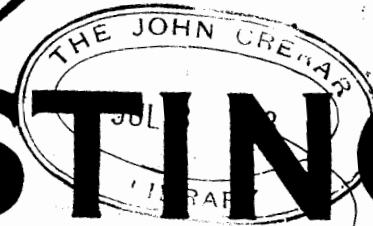


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# BROADCASTING

Published Semi-Monthly • Vol. 5 No. 1

Canada and Foreign \$4.00 the Year

combined with  
**Broadcast Advertising**

WASHINGTON, D. C.  
JULY 1, 1933

\$3.00 the Year  
15c the Copy



**"Have one on us"**  
invites King Arthur  
for Horton's . . .  
**"OK" say 9,549**  
**WOR Listeners**

**T**HERE'S a coupon waiting to be sent to you—and it's good for a free MeOrol Soda at any store that sells Horton's Ice Cream." With this invitation over WOR, metropolitan New York first learned on Friday, June 16th, about MeOrol—the new Horton idea in ice cream. Over nine thousand WOR listeners were quick to take advantage of the generous offer by writing in for the coupon before the Monday night dead line.

An excellent way of introducing a new product! An excellent way of building good will!—of getting people to think, talk and order HORTON'S!—of stimulating dealer interest and opening up additional trade outlets!

Over nine thousand responses to a one-time offer is a remarkable showing, and particularly so for a new program.

The results achieved by Horton's attest again the importance of producing a good program\* and of backing it up with intelligent program merchandising.†

With a low record cost of 5 cents per coupon request (based on cost of time only), the Horton achievement over WOR confirms once more the experience of so many other WOR advertisers who have found this station their lowest cost inquiry producer.

May we send you further facts bearing on this point?

\* This smart burlesque program—King Arthur and his Arabian Knights, "the world's craziest radio show," is featured over WOR every Friday night from 8:15 to 8:45.

† The program merchandising schedule covered a period of five weeks during which car cards were used, as well as a series of 100 line cartoon illustrated advertisements in eight leading newspapers.

# WOR

*America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area*

**BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY**  
New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue  
Boston Office: James J. Fay, Statler Bldg.  
[www.americanradiohistory.com](http://www.americanradiohistory.com)

# It's an Old French Slogan



If that slogan were a shoe it would fit us without a wrinkle or a pinch. For, as a description of the functions of the NBC Local Service Bureau, it tells the whole story "in a couple of nut shells" (à vous, Monsieur Andy). And, just as it did for the three musketeers, the "one for all—all for one" policy gives added strength to the weapons we offer you for sales results—the seventeen stations which are under our experienced wing.

Our San Francisco office (or any of our other offices), for example, can speak as authoritatively about the New York area and stations as our New York office—and vice versa. (Time, effort and expense saved and clients served more efficiently).

A local advertiser in Boston (or any other city in which we have a station), spending only a nominal amount of money, may have the full benefit of the knowledge and experience of our entire personnel. (Large or small, advertisers are served conscientiously and effectively).

These are but two of many examples we could cite to demonstrate the effectiveness of our service to clients. That we function successfully for them is attested by the constantly increasing volume of business we are closing at all seventeen points.

Remember, contact the office nearest you for information about one or all of the stations listed below.



## NBC LOCAL SERVICE BUREAU

LLOYD C. THOMAS, Manager

NEW YORK • CHICAGO • SAN FRANCISCO  
 W E A F & W J Z W M A O & W E N R K P O , K G O & K Y A

BOSTON • W B Z SPRINGFIELD, MASS. • W B Z A SCHENECTADY • W G Y WASHINGTON, D. C. • W R C & W M A L  
 PITTSBURGH • K D K A CLEVELAND • W T A M DENVER • K O A PORTLAND, ORE. • K E X S P O R K A N E • K G A



The Greenbrier from the Air—Showing the Casino and Golf Links

The Greenbrier Estate  
A Sports Center Complete

**GOLF**

Three courses, two of eighteen holes and one of nine, with sporty fairways and perfect greens, lie in the rolling valley.

**SWIMMING**

One of the largest indoor pools in America, built of mosaic marble and filled with constantly changing water from Alvon Spring.

**TENNIS**

The five Casino Courts, both clay and en tout cas, are favored all the year 'round by the country's ranking stars.

**FISHING**

The ice-cold streams of the White Sulphur country are ideal for trout, pickerel, and bass fishing in season.

**TRAP SHOOTING**

Unique in location and method is the trap shooting on the slopes of Kate's Mountain.

**RIDING**

Two hundred and fifty miles of trails twist through country alluring in rugged beauty. Choose a mount from the stable of seventy-five thoroughbreds.

**FLYING**

For air-minded travelers, the Airport on the Greenbrier Estate provides the finest landing field in the Central South.

Announcing  
The 11th Annual  
**N. A. B. CONVENTION**

October 8, 9, 10, 11

At the

**GREENBRIER & COTTAGES**

America's Most Beautiful All-Year Resort

L. R. JOHNSTON, General Manager

**WHITE SULPHUR SPRINGS**

West Virginia

On the Main Line of the  
**CHESAPEAKE AND OHIO RAILWAY**

Served by

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

**BROADCASTING**

and  
Broadcast Advertising

VOL. 5 NO. 1

WASHINGTON, D. C. JULY 1, 1933

\$3.00 PER YEAR—15c A COPY

**Program Foundation Gets Ricordi Catalog**

By SOL TAISHOFF

**123,000 Compositions Offered NAB Members at Low Fees; Italian Music Numbers Include Puccini Operas**

AS ITS FIRST tangible step toward releasing the broadcasting industry from the grip of the American Society of Composers, Authors and Publishers, the Radio Program Foundation, music subsidiary of the NAB, has obtained the American radio rights to the world-famous catalog of G. Ricordi & Co., of Milan, Italy. Containing more than 123,000 numbers in all branches of music, including the hitherto restricted Puccini operas, the catalog is being offered to NAB members at monthly royalties ranging from \$2.50 to \$25, with higher fees for non-members.

which may range as high as double the member figure.

Wide Variety of Music

THE WORKS of hundreds of world-famous composers are incorporated in the Ricordi catalog. In the field of opera, it covers such works as "Madame Butterfly," "Tosca" and "La Boheme" and

other masterpieces produced by composers of the last 125 years. In addition, the catalog contains dance numbers of every description, including a full selection of Argentine tangos, symphonic and chamber music, a wide variety of band selections and literally thousands of other instrumental and vocal selections compiled from the masters of all countries.

**NAB Annual Convention Scheduled At White Sulphur Springs, Oct. 8-11**

WITH many problems to be considered, the NAB will hold its eleventh annual convention at the Greenbrier Hotel, White Sulphur Springs, West Virginia, Oct. 8, 9, 10 and 11.

The famous mountain resort, comprising an estate of 7,000 acres, was selected by the NAB board by virtually a unanimous vote. Whereas previous conventions invariably have been held later in the year, the board approved the recommendation of its managing director, Philip G. Loucks, for an earlier annual meeting than usual. Broadcasters and others attending the sessions thus will not be forced to leave their offices at the peak of the radio season.

Heading the list of problems certain to be on the agenda will be the administration's industrial recovery law as it affects broadcasting and related fields. Music copyrights, a perennial issue in recent years, again will command major attention, particularly in view of the strides made in the establishment and operation of the Radio Program Foundation, under NAB auspices, as a wholly-owned radio music reservoir.

More than usual interest will center around industry trade practices and the technical side of broadcasting. In connection with the industry recovery bill, definite steps must be taken for maintenance of rate structures and elimination of cut-throat competition. A system of uniform cost-accounting also becomes a necessity.

At the time of the convention, the outcome of the North American Conference for the redistribution of broadcast wave lengths will be known and this subject is destined to be a focal issue for station owners and engineers. Possibility of a sweeping reallocation of wave lengths, paralleling the upheaval of 1928, as an outgrowth of the international deliberations, has intensified interest in the technical aspects of broadcasting. Coupled with this is the movement for a horizontal increase in power of stations in all categories.

A tentative schedule for the convention is now being drafted by Mr. Loucks. In advance of the meeting he will consult with President Alfred J. McCosker, WOR, Newark, and with members of the board. Indications are that the sessions will eclipse all previous conventions in the magnitude of business to be considered.

White Sulphur Springs, in the heart of the Alleghenies, is a world famous resort. In addition to hotel rooms and suites, cottages with full hotel service are available for parties attending the convention. On the estate are three golf courses, seven tennis courts, and full facilities for swimming, trapshooting, fishing, riding, flying and polo.

The bulk of these compositions has been kept off the air because of the refusal of Ricordi to grant licenses for broadcasting or to deal with broadcasters through ASCAP. By its arrangement with the radio industry, Ricordi is left free to license its catalog for the use of other performers in this country.

While the definite financial arrangement worked out with Ricordi was not divulged, it is understood that the amount was "reasonable" and covered only the "small rights" to the catalog for NAB members. This figure graduates upward in proportion to licenses procured by the NAB from non-members and from the networks.

Fees Rated Proportionally

THE SCALE of fees, worked out by Mr. Schuette in collaboration with Philip G. Loucks, NAB managing director and treasurer of the Foundation, is based upon a classification of stations which takes into consideration their size, market, earning capacity and ability to use the music profitably. The minimum rate of \$2.50 per month, or \$30 per year, will be assessed NAB member stations in the low-power local category and in rural markets. The maximum \$25 monthly rate will apply to large stations in the major markets.

Networks have been offered licenses which will cover all Ricordi music broadcast from their key stations over networks. If the music emanates from other than the licensed key station, however, licenses from the Foundation must be procured by the stations used as the temporary or occasional key outlets. Stations on the network, provided they do not originate the Ricordi copyrighted music, can broadcast the programs without danger of infringement of the Ricordi copyrights.

Non-Profit-Making

SINCE the Foundation under its charter, is a non-profit-making organization, the whole idea behind the licensing of the Ricordi catalog and other catalogs which may be procured, is only to reimburse the NAB for its investment. As additional catalogs are brought into the fold, and more and more stations take out licenses, it is assumed that the over-all royalty scale from stations will be depreciated.

The ultimate aim of the Founda-

tion is to create a music supply sufficiently large to allow all stations to forego their contracts with ASCAP, which were accepted last September "under duress" and which exact sustaining fees plus 3 per cent of net receipts of stations until Sept. 1, 1933, when the percentage is scheduled to be increased to 4 per cent. On the corresponding date next year, the final year of the three-year contracts, the percentage jumps to 5 per cent.

In the case of Ricordi, it is known that the famous house, founded in 1808, has had an open rift with ASCAP. It withdrew some years ago from its affiliation with ASCAP because of meager royalties and is understood to construe the deal with the NAB as one which will yield it greater revenue than could be procured from all American rights through ASCAP. Other European houses, as well as a number of large domestic concerns, are at loggerheads with ASCAP over their "cuts" in royalties and repeatedly have threatened to withdraw from the combine.

#### Re Transcriptions

IT IS estimated that from 75 to 90 per cent of the music listed in the Ricordi catalog has been recorded and therefore will be immediately available to licensed stations in transcribed form. The NAB contract, while it does not cover the rights to record the catalog, which are separate, does cover the right to broadcast the recorded or transcribed numbers, once a station procures a license. By special arrangement with Ricordi, stations accepting licenses from the Foundation will be granted a sixty (60) per cent discount from the American retail selling price of all music published by that company.

Consummation of the Ricordi deal broke the lull that apparently has existed in the copyright field since E. C. Mills, general manager of ASCAP, left for Europe in May to attend the conference of Euro-

### "Broadcast Reporter" Discontinued

THOMAS STEVENSON, editor and publisher of BROADCAST REPORTER, announced June 26 that the publication of his periodical has been discontinued, effective immediately. Mr. Stevenson left Washington June 27 to accept a position with a film company in Los Angeles, doing promotional work. He stated he expects to make Los Angeles his permanent home.

pean performing rights societies. He returned June 9. During his absence, he left the entire copyright controversy with the broadcasters in the hands of Nathan Burkan, ASCAP general counsel, who was to have contacted Newton D. Baker, chief NAB copyright counsel, if negotiations looking toward revision of the royalty structure were to be reopened. So far as is known, nothing developed which warranted Mr. Baker's opening new conversations.

As a consequence, steps are being taken toward prosecution of ASCAP as an alleged combine in restraint of trade. Whether this suit will be instituted by the NAB through one of its members or by the government, through the Department of Justice or Federal Trade Commission, which can initiate anti-trust cases, thus far is conjectural.

Meanwhile, attention also is being devoted to the preparation of remedial legislation for presentation at the next session of Congress, which is almost certain to consider revision of the antiquated copyright law, enacted in 1909, and under which ASCAP claims it has legal right to exact royalties on any basis it pleases for the performance of copyrighted music for profit.

THE FORMER 2-cent local rate on first-class postage has been restored by Postmaster General Farley, effective July 1, in conformity with recent legislation by Congress. Non-local mailing remains at 3 cents for each ounce or fraction thereof.

## Wealth of Music in Ricordi Catalog . . .

TO ENABLE program builders for advertisers, agencies and stations to arrange programs using music covered completely by the Ricordi catalog, procured by the NAB's Radio Program Foundation, there is published herewith a list of leading composers whose works are covered by the Ricordi copyrights. The complete catalog, covering the 123,000 compositions, shortly will be available through the Foundation to stations licensed to use it. In addition, there will be available class catalogs, covering compositions in the various fields of music, such as dance selections, band music, opera, symphonic and chamber music, and instrumental and vocal selections.

Acton, Adam, Adams, Alaleona, Alard, Alasio, Alfano, Alger, Alvarez, Amici, Andreoli, Anzoletti, Arezzo, Ascher, Auber.

Bach, Bachman, Badarzewska, Balbi, Baillet, Baffe, Ballardini, Barthelemy, Bassani, Baur, Bazzini, Beccucci, Beethoven, Behr, Bellini, Bemberg, Benedict, Benvenuti, Berisso, Berlioz, Bertini, Bettinelli, Bianchini, Billi, Bizet, Boccherini, Boghen, Boito, Bolzoni, Bona, Bonamici, Bonnamy, Bono, Bordetas, Bordogni, Boulanger, Brahms,

Brambilla, Brogi, Brunel, Brunetto, Buffa, Bulow, Bunning, Burgmein, Burleigh, Bustini.

Caldara, Campana, Campanini, Cantarini, Capocci, Capponi, Cardoni, Carelli, Casavola, Casella, Casotti, Castaldi, Catalani, Cavalli, Cerimele, Crescentini, Cesi, Chaminade, Cherubini, Chigi, Chimeri, Chopin, Cimarosa, Clementi, Cobian, Cofini, Coletti, Colla, Concone, Coppola, Corelli, Corio, Cortassoli, Costa, Cotogni, Cox, Craven, Cuscina, Czerny.

Damiano, Dancla, Davico, David, de Beriot, de Crescenzo, de Luca, del Nero, Delmas, Della Corte, de Leva, de Meglio, de Nardis, Denza, De Pachman, De Seynes, Diabelli, di Capua, di Lorenzo, Dolzani, Donati, Donaudy, Donizetti, Dubois, Dumas, Durand, Dussek, Duvernoy.

Eckert, Epstein, Ernst, Etten.

Fairchild, Fasanotti, Favara, Fijan, Filippi, Finzi, Fosse, Flotow, Franchetti, Frescobaldi, Frugatta, Fumagalli.

Galimberti, Gambardella, Gariboldi, Gasparini, Gatti, Ghedini, Gilbert, Gillet, Gluck, Godard, Goldmark, Gomes, Gordigiani, Gottschalk, Gounod, Griffio.

Handel, Hartmann, Haydn, Heller, Holmes, Hume, Hummel.

James, Joachim, Johnson.

Kreutzer.

Lacchini, Lacetti, Lamperti, Lange, Laparra, le Carpentier, Lehar, Le-

### Wynn Network Opening Now Set Before July 5; Bankers Appointed Aids

OPENING of Ed Wynn's Amalgamated Broadcasting System, postponed various times since last March, remains uncertain, although it is now indicated that the inaugural will occur prior to the comedian's departure July 5 for Hollywood, where he will make a picture. Six small stations in the east, from New York to Washington, are to constitute the first link of the projected chain.

It was reported that an announcement of major importance concerning the project will be made just prior to the opening. The understanding is that it will include the names of leaders of commerce who will become associated with Amalgamated, probably as an advisory council. From the technical and program standpoints, Amalgamated claims that everything is in readiness and that Western Electric control equipment and microphones have been installed at headquarters in New York.

The network announced that Graham Adams and Nelson B. Grove, both said to have been associated with New York banks, have been appointed secretary and treasurer, respectively, of the network. Mr. Wynn is president and Ota Gygi, vice president and general manager. Frank Orth, formerly of WABC, is Chief Engineer.

### Kaney, Strotz Promoted In NBC Chicago Office



Mr. Kaney

A. W. (Sen) KANEY has been appointed assistant to the vice president of the NBC Chicago division, and Sidney Strotz, in addition to his duties as manager of the division's artists service, has been named program manager to succeed Kaney, it was announced June 16 by Niles Trammell, Chicago vice president of NBC. William G. (Bill) Hay, announcer of the Pepsodent programs, was appointed manager of the local service bureau in Chicago to succeed William S. Hedges, who on June 15 became manager of KDKA, Pittsburgh.

Lloyd Yoder, manager of the press department of the NBC Pacific division, has taken over the additional duties of director of special feature broadcasts, with Jennings Pierce chief announcer, becoming director of agricultural activities. At the same time, William J. Andrews was named supervisor of announcers at San Francisco, effective July 1.

### National Recovery Plan Of Advertising Unknown

WHETHER the National Recovery Administration, headed by Brig. Gen. Hugh S. Johnson, will use radio and other advertising media to promote its activities has not yet been decided, Boaz Long, public relations director, stated June 24. Reports that the administration would use newspaper and billboard space, and not radio, were widely circulated, but it developed that nothing definite had been decided about any advertising.

Mr. Long said that it is likely that a legal opinion will be sought as to whether the administration can use its funds for paid advertising prior to any formal consideration of media to be used. It was made clear that in the event any fund is appropriated for advertising, radio, along with other media, will be considered.

### Radio Contact Man

BRUCE McMANEE, formerly of the Washington bureau of the PHILADELPHIA PUBLIC LEDGER and later with N. W. Ayer & Son, Philadelphia, has been appointed radio liaison officer of the press division of the National Recovery Administration, created to administer the industrial recovery-public works legislation. He will arrange radio addresses for officials of the organization and handle other radio contacts.

### American Express Signs

AMERICAN EXPRESS Co., long sought as a natural radio advertiser, has signed its first radio contract. It comes from the San Francisco office, and calls for a series of daily announcements on KP0 from June 15. It is expected to be the forerunner of further local radio campaigns, and possibly a national campaign.

# Agencies Demand New Facts About Radio

By FRED H. FIDLER\*

Radio Manager

J. Walter Thompson Company, San Francisco

## Old Fashioned Surveys of Coverage, Fan Mail Inadequate; Proper Program Selection Depends on Station Data

FOR YEARS radio, like the unprepared prosecutor armed with nothing but circumstantial evidence, attempted to prove its case with much theorizing and few facts. This procedure was fairly successful until the glamour and mystery surrounding radio began to wear off and advertisers started judging it by the same standards used in selecting other advertising mediums.

With the dissipation of the awe that accompanied radio's debut, attention was called to the shortage of facts regarding circulation and effectiveness. Radio salesmen scurried around and dug up figures on radio ownership. These were interesting as an indication of the size of the potential audience. Stations submitted charted estimates of their coverage areas. These, too, had their place in the process by which advertisers started weighing radio. But coverage data, too, concerns the potential audience—not actual circulation.

### Fan Mail Discounted

TABULATION of fan mail supplied yet another link in the gradually growing chain of evidence submitted by stations and agencies. But advertisers soon began to discount fan mail as an accurate barometer of radio's effectiveness.

Thus it was that, about two years ago, the more alert stations and agencies intensified their search for some method of proving radio's effectiveness as a sales weapon. Stations improved their interpretation of their coverage areas. Many discovered so-called "blind spots" which their signal did not reach and either arranged coverage through cooperation with another station or frankly admitted the weakness, thereby creating greater acceptance for their strong points. They also gathered and compiled facts and figures on programs which had been notably successful from a sales standpoint.

All of this succeeded in establishing one fact—that radio reaches a lot of people, is an accepted source of public entertainment and information, and can be a gold mine for the advertiser. But it didn't challenge the fact that radio can also be a sink hole!

### Program's the Thing

THE MISERABLE failure of programs comparable to outstandingly successful programs as to facilities used, time of broadcast, length of program, even to selling technique—comparable in everything except continuity content—inspired

\*Text of address before Pacific Advertising Clubs Ass'n, Sacramento, Cal., June 18-21.

THE AGENCY'S viewpoint on problems of broadcasters in providing accurate statistical data on the coverage of their stations, listening habits of their audiences and the like is set forth in this discussion by a leading Pacific coast agency executive. Admitting that the program's the thing which determines the success or failure of a commercial broadcast venture, Mr. Fidler suggests that advertisers and agencies must have considerable information about a station to be able to select a suitable program. He describes some surveys he has supervised and offers his indorsement to formation of a radio checking bureau.

a lot of serious thinking. Only recently has this thinking produced what seems to be the final answer to proving radio. Many advertisers—in fact, most sponsors have realized for some time that, granting adequate facilities and coverage, it's the program that counts! But, curiously enough, this realization did not lead to the next—the logical conclusion for most radio men, until lately. That conclusion is that all the facts and figures in the world about radio coverage, radio listening habits, case histories of other successful programs—none of these will tell a sponsor anything entirely applicable to his particular program.

In checking radio programs, as well as in creating them, "the play's the thing". If you want to know what your program is doing, check your program—not some other broadcast—not coverage or signal strength. If you proceeded properly you should have been satisfied on matters of station selection before going on the air.

You may be using the best network, you may be on at a good time—but are they listening? And if so, are they buying?

### San Francisco Survey

SUCH national surveys as the Crossley reports are invaluable as indicators of the trend in the public's program preference. On coast-to-coast programs, they may even be accepted as more or less definite evidence of effectiveness. But neither will suffice to prove the effectiveness of a state-wide or coast-wide broadcast.

Last January, I reviewed, during a San Francisco radio departmental, the method our agency uses to answer the two questions: "Are they listening?" and "Is the

presents many problems.

Here again such reports as the Crossley survey are useful in rating hours enjoying the greatest audience nationally. However, such national charts of daytime listening habits should be double-checked with local and sectional survey findings if the conclusions are to be accurate. The climatic daytime reception conditions at various hours and the program schedules of stations in the area being considered are a few of the things which may cause much sectional variation in a national check, the scope of which is necessarily broad and, therefore, not without error.

### Cities are Sampled

FOR THESE reasons we decided to make our own survey of the daytime hours from 8 a.m. to 5 p.m. The check was not extended to 6 o'clock because of the competition offered by transcontinentals coming through on daylight saving time schedules.

We decided on the "samples" or number of calls for each city, selecting a large city in northern California, a large city in southern California, and a typical smaller city. Two crews of telephone investigators were organized to alternate and each 15-minute period during the nine hours was checked. Numbers were selected from each residential exchange to insure reaching a representative cross-section of each city. The approach used was the same as in the popularity survey: "This is the Radio Research Bureau calling. Would you mind telling me", etc. The question was, "To what program or station are you listening?" Subdivisions included "No radio", "Radio not on", "Don't know", and "Refuses to answer". The essential record of uncompleted calls was also kept.

The tabulation of the questionnaires gave us an intelligent basis for selecting broadcast time. Naturally, we did not select the period with the largest audience without weighing such other factors as the nature, particularly the similarity to ours, of the programs preceding and following the best period, the nature of the sustaining program we would replace and the competition on the rival network and independent stations. The survey also developed valuable data regarding the comparative daytime popularity of the various stations. However, in reviewing this rating we were not greatly apprehensive regarding our station's share of the best period's audience, feeling that it was up to the program to attract a satisfactory share of the potential audience.

### Most Changeable Medium

THE FINDINGS of such surveys are applicable for only limited periods. Changes in program schedules, such as the launching

(Continued on page 30)





## 'Chandu' Programs Cover Population Area of 70,000,000

Beech-Nut Backs Feature With Merchandising

By JACKSON TAYLOR  
McCann-Erickson, Inc.  
Advertising, New York

BEECH-NUT Packing Company's "Chandu" program of magic and adventure has grown in a period of 15 months into one of the most far-reaching transcription efforts yet attempted. The daily broadcasts have been heard over 46 stations located in 17 states having a population of 65,000,000. Adding in states adjacent to the broadcast states, and for the most part embraced by used stations, more than 70,000,000 people have been in range of the advertising.

Of course, not all families have radio sets, but "Chandu" has benefited by much of what we may call "reverberatory" interest. In addition the program has been intensively merchandised through grocery outlets and by supplementary advertising in newspapers.

Not the least part of the whole scheme of promotion has been the great amount of publicity which has attended the program. The count of publications which have featured stories on Gayne Whitman, Betty Webb and other stars of Beech-Nut's show, and on certain glamorous phases of the story itself, runs into hundreds. Radio editors have been exceptionally generous in their attention to the program.

### 13 Offers are Made

ALTOGETHER thirteen different offers have been made by the sponsor in connection with "Chandu". These have comprised nine magic tricks, photos of the cast, two jigsaw puzzles, and a bottle of perfume. The returns are way up in big figures, and are still coming in. Most important, perhaps, is the fact that each return has been accompanied by proof of purchase of some Beech-Nut food product of considerable retail value. The "Chandu" offers have proved that it is possible to follow this "cart before the horse" policy, yet maintain a high inquiry return.

Throughout the broadcasting, products in the Beech-Nut line have been featured according to the particular needs of individual sales areas. At times three or four different commercial announcements have been on the air the same evening—varying with different stations, of course. It was in order to localize the sales message that the sponsor adopted the transcription method of broadcasting. A most desirable by-product of the plan has been the effect on local sales organizations as well as on the trade in their territories. Local sales managers have jumped at the chance to cooperate in the advertising. Salesmen have felt that the main office was thinking in terms of their immediate problem. Logically, too, grocers have responded more readily to a promotion that plays up

## SCOOPS OWNERS KSO Covers Wet-Dry Balloting Through Own Reporters

KSO, Des Moines, gave its listeners complete coverage on the Iowa vote on prohibition repeal June 20 without violating the Associated Press ban on election returns and, incidentally, scooped its own newspaper owners, the REGISTER and TRIBUNE.

By employing a special correspondent in each of Iowa's 99 counties, KSO got early returns on the progress of the balloting and was able to show the trend despite the fact that complete returns were not available until the next day. A staff of tabulators compiled returns in the studios. KSO also broadcast statements by the governor and representative wet and dry leaders.

The news broadcast was sold without difficulty to the A. A. Schneiderhahn Co., distributors of electric merchandise.

the individual product rather than Beech-Nut's whole line.

### Coordination Necessary

THE TRANSCRIPTION program has also permitted another important treatment of the commercial announcement. For instance, stations on the Atlantic seaboard occasionally have featured stories such as the exclusive serving of Beech-Nut Coffee on famous steamships like the Rex, the Resolute, and the new Manhattan and George Washington of the United States Lines. Simultaneously mid-western stations might be telling about the listing of Beech-Nut Bacon on the menu of some famous hotel in Chicago, Detroit or other important center.

The Beech-Nut plan has not been without its difficulties. Obviously it has required close working between local sales offices and Beech-Nut headquarters. A high degree of coordination of effort with stations employed for the campaign has also been imperative. But these burdens have been found less and less a problem, more and more part of routine. Meanwhile the advantages of the plan have been increasingly obvious.



A NOTABLE FEATURE—Col. Louis McHenry Howe (left), secretary to President Roosevelt, and Walter Trumbull, noted newspaper correspondent, are shown at one of their Sunday night broadcasts over an NBC-WEAF network during which Mr. Trumbull interviews Col. Howe on national affairs. Audience is asked to submit questions. Fifteen-minute feature is sponsored jointly by RCA Victor, RCA Radiotron and Cunningham tube companies.

## East and West Railways Unite in CBS Program Promoting World's Fair

CALLED by H. G. Bullock, vice president of the Caples Co., Chicago agency, a "decided step forward in cooperative advertising by railroads," the first of a series of programs jointly sponsored by eastern and western railroads to promote train travel to the Century of Progress Exposition at Chicago was inaugurated over a CBS network of 25 stations June 29, at 8:45-9 p.m., EST. Program will be heard Mondays and Thursdays at the same period.

"For five years," said Mr. Bullock, "the railroads west of Chicago have consistently resorted to newspaper advertising at railroad centers in connection with special rates, holiday excursions and other occasions where all the railroads covering the same territory had the same message to tell. Under similar conditions there has been a certain amount of cooperative advertising by the eastern roads, but to a far lesser extent than in the west."

"But never before have eastern and western railroads joined forces as they are doing in this CBS series. Railroads from the Atlantic coast to as far west as Denver and Salt Lake City and south to New Orleans and Texas are contributing to the cost of this advertising."

"West of Chicago a joint newspaper advertising campaign will back up the radio, but any newspaper advertising that is done in eastern territory will probably be individual, although it is expected that all railroads will include mention of the broadcast in their regular advertising. Handbills and half-sheet posters will also be used."

Mr. Bullock added that this experiment in cooperative radio advertising is being watched with the greatest interest by railroad officials, and the results may have an important influence on future advertising plans. A feature of the CBS program is "The Ten Railroaders," a group of college singers providing atmosphere with such favorites as "Casey Jones," "I've Been Working on the Railroad," etc. Frank Westphal's orchestra plays, and there are short dramatic sketches about the World's Fair.

## Point-O'-Purchase Tested in Detroit

National Link of Groceries, Drug Stores Planned

DESIGNED to bring the sales message to the consumer at the actual point of purchase by means of receiving sets located in retail stores, a radically new development in radio advertising is being tested in selected A. & P. and Kroger grocery stores in Detroit. The programs are being broadcast daily except Sunday, on Station CKLW, between 10:30 a.m. and noon and 3:30 and 5:00 p.m.

The new plan, which has been developed and patented by the Point-O'-Purchase Broadcasting System, Inc., Detroit, is described as "the missing link between manufacturer and consumer."

### National Hookup Planned

FOLLOWING the time-honored principle that buying resistance is most readily overcome when the shopper is in the store, the Point-O'-Purchase System plans to install receiving sets in retail grocery and drug outlets on a nationwide scale and to broadcast programs during the peak shopping hours.

Although the plan contemplates installation in independent stores as well as those of chain organizations, it will first be put into operation in the outlets of the grocery chains. Participation is limited to 22 national advertisers, each advertiser delivering morning and afternoon sales messages on a rotating schedule which changes daily.

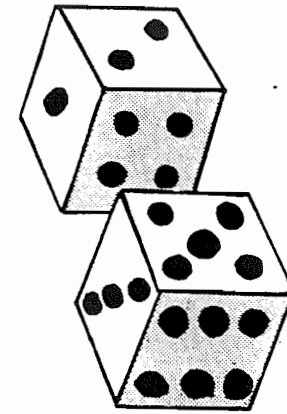
### Reach Homes as Well

POINT-O'-PURCHASE broadcasting is not point-to-point, however. The programs, entitled "Your Market Basket", will be carried over established key stations and consequently will reach the home as well as the retail store. This additional home audience is referred to as "bonus coverage."

Store installations will consist of synchronous receiving sets, automatically controlled from a central point, definitely set for reception at a certain wave-length to prevent tampering by store employees—and two or more loud speakers, depending upon the size and layout of the store.

Officers of the Point-O'-Purchase Broadcasting System are: George B. Storer, president of CKLW and an executive of WWVA and WSPD, chairman of the board and treasurer; Joseph H. Neebe, manager of CKLW, president; Thomas R. Walton, vice president; Edward E. Rothman, secretary. In addition to the above, the directorate includes Carlton M. Higbie, chairman finance committee, Eaton Manufacturing Co.; Albert Kahn, President Albert Kahn, Inc., architects; San Pickard, vice president, Columbia Broadcasting System, and R. E. White, Pontiac Sales Manager, Buick-Olds-Pontiac Sales Co.

STEWART L. MIMS has resigned as vice president of J. Walter Thompson Co., New York, after more than 15 years association with the agency.



# HERE'S A NATURAL

IT IS no longer necessary to gamble with your promotion dollars. Tests by our advertisers and their advertising agencies have conclusively proved that BROADCASTING is the superior medium for coverage of national radio advertisers and their advertising agencies, radio station owners, managers and chief engineers, etc.

An advertising schedule in BROADCASTING will produce results for you... here are a few excerpts from letters that tell what it has done for others:

"Our page advertisement announcing open territories in connection with our feature "Tarzan of the Apes," brought nearly a hundred inquiries from stations, advertising agencies and advertisers interested in a proven feature, and a most satisfactory number of new accounts were added."

FREDERICK C. DAHLQUIST, President  
American Radio Features Syndicate

"We tabulated the replies received giving reference to BROADCASTING, and those giving reference to another periodical that we used at the same time, and found that the number of replies received through the medium of BROADCASTING was eight times that of the other periodical."

R. E. MESSER, Production Manager  
Earnshaw-Young, Inc.

"So far our advertising in BROADCASTING has cost us nothing. We have secured sufficient business because of the ads to more than pay for them."

"Ads in BROADCASTING get results and we know it."

L. B. WILSON, President  
Radio Station WCKY  
Covington, Kentucky

When You Buy Space in BROADCASTING, You Buy Complete Coverage And Results

Write For  
Information Regarding  
Rates—Coverage  
and Other Data

# BROADCASTING

Broadcast Advertising

Closing Dates  
for  
Advertising copy  
July 15 Issue - - July 8  
August 1 Issue - - July 22  
August 15 Issue, August 8  
Sept. 1 Issue - - August 22

NATIONAL PRESS BUILDING

WASHINGTON, D. C.





# WCKY *has the*

— THE VOICE OF CINCINNATI —

*Associate Station National Broadcasting Company • 5000 Watts Cleared Channel*

4,917,000 people establish the AUDIENCE.

CLEAR RECEPTION in Greater Cincinnati and 28 other cities of large population.

Carry more national network PROGRAMS than any other Cincinnati station and WCKY PRODUCES THREE HALF HOURS PER WEEK for the National Broadcasting Company network.

\$743,659,000 net income constitutes the BUYING POWER.

21 years of executive experience in banking and business governs STATION POLICY.

15 years of editing and dramatic criticism on metropolitan dailies supervises COMMUNITY.

23 years of show business experience directs PRODUCTION.

7 years of marketing experience with leading national advertisers manages MERCHANDISING.

OWNED AND OPERATED BY **L. B. WILSON** INCORPORATED

« AUDIENCE »

« PROGRAMS »

« RECEPTION »

BUYING POWER

STATION POLICY

« CONTINUITY »

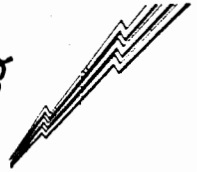
« PRODUCTION »

MERCHANDISING

*Doing the Real Job for the Advertiser!*

# BROADCASTING

## and Broadcast Advertising



MARTIN CODEL, Publisher  
SOL TAISHOFF, Editor  
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.  
Subscription Price: \$3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.  
Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-5279, New York City  
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Published Semi-Monthly by  
BROADCASTING  
PUBLICATIONS, Inc.

National Press Building  
Washington, D. C.  
Metropolitan 1022

## Better Times

SIGNS are not lacking that the business of broadcasting, after suffering the severest spring and early summer season since the depression started, is on the upgrade. Though network revenues are at an abnormally low ebb, current reports from the stations indicate a fairly steady volume of local business and a rising volume of national spot accounts. Extensions of network accounts through the summer are partially offsetting the drops, along with the large number of oil accounts and the gradual outcropping of brewery advertising. New and renewal accounts slated for this fall and winter have given rise to high spirits among network and station executives alike.

Perhaps the best barometer of radio business activity is the Business of Broadcasting department of this magazine. The national account listings of leading stations show a gratifyingly large number of new sponsors. The network account listings during the last few issues have announced some excellent new business for summer and fall, including the return of such old-time radio advertisers as G. Washington Coffee, RCA Victor, Frigid-Aire, Campana, etc.

There can be little doubt that recovery has started, and it is a certainty that the \$3,300,000,000 public works bill enacted by Congress, with its attendant rise in employment and purchasing power, will soon bring radio out of the doldrums. Having proved its efficacy as an advertising medium beyond the shadow of doubt, radio needed only the signal of better times—already evident in reopened factories, more men at work and higher prices—to bring natural radio advertisers into the fold.

## A Vital Meeting

JOT these dates—Oct. 8, 9, 10 and 11—on your calendar. They will remind you that the eleventh annual convention of the NAB will be held at that time at White Sulphur Springs, West Va. It should be a convention that no progressive broadcaster can afford to miss, whether or not he is an NAB member.

Economic, commercial and technical matters in unprecedented numbers will converge on that meeting. Foremost will be the administration's industrial recovery problem which directly affects broadcasting as a business. Because broadcasting is closely interwoven with virtually every industry that has something to sell, the meeting must work out definite policies on rates looking to the elimination of the time-chiseler and the gyp, as well as the introduction of uniform accounting and trade practices.

# The RADIO BOOK SHELF

TO THE bibliography of the literature pertaining to the commercial uses of radio, K. K. Koerner of the Marketing Service Division, U. S. Department of Commerce, adds the following surveys which can probably be secured from the sources indicated:

CBS Surveys—"Listening Areas" (1930), Price, Waterhouse Co.; "Audits of Radio-Network Popularity" (1931 and 1932), Price, Waterhouse Co.; "Where They Listen to Columbia" (1932), percentage of radio homes listening to CBS stations in each of 2,072 counties; "Has Radio Sold Goods in 1932", Prof. Robert C. Elder, Massachusetts Institute of Technology.

NBC Surveys—"Survey of Radio Advertising" (1926), by Daniel Starch Associates, Cambridge, Mass.; "Broadcast Advertising" (1929), a history of system, commercial aspects, estimated size of NBC audiences, etc.; "On Estimating Radio Circulation", an article published Aug. 6, 1931, by Roy S. Frothingham, sales promotion department, NBC, San Francisco.

"The Advertiser Looks at Radio" (1930), prepared by Association of National Advertisers, 420 Lexington Ave., New York; when do people listen, measuring effectiveness, information yet to be obtained, potential audience comparisons.

"Radio as an Advertising Medium" (1929), published by Policyholders Service Bureau, Metropolitan Life Insurance Co., 1 Madison Ave., New York.

"An Analysis of Summer Radio Audience in the Philadelphia Buying Area" (1930), University of Pennsylvania, Philadelphia.

"Cooperative Analysis of Broadcasting" (1932), a confidential investigation for participants in survey; sponsored by Association of National Advertisers, with A. W. Lehman in charge, and made by Crossley, Inc.

"Are They Listening?" (1932), a telephone questionnaire survey of 28,947 homes, made by Percival White, Bureau of Advertising, American Newspaper Publishers Association, 370 Lexington Ave., New York.

"Appraisal of Radio Advertising Today", FORTUNE MAGAZINE, September, 1932.

THE INSIDE story of how Paul Whiteman reduced his weight from 303 to 190 pounds in order to persuade Margaret Livingston, Hollywood actress, to marry him is told by Miss Livingston in collaboration with Isabel Leighton in "Whiteman's Burden" (Viking Press, New York; \$1.50). Peter Arno's drawings illustrate the book.

years, yet they continue to be big printed national space buyers while apparently loath to use radio except occasionally and locally.

The day is coming when the big railroads will find they cannot possibly afford to overlook the ether medium. We believe this firmly in the face of the stupid and unexplained agreement among three of the big railroads headquartered in the east—the Pennsylvania, Baltimore & Ohio and New York Central—not to use the radio medium and not even to install radios on their passenger trains. It is significant to note that another major road, the Chesapeake & Ohio, not only has been unwilling to subscribe to this agreement and is using highly effective spot announcements at key points, but also advertises widely the fact that the traveler on its trains can while away the hours listening to radio programs en route.

# We Pay Our Respects to—



STANLEY EUGENE HUBBARD

AN ADVENTUROUS boyhood spirit that sought an outlet in the thrills of "wireless" communication served to introduce Stanley Eugene Hubbard, vice president and general manager of KSTP, St. Paul, to the realm of radio. That same inherent urge for exploring new fields subsequently led him into aviation, but broadcasting won over flying when it came to a final choice of a career in one of these two great industries of the air.

Mr. Hubbard was born in Red Wing, Minn.—just 36 years ago—on June 26, 1897. Red Wing is a little city that nestles in the hills on the west bank of the Mississippi about 40 miles south of the location of the present KSTP transmitter. His father, Frank V. Hubbard, superintendent of schools at Red Wing, died a year or two later and the family moved to the Twin Cities. Mr. Hubbard attended the J. J. Hill School and Central High School in St. Paul, and the University of Minnesota Preparatory School in Minneapolis, before completing his education at the Sheldon School in New York.

In 1912 he began to experiment with radio and built a 250-watt amateur station which was one of the first in Minnesota. Later in that same year he was designated by the superintendent of schools in St. Paul and appointed a page in the Minnesota State Legislature, where he learned that all long distance talking was not a matter of dots and dashes.

The war year of 1917 found him enlisting in the First Battalion of the New York Signal Corps which later was taken into the Federal Service as the 102nd Field Signal Battalion. He served throughout the war and remained in the service until March, 1919, when he entered the automobile and airplane business in Louisville.

In that same year he established Hubbard Field, the largest independent airport in that section of the country, and also organized the Ohio Valley Aero-Transport Company, the first commercial airline in the United States. This company operated daily service with five-passenger planes between Louisville and Cincinnati.

Pioneering in this new field, Mr. Hubbard was soon recognized as one of the foremost authorities on commercial flying, and in 1920 he organized and became president of Sea Board Consolidated Air Lines. Routes laid out by him at that time are identical to those now being used by large commercial airlines.

Through 1921 he continued in commercial flying, including in his experiences barnstorming tours throughout the eastern and southern sections of the country, and to the island ports of Bimini, Nassau, and Cuba. In 1922 he was appointed chief of the Internal Revenue Air Service for the Federal government and organized that department.

In 1923 Mr. Hubbard returned to the Twin Cities and began experimenting with the more modern types of radio, developing new transmitting and receiving circuits, and in 1924 erected one of the early broadcasting stations of the country with the call letters WAMD. Starting as a 50-watt station, WAMD's power and facilities were increased until in 1925 it was operating full time with 1,000-watt power. This transmitter was destroyed by fire in 1927, and in the process of rebuilding a consolidation was effected with KFOY. The call letters were then changed to KSTP. Mr. Hubbard became vice president and general manager, the capacity in which he still serves. Today KSTP has a 50,000-watt transmitter of the latest type, although only using 25,000-watts daytime and 10,000-watts night time.

In addition to his radio activities, Mr. Hubbard finds time to participate in the civic affairs of both Minneapolis and St. Paul, and of the entire state. He is active in the St. Paul Association of Commerce and was one of the organizers of the Junior Association of Commerce. He is a member of the Town and Country Club, the Athletic Club, the American Legion, and the Aviation Club. He is married and has an infant child, Stanley Stub, Jr., born last May 28.

## PERSONAL NOTES

J. L. VAN VOLKENBURG, director of operations of KMOX, St. Louis, since last January, has been named president and member of the board of directors of the Voice of St. Louis, Inc. Mr. Van Volkenburg, who is only 29, joined KMOX as sales manager last October.

BURT SQUIRE, formerly general manager of WCFL, Chicago, has been appointed general sales manager of WGAR, Cleveland. Mr. Squire formerly was in charge of the Detroit office of National Radio Advertising and head of the transcription activities of the Columbia Phonograph Co.

JAMES PATT, formerly with the KANSAS CITY STAR and WDAF, on June 19 was named publicity director of KMBC, Kansas City, succeeding Gomer Cool, who is now writing the KMBC Big Brother Club program and otherwise assisting in program production. Mr. Patt is the third of the Patt brothers in radio, the other two being John, manager of WGAR, Cleveland, and Ralph, WGR, Detroit.

RICHARD PATTERSON, NBC executive vice president, attended the wedding of his sister at Bowling Green, Ky. in June, stopping at Cincinnati for a visit with L. B. Wilson, president of WCKY Covington. Another WCKY visitor was Don Withycomb, NBC station relations.

CARL HAVERLIN, commercial manager at KFI, Los Angeles, on June 17 became a proud father. Mrs. Haverlin is known professionally as Virginia Flohri, soprano. The youngster will be known as Carol Linda.

FRANK C. MCBRIDE, commercial manager of KDB, Santa Barbara, Cal., has been made station manager, succeeding L. H. Witherspoon, who has been transferred to KHJ, Los Angeles, to conduct a statistical survey.

EARL C. ANTHONY, owner of KFI-KECA, Los Angeles, in June was elected a delegate to the California convention for repeal of the Eighteenth Amendment.

HOPE H. BARROLL, JR., of Barroll & Co. Inc., Baltimore, investment bankers, has been appointed vice president of WFBR, Baltimore. Leonard O. Groves, auditor, has been elected treasurer.

ALBERT F. FERGUSON, who has had wide experience in newspaper and radio work, has been appointed program manager of WCLO, Janesville, Wis.

FREDERICK R. HUBER, director of WBAL, Baltimore, and municipal director of music for Baltimore, is one of three to be awarded a civic citation for distinctive service to Baltimore during 1932. The award was made June 14 by the Baltimore Advertising Club.

COL. ALAN G. C. DAWNEY has been appointed to a newly created post in the British Broadcasting Corp., that of controller of the output division.

WALTER E. MYERS, New England representative for NBC, has been elected president of the Boston Advertising Club.

LOUIS G. CALDWELL, Washington radio attorney and former general counsel of the Radio Commission, has been reelected a trustee of Amherst College for a six-year term.

CHARLES STOOKEY, director of the Farm Folks Hour, has been named assistant producer and continuity editor at KMOX, St. Louis.

ARTHUR MOORE, sales director of KIJ, Walla Walla, Wash., was married to Miss Ethel Alexander of the same city May 13. Mr. Moore was at one time on the staff of the ATLANTA JOURNAL.

BORN, to John W. Elwood, vice president of NBC, and Mrs. Elwood, a son, Niles Trammell, at the Wickersham Hospital, New York, June 13.

ROY HASENBALG, who joined the sales staff of WMAQ in 1925 and who has been with the NBC local service bureau in Chicago, has been appointed sales manager of KDKA, Pittsburgh, it was announced June 22 by William S. Hedges, who on June 15 was made general manager of KDKA.

VIRGIL E. MOSEN has left KMOX, St. Louis, to become production manager at WAPI, Birmingham, Ala.

SAM PICKARD, vice president of CBS, and Mrs. Pickard were the guests in June of Fred W. Borton, president of the Miami Broadcasting Co., and Mrs. Borton aboard Mr. Borton's cruiser, "The Conchita", on a fishing trip along the Florida keys.

JERE O'CONNOR, on the sales force of KFVB, Hollywood, was married to Ellen Peters Winton at the Mission Inn, Riverside, Cal., in June.

THOMAS KIVLAN, formerly on the sales staff of WIBO, has joined the sales staff of WBBM, Chicago.

LESLIE ATCLASS, vice president and general manager of the CBS Chicago division, is on a vacation cruise in his yacht in the Georgian Bay region of the Great Lakes.

W. E. WALKER, business manager of WIBA, Madison, Wis., was guest speaker in the Wisconsin day broadcast of the NBC National Farm and Home Hour June 22.

## BEHIND THE MICROPHONE

AFTER 14 years, Stanley A. Todd, announcer of WAAM, Newark, N. J., has been awarded the War Department's Purple Heart and the Silver Star decoration for courageous action in laying wires under heavy bombardment in action near Bois de Consenvoye, France, in the world war.

GUS MACK, manager of Hill Billies at KMTR, Hollywood, has been appointed program director and assistant station manager. He had been manager for the Hill Billies two years and for more than two years was daytime director of KFVB. Leslie Adams, whom he succeeds at KMTR, left late in June for Chicago and New York.

MARJORIE KLAGES of the continuity department of KMOX, St. Louis, was married June 17 to Richard Roseborough of St. Louis. She will continue her radio work upon return from their vacation-honeymoon in the Ozarks.

ARTHUR G. LINKLETTER has been appointed publicity manager for KGB, San Diego.

ALTON HART has returned to KUOA, Fayetteville, Ark., as chief announcer. CHARLES STEWART LAKE, former announcer at WQAM, Miami, Fla., is now with WTOG, Savannah, Ga.

THE STROLLERS Male Quartet, for several years a popular feature on WFI, Philadelphia, is composed of members of the WFI staff: Ed Lewis, station director; Harold Simonds and John Vandershoot, announcers, and Phil Cooke, staff singer.

LAURENCE HAMMOND, New York radio and fiction writer, has joined the continuity staff of WLW, Cincinnati.

NOREEN GAMMILL, character actress, at KFI, Los Angeles, has published "Sketches From An Old Album", scenes from her radio program, "Album of Familiar Faces."

EUNICE S. ADAMS, of the NBC sales department, New York, was married on June 24 to Joseph H. Cope, of Germantown, Pa. The bride will continue her association with NBC.

BLAINE CORNWELL, staff announcer of WFBR, Baltimore, was married June 4 to Joan Elmer, of Baltimore.

# "SPOT"

the Rochester Trading Area  
... Where Business Conditions  
Are Always  
*Better than Average*

Unlike many large cities which are dependent upon one industry, Rochester is a city of diversified industries. A slump in one particular line does not ruin business in Rochester.

Among Rochester's industries are cameras, telephone and radio equipment, optical equipment, men's clothing, women's shoes, scientific instruments, haberdashery, and many other lines requiring unusually skilled workers with more than average pay.

In the Rochester Trading Area are found some of the nation's most fertile fruit farms producing a large share of the nation's crop of apples, grapes and peaches.

During the last two years, conditions in Rochester have been better than the average city. Right now, recovery is more rapid than in most centers.

## WHAM Covers This Entire Area

With its 25,000 watt transmitter, WHAM is the favorite station in this prosperous area. It originates programs of every type... dramatic, musical, comedy... many of which have been sent over the N. B. C.'s Blue Network with which the station is affiliated.

WHAM's production staff is prepared to handle your "spot" broadcasting problem. Write for rates and open time.

## STATION WHAM

SAGAMORE HOTEL  
ROCHESTER, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company

Operating Power:  
25,000 watts

260.7 meters

1150  
kilocycles



Clear Channel

Full Time

Associated NBC

Western Electric Double Turntable 33 1/3 R. P. M. lateral and vertical pick-up equipment

STANDARD OIL OF CALIFORNIA's new NBC-KGO program "Standard on Parade" has the following in its cast: Capt. Don Wilkie, former U. S. Secret Service man with his true detective tales; Meredith Willson and orchestra; Tommy Harris, the Knickerbockers' quartet; Barbara Blanchard, Helen Musselman and Barton Yarborough.

TRUE BOARDMAN and DOUGLAS Evans, whose speaking voices have been known in Los Angeles radio drama circles, late in June joined the regular announcing staff of KFI-KECA.

MARY FARBER, formerly on the KFI fun factory frolic, has gone with KRKD, Los Angeles, as staff singer. She has done more than a score of recordings for Columbia.

DON B. ELLIS, at one time on the staff of the LONG BEACH, CAL. SUN, has joined KJ, Walla Walla, Wash., as a writer and announcer of local news broadcasts. All local news broadcast by the station is gathered by KJ's own staff.

ED. HANNAN, formerly chief announcer of KARK, Little Rock, Ark., has joined the announcing staff of KLR, Little Rock.

CONQUEST ALLIANCE Co., New York, representing XEB, Mexico City's new 10 kw. station, announces that Senor Luis Alvarez, the Don Alvaro of WMCA, a tenor, has gone to the Mexican capital to participate in the XEB inaugural.

VINCENT H. PERCY, organist, on June 20 celebrated his tenth anniversary in broadcasting by starting "Memories Garden" on WHK, Cleveland, and CBS. Vince's radio experience began with an auditorium program over WJAX, Cleveland, in 1923.

VERA VAN, California singer, has been signed by CBS for a series of sustaining programs.

GEORGE STEFFY, Yankee Network production chief, and Miss Madalyn Howes, of Providence, R. I., were married in Boston June 7.

BORN, to Morton Bowe, of Boston, Yankee Network staff soloist, and Mrs. Bowe, a daughter, Judith, on June 7.

GEORGIA FIFIELD, eight years drama head of KNX, Hollywood, has joined the free lance ranks. She will do drama work for NBC's "Hollywood on the Air" as well as other broadcasts.

NOBLE CAIN, of the production staff of the NBC Chicago division, suffered a broken right leg when he crashed in his own plane at Hastings, Mich., early in June.

VIRGINIA GOSS has been named head hostess of the NBC Chicago division.

R. J. BARRETT, in charge of the service department of the NBC Chicago division, has been detailed as assistant to Miss Judith Waller in handling all NBC broadcasts from the Century of Progress Exposition.

NATE FULLER, former page and later on the junior production staff of the NBC Chicago division, has been transferred to WTAM, Cleveland, as announcer and production man.

MARRIAGE of Miss Elizabeth Durham, of the NBC Chicago press staff, to Russell Barnes, insurance man, on April 19, was announced June 17.

WILLIS O. COOPER, formerly head of the continuity department of the CBS Chicago division, has resigned to work as a free lance writer. At present he is writing the General Tire Co.'s show "Lives At Stake," on an NBC network, and has been commissioned by CBS to resume the "Foreign Legion" show in the fall.

JEFF SPARKS, announcer and production man, returned to WLW, Cincinnati, in June after an absence of several months.

## IN THE CONTROL ROOM

CURT PIERCE, former page in the NBC Chicago division, who two months ago was added to the engineering staff as the youngest member of the department, distinguished himself in handling the opening A. & P. Company's broadcasts from the Century of Progress alone early in June.

VINCENT DOYLE has resigned as transmission engineer at WOR, Newark, to assume charge of the police radio station at Bayonne, N. J., with the rank of lieutenant.

BORN, to Fred Clarke, chief engineer of WQAM, Miami, Fla., and Mrs. Clarke, a girl, Gail Jean, early in May.

JOSEPH E. CHAMBERLAIN, formerly of the radio transmitter laboratory of General Electric Co., Schenectady, and John C. Bailey, just out of Purdue University, have been added to the engineering staff of WLW, Cincinnati.

LEE H. GREER, technical supervisor of KSO, KWCR and WIAS, the Des Moines Register and Tribune stations, recently made an inspection tour of stations in Minnesota, Wisconsin and Illinois, visiting WCCO, KSTP, WIBA, WHA, WTMJ, WJRN and WLS.

ROY TINDALL of San Diego, has joined the technical staff of KMTR, Hollywood.

MAXWELL KELCH, technician at KMPC, Beverly Hills, Cal., in June was graduated with a B.A. degree in physics from the Los Angeles branch, University of California.

W. C. MOORE left NBC in San Francisco as studio engineer the middle of June, with G. H. Cassidy succeeding him.

GRAHAM TEVIS, chief audio engineer at KMOX, St. Louis, has received a \$75 prize for winning fourth place in the First Annual Leica Salon Contest (amateur photography) held in New York last spring.

BILL KELLER, WJJD, Chicago, engineer, and Miss Freida Paul, of Chicago, are to be married in July.

K. W. PYLE, chief engineer of KFBI, Abilene, Kan., has been promoted to station director, succeeding J. Beryl Lettridge, who has joined the Willet Co. KFBI also announced that on June 21 A. E. Crockett, formerly in charge of its transmitter, has left to join XER, the Brinkley station at Villa Acuna, Mexico, and that Paul Daniels has been promoted to chief operator.

## New "Ham" Regulations

NEW AMATEUR regulations, substituting combination station-operator licenses in lieu of the separate licenses heretofore issued, and containing an entirely new setup for taking examinations, were promulgated by the Radio Commission June 23. All go into effect Oct. 1, with the exception of the regulation making the 1,800-2,000, 28,000-28,500 and 400,000-401,000 kc. bands available at once for radiotelephony. Examinations of applicants residing within 125 miles of Washington, the 20 district inspection offices or 11 cities where quarterly examinations will be held are to be by supervisors, with all others examined by mail and all papers graded in Washington. Copies of the complete regulations, including various technical requirements and restrictions, will shortly be made available at the Commission.

# BACK of the CONFEDERATE MEMORIAL



We are proud of the statues that stand in our "squares." They represent a heritage that should mean a good deal to marketing men. A heritage of gentility that expresses itself in nice things—well-appointed, well-run homes. A background that makes a unique market for merchandise.

And we have the money to indulge these tastes—because the ground costs less, the home costs less to build, the maintenance, at any given social level, costs less. That leaves money over for the things you sell. It makes the South a much better market than bald income-statistics would make you think.

That is the market on which WSM's low rate-card is based. The national market you cover at the same time, because of our great 50,000-watt signal, is our gift to you.

WSM has only one rate card for all comers. You don't have to be shrewd to buy it, but it is shrewd to do so.

Owned and Operated by  
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.  
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY  
Exclusive National Representatives  
NEW YORK, CHICAGO, ATLANTA, SAN FRANCISCO

Cleared Channel Unlimited Time

# WSM

NBC Affiliate 50,000 WATTS 650 Kilocycles

# The Business of Broadcasting

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

## STATION ACCOUNTS

WGN, Chicago, reports the following accounts: Carson Pirie Scott, Chicago department store, exercise program, six mornings weekly; Kitchen Art Foods, Chicago (2-minute dessert), Francis X. Bushman, three days weekly, thru Rogers & Smith, Chicago; Battle Creek Food Co., Battle Creek, Mich. (health foods) serial story, three days weekly, thru Erwin Wasey & Co., Chicago; Kellogg Co., Battle Creek, Mich. (breakfast foods), singing and talking feature, five days weekly thru N. W. Ayer & Son, New York; Listerine Co., New York (toothpaste and tooth brushes), serial story, six days weekly, Lambert & Feasley, New York; Minit Rub Corp., St. Louis (lotion), sports reporter, six days weekly, thru Neisser-Meyerhoff, Chicago; Berland Shoe Stores, Chicago, drama once weekly, Louis E. Westheimer Co., St. Louis; Atlas Brewing Co., Chicago (Atlas Special Brew) Quin Ryan in "Headlines of Other Days", nightly, thru McJunkin Advertising Co., Chicago; Miller High Life Co., Milwaukee (beer), musical show, once weekly, thru Zimmer Keller, Detroit; Mandel Brothers, Chicago department store, bridge expert, thrice weekly.

WNAC, Boston, reports the following accounts: Nantasket Beach Steamboat Co., Boston (excursion trips), dramatizations of circus anecdotes, three days weekly, June 2 to Aug. 30, thru Greenleaf Co., Boston; Crystal Corp., New York (Outdoor Girl cosmetics), transcription of Harold Stern's orchestra, Fridays, June 2 to Aug. 25, thru Hanff-Metzger, New York; Red Top Malt Co., Cincinnati, baseball scores daily, May 21 to Sept. 30, thru Jesse M. Josephs, Cincinnati.

WCFL, Chicago, reports the following accounts: L. L. Guthrie, Chicago (Odol), concert orchestra, 52 weeks, thru Ruthrauff & Ryan, Chicago; Dice-Jones, Inc., Chicago (Country Club beer), sports broadcasts, 52 weeks, Phillip O. Palmer Adv. Agency, Chicago; Chicago agent for Rogers Clothing Co., night court, 26 weeks, thru C. P. McAssey, Chicago.

KMBC, Kansas City, Mo., reports the following accounts: H. J. Heinz Co., Pittsburgh (rice flakes) renewal of "Tarzan" transcription, 5 days weekly, to Aug. 18, thru Maxon, Inc.; Hudnut Sales Co., New York (face powder) transcription of Nat Brusloff and orchestra, 5 days weekly, 10 weeks, thru Calkins & Holden, New York; Crazy Crystals Hotel Co., Mineral Wells, Tex. (Crazy Crystals mineral water), singing team and guitar, two evenings weekly, 52 weeks, direct; Chrysler Motors, Detroit, two 5-minute transcriptions for Plymouth and Dodge, 13 times from June 19, thru SHB; Household Finance Corp., Chicago (loans) transcription renewal, once weekly, 13 weeks, thru Charles Daniel Frey, Chicago.

KUOA, Fayetteville, Ark., reports the following accounts: Crazy Water Hotel Co., Durant, Okla. (Crazy Crystals mineral water) daily transcriptions, direct; Griffin Grocery Co., Muskogee, Okla. (Polar Bear coffee) daily transcriptions, thru Pringle & Barry, Fort Smith, Ark.; John Brown Schools, Siloam Springs, Ark., daily studio program, direct; Hennafoam Products, New York (shampoo), "News Parade", weekly transcription, thru Marben Advertising Corp., New York.

WOR, Newark, reports the following accounts: John H. Woodbury and Andrew Jergens Co., Cincinnati (beauty aids), "Radiant Revue", Sundays, 13 weeks; Joubert Cie, Inc., (perfumes, powders, etc.) 5-minute announcements, thrice weekly, two weeks, thru Stanley Gunnison, Inc., New York; Stanco, Inc. (Nujol) 5-minute announcements, 5 days weekly until further notice; New York American (American Weekly), dramatizations of stories, Fridays, 52 weeks, thru Eugene Forker, New York American representative; James H.R. Cromwell on his book "The Voice of Young America", thru Sweetland Advertising, Inc., New York.

WBBM, Chicago, reports the following accounts: Stanco, Inc., New York (Flit), announcements five days a week for indefinite period, thru McCann-Erickson, New York; United Remedies, Chicago (Peruna, Germania Tea, Kolobak) hour daily except Mondays, 52 weeks from June 13, thru Heath-Seehof, Chicago; Red Star Yeast Co., Milwaukee renewal for three morning 15-minute programs a week, 13 weeks from June 12, handled direct.

THOMSON & TAYLOR Co., Chicago (root beer extract) has placed one-minute announcements on several stations for varying periods running thru the summer; account handled by Mason Warner, Chicago, and SHB. Stations include WBBM, WTAM, WOC-WHO, KFBI, WOW, KSTP, WTAQ, WKBH, KLZ and KFYY.

PERKINS PRODUCTS, Chicago (Kool-Ade drink) thru Mason Warner, Chicago, and SHB, has placed two-minute announcements on a list of stations to run for indefinite periods thru the summer. Stations include WBBM, WLW, WGAR, WOC, WCAU, KMOX and WJR.

WESTERN Co., Chicago (Dr. West tooth brushes and toothpaste) purchased time for 56 announcements on WWJ, Detroit, for four weeks effective June 15. Like number of announcements purchased on WJR and CKLW; handled by Mitchell, Faust, Dickson & Wieland and SHB, Chicago.

MORTON SALT Co., Chicago (smoke salt) has purchased a 15-minute period each Saturday night on WSM, Nashville, for 13 weeks effective Oct. 21; handled by Wade Advertising Agency, Chicago.

KYW, Chicago, reports signing Chicago, Duluth & Georgian Bay Co. (water excursions) for six daily announcements effective June 13 thru Charles Touzalin agency and SHB, Chicago. Richard Hudnut Co., New York (cosmetics) has placed 15-minute transcriptions Monday to Friday inclusive in evening time for 13 weeks from June 26; handled by Calkins & Holden, New York. Campana Corp., Batavia, Ill. (Italian Balm) using one-minute announcements three nights a week from June 5 for indefinite period; handled by McCann-Erickson, Chicago. Nurito Co., Chicago (proprietary remedy) using daily two-minute announcement 52 times effective June 12; handled by Green, Fulton, Cunningham, Chicago. Chrysler Corp., Detroit (Plymouth and De Soto motor cars) sponsoring 5-minute periods three nights a week for 5 weeks effective June 19; handled by Erwin, Wasey & Co., Chicago, and SHB, Detroit. American Fireworks Co., Chicago, sponsoring 15-minute record program on Sunday Sunshine Hour for indefinite period; handled direct.

WDBJ, Roanoke, Va., reports the following accounts: Dodge Motor Co., Detroit, 100-word announcements, 26 times thru SHB; Riesser Co., New York (Venida shampoo oil and Wave-set), daily announcements, four weeks, thru George H. Field, Inc.; Kerr Glass Mfg. Corp., Sand Springs, Okla., announcements, twice weekly, 13 weeks, thru Rogers-Gano Adv. Agency; Lubal of the East, Charlotte, N. C. (motor lubricant) announcements, four times weekly, eight weeks, direct.

WTMJ, Milwaukee, reports the following accounts: Nyal Co., Detroit (drugs) three days weekly, quarter hour, thru Reincke-Ellis-Younggreen & Finn, Chicago; Texas Military College, Terrell, Tex., announcements, direct; Shell Petroleum Corp., St. Louis (gas and oil), announcements 3 nights weekly, thru J. Walter Thompson Co., New York.

WCKY, Covington, Ky., reports the Peter Ibold Co., Cincinnati (Peter Ibold cigars) presenting weather forecasts mornings and evenings, with listeners writing in for weekly crossword puzzles for which three boxes of 50 cigars are awarded as prizes.

SINCLAIR REFINING Co., New York, has assumed sponsorship of the Golden Tower Minstrels, an all-star weekly presentation heard on WJR, Detroit, for several years.

WFI, Philadelphia, reports the following accounts: Bulova Watch Co., New York, time signals, 10 weekly, 52 weeks, thru Biow Agency, New York; Cresota Flour Co., New York, home economics program, daily, 13 weeks; Collins Nurseries, Moorestown, N. J., spot announcements Saturdays, 26 weeks Blum Adv. Co., Philadelphia; Coty, Inc., New York (perfumes and powders) three times weekly, 13 weeks, direct; General Tire Co., Philadelphia, 10 spot announcements weekly, 4 weeks, direct; Kimball Piano Co., Chicago, spot announcements daily, 5 weeks direct; Thomas Mastindale Co., Philadelphia (health foods), health talks daily, indefinite period, direct; John B. Stetson Co., Philadelphia (hats) thrice weekly, indefinite period, direct.

WNOX, Knoxville, Tenn., reports the following accounts: Stanback Co., Salisbury, N. C., 312 announcements, direct; Netherland-Plaza Hotel, Cincinnati, 26 announcements, thru Proctor and Collier Co., Cincinnati; Knoxville Ice Dealers Ass'n., daily quarter hour; Y & M Engineering Co., Nashville (swimming pools), daily sport announcements; Stretch Brothers Stores (furniture chain), 39 15-minute programs, three times weekly, local; Seiberling Tire and Rubber Co., Akron, Seiberling Singer transcriptions, twice weekly, thru local jobber; B. F. Goodrich Rubber Co., Akron, ten 5-minute transcriptions, thru local jobber; King's Brewery, Brooklyn, thirteen 15-minute Jones and Hare transcriptions, twice weekly, thru Chattanooga jobber.

THE J. A. FOLGER Co. (coffee) of San Francisco has renewed its Lee S. Roberts program on NBC's KGO and KFI, but has decreased it from thrice weekly to Friday mornings at 8:15 a.m. Botsford, Constantine & Gardner, San Francisco, handles account.

KJBS, San Francisco, has a new sponsor in the Cyclops Refrigerator Co. (electrical refrigeration) which on June 15 began a series of three quarter hours weekly. The programs use a contest idea, offering a pair of round trip tickets to Vancouver, via the East Indian Ocean Line, to the contestant submitting the best radio announcements extolling the virtues of the Cyclops refrigerator.

WBBM, Chicago, reports signing Illinois Meat Co., Chicago, (Broadcast Corned Beef Hash) featuring Eddie and Fannie Cavanaugh 6 afternoons a week for 15 minutes for an indefinite period; handled direct. Chrysler Corp., Detroit (Plymouth and De Soto motor cars) using 26 announcements, daily starting June 20; handled by Erwin, Wasey & Co., Chicago, and SHB, Detroit. Detroit & Cleveland Navigation Co., Detroit (steamship transportation) sponsoring 15-minute program Tuesday and Thursday nights during summer months, thru Grenell Adv. Agency, Detroit.

PURITAS DISTILLED WATER Co., Los Angeles, Southern California bottling and distributing group, has taken on sponsorship for the KFI "Makers of History" series which has been a sustaining feature for many months. Program will run for 18 weekly programs with renewal options. Each broadcast includes dramatization of one American historical event and one sports event. McCarthy Co., Los Angeles agency, handles account.

RIO GRANDE OIL Co., Los Angeles, on June 13 renewed the Chandu series (not transcriptions but live cast) for 13 weeks, five evenings a week, over KDB, Santa Barbara, and KHJ, Los Angeles. Earnshaw-Young, Inc., Los Angeles, handles account.

SPONSORS of "The General Builds a House", a play on WBAL, Baltimore, include the O. K. Wells Development Co., the Pinehurst Co., General Electric and other sub-contractors engaged in constructing the model house. The contract, placed direct, is for 16 weeks.

# The "SHOE-LESS" South?

## A MILLION FAMILIES RIDE IN AUTOMOBILES IN THE WBT AREA!

The charming and capable Secretary of Labor put a popular fallacy into words the other day, when the phrase "the shoe-less South" was spoken.

The fact that, in WBT's primary and secondary listening area of 376 counties, 1,043,898 motor cars are registered\* should go far to disprove an allegation both unfair and untrue.

Alert advertisers and agencies would do well to investigate the possibilities of "the shoe-less (?) South", destined to be the scene of intensive campaigns to conquer markets which will pay handsome tribute on the rising tide . . .

**. . . with WBT as the strongest weapon available to win the Carolinas!**

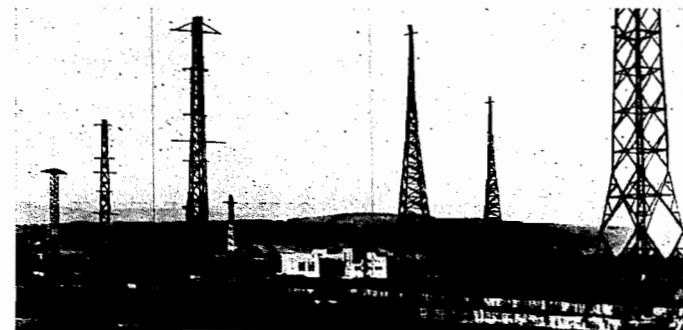
\* See "Listening Areas of the Columbia Broadcasting System".

## Station WBT, Incorporated 25,000 Watts

Southern Key Station of the Columbia Broadcasting System

Charlotte .. North Carolina

and RADIO SALES, INC., 485 Madison Avenue, New York  
410 North Michigan Avenue, Chicago



STATIONS HBP-HBL—A truly international broadcaster is this League of Nations short wave relay transmitter near Geneva, which carries official communiques both by voice and code to the far corners of the earth. Station is frequently heard by short wave listeners in the United States, and delegates have been broadcasting from it to their homelands via land lines from the current London Economic Conference.



## AGENCIES AND REPRESENTATIVES

EDWARD PETRY and Co. Inc. New York, announces the appointment of Don Miller, formerly with Scott Howe Bowen and at one time associated with the Conde Nast publications, on its sales staff, and its own appointment as exclusive national sales representative for WDAE, Tampa, Fla.

MERTON H. BORDES, formerly production manager of KPO, San Francisco, and Jess Norman, orchestra director, have organized Bordes & Norman, radio counselors, with headquarters at 55 New Montgomery St., San Francisco.

MAXON, Inc., Detroit and New York, has been appointed to handle the advertising of Japan Canned Crabmeat Ass'n. Tokio, Japan, and Nozaki Bros., Inc., San Francisco (Geisha Crab Meat), which have previously used radio.

McCANN-ERICKSON, Inc., San Francisco, has been appointed advertising counsel for the Borden Company of California, a subsidiary of the New York company. Radio and newspapers will be used.

THE WAHL Co., Chicago (fountain pens, Eversharp pencils, desk sets, etc.) has placed its advertising with Young & Rubicam's Chicago office, 221 No. LaSalle St., and is planning an intensive campaign in the fall.

FARAOON MOSS and Edward Davenport, operating their own agencies in Long Beach, Cal., have formed a partnership. Davenport will specialize in merchandising while Moss, who is also secretary of the Advertising Club, will handle radio. Offices will be in the Jergins Trust Bldg.

# WFBG

## ALTOONA, PA.

1310 kilocycles  
100 watts

ADVERTISERS CHOICE  
for thorough coverage of  
Central Pennsylvania.

Equipped with 3 1/3 and  
78 r.p.m. transcription  
turntables.

"Voice of the Alleghenies"



## 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.

RADIO PRODUCTIONS Co., 1031 South Broadway, Los Angeles, has discontinued using the name since Joseph Sameth incorporated Radio Productions Inc. in the Beaux Arts Building in the same city. The former Radio Productions Co. will henceforth be known as the Kellogg-Johnson Radio Productions Co. (Roy Kellogg and J. Howard Johnson). The two firms act for sponsors, agencies and stations in conducting a radio brokerage and radio advertising business.

C. F. MUELLER Co., Newark (macaroni and spaghetti) has placed its radio advertising account with the E. W. Hellwig Co., New York, while general advertising is handled by Thomas M. Bowers Co., New York.

GRAHAM HUGHES, 351 North Western Ave., Los Angeles, who has specialized in direct mail advertising for several years, has added radio to his list of media.

AL PEARCE, who conducts a weekday frolic from KFI, Los Angeles, to an NBC Pacific coast chain, will handle his commercial accounts as the Al Pearce Radio Productions Co., with offices at 3875 Wilshire Boulevard, Los Angeles, with Fisher-Kyle and Co., radio advertising agency. Pearce will act both as producer and master of ceremonies for accounts serviced by his firm.

N. W. AYER & SON has been appointed to direct the advertising of Squibb Liquid Petrolatum and Squibb Aspirin. At the same time it was announced that E. D. Keim, general sales manager of E. R. Squibb & Sons, New York, has been elected vice president and sales director.

THE NATRAGIN Co., Inc., Milwaukee (legume inoculants) has appointed Western Advertising Agency, Racine, Wis., to handle its account.

CRITCHFIELD & Co., Chicago, has secured the accounts of the American Pop Corn Co., Sioux City, Ia., and Gordon Gordon, Ltd., Chicago (Princess Pat cosmetics), both of which have used radio.

ALADDIN MFG. Co., Muncie, Ind. (Alladin lamps) has placed its account with Frederick W. Ziv, Inc., Cincinnati agency.

HAMMOND PAINT & CHEMICAL Co., Beacon, N. Y. (paints and insecticides), account which has used radio, has placed its advertising with Feeley & Richmond, Chrysler Bldg., New York.

GENERAL TIRE & RUBBER Co., Akron, has placed its radio advertising in the hands of Hays MacFarland & Co., Chicago.

THE CORBEN Corp., new Pasadena agency, has secured the account of Aetna Life Insurance Co. for a radio test campaign in southern California.

RALPH H. JONES Co., Cincinnati, now handles the advertising account of the Snow King Baking Powder Co., Cincinnati.

## SENATE PROTESTS

As Will Rogers Leaves Radio  
To Make Picture

FRIENDLY protest against the discontinuance of the Will Rogers' broadcasts for the Gulf Refining Co., Pittsburgh, over an NBC-WEAF network was expressed by Vice President Garner and 47 of his Senatorial colleagues in a telegram to the comedian on June 10, at the time of his final broadcast. "What's this we hear about your radio retirement stop", read the telegram. "Does that mean that you will not preside over us again stop. We have enjoyed your recent talks on the air and want your assurance that you will soon return with your humorous and wholesome comment."

The original copy of the message with the signatures of the Vice President and the Senators was sent to Rogers by Edwin A. Halsey, secretary of the Senate. Rogers signed off June 10 to complete a picture for Fox, but is expected to return to the air in the fall. The June 18 show was taken over by Fred Stone, cowboy comedian, while Arthur Brisbane, Hearst columnist, took over the period on June 25, probably to replace Rogers until he returns.

## Roosevelt Listens In

RADIO is being relied upon by President Roosevelt to keep him abreast of national affairs during his cruise along the New England coast. The Amberjack II, the presidential yacht, is equipped with an automobile radio, installed by the owner with the idea that the "temporary" skipper might like to listen to the news broadcasts, as well as a little of the lighter entertainment now and then.

## Invoking New Powers, Commission Transfers WOQ Facilities to KFJH

INVOKING for the first time the broad powers conferred upon it by the U. S. Supreme Court decision in the WIBO case, the Radio Commission June 23 deleted WOQ, Kansas City, Mo., and assigned its facilities to KFJH, Wichita. In practical effect, the Commission reversed the ruling of the Court of Appeals of the District of Columbia, which previously had reversed the original Commission decision in the same case and remanded it for further hearing.

In the WIBO decision, handed down May 8, the Supreme Court ruled that the Commission could exercise a free hand in reducing facilities in overquota states and in assigning them to underquota areas. It held further that the Commission was not bound by the recommendations of its examiners—a provision that was directly applicable to the KFJH-WOQ case, since the Commission, in the first instance, reversed the examiner.

The case was one of reversals—KFJH applied for full time on March 18, 1931, and, following a hearing, the examiner recommended denial. The Commission, however, reversed the examiner, and WOQ noted an appeal to the Court of Appeals. On March 13, 1933, the court reversed the Commission and remanded the case for further hearing.

Oral arguments were held before the Commission May 3. The new Commission decision, sustaining its previous finding, is based on these oral arguments, plus the findings of law in the WIBO decision. Both of the rulings take effect 20 days from June 23. WOQ, operated by the Unity School of Christianity, has used two-sevenths time on the 1300 kc. channel with KFJH using 1 kw, the remaining hours.

The Commission held that the residents of Wichita and vicinity have far less dependable broadcast service than those of Kansas City and vicinity and that the granting of full time to KFJH and the consequent forfeiture of WOQ will bring about a more equitable distribution of broadcast facilities within the fourth zone. Commissioner Hanley, representing the fourth zone, dissented.

WOR, Newark, on July 2 goes on its usual summer schedule, its transmitter remaining silent weekdays from 1 to 4:30 p.m. and Sundays from 1 to 3:30 p.m.

## STUDIO NOTES

KMOX, St. Louis, has introduced a novel type of women's program, broadcast daily at 10 a.m., CST, in which the announcer gives discoveries of her own, rather than presents the usual type of recipes, household hints, and the like. Both commercial and sustaining types of products are used in the continuity, and the announcer suggests that listeners send in their experiences with certain products. It has helped to increase mail returns and found new uses for advertised products. The program is titled "Let's Compare Notes."

CALL LETTERS of WJBW, New Orleans, recently changed to WABZ, have again been changed, this time to WBBX.

"MEMORIES GARDEN", featuring a studio organ program and soloist, which has been on WHK, Cleveland, for several years, is now being taken by CBS. Vincent H. Percy is featured at the organ. Emanuel Rosenberg is tenor soloist, and Walter Morrison writes the continuity.

THE A. & P. GYPSIES, now in the tenth year on the air, have entered the Century of Progress Exposition, Chicago, for twice-daily concerts. Their broadcasts, beginning July 3, will originate from the fair grounds.

A HALF HOUR program of southern music was broadcast June 27 by WBT, Charlotte, N. C., for the special benefit of its New Zealand audience. Since the winter season opened in New Zealand, WBT has received many letters reporting good reception there.

A POPULAR feature on WKZO, Kalamazoo, Mich., is the "Music Memory Contest", which offers old melodies either on the piano or with an orchestra, with numbers substituted for titles. Listeners are asked to send in the names by mail. Winners are awarded a variety of prizes, ranging from theater tickets to pieces of furniture.

KUJ, Walla Walla, Wash., has enlarged its suite of offices in the Marcus Whitman Hotel to make way for an additional studio.

WDBJ, Roanoke, Va., celebrated its ninth anniversary June 20 with a gala program, including a CBS feature with Nino Martini and the Columbia Symphony. Special features about the station were carried in the ROANOKE TIMES-WORLD, its owner.

A CITY-WIDE promotion of the familiar Dollar Day bargain idea in Walla Walla, Wash. has just been started by KUJ of that city. With the cooperation of the merchants of the city, a sharp increase in shopping was noted. Three announcers working in team and at times individually with a program of combined chatter, comedy, music and advertising did the microphone promotion. Street display cards and window tie-ups were also used.

KMPC, Beverly Hills, Cal., has moved its commercial office to Los Angeles in the Platt Music Co. Bldg., where it maintains a downtown studio.

DEMI-TASSE REVUE, NBC program broadcast from San Francisco weekly, has been revamped to include "Tropic Terrors," a five minute period with authentic stories of queer animals, reptiles, insects and fish in the tropics. Walter Paterson, Englishman born in South Africa, will write the stories and act as co-narrator for the series over the NBC-KGO network.

AN 8-PAGE brochure has just been issued by KYA, San Francisco, under title of "Facts About KYA". Among other things the booklet lists clients and agencies and programs open for sponsorship.

WAAW, Omaha, Neb., has just occupied new studios and offices on the seventh floor of the Omaha Grain Exchange Bldg.

## Radio Head Quits



Mr. Hodgson

New York as the executive in charge of the agency's radio activities. No announcement has been made as to his future plans.

H. L. HODGSON has resigned as vice president of N. W. Ayer & Son, Inc. Mr. Hodgson has been with the company 14 years. He was manager of the Boston office until two years ago when he came to New York.

## EQUIPMENT

WOR, Newark, is building two modern control rooms at its New York branch. Bell Laboratories U-A speech input equipment is being used. A new public address system with a volume control meter has been installed in the Skinner organ studios of WOR in New York.

KARK, Little Rock, Ark., will install a new transmitting panel within the next sixty days to operate on 250 watts but with operating capacity of 500 watts. A modification of license to use 500 watts daytime power will be applied for in September.

COMPLETE new studio equipment, including the latest microphones, amplifier and transcription recording equipment, is being installed at KUOA, Fayetteville, Ark. The transmitter tower is being erected on Mt. Sequoyah, a 2,000-foot elevation, and is expected to cover the Ozark area.

THE BRITISH Broadcasting Corp. announces it has placed a contract with Higgs & Hill, Ltd., for the construction of the midland regional station at Wychbold, near Droitwich.

# Detroit and CKLW are forging rapidly ahead!

Detroit's automobile plants are busy and getting busier—May passenger car production is the highest in 21 months. Detroit factory employment as a whole is up 57% over March—think what that means in increased buying power! Get your full share of business through the station that gives the strongest local signal—plus greatest coverage in this territory. CKLW leads all stations in the Detroit area in number of local sponsors—their first-hand judgment is a reliable guide for YOU!

# CKLW

INTERNATIONAL  
CLEARED CHANNEL

5000 Watts — 540 K.C.  
555.6 Meters

Columbia Basic Network

Union Guardian Building,  
Detroit, Michigan

Guaranty Trust Building,  
Windsor, Ontario

## Keep Step in Pittsburgh With WCAE's Progress



New Transmitter Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

# WCAE, INCORPORATED

1220 KILOCYCLES

1000 WATTS







## The Other Fellow's Viewpoint...

### Fiscal Ratings

To the Editor of BROADCASTING:

Perhaps you can suggest, or possibly you have tried what I am going to suggest and it has failed.

Eight years of experience in operating an independent broadcasting station has revealed several abuses that I believe broadcasting stations should be relieved of. Today I wrote accepting 60% of an account. This I was advised was all the advertiser could pay. A few days ago out of an account of \$386 we received through an agency \$47 and some odd cents and the agency advised that in all likelihood we could expect no more. A year ago it was necessary to trim a \$6,000 contract down to \$2,700, and a \$10,000 contract down to \$7,500. Every evening I hear on the air from two or three different stations the name of an advertiser who advises me he can not pay a bill of less than \$100.

My thought is, can't some publication such as your own run a monthly column giving your subscribers the service of an advertiser's rating? Suppose I sign a contract to the effect that I will not abuse or misrepresent an advertiser but that I will report in case he fails to pay, finds fault with the method of handling, pays only in part, changes the conditions of the original contract. It occurs to me that we could form an association of broadcasters: each of us make out a statement of these chiseling, cheating ac-

counts. Your publication would simply say "Smith & Smith account reported unsatisfactory." Possibly you should demand that at least three broadcasters should object before you list an account as unsatisfactory.

There should be some way to stop these crooks from continuing broadcasting, to keep them from going from one station to another. I can name a dozen accounts that I don't believe ever have paid according to their first agreement with a station. They try new stations and if there is any change in management they frequently get on the same station for two or three seasons always paying less than agreed. Some agencies are in this sort of business. In one case an agency is refusing to pay a legitimate account because of dissatisfaction with another account, and in two cases I have had to write off losses because the agency collected from the advertiser and would not pay the station.

I would like to hear what experiences other broadcasters are having.

H. H. JOHNSON,  
KMMJ, Clay Center, Neb.  
June 17, 1933.

### A Pointed Reply

To the Editor of BROADCASTING:

With reference to your leading editorial in the June 15th issue, I am enclosing herewith copy of a letter which we sent to S. W. Hennessy in answer to his very kind offer, and I feel that it contains a suggestion for the handling of such requests that might be of some value to other stations.

Dear Mr. Hennessy:

With reference to your letter of May the 25th.

We will be glad to accept the programs you have in mind—at our rates, which you will find in the Radio Section, Standard Rate and Data—or,

In exchange for space in one of your publications, the exchange to be affected in accordance with your rates, as balanced against ours.

Since our time is for sale—and since, like this radio station, you depend upon the sale of your space to advertisers, this ought to

be a fair sort of an arrangement. At least, it is as fair as the one you propose.

It may be interesting to you to know that as yet I have had no answer. Obviously, my proposal to exchange time for space in TRUE STORY Magazine was of no interest.

I feel that the work your publication is doing with reference to the army of chiselers, whose attacks on radio come from every direction, is most admirable, and it deserves the support and cooperation of every person interested in this business of broadcasting.

G. O. SHEPHERD, Director,  
WWNC, Asheville, N. C.  
June 20, 1933.

### Agencies Demand Facts

(Continued from page 7)

of new and popular features, or the discontinuance of old ones quickly antique such surveys. But this is true of almost every phase of radio—it is the most changeable of mediums and the radio expert doesn't last as an expert unless he is also a student—and keeps all ten fingers on radio's pulse.

Recently there has been considerable discussion regarding field strength surveys. Such surveys are of unquestionable value in checking a station's signal strength. But signal strength is only half the battle—popularity is the other half. Many extravagant claims are made for high-powered stations—and many of them do have the signal strength they boast. But signal strength and actual tune-in or popularity are vastly different things. Publication circulation and radio circulation are comparable in very few ways. To say that Station XYZ can be heard clearly in cities 600—300 miles away is not a selling point.

It's like saying 100,000 copies of an evening newspaper are stacked on the corner every day and calling that circulation. If the station can show evidence of a consistent tune-in in distant areas—then, that is a sales point. And many can show evidence of popularity in distant cities—many in distant states. But by and large there is little more reason for listening to stations in distant cities than there is for reading out-of-town newspapers—except in smaller cities in which big, out-of-town stations

and the local station enjoy the same status as the local newspaper and the Sunday metropolitan dailies which are imported regularly. Most large cities support large stations and most large stations have network affiliations and release the same programs as are available over more distant outlets. So—why "fish" for distance these days? As I have said, I recognize exceptions to this—there are one or two notable ones here in the west.

### Urges Checking Bureau

RECENTLY several national associations of advertisers and radio executives have passed resolutions urging the formation of a radio checking bureau comparable to the Audit Bureau of Circulation in the publication field. Formation of such a bureau was discussed more than six months ago at our San Francisco radio departmental. But nothing has been done thus far. Networks and stations would find advertisers and agencies very cooperative in facilitating the formation of such a bureau. The execution and costs of its investigations would be the station's responsibility and advertisers and agencies would subscribe to its service just as they do for the ABC reports.

Unfortunately for the progress of the medium, many radio men are prone to delay too long in initiating new methods—in sponsoring new thoughts. A station representative called on me the other day and announced that his station had decided that radio must do a selling job—and be sold like any other medium—on its merits as a sales force rather than as a builder of good will. He was only three or four years late in assimilating what has become a basic radio principle.

### Signs of Progress

ON ANOTHER occasion I called on a station to furnish me with a list of its best available open periods, together with a list of competing programs on other stations. The station representative telephoned to say that it would require considerable time to compile the information regarding the competing programs on other stations. I am afraid I didn't quite get his point—if there was one. The next day I obtained my information. It was completely satisfactory. But you shouldn't have to press a request for such information.

However, there are many signs of progress in this radio fact-finding business. The networks, individual stations, and agencies—more of them are making better and more frequent use of known checking methods—and developing new ones.

The better agencies and advertisers are able to see and measure the target, as defined by listening habits, station popularity, etc., the better we will be able to hit it with the proper programs, not only because we will know more about the job to be done, but also because we will have more time to do it.

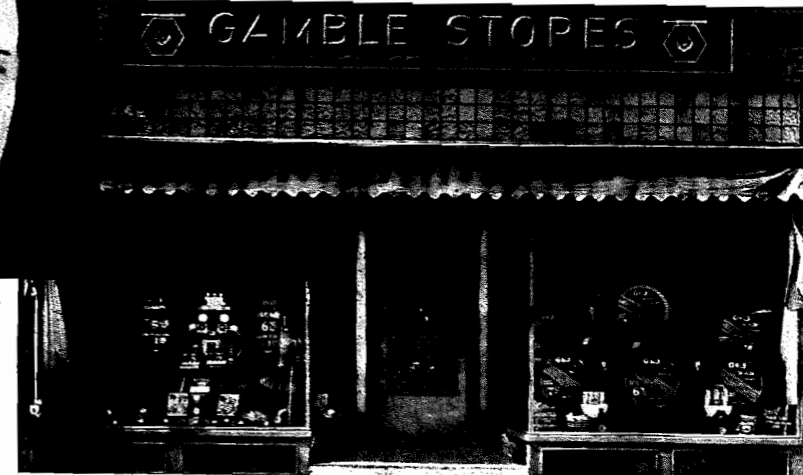
A HEARING has been ordered by the Radio Commission on the application of WEVD, the Debs Memorial station in New York, for a power increase from 500 to 1,000 watts on 1300 kc.

# "Hometown Folks" Announce a Sale— Report a Cyclone!

How this new program on WCCO helped Gamble Stores celebrate their eighth anniversary



B. C. GAMBLE, President of Gamble Stores—and a typical Gamble Store.



EVERY Tuesday and Thursday, 200 Gamble Stores present over Station WCCO "Hometown Folks, a musical story of our own Northwest." The week of March 6—during the banking holiday—announcements were made of the 8th Anniversary Sales of the Gamble Stores—to start Friday, March 10.

Monday, March 13, letters and wires like these poured into the home office from Gamble Store managers:

FARGO, N. D.—"Grafton, Grand Forks, Crookston Stores nearly mobbed. Fargo kept door locked all day admitting small groups."

MILBANK, S. D.—"We had . . . a mad rush . . . the second largest day in our history."

WILLMAR, MINN.—". . . the greatest sale we ever had. 650 customers today."

WADENA, MINN.—"We waited on 626 customers."

SIoux FALLS, S. D.—"We had more people in our store than I thought there were in the state of South Dakota."

"HOMETOWN FOLKS" is produced by the Minneapolis office of Batten, Barton, Durstine & Osborn, Inc. in accordance with the usual policy of that agency to have each office write and direct its own radio shows.

# WCCO

NORTHWESTERN BROADCASTING, Inc.

MINNEAPOLIS » ST. PAUL

RADIO SALES, INC., 485 Madison Avenue, New York City  
410 North Michigan Avenue, Chicago



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**RADIO RESEARCH CO., Inc.**

Broadcast Station Engineering  
Instrument Design and  
Manufacture  
9th and Kearny Sts., N. E.  
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**9<sup>TH</sup> U.S. RETAIL MARKET**

**MINNEAPOLIS**

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**ST. PAUL**

**25,000 WATTS**

**DAYTIME POWER**

The ONLY High-Powered  
Broadcaster on MORE  
THAN ONE-FOURTH  
of the Radio Dial

# Parabolic Concentrators for those "long-shot" pickups



Those excellent football broadcasts last fall—the ones where the marching bands and the cheering from the distant side of the stadium came through like closeups—were made with microphones mounted in parabolic reflectors. These reflectors, by concentrating the pickups in a narrow beam, increase the response to three or four times that obtainable with a microphone alone. When used on "long-shots" they give a closeup effect similar to that obtained with the telephoto lens of a camera. They have proven invaluable for inside pickups such as operatic broadcasts as well as for nearly all outside use. The Type AZ-4190 Reflector has been produced to meet an insistent demand for this device. It is complete with highest-quality tripod mounting, patented racon reflector, micrometric focusing adjustment and machined fittings. Ask your nearest office more about it.

TRANSMITTER SECTION

## RCA Victor

Company, Inc., Camden, N. J.



"RADIO HEADQUARTERS"

New York: 153 East 24th St.	San Francisco: 235 Montgomery St.
Chicago: 111 N. Canal St.	Dallas: Santa Fe Building

# BROADCASTING

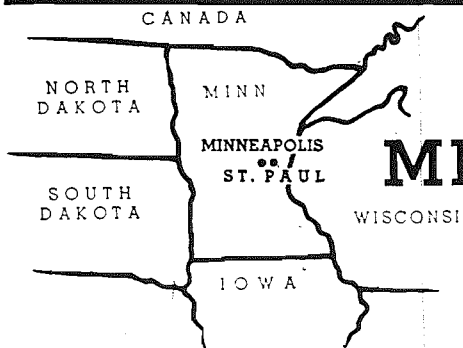
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1. The MINNEAPOLIS-ST. PAUL AREA where KSTP maintains a concentrated coverage and listener preference, is 81% radio-equipped as against 22% for adjoining areas.
2. In MINNEAPOLIS-ST. PAUL AREA there is concentrated more than one million people who purchase more than 75% of all products sold in Minnesota.

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180 N. Michigan Avenue  
FRAnklin 6373

USE . . .

# KSTP



# Parabolic Concentrators *for those "long-shot" pickups*



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