montclair, N. J. The tower is of tripod construction and joints are tied with a new type of timber connector.

Six News Periods Daily Are Broadcast by KMBC

CARRYING six "newscast" periods daily, not including special flashes, news dramatizations and CBS network news features, KMBC, Kansas City, on April 8 enlarged its news broadcasting schedule to what it claims is the most extensive on any Middle Western station. KMBC's daily Tatters Sports Review and early evening Transradio news schedules are sponsored by Continental Baking Co., New York (Wonder bread), and it has arranged for local news pickups from a roving short wave newscasting car which, after several months experimenting with temporary equipment, will be on the streets shortly.

The station's news department head has not yet been named, but Arthur Church, manager, and Ted Malone, program director, are closely supervising the new features. It is planned to cut into local programs, whether sustaining or commercial, for transcribed news flashes.

Cargill Group in Control

WMAZ, Macon, Ga., is now the property of Southeastern Broadcasting Co., lease and operator since 1929, as a result of negotiations completed this month with the Macon Junior Chamber of Commerce. The chamber received the station as a gift from Merer University, which opened it in 1924 but consented to its lease on a commercial basis. Edward K. Cargill is president and general manager; George P. Rankin, Jr., vice president and chief engineer, and Wilton E. Cobb, secretary-treasurer.

A. CORENSON, whose interest in KELW, Los Angeles, has been acquired by Hearst Radio Inc. for combination with KTM into a new full-time outlet there, has applied to the FCC for a new 100-watt daytime station in Pasadena on 1480 kc.

Bireley Orangegade Plans

SOME 60 stations are to be used by Frank W. Bireley Co., 1117 N. Mansfield St., Hollywood (Bireley's orangegade) in a national campaign during the late spring and summer. Philip J. Meany Co., Los Angeles agency, is directing the campaign, which will include magazines, and point-of-sale material for local dealers wishing to advertise.

Production of a series of five-minute transmissions has been started at Recordings Inc., Hollywood. They take the form of dramatized skits tying in the product, which is marketed in bulging-neck milk bottles. About a thousand dealers have exclusive Bireley franchises. The first series of a dozen programs was placed on four Midwest and one Pacific stations as a test and the number will be increased to 25 late in April, gradually rising to 60 stations by warm weather. Under present plans, the campaign will last until September.

Any time—Any Day

WEEL-Boston

590 KC

A Composite Picture of 795,910* Radio Dials—
in the highly concentrated—
most fertile market in New England

[*WEEL's Potential Audience in radio sets as determined by Janesky & Bailey and N.B.C. Surveys.]

April 15, 1935 * BROADCASTING
The Business of Broadcasting

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

# STATION ACCOUNTS

**WJSV, Washington, D. C.**

**Chrysler Sales Corp., Detroit.** (Plymouth autos), daily sp, thru J. Stirling Heseltine Inc., N. Y.

**Chrysler Sales Corp., Detroit (Dodge autos),** 7 weekly sp, thru Rauff & Ryan Inc., N. Y.

**General Motors Corp., Detroit (auto shows),** 25 weekly sp, thru Campbell-Ericsson Inc., N. Y.


**Clark Bros. Chewing Gum Co., Pittsburgh.** (Trebury gum), 6 weekly sp, thru Edward M. Power Co., Pittsburgh.


**California Perfume Co., Suffer, N. Y.** (cosmetics), 2 weekly ts, thru Luckey-Bowman Inc., N. Y.

**Carlton & Hultin, Lowell, Mass.** (Father John's), 6 weekly sp, thru John W. Queen, Boston.

**Fed. Bear & Co., Brooklyn.** (Chick egg dye), 4 sp, thru Menken 6 & Sondheimer Inc., N. Y.


**Stanico Inc., New York (Cream of Njol),** 2 weekly ts, thru McCann-Erickson Inc., N. Y.


**Grovemont Club, Philadelphia.** (New York magazines), 2 weekly sp, thru Gerber-Cornell Co., Inc., N. Y.

**Sinclair & Edge Corp., Seattle.** (Peter Pan salmon), weekly ts, thru J. Wm. Sheets Inc., Seattle.

**Procter & Gamble Co., Cincinnati.** (Ivory soap), 6 weekly ts, thru Blackman Co., N. Y.

**Simich-Diathermy Co., New York** (diathermy apparatus), 2 weekly sp, thru Rose-Martin Inc., N. Y.

**Fels & Co., Philadelphia.** (Fels Naptha soap), 2 weekly sp, thru Atkinson-Kynett Co., Philadelphia.

**WLS, Chicago**


Sterling Drug Co., Des Moines, Ia. (toothpaste), 13 sp, thru Health-Seekhof Inc., Chicago.

Bernard Perfumers, St. Louis, 20 sp, thru Hilsner & Svenson Co., St. Louis.

Coyne Electrical School, Chicago, 13 sp, thru Philip O. Palmer & Co., Inc., Chicago.


Drug Trade Products, Chicago (proprietary), weekly sp, thru Health-Seekhof Inc., Chicago.

**WOR, Newark**

Walt & Brand Inc., Newark (Black stone cigar), 3 weekly sp, thru Batten, Barton, Durstine & Osborne Inc., N. Y.

Rikollettenbud for Det Nordiske Hermetikindustri (Norwegian canned sardines), Stavanger, Norway, 2 weekly sp, thru Wales Adv. Co., Inc., N. Y.

General Fishing Co., New York (Bass bread), 5 weekly sp, thru Batten, Barton, Durstine & Osborne Inc., N. Y.


**WMAQ, Chicago**

Chicago Council Fish and Sea Food, 10 sp, thru Sellers Service Inc., Chicago.

Studebaker Sales Co., Chicago (automobiles), 4 ts, thru Schwimmer & Scott, Chicago.


**WMCA, New York**

Steelcof Mfg., Co., St. Louis (paint), 3 weekly sp, thru Mortimer W. Mears Inc., St. Louis.

Carter Medicine Co., New York (herbs and pills), 6 weekly sp, thru Street & Finney Inc., N. Y.


Chrysler Corp., New York (automobiles), 14 sp, thru J. Stirling Getchell Inc., N. Y.


General Foods Corp., New York (Postum), weekly sp, thru Advertisers Broadcasting Co., N. Y.

General Foods Corp., New York (Diamond salt), weekly sp, thru Advertisers Broadcasters Co., N. Y.

Chevrolet Motor Co., Detroit, 3 weekly sp, thru Campbell-Ewald Co., Detroit.


**KGO, San Francisco**


Horlicks Malted Milk Corp., Racine, Wis. (malted milk), 5 weekly sp, thru Lord & Thomas, San Francisco.


**WABC, New York**


**WWL, New Orleans**

Drug Trade Products, Chicago (Peruna, etc.), 6 weekly sp, thru Health-Seekhof Inc., Chicago.

Sterling Casualty Insurance Co., Chicago (Penn-a-Day insurance), 2 weekly sp, thru First United Broadcasters Inc., Chicago.

Willard Table Co., Chicago (proprietary), 2 weekly sp, thru First United Broadcasters Inc., Chicago.


Nisce Inc., New York (Njol), 3 weekly sp, thru McCann-Erickson Inc., N. Y.

Burlington Mills, Fort Worth, Tex. (Lichterust flour), 6 weekly t, direct.

Craigmile Hotel Co., Mineral Wells, Tex., 12 weekly sp, direct.


Interstate Nurseries, Hamburg, N. Y. (plants), 4 weekly sp, direct.


Conway Co., Los Angeles (herb tea), 7 weekly sp, thru Lockwood-Shackelford Co., Los Angeles.


Monticello Nurseries, Monticello, Fla. (pecan trees), 6 weekly sp, thru Shorteral Furniture Ltd., Co., Durham (music lessons), 6 weekly sp, thru Health-Seekhof Inc., Chicago.

Foley & Co., Chicago (proprietary), 6 weekly sp, thru Frank-Nose Co., Chicago.


**KXN, Hollywood**

Sterling Casualty Insurance Co., Chicago (Penn-a-Day insurance), 6 weekly sp, thru First United Broadcasters Inc., Chicago.


**KWK, St. Louis**

Walter H. Johnson Candy Co., Chicago, 3 weekly ts, thru N. W. Ayer & Sons Inc., N. Y.

Congress Cigar Co., New York, 3 weekly sp (news), thru Gotham Adv. Co., N. Y.

**Radio Show-Window**—After WMBG, Richmond, Va., a CBS outlet, had tried this window-display of merchandise advertised over its facilities, it found that one window wasn't enough. So good were the results from the initial display that it launched plans for a series of windows in empty stores at desirable locations, including spot as network products. The current program calls for the use of ten show-windows. In addition a house-organ of WMBG, devoted entirely to news of programs, sponsors and merchandise, is distributed monthly.
POCAHONTAS OIL Co., Marion R.
TIME INC., New York

American Telephone & Telegraph

Genera Numismatic

Lyon's tooth

Ellis - Younggreen

KHJ, Los Angeles

KFI, Los Angeles

WJZ, New York

Railroad Campaign

SPOT announcements on some 75 stations are contemplated in a plan to be initiated this month by western railroads, with Reincke-Ellis-Younggreen & Finn Inc., who, named to handle the account. Other areas will be used.

The announcements, it is planned, will suggest that listeners write friends and relatives in the East to visit the Midwest this summer, during the summer months, via railroad. About $450,000 will be spent during the campaign, according to plans.

PHILIP MORRIS & Co., Ltd., New York (cigarettes) on April 30 started Johnny & His Fourzone on 23 CBS stations, Wednesdays, 8-8:15 p.m. - Agency: BBDO Inc., N. Y.

S C JOHNSON & SON Inc., Racine, Wis. (floor wax) on April 16 starts Fiber Mixer & Molly on 18 NBC-WJZ stations, Tuesdays, 10:30-10:45 p.m. - Agency: Needham, Louis & Boyer Inc., Chicago.

RCI MAG, Co., Camden, N. J. (RCA Victor Division) on April 20 starts Radio City Party on 33 NBC-WEAF stations, Saturdays, 9-9:30 p.m. - Agency: Lord & Thomas, N. Y.
The Greeks Had a Word For It

KUDOS

KUDOS (Kuđos), n. [Nt. fr. Gr. glory.]
glory, fame, renown, praise. 

Webster

"Your Year Book is a corker and I congratulate you on it."
Roy S. Durstine,
Vice President,
Batten, Barton, Durstine & Osborn, Inc.

"It certainly is the whole radio picture under one cover."
Frank Smith,
Assistant Advertising Manager,
General Foods Corporation.

"It is a most comprehensive piece of work, and you may be sure it will be in constant use in our offices."
Douglas Coulter,
Vice President,
N. W. Ayer & Son, Inc.

"Very thoroughly done and certainly right up - to - the - minute."
Robert Diserens,
Vice President,
Campbell-Ewald Co., Inc.

"Many attempts have been made to institute annual reviews of the radio industry, but none has succeeded so well in compiling and presenting the statistics that are in everyday demand as this Year Book, intended to be an annual publication."
The New York Sun.

"I think it is a most complete compendium of information, and I don't see how anyone interested in radio broadcasting can get along without it."
L. C. Probert,
Vice President-Advertising Manager,
Chesapeake & Ohio Railroad.

BORDEN SALES Co., Inc., New
York, on May 1 starts Magic Recipe
on NBC-KFO- Mountain network.
Wednesdays, 8:45-9:30 p. m. (FST).
Agency: Young & Rubicam, N. Y.

WASEY PRODUCTS Inc., New
York (Primrose House Products) renews
The Lampighter on Mutual network.
Sundays, 2-2:30 p. m. Agency: Erwin,
Wasey & Co., Inc., N. Y.

WM. R. WARNER & Co., New
York (Vine) on April 24 starts Our
Home on the Range on 25 NBC-WJZ sta-
tions, Wednesdays, 9-9:30 p. m. (FST).
Agency: Ceil, Warwick & Ceil Inc.,
N. Y.

SPERRY FLOUR Co., San
Francisco, on April 4 started Prize Rom-
ance on Don Lee-Ches broadcast.
Tues., Thurs., 2-3:30 p. m. (FST).
Agency: Westco Adv. Co., San Fran-
cisco.

UNIVERSAL FLOUR MILLS Inc.,
Fort Worth, Tex., on April 9 re-
erved Radio Romance on 10 South-
west Broadcasting System stations.
Tuesdays, 7 p. m. Agency: Tracy-
Locke-Hawson Inc., Dallas.

BROWN & WILLIAMSON TOBAC-
CO Co., Louisville (Kool, Raleigh,
Wings) on May 4 will broadcast Ken-
tucky Derby on 32 CBS stations.
Agency: Batten, Barton, Durstine & Osborn, Inc.

NBC CHANGES—Carlshbad Products Co. Martin Davy on April 19 changes to Fridays, 8:15-8:30 p. m. on NBC-WJZ; RCA Mfg. Co. (Hart-
derton) on April 20 changes Radio City Party to 9-9:30 p. m. NBC-
WEAF; Froster & Gamble Co. Fic & Sade on April 20 changes to 3:30-
3:45 p. m. Mon. thru Fri., NBC-
WEAF; Froster & Gamble Co. Geo-
dul's Own Miss Perkins on April 29
changes to 3:30-4:15 p. m. Mon.
thru Fri., NBC-WEAF; Froster &
Gamble Co. Ivory Stamp Club on
April 29 changes to 6:15-6:30 p. m.
Mon., Wed., Fri., NBC-WJZ; North-
wes ter Yeast Co. Virginia Lee &
Scarlett on April 29 changes to 1:30-
1:30 p. m. Mon., Wed., Fri., on NBC-
WJZ.

CHR CHANGES—Corn Products Re-
maining Co. on May 17 changed to 9-9:10 p. m. Tuesdays; Gulf Refining Co. Gulf Headliners on April 7 changed to 8:30-9 p. m.
Sundays; Lohn & Fink Products Co.
on May 5 substitutes Ethel Merman for Eddie Cantor, 8:30-9 p. m. Sun-
days; Crystal Corp. on April 6 added
six stations to Outdoor Girl Beauty
Parade.

Mary Garden Comments
For Standard Oil Series
LIKE Lambert Pharmacal Co.'s
use of Geraldine Farrar on the
Metropolitan Opera programs for
Listerine, Standard Oil Co., of Cal-
ifornia has brought Mary Garden,
opera star, to San Francisco for
eight weeks as commentator for
its Standard School Broadcasts and
Standard Symphony Hour on
Thursdays, heard over the NBC-
KFO network.

Her first broadcast on April 4
was heard by nearly 250,000 school
children in 2,000 Pacific Coast
schools.

During the Standard School
Broadcast at 11 a. m., Miss Garden
incorporates her own thoughts in
regard to the music being studied
by the school children. For the
Standard Symphony Hour at 8:15
p. m. she comments on the numbers
to be played by the orchestra, di-
rected by Gaetano Merola.

Shore or the Mountains?
Argue All You Please
About the Vacation Spot

BUT Reach the People at Both
This Spring - Summer by Using
WBAL, BALTIMORE

Programs developed, tested and proven
now offered for sponsorship include

The Johnson Family
Lydia Looks Around
Old Colonel and the Comics
Hi Noon, Hi Jinks-Variety
The Public Forum

Write for full details

1060 Kcs.
10,000 Watts

WBAL
Basic Blue Network
N.B.C.

Baltimore
Paul H. Raymer Co., National Sales Representative

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RADIO ADVERTISERS

LIFE SAVERS Inc., Port Chester, N. Y. (candy etc.) makes up lists in May and November, radio included. The account is placed by Topping & Lloyd Inc., New York, with Canadian Broadcasting through Lord & Thomas of Canada Ltd., Toronto. Annual appropriation, $500,000.

CROSLEY RADIO Corp., Cincinnati radios & refrigerators makes up lists in May and August, including radio, with Procter & Collier Co. Inc., Cincinnati, handling refrigerators and Ralph J. Hos Co., Cincinnati, handling radio. Annual appropriation, $250,000.

A. C. LEGG PACKING Co., Birmingham, Ala. (old plantation sausage sensitivity) makes up lists in May, including radio, the account being placed by Silver & Douce Co. Inc., Chicago. Annual appropriation, $15,000.

HEALTH PRODUCTS Corp., Newark (Feets-a-mint, Aspergum, etc.) makes up lists in May, including radio. William Esty & Co. Inc., New York, handles the account.

GEORGE T. BRODNAX Inc., Memphis (jewelry mfgs.) makes up lists in May, including radio, placing the account through Merrill Kreamer Inc., Memphis.

LOFTIS JEWELRY Co., Chicago, makes up lists in May, including radio, with Franklin Advertising Agency, Chicago, handling the account.

CHAMPAIGN'S ICE CREAM Co., Los Angeles ice cream factory with branches in Pasadena and Glendale, opened a 30-day trial campaign on three ABC Los Angeles stations, early in April, preliminary to the summer trade campaign. The account is handled directly.

VANI-SHINE Corp., Los Angeles (wave lotion) on April 1 started a daily quarter-hour program on KGFJ of that city, through Campbell-Kellogg Co. Los Angeles, and may extend the schedule to take in Western and Midwestern territory.

BIOTONE DISTRIBUTING Co., Los Angeles, representing a Salt Lake City, Utah, medicinal product company, has placed its radio account with Campbell-Kellogg Co., Los Angeles agency. The current contract was placed on Los Angeles stations for April with the possibility later of extending up the Coast. The product is a system toner.

HOLLAND FURNACE Co., Holland, Ohio, planning a campaign including radio, has placed its account with Blackett-Sample-Hummert Inc., Chicago.

FRIEND BROS., Inc., Boston (baked beans, brown bread) is planning a New England campaign, including radio. Inglis Advertising, Boston, handles the account.

I-O PRODUCTS Co. Inc., New York (I-O Tubs) is conducting a test campaign in Wisconsin on their products for use in pastries, using radio and other media.

OAK WOOD INDUSTRIES Inc., Detroit (industrial equipment) has named Grace & Bement Inc, Detroit, to handle its air conditioning advertising.

OLD INDIAN MEDICINE Co., Toledo (Wa-Hoo bitters) has named Bann-Kent & Co., Toledo, to handle its account.

POMPEIAN Co., Bloomfield, N. J. (cosmetics), planning a campaign to start in mid-June with radio included, has named Topping & Lloyd Inc., New York, to handle its advertising. This year the program will consist mainly of tests with a more extended campaign planned for 1936.


STANDARD OIL Co. of Ohio, Cleveland, has started a campaign including announcements. Included are weather notices on WTM, Cleveland, and WLW, Cincinnati, as well as baseball broadcast from WHK, Cleveland.

W. R. HUBER, formerly with J. Stirling Getchell Inc., Detroit agency, and sales promotion manager of Pontiac Motor Co. Detroit, has been named sales promotion manager of Gulf Refining Co., succeeding Robert J. Flood, resigned.

MRS. MARGARET FITZGERALD, formerly advertising manager of O'Connor-Moffatt & Co., San Francisco department store, has been appointed advertising manager of McGraw's, 5th Ave at 34th St., New York department store, and will take office April 15.


McALLEN Mfg. Co., Detroit (wax, cleaners), using radio, has placed its account with Maxon Inc., Detroit.

MONARCH METAL WEATHER-STRIP Co., St. Louis, using radio aid advertising, is advertising now through Mortimer W. Mears Inc., St. Louis.


ANGOSTURA - WUPPERMANN Corp., New York (bitters, liquors) now is advertising through Fletcher & Ellis Inc., New York.

KREUGER BREWING Co., Newark, has placed its account with Fuller & Smith & Ross, New York.

CRACKER JACK Co., Chicago (candy) has placed its account with John H. Dunham Co., Chicago.

HUMBOLDT MALT & BREWING Co., Eureka, Cal. (Brown Derby beer), has named J. Walter Thompson Co., San Francisco, as its agency.


Wheaties Baseball GENERAL MILLS Inc., Minneapolis (Wheaties) which last year sponsored all home games of the Newark team of the International League on WINS, New York, will expand its campaign this season and follow the team wherever it goes. Through Blackett-Sample-Hummert Inc., time has been reserved daily beginning at 2:45 p.m., and entire games will be described by Earl Harper. In most cases this will involve rather more than two hours broadcasting. The series begins April 17 and lasts until October.

DOWN HERE IN SOUTH CAROLINA'S RICHEST MARKET

Here is South Carolina's richest market—a people who spent $25,000,000.00 in 1933 for food, clothing, automobiles, homes, etc., . . . $4,000,000.00 more than was spent in the second best county in South Carolina . . . and listen to this, Mr. Food Manufacturer: the wholesale business for Greenville and Anderson counties for the same year amounted to 28% of the total spent in the entire state, Greenville's share being $32,505,000.00.

There are 656,992 people residing within fifty miles of WFBF's transmitter. 76% of them own radio sets and are loyal listeners to the "above the average" programs broadcast consistently from this station.

Radio advertisers are asked to investigate the rich possibilities that are here.

1,000 Watts—1300 Kilocycles—
(5,000 daytime authorized)

High Fidelity RCA Equipment
Owned and operated by The Greenville News and Piedmont—the Leading Newspapers in South Carolina.

Net Paid Circulation 45,000.

WFBC
Greenville, S. C.

SERVING SOUTH CAROLINA'S RICHEST MARKET

April 15, 1935 • BROADCASTING

Page 39
WBBM
COLUMBIA NETWORK KEY STATION IN CHICAGO

DOUBLES ITS POWER, changing from 25,000 watts to

50,000 WATTS

WBBM, for almost two years, has been the choice of more advertisers than any other station in Chicago. It is the only station delivering an undivided network audience in Chicago—the only station to broadcast ALL the programs of a major network to the Chicago radio market.

OWNED AND OPERATED BY
THE COLUMBIA BROADCASTING SYSTEM
Represented by Radio Sales, Inc • New York, Chicago, Detroit
KFAB
COLUMBIA NETWORK STATION IN OMAHA—LINCOLN

DOUBLES ITS POWER, changing from 5,000 watts to 10,000 WATTS

KFAB is the only high-powered, cleared channel station in Nebraska. It serves a rich urban and rural market not only throughout the state but in Kansas and Iowa. The full schedule of major programs on the Columbia Basic Network, broadcast by KFAB, has carried it to undisputed first-place in popularity.

OWNED AND OPERATED BY THE CENTRAL STATES BROADCASTING CO.
OMAHA and LINCOLN · National Representatives: Free & Steininger, Inc · New York, Chicago, Detroit, Los Angeles, San Francisco
TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issue of Broadcasting.

Adlerika Co., St. Paul (Adlerika tablets)
Anacin Co., Chicago (Anacin tablets)
Angelus Campfire Co., Chicago (marshmallows)
Coco Cod Corp., Evanston, Ill. (cod liver oil)
Currier’s Tablets Inc., Los Angeles (medical tablets)
Federal Enameling & Stamping Co., Pittsburgh
French Lick Springs, Hotel Co., French Lick, Ind. (Pluto water)
Fruit Industries Ltd., New York (peaches and pears)
Gardner Nursery Co., Osage, Iowa (shrubs)
E. L. Knowles Inc., Springfield, Mass. (Rubine)
Maurice June’s Food Prod. Co., Chicago (sausage)
No Enamel Corp., Chicago (paint)
Oshkosh Overoll Co., Oshkosh, Wis.
Partola Products Co., Chicago (Partola)
Pico Co., Chicago (Pico)
Princess Pat Ltd., Chicago (cosmetics)
Sun Oil Co., Philadelphia

RECORDINGS Inc., Hollywood, is installing new equipment and refurbishing its quarters following a $10,000 fire April 3.

STANDARD RADIO ADVERTISING Co., Hollywood, reports signing the following stations for its new transcription program library service: 
WABF, Decatur; WXY, Milwaukee; WOD-WASH, Grand Rapids, Mich.; WIBM, Jackson, Mich.; WFMW, Indianapolis; WMBL, Peoria, Ill.; KJNO, St. Louis; WCOL and WNAC, Columbus, 0.; KFWB, Los Angeles; WITF, Raleigh; KTBW, San Francisco; WTCN, Minneapolis; WZAC and WAAAB, Boston; WISE, Providence; WICC, Bridgeport, Conn.; WPAY, Portsmouth, 0.; KGW and KEX, Portland; WOC, Davenport, la.; KOMO, Seattle; KHQ, Spokane; KSN and KRNT, Des Moines; RGGIL, Bilings, Mont.; WOXIY, Kansas City; WATM, Anderson, 8. C.; WIBV, Topeka, Kan.; WIOD, Miami; KKNV Salt Lake City; WSUN, St. Petersburg, Fla.; WHTL, Atlanta; KLZ, Denver, and KTAK, Phoenix, Ariz.

A NEW 15-minute transcription series, The Kimler Family, to be used three or five times weekly has just been announced by the NBC transcription department. It is the story of a family that finds itself in the “twilight zone” financially. Merchandising tieups in keeping with the program are provided.

WALTER BIDDICK Co., Los Angeles, has taken over sales rights to The Adventures of Sonny & Buddy, a series of 100 one-hour-dia speeches produced by Park Edwards.

TRANSGRAM SOUND Corp., organized late in 1934 in Hollywood to produce transcription programs, has gone out of business.

LYON VAN & STORAGE Co., Los Angeles, a state-wide organization early in April launched its first radio campaign through the Charles E. May Co., Los Angeles agency. Stations used include KJLJ, Los Angeles; KPRC, San Francisco; KAJ, Fresno; KDB, Santa Barbara, and all members of the Don Lee network. The 15-minute transcription weekly with dramatizations of “moving stories from the land of adventure,” has been produced by Radio Recorders Inc. Eugene J. Carman writes the scripts. Projected plans call for the possibility later of utilizing the same program in the Northwest through affiliated moving and storage companies in Washington and Oregon.

RIO GRANDE OIL Co., Los Angeles, following a test campaign, on April 1 renewed its 15-minute series of police drama transcriptions, Calling All Cars, on KQW, San Jose, for 52 weeks. KQW was selected to represent the Don Lee Network live talent weekly Calling All Cars program. Hixson-O’Donnell Inc., Los Angeles, handles the account.

M. A. KING Co., Somerville, Mass. (Stater Tissues) is producing a series of Minute Dramas for spotting throughout the country, with recording at Kasper-Gunderson Studios, Boston, and placement through the David M. Gale & Advertising Agency, Boston. sounding of the program, which has also been signed for a series of Minute Dramas to be placed throughout New England home.

BRISTOL-MEYERS Co., New York (Sai Hepatica, Ipuna) has recorded five WBS transmissions for Mexican stations. These include library, hotel, and studio atmosphere, with Spanish continuity.

Adams Joins Agency

LENEN & MITCHELL Co., New York, a well-known radio advertising agency, has recruited the radio department of John T. Adams to take charge of some 800 accounts, with Byron France, sonnet remaining responsible for program production. The Adams Federal Broadcast Corp. during the first few months of its operation of WMCA, after it had been purchased by Flaminia and Adams interests, has been named head of the radio department of William H. Rankin Co., New York.

LOT SCOTT, radio director of Don B. Miller & Co., Los Angeles agency, is recovering in Hollywood Hospital KFBW, Hollywood, made necessary by injuries suffered a year ago. He is not expected back at his desk until June.

THOMAS K. NEELEY has resigned as head of the CBS Artists Bureau, and is producing programs for J. Stirling Getchell’s radio department.

LORRY N. NORRHURP, formerly with the Chicago offices of Butterfield & Swire, is now associated with R. B. Erwin, Wasey & Co., and has joined Charles Daniel Frey Co., Chicago, as account executive.

KENNETH RANDOLPH, formerly at WSMK, Dayton, 0., has been named head of the radio department of White-Lowell Co. Inc., New York.

DOUGLAS D. CONNAH, for four years a member of the CBS publicity department and a graduate of the Columbia School of Journalism, has resigned to take a publicist position with the Bay Area Radio Group, Los Angeles.

BETTER BUSINESS BUREAU, Los Angeles, with a weekly evening program on KRL, Los Angeles, is releasing the program on KDB, Santa Barbara, and also sponsors weekly talks on KNX and KFWB, Hollywood, and KPI and KECA, Los Angeles.

AGENCIES AND REPRESENTATIVES

JOSEPH E. RICHARDS has joined the Los Angeles office of the R. B. Erwin & Co. Inc., as account executive and will handle radio along with his newspaper duties for more than eight years was advertising manager of William Cavalier & Co., San Francisco.

ROBERT H. JONES, advertising manager and public relations director for Adairika Co., New York, has resigned to join Lawrence Fertig & Co., New York agency.

ROD ARKEE, former publisher, radiologist, and radio executive, has been named head of the radio department of William H. Rankin Co., New York.

JACK STONE, radio director of Don B. Miller & Co., Los Angeles agency, is recovering in Hollywood Hospital KFBW, Hollywood, made necessary by injuries suffered a year ago. He is not expected back at his desk until June.

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HARRY T. KERR, formerly with the NBC press department, has joined the radio department of J. Walter Thompson Co., New York, as assistant to Calvin Swanson. He is a graduate of the Columbia School of Journalism.

ROBERT E. DWYER, formerly of the WLS commercial department, Chicago has joined the staff of the WBE Advertising Agency, Chicago.

FRED T. WEERS, associate partner of the San Francisco custom advertising agency, has recovered from a severe illness that confined him to bed for weeks.

BROOKE, SMITH & FRENCH Inc., Detroit, has opened an office in New York 247 Park Ave. In charge is Carlton G. Provost, formerly with Joseph Katz Co.

FRANCIS W. GHERHART, formerly with N. W. Prizer & Son Inc. has joined the radio department of the Blackman Co., New York.

GEORGE C. HOOPER, formerly with WCFL, Chicago, has been named head of the radio department of James E. Turner Adv. Agency, Chicago.

A. E. AVEYARD, with the Charles Daniel Co., Chicago, for several years the executive vice-president of Lord & Thomas, has resigned.

KGBM, Honolulu, has established multiple offices in the California Hotel, San Francisco.

BROADASTING • April 15, 1935

Array
there is sufficient revenue in radio and sufficient public interest in radio news, sponsored or sustaining, to warrant the broadcasting independently or in affiliation with the press.

Newspaper interests, in fact, have been greatly disturbed by the entrance of independent news organizations in the field, especially since the Bannerman and general Broadcasting syndicates assure a new carrier of accuracy and speed in gathering its own news. More than that, with the entrance of 100 newspapers owning radio stations and scores of others eagerly striving to gain a foothold in radio, either by curing their own relations or affiliating with radio stations for news and promotional purposes, there has been considerable dissatisfaction in newspaper ranks over the present setup. The result has been that many newspaper-owned stations have been buying Transradio Press.

Mr. Moore’s Viewpoint

MR. BAILLE’S election as president of the U. P. on April 9 is not likely to cause anyone apprehensive changes in the policies of that organization. So many have been in recent weeks that he will continue to serve as the U. P. representative and spokesman in the radio-press discussions. The statements of leaders of both organizations have been rife for more than a year that Mr. Bickel and Roy Howard, head of the Scripps-Howard newspaper staffs, and chairman of the U. P., have been at odds over the policy. U. P. should adopt on news broadcasting is that its difficulties have been settled and that Mr. Baille and Mr. Howard are in substantial agreement. Herbert Moore, president of Transradio Press Service, said in an interview: “I believe that the press-radio agreement ought to be modified, in the interests of the public—either to give more frequent news broadcasts of five minutes duration, or to provide two broadcast of 10 or 15 minutes each. Thirty minutes of news a day is a reasonable quota for stations.”

Such a modification would be in the interests of the public and of free competition. It should be made, if for no other reason, for the sake of the 28 stations owned or operated by the networks, which are apparently forbidden to buy Transradio.

Such changes as have been made in the set-up of the Press-Radio Bureau have there been room for improvement, and the interests that control it have apparently no power for improving when the demand exists. They can hardly deny that such a demand exists today.

Network Stations

Since the networks are woefully short of news stations, which CBS conducted quite success fully until the press-radio programs early 1934 was formulated, and in view of their tentative agreement to continue to underwrite the operating costs of the Press-Radio Bureau it is regarded as unlikely that their owned and managed stations will be permitted

In addition, Press-Radio Bureau furnishes its service overhead to two following stations: WMCA, WINS, WIN and WNEW, New York; WIXBS, Waterbury, Conn.; WCBM, Baltimore; WJ.: Cincinnati; WCE, Boston; WRCH, Phila.; WTMJ, Milwaukee; WBEN, Buffalo; WTN, Minneapolis, and WBBW, Racine. It is getting the service direct to incorporate in their local news broadcast over local stations are Collier’s, Star-Gazette, Rochester Democrat & Chronicle, Rochester Times-Union, Washington Post, Chicago Herald-Examiner, Peoria Journal-Transcript, Grand Rapids Herald, Waterbury Democrat and Olean (N. Y.) Times-Herald.

Transradio Users

Some of the Press-Radio Bureau subscribing stations also buy Transradio Press or get it for sponsor periods, including many that are newspaper-owned. Mr. Moore on April 8 released for the first time a partial list of the 250 clients which he states Transradio Press is now serving. The list includes the Yankee Network and its 11 stations and the Michigan Network and its 11 stations in addition to the following: WOR, Newark; WLS, Chicago; WXX: New Haven; KFTH, St. Paul; KWK, St. Louis; KMBC and WIB, Kansas City; WHO, Des Moines; WBG and WKWB, Buffalo; WJAS, Pittsburgh; WDF, Baltimore; WDSU, New Orleans; KFAY, Spokane; KFEL, Denver; WFBM and WIRE, Indianapolis; WBBU, WQAM, Miami; WJTL, Atlanta; WSN and WAPI, Birmingham; KOC, Los Angeles; KWK, Omaha; WDAY, Fargo; WKBW, Youngstown; WJAY and WGER, Cleveland; KBS, San Francisco; WABY, WHE, WJMC, Moline; WMT, Cedar Rapids; KSD, St. Louis; WDEV, Waterbury; WBAA, Port Huron; WRC, Racine; KVOO, Tulsa; WBNS, Columbus, 0.; WADC, Akron; WJHN, Dayton; WSPD, Toledo; WKKH, Shreveport, La.; KOIN, Portland; WDR, Phoenix; WFBM, Racine; KJBS, San Francisco; WOO, Los Angeles; WIS, Milwaukee; WJTL, Miami; WKBW, Buffalo; WABY, WHE, WJMC, Toronto; WBC, Chicago; WFK, Muskegon, Mich.; KSL, Salt Lake City; WIS, Columbus, S. C.; WSO, Charlotte, N.

Newspaper Account

THROUGH Commercial Radio Service, New York program service, one of New York’s Italian language newspapers, the Corriere d’America, has contracted for an hour-long program seven days a week on WINS, New York, with the idea of selling linage and time on a combination rate basis to its advertisers. Beginning April 15 the shows will go on from 7:45 to 8:45 p.m., with constantly changing talent. They will be entirely in English, with the exception of a 100-word announcement in Italian. For the winner of a contest to select a title for the show, there will be a trip to Italy aboard the liner Rex.

C.; WTAG, Amherst, Tex.; KDF, Corpus Christi, Tex.; WIBA, Madison; KDFN, Casper, Wyo., and KARK, Little Rock, Ark.

Of these the following are owned by or corporately affiliated with newspapers: WLS, The Prairie Farmer (weekly); WOR, Jersey Village Gazette; WMT, KSO, and KRNT, Des Moines Register & Tribune; KSL, Salt Lake Tribune; WIBA, Madison Capital Times and Wisconsin State Journal, and KARK, Arkansas Farmer (weekly).

Film Gossip Disc Series Recorded for 30 Stations

MARION R. GRAY Co., Los Angeles (Grayco shirts and cravats) has started a Motion Picture Column of the Air on a 90-day basis, one evening quarter-hour program weekly on KJL, Los Angeles. The programs of film gossip are being transcribed at Recordings Inc., and will be released to 30 stations all over the country.

Handling the account is Lockwood-Shackelford Co., Los Angeles, but the transcription service is placed directly by Louis Crevelling, advertising manager for the Gray Co., in collaboration with Don Dana, who is writing and directing the series.

With a program ratio based on population characteristics, WBNX announces “hit the spot” because its programs appeal to the entire metropolitan character of the New York market!

WBNX Cycle

With a program ratio based on population characteristics, WBNX announces “hit the spot” because its programs appeal to the entire metropolitan character of the New York market!

WBNX Cycle

WBNX Cycle

WBNX Cycle

WBNX Cycle
2,000th Broadcast

RADIO'S oldest regular daytime sustaining show on a network, the NBC National Farm and Home Hour, April 8 celebrated its 2,000th broadcast with a historical program reviewing the development of radio's first farming program. Walter Blaufruss' 24-piece orchestra played with a flashback to Harry Kogen's 2-piece orchestra used on the program, three members of which are still playing. Secretary of Agriculture Wallace, M. H. Aylesworth, NBC president, and Frank Mullen, former program manager and now with RCA, William E. Drips, Mr. Mullen's successor, arranged the program.

SATISFIED that the radio audience likes its policy of featuring classical music, almost to the exclusion of the dance variety, KFRC, San Francisco, will continue this type of entertainment. Glenn Dobber, program manager states the survey and advertiser preference showed pronounced approval of the policy. Popular music is heard later on the Pacific Coast.

A JAZZ community songfest staged in an auditorium Sunday afternoon by WYXR, Jersey City, N.J., attracted wide interest and listeners came a hundred miles or more to take part and meet new KJAY, Kansas City.

ALL SORTS of home problems are covered by Home Makers Time, over WKBW, Buffalo, N.Y., which is gaining in popularity. Home made musical is high. Here is a good time and dealer satisfac-

GEORGIA-ALABAMA Business College is using 26 periods on WMAZ, Macon, Ga., to train graduates to prospective employers. The commercial announcement consists of a message dictated to a young lady, who reads it back, then types it and submits for correction before the end of the broadcast.

NBC is broadcasting on the WRAP network thrice weekly Grandpa Bar-
ton's show, written and narrated by Bill Bar on WENR, Chicago, The program now originates in New York, and will be a part of the air through Chicago for four years and he takes as many as nine parts in a single broad-

DIRECTORS of dance bands on KJH, Los Angeles, and staff conduc-
tors of dance programs with Philco, in the next radio phone network, are planning to appoint a success-
cor to Raymond Peake, who re-
signed recently. KJH has the first regular Sunday night dance program.

AGAINST a record fan mail of 264,102 letters during January and February of 1934, WSM, Nashville, receives six times for the same period of this year when it received 342,286 pieces of fan mail.

SOMEWHAT comparable appeared on WKRK, Cincinnati, when it first opened took part in the station's tenth anniversary program April 3.

THE A. & I Normal Glee Club of Nashville, Negro choral group, started a series of weekly programs over CBS April 8, during the title Sing Time in Tennessee.

OCCUPATIONAL interviews are being made by WABX, New York, for the Air-

Wמבו Special Interview. The feature is daily and local personnel commodity has been asked to contribute.

NANCY GREY, woman commentator of the KJYI, is taking a six-week European trip in search of new program material. She is to start a partial bid for the program her return which will be returned to six advertisers, none of whom may sign for less than six weeks. She will give individual service to each advertiser and cooperates with store buyers, providing an air-fash magazine featuring an ensemble service in varied station and when and when. Sponsors are to maintain displays of radio advertised merchandise, always in the same place in each store.

STILL & DUMHIEBER Co., Cincinnati furniture store and retailer, is sponsoring the new daily Man on the Street program of WCKY, Cincinnati, announced by Sydney Ten Eyck.

WBT, Charlotte, N. C., created its 14th birthday, March 14, and settled over the CHS network during a program featuring Fray and Rees for youngsters.

WITH Dallas the heart of the Texas 1936 Centennial Celebration, WFAA, Dallas, is putting into effect its signature "Dallas, Texas Centennial Exposition Center."

EXCLUSIVE to WRC, Houston, and WPON, From the Oil Fields, a daily feature which is popular over Gulf Coast oil region. News given on the program includes a discussion of discoveries and developments.

MAJOR league baseball will be presented by WLB, Los Angeles, on Sunday afternoons, over the Pacific Coast, except for World's Series, by KNX, Hollywood, which will re- record the games by direct wire and recreate them in tabloid play-by-play form.

ALLTH anniversary of the WLS National Barn Dance was celebrated April 13. Since April 12, 1924, when this dance was broadcast from the station's old studios in Chicago's Sherman Hotel, not a single Barn Dance has missed one of these programs. For more than three years this program has been broadcast from the Eighth Street Theatre, during which time more than 100,000 persons have witnessed the production.

CHANGING its daily program giving passes-by a chance to voice their thoughts through microphone. WTMJ, Milwaukee, now divides the station's time between the radio and television studio, devoting the studio programs to reading of letters from listeners.

IN ITS Good Egg Club series on ORW, Beverly Hills, Southern California Poultrymen's Cooperative Association is inviting juvenile lis-
teners to participate in an egg hunt Easter morning on vacant lots. There will be 150 prizes and 5,000 colored eggs for youngsters to obtain.

TROUBLES of a love-sick couple are aired by KSPD's Department Store. Los Angeles, in a series with Philco, for radio distributors, in a program which started April 7 on KMPC, Beverly Hills. During the program the sponsors stop now and then to tune in their Philco auto radio.

IN THE final round-up program of the KSBF, Dallas-Ft. Worth, a fiddle band in Fort Worth has the last word, playing the same number. Directors of the orchestra's synchronized earphones connected by telephone.

BLACK & WHITE CAB Co., Long Beach, Cal., in its Police Headlines, Sunday special, on KFPO, Los Angeles, blacked out Beach, three weekly, a planned series by sending post cards to every in Los Angeles telephone directories. The closing announcement from the WAB, Los Angeles, to all persons.- announcing that the program will be broadcast, the best-known and with this new program the advertising calls attention to the fact that all the sponsors' calls are radio equipped and the program can be heard on route.
Retailers’ Manual Offers Guidance in Use of Broadcasts

Spath Survey Reviews Methods of Successful Campaigns

How the retailer, notably the department store, can use radio effectively as an advertising medium, is shown in a ground-breaking survey conducted by Frank W. Spath, manager of the sales promotion division of the National Retail Dry Goods Association which has just been published for the benefit of members of the association. The volume, titled Radio Broadcasting Manual for Retailers, is based on the survey which had its inception five years ago, and it contains numerous case histories of department store programs that have yielded results.

The manual itself supplements the analysis of the use of radio by retail establishments produced more than a year ago by W. C. Roux, now advertising manager of NBC, which was based largely on articles which had been published in Broadcasting, telling of successes attained in such radio merchandising. Like the Roux analysis, the manual quotes liberally from the many articles published in Broadcasting.

Charting a Course

In 11 CHAPTERS, the manual chronologically charts the course which should be pursued by the retailer in his use of radio. The chapters are: Radio and Publicity Medium; The Retail Store and Broadcast Advertising; Relative Popularity of Programs: Selection of Station, Announcer, Hours; What Merchandise to Feature: Use of Music in Retail Programs; Other Program Problems; The Budget and Results; Radio Promotional Ideas; A Resumé of Retailers’ Experiences and A Glimpse into the Future. The appendices cover typical continuities and a bibliography of publications and studies which relate to radio advertising over the air.

The manual was prepared to answer the many questions raised by department store managers respecting the use of radio as advertising medium and is designed to give to the promotion executives of such organizations all necessary data in planning and arranging a productive radio campaign.

"Fundamentally," says Mr. Spath, in approaching the results of his survey, "the radio as a selling medium should achieve the same ends for advertisers whether they be local or national. We hear the alibi—radio broadcasting is all right for the national advertiser. He has only one product—one name to sell. The department store has thousands of items to sell! True, but on the same theory of 'selling the store'—selling its name, building it up as a meaningful entity in the community—just as much as the national advertiser on a nation-wide scale. In that respect, there is absolutely no difference."

In the Future

DELVING into what the future may hold for retail advertising via the air, the manual quotes Walter J. Neff, commercial manager of WOR, Newark. The day when the average citizen will carry with him his own individual set, when synchronized operation of broadcasting stations will find the "mother" station feeding its programs to "boosters" throughout the country, and when facsimile transmission will be commercially feasible, was mentioned. As to facsimile, Mr. Neff writes:

"You can readily see the possibilities of the application of this principle to your own advertising requirements. Imagine the millions of radio-equipped homes in this country, awakening each morning to find not only the last-minute news of the world, but the last-minute style information, and of extreme importance to the housewife, price information on commodities. And all this, mind you, is without the limitation of not being able to see the exact item to which you are referred."

The manual is an 80-page volume, and can be procured from NRMDA headquarters, 225 West 34th St., New York, for $2.50 per copy. The price to NRMDA members is $1.50.

Good Response Received

To Plans for National Announcers Association

GRATIFYING response to the proposal for the formation of a national organization for the betterment of the announcing profession, through exchange of ideas, has been received since this plan first was broached two months ago. According to a report received from Verl Bratton, chief announcer of WREN, Lawrence, Kan., who conceived the plan. In a letter received April 3, Mr. Bratton said:

"The March 1 issue of Broadcasting carried a note of reference to the proposed association, for which I wish to give my sincere thanks. Response to my suggestion has been national, and judging by the letters received, it is immediately apparent that the majority of the response was a direct result of the brief note which appeared in Broadcasting."

"As I received responses from station managers as well as announcers, I am convinced that such an association as I proposed (not a union) meets with general approval as an asset to all stations as well as to announcers. There are still a great many stations and announcers from whom I have not heard, and I hope to hear their opinions on the proposed association before the rest of us take definite steps to organize. I am sure I speak the sentiment of all concerned when I say that any further assistance in our endeavor we may receive from Broadcasting will be more than greatly appreciated."

Snug-Fit Campaign

SNUG-FIT CO., Los Angeles (paste for false teeth) in March launched an 30-day spot campaign over KNX, Hollywood, through Campbell-Kellogg Co., Los Angeles. It is the firm's first radio activity. Contemplated plans outline a summer campaign in 11 western states, with other media also to be used.

Here's an Audience With Money to Spend

Within a 30 mile radius of Hartford, there is a potential market of OVER A MILLION people. . . a community where 91% of the homes have radios . . . where retail sales are approximately $750,000,000.

WDRC is doing a real sales job for advertisers who buy only RESULTS. You'll be in good company . . . write for available time.

The Advertising Test Station In the Advertising Test City Hartford, Connecticut

** Basic Network Station of the Columbia Broadcasting System **
California Legislation Makes Sponsors Liable

CALIFORNIA Assembly Bill 188, now before the Legislature in Sacramento, which would hold an individual radio station responsible for all statements made on the air by an advertiser, has been amended so that blame would be wholly with the sponsor. Pacific Coast broadcasters opposed the bill in its original form, claiming that it was discriminatory inasmuch as such legislation was aimed directly at radio and did not cover newspapers.

Representatives of the Northern California Broadcasters' Association, on April 2 appeared at the committee hearing in Sacramento opposing the bill, which was then amended by its author, Assemblyman James J. Boyle, Los Angeles. Guy Earl, president of KNX, Hollywood, and Ben McGlashan, owner of KFGR, Los Angeles, represented Southern California stations at the hearing.

New Desert Campaign

WITH two periods on the CBS key station in New York and one on a 15-station CBS network, H. C. Brill Inc., New York (E-Zee Freeze dessert) on April 25 starts a new radio campaign, taking the 10-minute periods after news flashes on WABC along Tuesdays, 10:05-10:15 p.m., and on the network Thursdays at the same time. The cycling trio Jimmie, June & Jack will be featured. Account is handled by Donohue & Co. Inc., New York.

Socony Campaign Strikes Code Snag

Local Rates Held Not to Apply On Disks for Middle West

EFFORTS of the Socony-Vacuum Oil Co. Inc., New York, to place a campaign of 26 quarter-hour transmissions on more than a dozen stations in the Middle West at local rather than national rates, were checked by James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry April 8 on the ground that it would violate the trade practice provisions of the industry code.

Mr. Baldwin, upon being notified of the negotiations, declared that the national, rather than the retail rate, must obtain in the placement of such an account, irrespective of whether the contract actually was signed by the local distributor or dealers. The account itself, he said, is interpreted under the code regulations as a national advertiser and therefore must pay the national rate in cases where stations have a dual rate structure.

Violation Claimed

IN A TELEGRAM to Roy B. Dill, of the Lu Brite Division of the Socony-Vacuum Oil Co., New York, sent April 8, Mr. Baldwin said:

This office informed you telegraphed several radio stations for purpose of arranging 26 15-minute electrical transmissions to run weekly at lowest local rate. This is to inform you that in all cases where the station has both a retail and national rate you account can only be considered national and that acceptance of your account by such stations at local rates will be in violation of the provisions contained in article seven section one paragraph A of the Code of Fair Competition for radio broadcasting industry.

On the same day, Mr. Baldwin received the following reply from Mr. Dill:

"Re: April 8 all business placed for our account will be national rate, however we have planned on enrolling certain distributors and dealers to cooperate on radio shows in points where the stations are the radio stop Distributors usually expect their suppliers to attend to most of the details which is our reason for securing as much in

92 CBS Stations Booked For A.T.T. Anniversary

AMERICAN TELEPHONE & TELEGRAPH Co., New York, has engaged a hookup of 92 CBS stations for one hour on Sunday, April 28, to sponsor a broadcast celebrating the 50th anniversary of its founding. The program will be heard from 7 to 8 p.m. (EST) with switchboard hook-ups from four different parts of the country. The special program will be based in Boston, N.Y., Pittsburgh, Durstine & Osborn Inc., New York.

Ted Husing will be master of ceremonies in an all-network portion of the broadcast speaking via long distance with telephone officials at about 500 stations in 26 states, Canada, Mexico, and Puerto Rico. Husing will also broadcast through his own network.

Exposition on Radio

THE CALIFORNIA Pacific Inter-Ocean Exposition to be held at San Diego May 29-Nov. 11 will get radio advertising through exhibit sponsor. In addition, NBC plans to "open" the exposition between now and its opening and through the summer months, says Don E. Gilman, vice president in charge of coast activities. A series of programs created around the Federal Housing Administration Exhibit at the fair will be given on a regular schedule while the fair is open.
Food and Drug Bill Detoured

(Continued from page 14)

The current law, nearly 30 years old, does not cover control of false advertising or regulate advertising of foods except where the Trade Commission is charged with it. He called advertising a mere extension of the drug business, adding that the line between the two has been so blurred that the Trade Commission is often called upon to deal with advertising questions. He went on to say that the Trade Commission, in spite of the consistent attack of opponents, that the Food & Drug Administration should be made responsible for the control and regulation of food advertising.

Among those who testified was a newspaper group asking transfer to the Trade Commission was the American Newspaper Publishers Association, which represented only 400 newspapers.

Definitions Changed

DURING the April 2 debate, the Senate adopted a revised definition of the term “advertisements,” which appeared to meet the testimony of many witnesses that the original definition was too broad. The words “to the public” were inserted, so that the definition read: “The term ‘advertisements’ includes all representations of fact or opinion disseminated to the public in any manner or by any means other than by labeling.”

This amendment to the definition of terms in the bill, similarly designed to comply with suggestions made during the hearings on the measure, was passed and adopted. There was also a change in the definition of “false advertisements,” by striking out the phrase “in every particular,” and by insertion of the phrase “and reliable” after the word substantiated, so as to read: “An advertisement of a food, drug, or cosmetic shall be deemed to be false if it is false or misleading in any material respect and is made for the purpose of deceiving the consumer, and is not substantiated by the data and reliable scientific evidence or opinion.”

On the third day, Senator Bailey delivered his impassioned speech in opposition to the measure. Among other things, he said:

“I do not think the President of the United States would tolerate for a moment a piece of legislation that described crutches as ‘false’ and advertising as ‘adulteration,’ carrying the English language and the law very far.

To Help Farmer

“I CAN reconcile myself in some sort of way to a law that defines drugs and advertising as adulteration, but I have the greatest difficulty in comprehending how the Department of Agriculture in the United States would ever get jurisdiction over drugs, medicine, advertising and cosmetics. I understand the Department of Agriculture was created for the purpose of fostering agriculture in the United States and not the Department of Agriculture in governing advertising in the United States. It is inconceivable to me that it should take charge of medicine and cosmetics and of advertising.

The old law was confined to the label and the non-scientific content in the package. The measure before us includes legislation of a very strict and comprehensive character relating not only to the label and to the circular, but to advertising; and the advertising includes not only the newspaper advertising, but also the radio and the billboard and all other forms of advertising. We propose to cast all of that into the hands of a bureau which will never again be responsible to us, and which, if it follows the example of some of these bureaus, will seek not to be responsible to the Supreme Court of the United States in the matter of rights of our constituents. We refer particularly to that provision of the bill which he said was adopted because it was deemed to be a “supervision of advertising.” Senator Bailey said the bill would repose in him supreme judgment over the right to seize and the making of the charges. Senator Bailey contended: ‘He says the advertising makes an adulteration that is injurious to the public and I am saying my goods are 48 states; he seizes them in 40 states, and, even though I go into courts and in my case and he is wrong, my business is gone, for a man cannot be universally discredited by his government and hope to remain in law.”

Rights of the People

DISCUSSING his amendment, which subsequently was adopted and resulted in the shelving of the bill, Senator Long said it would take the advertised article on the basis of the false advertisement “and upon where it belongs, under misbranding, and then permit one seizure. There is a vast difference between destroying an innocent person’s product and a proper action to take charge and proceed in a considerate way the proper and an American people under the misbranding act.”

It was on the fourth day of the debate that Senator Long raised the question of a point he had eliminated. He asked that the words “other than by radio broadcast” be eliminated from the following provision: “No retail dealer shall be prosecuted under this section for the commission of false advertising in good faith, other than by radio broadcast, unless the government can demonstrate his place of business any article which he does not distribute or sell in interstate commerce.”

Senator Long called this “unfair discrimination” and added there was no section here it had been “I have been able to make myself heard over the radio when the newspapers would not let me be heard.” Senator Long asserted, “and I am somewhat of the opinion that there is no reason to discriminate against this section.” Senator Copeland agreed to the amendment.

On April 6, the conflict between Senator Copeland and Senators Bailey and Clark became personal and the remarks savage. Senator Clark used the term “Jokers” and the author talked of the “laboring” of patent medicine manufacturers as a form of theft. Senator Copeland charged that the Department of Agriculture had spent a quarter of a million dollars of public funds for propaganda in support of the bill and covered up “by calling them inspection trips” as its men went around and addressed women’s clubs and other organizations.

On April 8, after Senator Bailey’s amendments on multiple seizures and advertising had been adopted, Senator Clark made the motion to recommit the bill. In the ensuing debate, Senator Copeland said he would prefer to have the measure returned to the calendar, because if there are amendments desired which could be worked out during the next week or two, there might be ultimate agreement. We have spent all of last week—the entire week—and today of this week, discussing amendments to this bill. If the bill shall be recommitted everything we have done here so far will have been wasted.” This action finally was taken on motion of the majority leader, Senator Robinson, of Arkansas.

“Gypsies” Guest Policy

ONE of radio’s oldest figures, the A. & P. Gypsies, entering its twelfth year on the air with a new 12-month contract for the 9-30 p.m. period Mondays on the NBC WEAF Network with its April 8 show opened with a new policy of presenting guest stars with Harry Horlick’s Orchestra. Frank Parker continues to direct all the programs as “The Gypsy Trot” that the panel performers and as Conrad Thibault, Phil Baker, Molasses & ‘n’ Jack and Loretta Cleva and Larry Small are to be guests. Paris & Peart, New York, handles the A. & P. radio account.

UNIVERSITY COLLEGE, downtown division of the University of Southern California, Los Angeles, early in April started a course in television.

For Sale: Baseball Scores

“Every Hour on the Hour”

At 2 p.m., 3 p.m., 4 p.m., 5 p.m. and 6 p.m., WHB Interprets its Musical and Program schedules to give up-to-the-minute scores by innings in the American League, National League and American Ass’n.

This idea of broadcasting baseball scores “every hour on the hour” was originated in the Showmanship Shops of WHB—copyrighted by us— and exclusive with WHB in Kansas City. No station here broadcasts complete games throughout the season. WHB’s reports are thus the finest baseball service heard in the Kansas City area. With this premium, in connection with each broadcast, the WHB “every hour on the hour” baseball service is offered for $600 a month. Five broadcasts daily, every day of the month, for $20 a day. Wire or write for option.

DON DAVIS, President

JOHN T. SCHILLING, General Manager

KANSAS CITY’S

DOMINANT DAYTIME STATION

4-15-35
This Month!

These Nationally Known Grocery Products on Parade Over Alabama's Most Powerful Station

WAPI

Armour
Borden Milk
Briggs Tobacco
Congress Cigar
Dusche & Sanborn
Coca Cola
Colorshine
Curtis Candy
Eagle Milk
Fleischmann Yeast
Half & Half Tobacco
Heinz
Jello
Lucky Strike
Maxwell House
Phillip Morris
Nucoa
National Biscuit
Oxydol
Palmolive
Swift
Super Suds
Tea Berry Gum
Tender Leaf Tea

BASCOM HOPSON, President

"The Voice of Alabama"

5000 WATTS NBC NETWORK

Supreme Court Upholds Dental Advertising Ban

THE RIGHT of states, on grounds of "professional ethics," to prohibit dentists and presumably other professional groups from advertising their services, was upheld by the U. S. Supreme Court in a decision April 1 delivered by Chief Justice Hughes. It was on the appeal of Dr. Harry Senn, dentist of Portland, Ore., from the 1933 state law banning such advertising. The highest court held that the issue was whether the law was an "arbitrary interference with liberty and property." Despite the court's negative judgment, the court said the state had the right to protect the public against actions which "tend to demoralize the profession."

In effect, the court upheld the rights of all states to make such laws as they desire to regulate professional ethics. The decision does not place any restriction on such advertising in states which do not have laws of this character, but it does automatically validate laws similar to the Oregon statute which may be invoked in other states. As a result of this opinion, it is considered likely that dental and medical associations will campaign to have similar state laws enacted.

GREAT BRITAIN increased its radio set licenses by more than 800,000 during the last year to a total of 7,780,970 as of Jan. 1, 1935. Its revenues, at 10 shillings per set, amounted to £16,544,590, part of which goes to support the BBC and part to the government.

Yankee Network Offices And Studios Centralized In Remodeled Quarters

Mr. Shepard

CENTRALIZING all of its studio and executive office activities in one building, the Yankee Network now is established in its new headquarters at 21 Building Ave., Boston, following large scale alterations and redecorations representing an outlay of approximately $25,000.

In addition to the studios, located on the first floor of the building, John Shepard, Jr., president of the Yankee Network, also has taken over the second floor of the hotel building and remodeled it for executive offices, auditorium rooms and general offices. A new entrance to the Yankee Network headquarters, framed in eaves, tan sandstone and red brick, also has been constructed. The building also houses the studios and offices of WNAC and WAAR, Yankee Network key stations in Boston.

Studies have been altered and will be provided with an air conditioning system. Floors, except in the executive offices, are covered with specially designed block rubber mosaic, and ceilings are echo-proofed with a sound absorbing material. The entire job of rebuilding, furnishing and decorating was under the personal supervision of Mr. Shepard. The early American motif was carried out in the entire decorative scheme.

Wasey Products Contest Gives Washington Trips

FIFTY boys will win all-expense trips to Washington this summer in a contest being conducted through Edwin C. Hill's Human Sidewalk. The names of the broadcast stations, WABC, WGBS, WJZ, and WJAR, have been added to the broadcast schedule of CBS for Wasey Products Inc. (Barbasol, Best, Kreml hair tonic and Kreml shampoo). Winners will be those who send in the greatest number of cartons from these products. Consolation prizes, consisting of Univex cameras, will be given to entrants sending in ten cartons, to comprise four from Best, four Barbasol and two Kreml. Five zones have been marked off for the contest, on the basis of the number of radio families they contain, and a specified number of prizes will go to each zone. Erwin, Wasey & Co., New York, is the agency.

NAB Acts to Stop Epidemic of Taxes

Radio Subject Only to Federal Control. Brief Points Out

A CAMPAIGN against the current epidemic of state and municipal proposals for taxing gross revenues of broadcasting stations, or for the assessment of license fees, has been launched by the NAB, which on April 1 released a brief citing numerous legal precedents to show that broadcasting, as an instrumental activity of interstate commerce, is subject only to Federal rule.

On the same day, the appeal of Oglethorpe University, former licensee of WJTL, Atlanta, from the city ordinance imposing an annual tax of $300 on the station, was voluntarily dismissed in the U. S. Supreme Court. On March 11, the nation's highest tribunal had granted the petition for review. The decision to withdraw the appeal was reached apparently on the ground that it was not the best test of the peculiar nature of this commerce. The University has contended that the tax was imposed on interstate commerce and therefore was illegal.

Interstate Aspect

IN THE NAB brief, drafted because some 30 different state and municipal measures for taxing of radio stations was brought out that Federal regulation of broadcasting is based on the assumption that radio communication is a form of interstate commerce. This assumption, it was held, has been maintained consistently by the courts. For example, the brief pointed out that no one may claim the right to operate any sort of an unlicensed radio station, no matter how low its power or limited its range, on the ground that the operation does not constitute interstate commerce.

After reviewing numerous court opinions, the brief states that the courts have consistently held that "the state or subdivision thereof may impose any form of franchise, occupational or excise tax on interstate commerce, as such taxation inevitably imposes a burden on interstate commerce and becomes, in effect, regulation of it." Furthermore, it was declared, the court has consistently held that "a tax on the revenues of gross earnings of a business is a tax on the business as a business. Thus a tax on the revenues of a radio broadcasting station is, in effect, a tax on the right of that station to engage in interstate commerce." It is estimated that the initial cost to the broadcasting industry of a 2% tax on gross revenues in all states would amount to $1,500,000 a year. This is based on an average rate of 2% on gross revenues of $50,000,000. When municipal rates and license fees are added, this figure would be more than doubled, and once the precedent is established, there would be no way of checking the spread of such levies, it is felt.

FRANCE'S noted Edifa Tower broadcasting station, hitherto operating on a long wave, has returned to the broadcast band, operating on 1470 kc.

Broadcasting • April 15, 1935

W. M. ELLSWORTH
Manager of many high class radio artists.
A successful agent for employment.
Can fill any order.
92 East Jackson Blvd.
Chicago, Ill.

Stop W. M. ELLSWORTH
THE "PHOTONA" MAKES ITS BOW
New Musical Instrument, Operated by Electricity, Produces Tones Over a Wide Range

AFTER TWO years of experimental work in the laboratories of WCAU, Philadelphia, a musical instrument which produces electrical tones, the "photona," was played April 6 from the WCAU studios over the CBS network.

Development of the photona followed tests of several types of sound production, including moving film and rotating discs, with the patented method of Ivan Kremeeff, Russian inventor, finally being selected. Mr. Kremeeff directed construction of the instrument with the aid of the station's engineering staff.

Production of tones is effected by rotating discs inserted between a light source and photo-electric cell, as shown in the accompanying drawing. The output of the cells is fed to a high-fidelity amplifier and loud speakers having wide dynamic range. A single synchronous motor drives the entire rotating mechanism and the size of driving pulleys governs the speed of the discs. Average load from AC mains is 350 watts, although varying with the number of light sources.

In all there are 12 rotating disc shutters similar to the one shown in the drawing. The sections cut from the disc periphery are of varying depth and their arrangement permits light to enter from proper sources. The diameter of each disc, pulley is based on the number of sections cut from it and the speed of rotation. A step-down transformer lights 900 six-volt automobile lamps, which are the light sources.

Sounds similar to those of an organ are produced by the photona, although a wide range of tones can be obtained. The instrument itself is about the size of an office desk and has two piano-like keyboards rather than the ordinary organ keyboards, the bass notes being played from the left side of the keyboards. It can be moved easily around the room, set anywhere where current is available. Output of the instrument goes directly into microphone outlets, ordinarily, and the sound is heard only as it comes from the air.

Each of the two manuals comprises six octaves, the keys being used as switches to light the filaments of the lamps. On one bank of stops harmonics or sub-harmonics may be inserted in any desired ratio and chords may be struck from the other by using a single key.

As seen in the diagram, a tremolo is included and it may be operated either by hand or foot, with speed varying as the operator desires due to the cone-shaped pulley. This tremolo is merely a variation in pitch. A foot-operated potentiometer regulates volume.

Output of the photoelectric cells is transformer coupled to input of a preamplifier and through a voltage and power amplifier to the loud speaker; or it may be fed directly through a microphone receptacle into the standard speech input equipment. Tuning of the photona depends on the speed at which the discs are rotated. Once tuned, it will remain so indefinitely and not be affected by changes in temperature.

Originally the photona was conceived as an entirely new type of musical instrument for broadcasting but it has been found that effects resembling those of a pipe organ may be produced, among innumerable other types of tones. Already improvements are being made and future models will include foot pedals to sustain bass notes, among other changes.

THE NEW PHOTONA — A two-manual electronic organ is one of the newest instruments in radio invented by a staff engineer of WCAU, Philadelphia. Leonard MacClain is here shown at the console of the instrument, which was played April 6 at 6:15 p.m. over a CBS network.

Extending Short Shorts
EXCELLENT response is reported to have been achieved by the country's shortest radio program—the 15-second spot "variety shows" sponsored by the American Tobacco Co. for Herbert Tareyton cigarettes on six stations in Philadelphia, Baltimore and Washington. The agency, Lawrence C. Gumbiner, New York, is now contemplating extensive additions to the schedule.

ALTHOUGH that many are not licensed, it is estimated in Canadian trade circles that there are now 1,308,000 radio sets in use in the Dominion, or one to every eight persons.

W6XAI Completes Staff
COMPLETION of the staff of W6XAI, first of the new "high fidelity" stations to go into operation on the Pacific Coast, has been announced by the Pioneer Mercantile Co., Bakersfield, Cal., the licensee. Manager of the station, which operates with 1,000 watts on 1550 kc. in the recently widened broadcast band, is Frank Schamblin. Edwin E. McCaffrey, formerly with the Hines and Palmer publications and later head of his own agency, is commercial manager. Curtis Sturm is program manager, and Ralph LeMort is chief engineer. The Walter Biddick Co. has been appointed exclusive representative in the 11 Western states.

WHAS has the distinct advantage of being able to deliver both northern and southern markets... It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side...

...And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS
50,000 WATTS 820 Kilocycles
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
 NEW YORK CHICAGO DETROIT SAN FRANCISCO

April 15, 1935 • Broadcasting
Senator Munitions Probe Touches FCC Chairman

THE NAME of Annin S. Prall, chairman of the FCC, came before the Senate Munitions subcommittee on April 4 in connection with an apartment-sharing arrangement he has with Joseph W. Powell, president of United Dry Docks Inc., and a close personal friend. Committee investigators attempted to draw the inference that there was impropriety in the arrangement under which the shipping official paid half of the monthly rental. Testimony was offered to the effect that Mr. Prall, for a dozen years a member of Congress from New York, had helped Mr. Powell in naval contracts negotiations, having informed the President in 1933 that employment in New York would be helped if the Powell company received a PWA contract for the building of four destroyers.

While Mr. Prall himself did not appear before the committee, he said Mr. Powell was one of his oldest personal friends and the apartment sharing arrangement was personal rather than any business arrangement. He said he could see nothing untoward or improper about it, and that anything Mr. Powell may have done in behalf of his son, an insurance man, could not be challenged as unethical.

NEW call letters assigned by the FCC and announced April 11 are WFMV, Frederick, Md., the new station of the Monocacy Broadcasting Co., and KAST, Astoria, Ore., licensed to Abraham Shapiro.

**The SALE of TWO CITIES!**

Pay for 1... GET 2!

Our rate structure is based on our coverage for ONE city... yet we deliver complete coverage for TWO!

KSTP is now — as it has been for many years — the Dominant Station (with 50.1% of the total radio audience) in the 9th U.S. RETAIL MARKET, the metropolitan area of St. Paul and Minneapolis where 74.3 cents of every retail dollar in Minnesota are spent!

To get this coverage would require at least one newspaper in each city—at a combined rate of $1.45 per thousand circulation. KSTP's rate per thousand circulation is 25 cents!

The conclusion— it would seem—is OBVIOUS!

For further details write to: General Sales Office, KSTP, Minneapolis, Minnesota, or to OUR NATIONAL REPRESENTATIVES: New York—Paul H. Raymer Co., Chicago, Detroit, San Francisco—John Blair & Company.

**Extensive Network Planned in Europe**

**Radio Informations of Paris To Add Several Stations**

PLANS for an extensive European network to carry commercial broadcasting are being pushed by Radio Informations S. A., of Paris, which is represented in the United States by Radiodiffusion Europemedia, with offices in the RCA Building, New York. Wendell S. Gibbs, American representative, sailed April 10 for Europe to familiarize himself with the progress being made there.

Radio Informations already operates a six-station network in five cities of France, with Radio-Toulouse, Radio-Lyon, Radio-Bordeaux, and Poste Parisienne and Poste Ile DeFrance, both in Paris. Leon Kierszwieki and J. Tremoulet, both advertising men, are at the head of this organization. There are several accounts on this network for international advertisers, including the English Dunlop Rubber Co. (automobile tires).

In addition, there will be added in the near future three Belgian stations, Brussels, Liege and Antwerp; two in Madrid and Barcelona; two Italian, Milan and Rome, and Radio-Maroc in French Morocco.

**Program Building**

THE SERVICE which is expected to appeal most to American advertisers of products with an international sale is in the program building field. If transcriptions are used, the shows can be put together in the United States, and announcements in any desired number of languages cued in. Rates have not been released definitely, so it is impossible to say whether it would be cheaper to distribute discs to all stations, or originate from one and use lines to the others.

For network purposes, the common practice in Europe today is to use announcements in as many languages as necessary on all the channels. Tests are being made to see whether timing cannot be sufficiently improved, so that half-minute opening and closing materials can be given locally in the native language, and the middle of the show cut in automatically.

There is also available a service for carrying "communiques"—spot announcements.

**Dog Food Series**

H. MOFFAT Co., San Francisco, wholesale butchers and distributors of Scotty Allan's Dog Food, on April 5 started a series of 26 quarter-hour dramatizations, "Flying Ace" on the "Air on the Air" hookup of KJBS, San Francisco, and KGW, San Jose, Calif. Consisting of five tales and featuring Capt. William C. Royce and cast Wednesday and Fridays, 5:50 p.m., the series offers direct sales talk with original, true stories of heroic aviators. As a direct tie-in, juvenile listeners are asked to send in three labels from Scotty Allan's Dog Food packages for a set of plans for model airplanes.
Studio Band Used To Avoid $3 Fee

FIRST OF the New York stations which rely on their own affiliations rather than on network affiliations to break through the impasse created by the Musicians’ Union demand for a $3 per man broadcast is WNEW, Newark. This station was hardest hit when the order was put into effect March 5, because more than a year relied on its Dance Parade to fill about five hours of late evening and early morning time.

As long as the eastern ABC stations hung together WNEW was able to draw upon Philadelphia for much of its music, but when that association of stations collapsed, the New York outlet was thrown still more on its own resources. One device which tended to get around the difficulty was to pick up non-operational parts of night club entertainment, and alternate broadcasts of this type with remote dance orchestras from points nearer New York, the New York Symphony Orchestra which are not affected by the union ruling.

Now the tables have been turned completely in line with pickups from prominent night spots in New York. Instead of broadcasting from these places, WNEW broadcasts for them. A studio orchestra opens with the theme song associated with Delmonico’s, for example. The announcer says that this is the theme which Delmonico’s orchestra features, and that the station is broadcasting for Delmonico’s. There’s some talk about the restaurant, and the program goes off from the studio. Most of these night clubs and supper clubs paid for wire lines, but before the union ruling came into effect.

Now they pay more, because these spots in the Dance Parade are in the nature of commercial broadcasts.

WOR’s Protest Pending On 500 kw. Used By WLW

A PROTEST of WOR, Newark, against the operation of WLW, Cincinnati, with 500,000 watts at night using a directional antenna, is pending before the Broadcast Division of the FCC and probably will be acted upon at the regular meeting April 15. Illness of President Sykes, together with the absence of other FCC members, caused cancellation of the meeting of the preceding week at which matter had been scheduled for consideration.

Fearing that it would suffer undue interference when WLW resumed its night operation with the super-power, WOR filed the protest on April 2. WLW is on the 700 kc. channel, with WOR on 710 kc. The contention was that WLW, by attempting to curtail its signal in the direction of the WOR area, would so alter its signal pattern as to cause a signal of greater intensity in the WOR area. The protest requested a hearing. WLW plans to resume night operation on 500 kw. and the directional on April 16.

SPONSORS AND THE PRESS
Short and Distinctive Program Titles Which Do Not Mention Advertiser’s Name Are Advised

By HOWARD J. LONDON

AS ONE who has consistently culled all the large newspapers in the United States for about three years, my sole purpose has been to see what the radio pages of some 600 journals offer the radio audience. The increasing number of publishers owning radio stations can be determined by reading their radio pages without any advance information that the newspaper owns a station.

The whole, or the large majority of these instances are devoted to programs of their own station and some mention sponsors. Some even give front-page space to their prominent programs. This fact should be given special attention by the publicity staffs of agencies.

Sponsor Recognition

IN MENTIONING that sponsors are named is a decision that the remaining in the newspapers in the United States are mentioning sponsors; such is far from the case. The best policy seems to be, not to connect the program title up in any way with the name of the station. From a local stack I have selected two Sunday papers and here is the Chase and Sanborn Opera Guild is listed. One paper calls it Opera Guild while another paper names it Opera With Dennis Taylor. So it is evident that if you do not drop the sponsor’s name the radio editors will do it for you. The above is mild, but this makes it difficult for publicity directors to keep the public correctly informed about who’s who on the programs heard over their respective stations.

For instance the program title is The Pause that Refreshes on the Air. In any of the papers the number of newspapers the whole title is printed, but here are the listings taken from the majority of the papers and also the Associated Press, lifted out verbatim: Black’s Ov; Vocal, Ov; Frank Black and En- sens; Frank Black Orch.—Chase. Even the New York papers list it with variations, one as Frank Black’s Orchestra and James Melton and another as Symphony Orch., Frank Black directing, and James Melton. Out of this conglomeratin of titles for a show what have we left in our minds? I have heard the show, but from the listings I am under the impression that the program has been changed since I last heard it some weeks ago.

To sum up, what should be the first thing a station or his agency should do when they begin to think up a name for their program? First, leave off the name of the sponsor. Then get a name that cannot be confused with any other program, and make the title a short one, which can be recalled by people which I can recall are Reddevil’s and Let’s Dance.

Short Titles

WHEN the title has been decided, stick to it, and if you run any spotlight advertisements in the newspapers or announcements over the air use this title so it will have a connection with the future programs which will list the newspapers after the spot ads have been discontinued. When you run spot ads a good idea would be to prepare the copy with the station and time displayed in letters large enough to be read without a spyglass. Since the primary purpose of running these ads is to induce the radio audience to listen to your program, why subordinate the station and time and give it the smallest type? Unfortunately this small type when it comes off the press is often blurred. The same can be said of ear cards and window posters; the type is too small to be read at a reasonable distance. Get the prospect to listen and he will find out who you are and what you have to sell.

Auto Radio Ban

A BILL outlawing auto radios, except in police cars, and invoking a fine of $50 for violation, has been introduced in the Connecticut Legislature. The Radio Manufacturers Association, which has successfully blocked similar bills in other states, is opposing the bill on the ground that automotive radio is a factor in decreasing driving speed and therefore reduces rather than increases highway hazards.

WLEX

1:00 kc — 250 w. L.S. — 100 w. N.
HOTEL MANGER — BOSTON
In America’s Fourth Market
Tel. CAPitol 7560—Teletype Box 157

The Michigan Radio Network, with 8 stations in the 8 largest cities in Michigan, offers primary coverage of 85% of a territory of over four million people . . . . . . .

WXYZ — DETROIT
Key Station, Detroit
WMBC — BAY CITY
WFDF — FLINT
WJIM — LANSING
WIBM — JACKSON
WELL — BATTLE CREEK
WKZO — KALAMAZOO
WOOD-WASH — GRAND RAPIDS

THOROUGH COVERAGE OF MICHIGAN’S RICHEST MARKETS

A COMPLETE MERCHANDISING SERVICE
To all who buy the Michigan Radio Network — A COMPLETE Merchandising Service — WITHOUT ADDITIONAL COST: gets Distributors, checks credits, automatically takes orders for merchandise, handles demonstrations, places displays. THIS SERVICE plus blanket coverage by 8 stations — constitutes THOROUGH coverage — insures RESULTS!!

RATES
$200.00 per quarter hour, evenings.
$125.00 per quarter hour, daytime.
Michigan’s Greatest Radio Buy!

KUNSKY-TRENDEL
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
500 MADISON THEATRE BLDG.
DETROIT, MICHIGAN
W. M. RAVENBEAL COMPANY

Eastern Office: 507 Chasen Building
132 E. 42nd St., New York City

Western Office: Suite B, 311 S. Wabash Ave.
Chicago, Illinois

Member Mutual Broadcasting System
Relays From Big Ship
WHEN the gigantic French liner Normandie sails from Havre May 29 on its maiden voyage for New York, it will carry three representatives each from NBC and CBS who will conduct special broadcast relays to the American networks not only of the departure but of events aboard ship each day during the crossing. NBC has not yet designated its staff for the special broadcasts from the largest ship afloat, but CBS has named Paul W. White, director of public events and special features; Davidson Taylor, announcer, and Henry Grossman, chief operations engineer.

A Ten Strike
A RECORD for hitting the audience bull's-eye is claimed by Bill Warran, program director of KOMO-KJR, Seattle. Five programs were prepared for the Eastern Outfitting Co., of Seattle, ready-to-wear makers, and all were auditioned in one night. They were accepted and immediately placed on the air in the original form. Miss Ann Newan, president of the continuity staff, wrote and produced the group.

Oxydol's Transcriptions
AUGMENTING its NBC-WEAF series, Oxydol's Own Ma Perkins, Proctor & Gamble Co., Cincinnati, on April 1 began to spot transcriptions of the programs on WVL, New Orleans; KMOK, St. Louis; WIOD, Miami; WJAX, Jacksonville; WFLL, Clearwater, Fla.; WRVA, Richmond; WHAM, Rochester; WPBL, Syracuse, and KLRA, Little Rock, Ark. In all but two of the cities the transcribed program is synchronized with the network broadcast, being on the air at the same time. RCA Victor Co. produced the transcriptions, and Blackett-Semple-Hummitter Inc., Chicago, handles the account.

UNION OIL Co. of California, Los Angeles, on March 18 started a two-month campaign on 22 West Coast stations with spot announcements and five-minute programs through Lord & Thomas.

The warm season brings rapid rise in the Asheville and resort Carolina sales curve. Heavy retail buying here in the months just ahead. Extend your sales invitation now over WWNC—sole blanket radio coverage!
Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

PHANTOM SHOPPER
Tried In Chicago, May Be Taken Elsewhere

A DUAL-PURPOSE program is the Phantom Shopper, broadcast over WGN, Chicago, three mornings each week under the sponsorship of Durkee Famous Foods, Inc., Chicago. It is designed to awaken the retailer's interest in the line of Famous Foods and to increase his cooperation in merchandising them as well as to arouse desire in the mind of the listening housewife. The Phantom Shopper is not merely a radio character, but an actual shopper, who visits grocery stores in the area of his part in the meeting and talking with grocerymen and with other shoppers. Her experiences on these tours, reported in a newspaper fashion, make up the material for her broadcasts. Although the program has been on the air only a short time, the idea seems to have clicked with the trade because many requests for a visit from the Phantom Shopper have been received by the sponsor. These requests have, of course, all been refused, for by keeping the identity of the shopper secret part of the fun has been lost to the retailers expecting a visit at any time, and they all keep listening to the broadcast of each merchant hoping that a visit to his store will be described.

“Every angle of the WGN broadcast is being carefully tested,” says G. R. Ewewma, head of the radio department of C. Wendel Muench & Co., Durkee's agency, which developed the program. “As soon as the Phantom Shopper has been on the air long enough for its results in actual sales to be measured, we expect to bring the air in a number of cities provided, of course, that the results are good. And, unless present indications are all wrong, I'm pretty sure that they will be.”

Favorite Screen Stars
Selected in Radio Vote
RESULTS of a radio audience vote conducted by Jimmy Pickler, Hollywood gossiper on an NBC-WJZ network for George W. Luft Co. Inc., Long Island, N. Y. (Tangee cosmetics), placed Claudette Colbert, Clark Gable and Director Frank Capra in first place. The list was similar to the recent list of Motion Picture Academy awards, and was based on their work in It Happened One Night.
Nearly 25,000 votes were cast by the radio audience, which gave Miss Colbert a wide margin over Norma Shearer, Bette Davis and Grace Moore. Mr. Gable won over Robert Donat, George Arliss and Frank Morgan. Second and third places in pictures were won by Barrets of Wimpole Street and One Night. The TV series account is handled by Cecil, Warwick & Cecil Inc., New York.

Plans to be Drawn By 100-Watt Group
Steering Committee to Devise Policies at May Meeting
MOVING forward with the plan for the organization of a group of leading independent stations in the local field to foster the procurement of network programming, the committee headed by Edward A. Allen, manager of WLVA, Lynchburg, Va., has arranged for the appointment of a “steering committee” to meet during May to formulate preliminary plans. Actual organization details, however, will be left for the NAB convention to be held in Colorado Springs, July 6-10, where a representative group of these stations will meet.
The plan for appointment of the steering committee was decided upon as a substitute for Mr. Allen's original idea of holding a meeting in Pittsburgh. The objective, however, would be the same—that of setting up an organization of the “better” stations in this category so that they can be presented to national advertisers and agencies in a concerted sales effort that will demand respect and consideration.

Not Trade Association
MR. ALLEN has discussed his plan with LeRoy Mark, owner of WOL, Washington; John Elmer, of WOR; and Wendell Wendel, WMBC, Detroit, of whom favor the idea. Offices in New York, Chicago and possibly other centers might be established to represent the organization of non-network stations. On April 10 that Mr. Allen is inviting the following station executives in the non-network category to serve on the steering committee: and letter written in Washington sometime during May: Mr. Gedge, Mr. Mark, Mr. Elmer, William S. Pole, WMEX, Boston; L. A. Benson, WMCN, St. Louis; Herbert Hollister, WLBF, Kansas City, Kan.; Ben S. McGrath, KGJF, Los Angeles; Edward E. Bishop, WGH, Newport News, Va., and Isaac Z. Buckwalter, WGAL, Lancaster, Pa.

No Conflict With NAB
MR. ALLEN emphasized that the association would in no way attempt to break the trade association, and that its functions would be primarily that of elevating the standards and saleability of non-network independents in the national field.

Pebeco to Renew Cantor
LEHN & FINK, New York (Pebeco toothpaste) will re-engage Edward Cantor next fall, together with Harry Einstein as “Parkyakakas” over the CBS network. This announcement made April 5 by Leinen & Mitchell, New York agency handling the account, set at rest reports that Cantor would not come back. The comedian's present Sunday night half-hour series concludes April 28 when he goes to Hollywood to make another picture. definite starting date for the fall series has not been fixed.

WWW.americanradiohistory.com
Rubicon Is Named Chairman of AAAA

More Than 300 Attend Session
At White Sulphur Springs

RAYMOND RUBICAM, chairman of the board of Young & Rubicam, New York, was elected to the chairmanship of the American Association of Advertising Agencies April 11 at the opening session of the organization's convention at White Sulphur Springs, W. Va. He succeeds Arthur S. Cutler, president.

Simultaneously, John Benson, president of Saatchi & Saatchi, New York; and Frederic R. Gamble executive secretary, other officers include Mau-

ice Needham, president, Need-

ham, Bear, Rosecrans & McCar-

chicago, vice president; William Ben-

son, chairman of the board of Ben-

son & Bowles, New York; E. D. Hill, vice president; McCann-Erickson, Inc., New York, treasurer; Gilbert Kinney, vice presi-

dent, J. Walter Thompson Co., New York, member of the board at large; Richard Compton, partner of The Blackman Co., New York, member at large; and Mr. Kudner, member at large.

Informal Talks

WHILE less than 100 members attended the executive session at which the elections were held, approximately 300 delegates and a large attendance of general regular sessions, which got under way April 12. Some 30 important figures in agency work gave brief talks, all of which were recorded, at the opening session participating in this discussion.

Mr. Kudner; J. P. Cunningham, copy chief, Newell- Emmett Co., Inc.; Thomas L. Ryan, president, Pedlar-

ian, Inc.; Francis O. Hubbard, president, Kimball, Hubbard & Powell, Inc.; Ernest V. Alley, partner, Richardson, Alley & Richards Co.; Frank B. Roche, vice president, Associated Press; H. L. Young, partner, Atkin-Kynett Co.: Guy C. Smith, vice president and treasurer, Brown & Star; W. H. Brooke, Star & Poach, Inc.; A. L. Billingsley, president, Fuller & Smith & Ross; Inc.; S. W. Page, vice presi-

dent, Prewitt, 5tane & Co.; W. L. W. Brown, Inc.; D. M. Botsford, president, Broadcasting; Constantine & Gardner; L. C. McLean, director, D. W. W. Dl, director, Kutz, White, Curtis, Inc.; B. C. Duffy, vice president, Kutz, White, Curtis, Inc.; Henry Eckhardt, president, Kutz, White, Curtis, Inc.; Martin J. Bliss, vice president, W. A. Literary Co., Inc.; George Link, Jr., attorney, McKeever & Link; Ralph Van Buren, secretary; W. B. C. Keating & Ryan; R. M. Dos-

in, vice president and general man-

ager, BEMAO.

Four Broadcast Series Are Cited for Alleged Radio Code Violations

CITATION of four propositions currently being made to stations, two of which are held to be "com-

monly accepted as such," is sustaining features and the other two as "per inquiry" offerings which violate the code, was made by the chairman of the executive committee

of the Code Authority for the radio broadcasting industry in a bulletin (No. 222) issued April 10. The notices were as follows:

Old People's Home Foundation - The announcements which are being distributed by the Old People's Home Foundation should be considered as commercial propaganda and therefore should not be broadcast except on a commercial basis.

Silverman Advertising Agency - The recent circular letter sent to certain stations by the Silverman Advertising Agency enclosing what purports to be an Advertising Order in behalf of The Silverman Advertising Agency may be of use in one-minute announcements at a certain price per announcement with the understanding that it is accompanied by a letter that the cost per inch that has not exceeded fifteen cents per inquiry is just another attempt to frustrate the purpose and intent of the per inquiry provision contained in Articles 7, Section 1, Paragraph (b) of the Code. This notice is not intended to accept the proposal on the terms described in the circular letter will be construed as a violation of the provisions of the Code as above referred to.

S. D. Colbo, Inc. - This is notice that the acceptance by stations of the proposal tendered by Wallace C. Price for the sale of the U. S. D. Colbo handbook on a percentage basis will be construed as a violation of the provisions of Articles 7, Section 1, Paragraph (b) of the Code.

Book Export Programs

NATIONAL Export Advertising Service, New York, has contracted with Broadcasting Abroad, Ltd., London, to market a new catalog featuring in the next three months of 2,370 pro-

grams on stations in eight Latin American countries. Sponsor is the Woodbury Columbia Soap City, N. Y. (Tangie beauty products). Export has also contracted for 2,000 transcription programs for Pro-phylactic Brush Co., Florence, Mass., in four countries.

Market With Money!

Among the fifteen largest markets, Milwaukee rates -

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

Automobile Ownership . . . . . . . . . . . . . . . . 4th

Radio Ownership . . . . . . . . . . . . . . . . . . . . . . 6th

2nd

2nd

2nd

Industrial Payrolls

Covered Thoroughly Only by

WCLW

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO.

Brevity in Berlins

WHEN longer Pullman berths are made, Ken Car-

ney, NBC producer, San Francisco, will ride in them and not before. Carney, who means more inches more than the average person, is back in San Francisco from New York and hobbing on a cane. He suffered an ankle against the frame of the berth. When the train rounded a curve, he rolled, the ankle twisted. He arrived in San Francisco March 29, on crutches. This is the third time it's happened.

Norman S. Case

(Continued from page 32)

re-election, by appointing him to the Republican minority on the new FCC. It was a surprise ap-

pointment, surprising to the poli-

ticians less than to those in the communications businesses; it was altogether a personal appointment.

Gov. Case counts as his greatest accomplishments while in office the reduction of the state's indebtedness, and Rhode Island's handling of its unemployment relief problem without Federal aid. Social welfare has always been one of his prime interests, and the social aspects of broadcasting inevitably will command his attention during his tenure on the Broadcast Division. He calls himself the "utility outflanker" if the FCC, for he is the only member besides Judge

Sykes who has sat on all three of the FCC's divisions - Broadcast, Telephone and Telegraph, having pinch-hit from time to time for absent members.

The new broadcast commissioner can be rated a New England conserva-
tive. His business experience has included ownership of interests in textile mills. His political faith has always been regular Repub-

can. At Brown he was a member of Delta Upsilon fraternity. He is a member of Phi Delta Phi legal fraternity, the Veterans of Foreign Wars, Military Order of Foreign Wars (he is still state command-

er), Elks and various civic and patriotic societies. He is a Baptist and a 32d degree Mason. He still holds a colonelcy in the Army Reserve Corps, commanding the 315th Cavalry. Manhattan College and Rhode Island State College have conferred honorary degrees upon him.

Gov. Case was married in 1916 to Emma Louise Arnold, of Bethel, Vt. They have three children - Norman Stanley, Jr., 18; John Warren, 24, and Elizabeth Rhoda, 21. His hobbies are boat- ing on Narragansett Bay, where he has a summer home, and Rhode Island's famous clambakes whose delights he extols at every opportunity.

THE SOBY YARDSTICK

OF AUDIENCE VALUE

Is the size and location of the audience the size and location of the audience important?

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1923 Wallace Ave. 

Wilkinson, Pa.
CBS Cultural Programs
Total 661 for Quarter
IN THE FIRST three months of the year, CBS broadcast 661 programs of an educational, cultural or informative nature, including 180 five-minute periods for Press-Radio reports. Besides these news reports, there were 145 programs involving current events. Not included are special Press-Radio bulletins or eye-witness broadcasts of news events.

Eighty-three programs covered national questions such as the soldiers' bonus, finance, labor legislation, defense and sociology. The third topic in point of importance was home economics, with 77 programs. After this group came 44 music discussion periods, 23 talks on religious subjects, and the following general topics: international affairs, 16; economics, 15; industry, 13; education, 12; child welfare, 7; armaments, 4; student thought, 4; general, 32.

Local Talent
In W9XBY Series Arousing Interest

Communities Take Active Part; Sponsors Watching Program

By EVERETT L. DILLARD
Station W9XBY, Kansas City

FOUR LBER year contests of one kind or another in which local talent and community talent take part have been the vogue both in radio and the theater. A highly successful contest of this sort is one that originated early in February at W9XBY, the new high-fidelity station on 1580 kc at Kansas City. Its program not only has gained the support of over 75 radio stations within a 100-mile radius of Kansas City, but, even more important and unusual, it has enlisted the support of the rural newspapers in most of these communities. It is common to have a half a column on the front page of the local papers about local talent.

Community Night is the name of this program. It has been built with the idea of stimulating local interest in community activities and to impress the nearby radio audience with the idea that both musical and dramatic activities are an important part of the life of the community. It also promotes each community as a center of trade, civic and cultural life.

Good Response
EACH TOWN sponsors each week a local community night to select representatives to present to Kansas City for the big weekly Community Night program at W9XBY. The weekly Community Night features these representatives on a program shared by each town. The mail response on this broadcast has exceeded all expectations. Over 150 letters are received on each broadcast, yet no promotional work is conducted by the station.

Many towns have written to inquire how they can be represented on these programs. In fact, so many requests have come in that it is becoming a problem how to accommodate them. Each week sees 100 and 250 persons in the studios for the broadcast.

The program is under the direction of M. R. Waddell, who contacts personally the chambers of commerce, high schools, civic clubs and editors of local newspapers. Several advertisers have inquired about sponsoring the program, and within the next few weeks it will probably go commercial.

Canada Starts Inquiry Into ASCAP to Decide If Fees Are Excessive

AN INVESTIGATION into the activities of the Canadian Performing Rights Society Ltd., Canadian affiliate of ASCAP, to ascertain whether its plan to collect royalties from broadcasting stations and other users is reasonable, has been ordered by the Canadian government. The Society proposes a tax of ten cents per receiving set from Canadian stations, holding that the percentage basis employed in the United States would not produce sufficient revenue.

Acting on instructions from the Committee of the Privy Council, issued March 29, Judge James Parker, of Ontario, appointed commissioner to make the investigation, held a preliminary hearing April 9. He planned to start regular hearings about April 15. Judge Parker, under the instructions, is to investigate whether the Canadian Society proposes to collect "excessive fees, charges or royalties in compensation for the issue or grant of such licenses," and whether it conducts its operations in Canada in a way "deemed detrimental to the interests of the public."

The Commissioner also is instructed to report on what he considers to be legitimate compensation of fees and the basis on which such fees could properly be computed. The Canadian Association of Broadcasters, which represents practically all commercial stations in Canada except those owned and operated by the Canadian Radio Commission, is opposing the Society proposition through the law firm of Rogers & Rowland, of Toronto.

The Canadian Society actually operates as a branch of ASCAP and licenses the same catalog. The proposed new tariffs covering all performing rights was submitted Jan. 29 by H. T. Jamieson, its president.

Greatly improved clarity of signal within the area served characterizes the broadcasts coming from stations using Blaw-Knox Vertical Radiators. It will pay you as it has paid others to take advantage of Blaw-Knox experience in planning your radio station or changes in existing antenna.

Blaw-Knox Company

Keystone Antenna Excitation System

K-AX

Patent Pending

KEAR Antenna Excitation System
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, WIXBS
A STABILIZED DIRECTIVE SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.

K-A-X

Designed, constructed and installed to meet your requirements.

Washington Institute of Technology
WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlan Building
Washington, D. C.

BROADCASTING • April 15, 1935
Braille Listings

THE Clovernook Home For the Blind, Mt. Healthy, O., recently released what will be a new series in Radio News for the Blind, all printed in braille. The purpose of the magazine is to acquaint the more unfortunate with schedules of different stations and offer them bits of news items about well known radio artists and their programs. WKRC, Cincinnati, is broadcasting free announcements requesting contributions from its listeners to help those unable to afford the subscription price of $2.

Assistant Counsel
Is Named by FCC

THE FCC April 5 filed one important vacancy in its staff, that of third assistant general counsel post, and began organizing its corps of more than 100 accountants and engineers for the telephone industry investigation by the selection of a chief accountant. The new assistant general counsel, who will devote himself to the work of the telegraph and telephone divisions, is Carl F. Arnold, dean of the University of Wisconsin School, with a specialized background of utility law study. His post pays a $7,500 annual salary.

John H. Bickley, director of the accounting department of the Wisconsin Public Service Commission, was named for the chief accountant post at a $9,000 salary in charge of the accounting work of the telephone investigation. The accounting studies will be the major task of that inquiry. At the same time the Commission appointed another accountant at a $5,600 salary, Lloyd E. Bemis, of Chicago, who has conducted a number of telephone rate investigations. Last summer Mr. Bickley had been mentioned for appointment as a member of the FCC.

CBS Redesigns Studios
To Provide Limited Echo

ALL STUDIOS of CBS in New York are being redesigned to improve acoustics, one unit, Studio No. 3, already having been completed. It involves the echo system based on the live-and-dead-end theory, with one end covered with insulated panels free to vibrate and side walls reflecting moderately. One special echo is provided for each sound produced to give a rich, musical tone and a vibrant quality in speech.

Auto Dealers’ Drive

ANDED TOGETHER for the first time in history are the 17 major new car dealers of New Orleans, in a radio campaign on WSMB under the general heading "Back to Better Times" in a New Music Beginning with announcements for used automobiles, the dealers expect to move into their new car campaign shortly. The original campaign will run for an extended period, five announcements daily. The idea was conceived and the account handled by T. J. Fontelieu, WSMB.

All-Metal Tubes Stir
Dissent; Not Transmitter

THE PROPOSED introduction of all-metal tubes in next summer’s line of General Electric Co.'s radio receiving sets has stirred considerable discussion in the radio trade, with Philco sending out statements and taking full-page advertisements in New York newspapers to dispute the claimed superiority of the new tubes. General Electric’s announcements and descriptions of the tubes indicated that they are not to be adapted, for the present at least, for transmitting purposes, though G. E. states it is possible to produce them for broadcast transmission also.

The new tubes will be manufactured in the RCA Radiotron Co. plant at Harrison, N. J., for General Electric, neither RCA itself nor any of its licensees having indicated as yet that they will follow the Schenectady company’s example in introducing them. They are one to three inches tall, and various points of superiority over the ordinary glass tubes are claimed, such as self-shielding, longer life, use of the metal envelope itself as plate and grid, etc. The present types of tubes are not interchangeable with glass tubes.

Philco pointed out in its statement that the introduction of metal tubes in England several years ago proved a failure, and warned the American radio “in justice to the public and to itself not to rush pennite into metal radio tubes.”

FEDERAL TELEGRAPH CO.
RADIO TUBES

FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.
Applications . . .

MARCH 29

WKRC, Cincinnati—Modif. CP extended completion, change to News Brdgstg. from Publ., CP license to expire Jan. 31, 1937; KUSO, Salt Lake City—modified new station 1210 kc 100 w unid., requesting approval studio & transmitter to 25 mile radius with 10,000 watts power. Here are shown three of the Baird system's aerials on the Crystal Palace, one atop the tower and two in the distance from the ba...
**POLICE FREQUENCY MONITOR**

Increased congestion in the high-frequency channels necessitates the use of refined frequency monitoring equipment by Police Radio Stations to avoid interference with other services. The new General Radio Type 475-A Police Monitor furnishes adequate protection against "off" frequency reports.

This monitor consists of a temperature-controlled a-c operated quartz plate oscillator, heterodyne detector, audio-frequency amplifier and power supply. It is completely self-contained and a-c operated.

The output is sufficient to furnish loudspeaker warning to the operating personnel if the transmitter deviates from its assigned frequency.

Price, complete with quartz plate adjusted to the frequency of the station, $415.00.

For complete specifications request a copy of Bulletin B-385A which we will gladly send upon request.

**GENERAL RADIO COMPANY**
30 State Street
Cambridge, Massachusetts
Housewives and Children

To the Editor of Broadcasting:

We were rather disturbed to read your account of the important conference held in New York March 25, since there are a few inaccuracies and some omissions which tend to place the work of our organization and its membership in a false light.

First of all, at no time during the conference did we state a particular interest in programs for "children and housewives". We are interested in all radio programs. We take a keen interest in the women's viewpoint in this connection. It is true we discussed children's programs but we certainly did not convey or intend to convey the impression that our interest is confined solely to programs for "children and housewives".

Second, Mrs. Milligan made it very clear that our membership varied greatly in character and consisted eclectically of every type of woman's organization. As you will see by glancing at our letterhead we have such groups as the American Association of University Women, Association of Junior Leagues of America, Medical Women's National Association, National Association of Women Painters and Sculptors, National Federation of Music Clubs and Zonta International, as well as the American Legion Auxiliary, General Federation of Women's Clubs and other organizations which are composed largely of women chiefly interested in the home.

Third, according to your report the representatives of the Women's National Radio Committee made no concrete suggestion at all, although it is my impression that we offered a very definite proposal for better children's radio programs, and we explained in great detail how this would work out to the mutual satisfaction of broadcasters and the present critics of children's programs.

Fourth, you confine to a single sentence our report on listening groups, and are completely wrong to make constructive use of radio as an educational and cultural device.

This is a growing movement, and the organization of thousands of such units all over the country with their very direct bearing upon radio programs, (since we are encouraging them to become articulate in expressing their opinions) should not be too lightly regarded.

Finally, we correctly report our favorable reaction to Mr. Ayresworth's proposal to study fan mail received at NRC you failed to state that we disagreed with Mr. Ayresworth as to the character of such mail. We have endeavored to impress our organization to impress more discriminating listeners with their responsibilities. We try to write frequently expressing their likes and dislikes, but we cannot concede that the majority of the letters received at present truly represents the viewpoint of this type of audience. If this were true we would not have been able to build such a great organization of women, who demand higher standards in radio, in the comparatively brief period of our existence. At club meetings we have frequently asked those women who have written to us to raise their hands, and often not a single hand is raised.

Sixth, you regret did not state our satisfaction with Mr. Prall's choice as Chairman of the FCC. We expressed in no uncertain terms our feeling that we consider him an excellent man for the responsible job he holds, and our intention to cooperate closely with him.

Please do print these corrections in your next issue as we do not want anyone to glean the impression that our membership is interested only in programs for "housewives and children". The home women in our organization have a very real and personal interest in radio programs, and intelligent opinions to offer; but we also have large groups of business and professional women whose interest is just as keen. It would be manifestly unfair to them to think only in terms of housewives and exclude the views of this important and extremely intelligent portion of the radio audience.

LUCILLA S. LAUDIN
Executive Secretary
Women's Nat'l Radio Committee
New York, N. Y.

### WOR's Coverage Includes Even Birds and Fish, Engineers Discover

The BIRDS and the fish around Carteret, N. J., scarcely know what to make of WOR's new 50 kw halow transmitter and their conduct has engineers a tripe baffled. In recent tests, the engineers noticed that several of the center frequencies made fish in nearby Casey's Creek float belly upward for hours. Later the fish were recovered, apparently as good as ever. At another frequency the fish lined up in military formation and wouldn't disburse until the方位 was changed.

Birds simply adore the warm water in the large outdoor cooling pond at WOR when the day is raw, and they use it for a bathtub as well as foot warmer. A trained spaniel now keeps the birds out of the pool, thus eliminating danger of a clogged strainer in the pumps.

### Classified Advertisements

#### PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLET
Consulting Radio Engineer
Synchronization Equipment Design.
Field Strength and Station Location Surveys.
Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.

PAUL GODLEY
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location investigations

### 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.

### Poll

[Box 303](#) BROADCASTING

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**Convention Calendar**

**July 6-10:** National Association of Broadcasters, 15th annual convention, Broadmoor Hotel, Colorado Springs, Colo.

**June 9-12:** Liberty Foundation of America, annual convention, Palmer House, Chicago. Commercial section of NAB meets in conjunction with AFA will hold before it agency recognition bureau and creation of a code of standards and coverage and listener data.

**May 5-8:** National Association of Radio Engineers, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

**June 11-12:** Radio Manufacturers Association, annual meeting, Stevens Hotel, Chicago.

**July 3:** Institute of Radio Engineers, annual meeting, Statler Hotel, Detroit. Engineering Committee of NAR will meet during sessions.

### Georgia S. Ayresworth

MRS. GEORGIA SHORES AYLESWORTH, mother of M. H. Ayresworth, NBC president, died at the home of her daughter, Mrs. R. B. Davis, Fort Collins, Colo., April 4. She was in her late seventies and had been ill since the death in 1933 of her husband, Jack Davis, who was president of Colorado State College for 15 years, at one time pastor of the Central Christian Church in Denver and later on the faculty of Drake University in Des Moines. Mr. Ayresworth went to Fort Collins to attend the funeral.

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### Help Wanted

Announcer-organist, announcer-plantist and experienced radio salesman wanted for local operation. Location to be determined. Must have excellent references. Box 303 BROADCASTING.

Down Home, Fort Collins.

### Situations Wanted

Progressive engineer, announcer, continuity writer and program builder, Secondary to good opportunity. 'Now employed. Excellent references. Box 303 BROADCASTING.

Young announcer. Excellent knowledge of operation and maintenance of broadcast equipment. Excellent references. Box 304 BROADCASTING.

Station Manager—dependable, excellent references. Secondary to good opportunity. Box 302 BROADCASTING.
A radio station having particularly wide circulation must recognize and cater to many different program preferences of its far-flung, mixed audiences.

WBZ and WBZA, synchronously operated New England stations, do just that. In their joint bag of tricks are various local programs of definite appeal to the potato growers of Maine, to the textile workers of Massachusetts, to the fishermen of Cape Cod, to the socialites of Boston.

These two favorite stations know their listeners, and give them exactly what they want to make listening-in a pleasure no matter what hour of the day or evening.

It is a combination of this showmanship, and dominant circulation in four-fifths of the important New England market, that make WBZ and WBZA the preferred choice of local and spot broadcasters.
THE NEW "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
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