

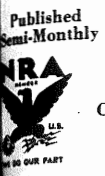
65

BROADCASTING

combined with

Broadcast Advertising

WASHINGTON, D. C.
AUGUST 15, 1934

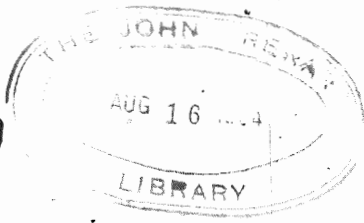


Published Semi-Monthly
Vol. 7 No. 4
Canada and Foreign \$4.00 the Year

\$3.00 the Year
15c the Copy



★ preferred



IN THE NORTHERN OHIO MARKET

WTAM

Preferred by listeners for its high excellence of programs. Preferred by advertisers for its power and ability to produce sales in a billion and a half dollar market. WTAM is an economical buy in northern Ohio.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

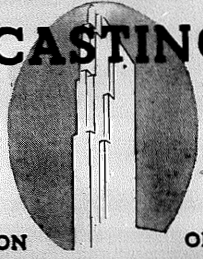
CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT
BOSTON • WBZ SPRINGFIELD, MASS. • WBZA
CLEVELAND • WTAM DENVER • KOA

SCHENECTADY • WGY PITTSBURGH • KDKA
PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

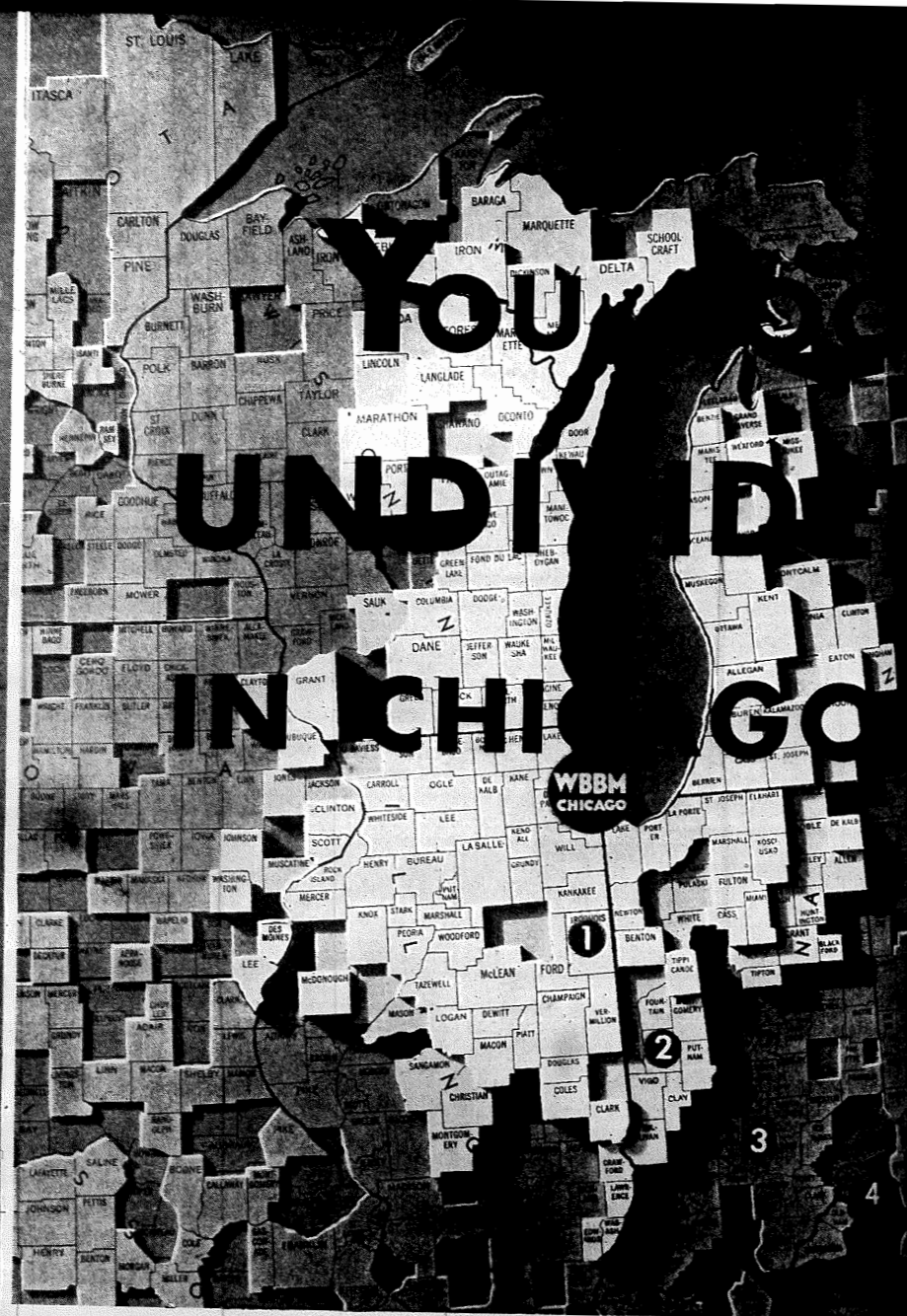
A RADIO CORPORATION

OF AMERICA SUBSIDIARY



**SOME MAJOR
ADVERTISERS USING
WBBM, 1934-1935**

Armour & Co.
Borden Sales Co.
Brillo Mfg. Co.
Campbell Soup Co.
The Centaur Co.
Continental Baking Corp.
Crown of Wheat Corp.
DeWitt Co.
Eaton Co.
Fisher Co.
General Clear Co.
General Foods Corp.
Hess, Inc.
Hess Co.
Kingsford Tobacco Co.
Lambert & Co.
Lambert Corp.
Lambert Bros. Co.
Lambert Sales Corp.
Lambert Chemical Co.
Lambert Baking Co.
Lambert Products, Inc.
Lambert H. Woodbury Co.



THE LISTENING AREAS OF WBBM—1. INTENSE COVERAGE; 2. VERY GOOD; 3. REGULAR; 4. OCCASIONAL COVERAGE

YOU CAN HAVE THE ONLY NETWORK AUDIENCE IN CHICAGO

- WBBM is the only radio station of a major broadcasting system carrying ALL the programs of its network in Chicago.
- Moreover...WBBM carries MORE local and "spot" broadcast advertising than any other radio station in Chicago.
- WBBM operates full-time with 25,000 watts on 770 kilos.
- For a specific detailed account of WBBM's lead in Chicago and of the results of WBBM advertising, write or call...

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY • 410 NO. MICHIGAN AVENUE, CHICAGO, ILLINOIS
RADIO SALES SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER MAJOR C. B. S. STATIONS

BROADCASTING

and
Broadcast Advertising

WASHINGTON, D. C. AUGUST 15, 1934

\$3.00 PER YEAR—15c A COPY

VOL. 6 No. 4

ANA Survey Shows Radio Best Media Buy

Listeners Have Increased 50% as Unit Rate Dropped 10%:
Newspaper Rates Have Risen as Circulation Fell

A SIGNIFICANT analysis, in effect disclosing that radio advertising is a better buy from the "circulation" standpoint than magazine or newspaper space, has been released by the Association of National Advertisers, Inc.

Titled *Trend of Media Rates in Relation to Circulation and Cost of Commodities*, the analyses was prepared by the Circulations Committee of the ANA with the approval of the Research Council. The report was a topic of discussion at the semi-annual meeting of the ANA in Chicago last June, in executive session, after which the ANA adopted a statement to the effect that it looked upon the "continued forcing of publication circulation" with keen disfavor. Permission was procured by BROADCASTING to review the report.

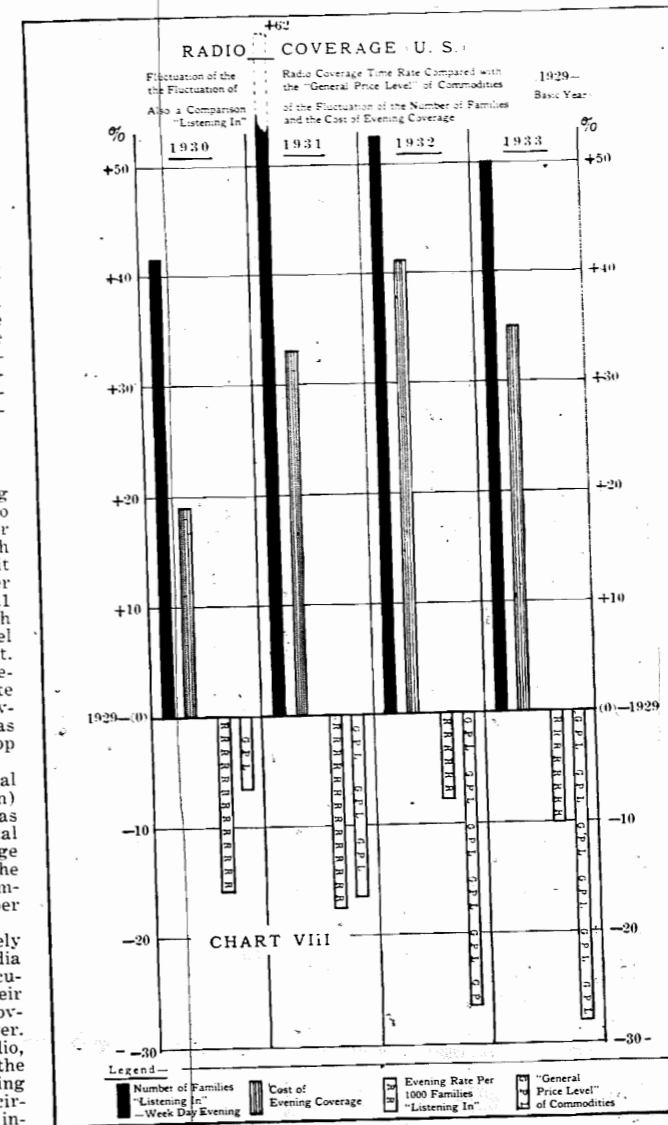
Radio Alone Shows Gain

OF THE THREE advertising media, the analysis showed, radio alone represents a better buy for advertisers now, as compared with 1929. In the case of magazines, it was shown that rates per page per thousand circulation decreased 4.1 per cent in 1933 as compared with 1929, while the general price level of commodities dropped 28 per cent. Total newspaper circulation decreased 7.8 per cent, while the rate for space in newspapers on the average increased 8.5 per cent, as against the general price level drop of 28 per cent.

For radio, however, the total families listening in (circulation) increased 50 per cent in 1933 as compared with 1929, while the total cost of reaching the radio coverage increased only 35 per cent. And the cost of reaching 1,000 of the families listening in decreased 10 per cent.

The analysis is devoted largely to a criticism of the printed media for artificially bloating their circulations and for not adjusting their rates to absorb the diminished coverage and reduced buying power. This is not so in the case of radio, which was not mentioned in the statement of the ANA deprecating "forcing methods" of increasing circulation and protesting against increases in gross rates based on such circulations.

From another angle, the ANA survey showed that radio represents a fairer value for the advertiser than the printed media. This was the ratio of rate levels of the three media as compared with the



downward curve of general price levels of commodities. Here is what the report said:
"With the exception of radio in 1930 and 1931, at no time did rate levels of the three media descend to

the level of the 'general price level of commodities.' The widest differential between the increase in newspaper rates and the decline of the 'general price level' was 36.5 per cent—the differential between

the decline of magazine rates and the decline of the 'general price level' was 23.9 per cent. Radio in 1932 shows a differential of 18.8 per cent; 1933, 18.0 per cent.

The report pointed out that incomes in 1932 decreased drastically in comparison with 1929. "Therefore," it said, "magazines and newspapers with only slightly decreased circulations, and radio with a largely increased circulation, went into a market decidedly decreased in buying power."

Ten charts are used in the report to indicate the trends of rates and circulation among the three media, and the fluctuations of commodity prices. "A study of the ten charts," it states, "clearly indicates what the ANA has maintained since the depression: 'That generally speaking circulation and rates have not been liquidated, that is, brought down to levels comparable with other business factors which are more directly affected by the laws of supply and demand.'"

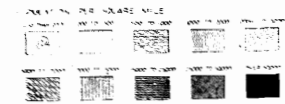
Comparison of Rates

APPROPOS OF gross (card) rates and unit rates, the survey brought out in the case of 55 leading magazines, that gross rates have declined 11.8 per cent in 1933 as compared with 1929, while unit rates decreased 3.8 per cent and circulation decreased 8.3 per cent. Newspaper gross rates declined 4 per cent, while the unit rates increased 8.5 per cent and circulation declined 7.8 per cent. The gross rate for radio coverage increased 35 per cent, as unit rates dropped 10 per cent, but circulation increased 50 per cent.

That portion of the report dealing with radio coverage, to be employed in conjunction with the chart published herewith, follows in full text:

"In setting up indexes for publications, circulations were dealt with as 'Total Net Paid Distribution.' With radio, the number of families 'listening in' at a given time (8 p. m. to 9 p. m.) is considered as radio coverage (circulation). These figures for each year (1929, 1930, 1931, 1932 and 1933) were arrived at from averaging the figures of the 'Total Number of Families Owning Sets' received from several sources. Each year's figure, obtained from the average, was multiplied by the percentage of families 'listening in' from 8 p. m. to 9 p. m., which percentages are given in the Co-operative Analysis of Broadcasting reports, and the study, *The Advertiser Looks at Radio*, issued by the Association of National Advertisers, Inc.

"In order to secure complete



WMCA FIELD STRENGTH

As surveyed to meet accepted standards necessary to render good service

10,000

MICROVOLTS PER METER
(in business districts)

2,000

MICROVOLTS PER METER
(in residential districts)

500

MICROVOLTS PER METER
(in rural districts)

Proof!
WMCA
DOMINATES
NEW YORK'S
MILLIONS!

Let's take this bunk of extravagant claimed-coverage out of radio. WMCA is designed to give the most thorough possible coverage of just one market—the New York Trading Area. It does—with a signal adequate for every part. The Gillett Field Strength Survey proves it. WMCA is the only station that enables you to reach the 12,000,000 population of this area completely and effectively, *without penalizing you for waste circulation beyond New York's trading limit.* Compare WMCA—its coverage, its signal strength and its rates—with any station reaching the New York area.

John B. Storer President

FEDERAL BROADCASTING CORPORATION

1697 BROADWAY

NEW YORK CITY

percentage of all families listening to the broadcast over all stations at that time. Therefore, in order to secure comparable index numbers of cost of coverage each year of the five years, there was computed from the Standard Rate & Data Service the total cost of one hour of radio time from 8 p. m. to 9 p. m. of all stations, each of these years.

Rate Per 1,000 Listeners

"TO OBTAIN the index numbers for 'Rate per 1,000 Families Listening In' the total cost of coverage each year was divided by the number of thousand families listening in."

"The figures that were used for the number of families owning sets are as follows: 1929, 10,313,000; 1930, 13,000,000; 1931, 15,250,000; 1932, 16,452,000; 1933, 17,439,000. Percentage of families 'listening in' from 8 p. m. to 9 p. m., according to the CAB reports and the ANA study, were as follows: 1929, 61.1 per cent; 1930, 68.5 per cent; 1931, 66.6 per cent; 1932, 58.4 per cent; 1933, 54.2 per cent. These percentages were arrived at for the months of March, April, May and June each year, with the exception of 1929, when no check was made during March.

"Radio is, perhaps, too new as a medium to make any direct comparison with magazines and newspapers. Being competitive to a large extent, it is, perhaps, natural that the rate curve would be influenced considerably by the rates of magazines and newspapers.

"It is interesting to observe that this medium cannot control its circulation as can magazines and newspapers; therefore, rates cannot be regulated by circulation methods.

"On Chart VIII [accompanying this article] is shown the trend of the 'Number of Families Listening In' during 1930, 1931, 1932 and 1933, as compared to 1929. Its fluctuations are caused by the variance of the number of sets in use and the variance in the percentages of listening habits. The total cost of evening coverage, that is, from 8 p. m. to 9 p. m., is also shown. It increased considerably from 1929 to 1932, and then dropped off in 1933.

"The 'Rate per 1,000 Families Listening In' decreased perceptibly in 1930 and 1931, due to a greater increase in the 'Number of Families Listening In' than the increase in the total cost of coverage. As the increase in the total cost of coverage caught up somewhat with the increase in the total 'Number of Families Listening In' during 1932 and 1933, rate decreases became less. In 1933 a differential of 18 per cent is shown between the rate and the 'General Price Level' of commodities."

Personnel of Committee

THE CIRCULATIONS Committee, which prepared the report, is presided over by J. Seward Johnson, of Johnson & Johnson, pharmaceutical manufacturers, New Brunswick, N. J. Other members are Lee H. Bristol, Bristol-Myers Co.; Ralph Star Butler, General Foods Corp.; William A. Hart, E. I. du Pont de Nemours & Co.; H. A. Hey, Singer Sewing Machine Co.; Lucien P. Locke, Ethyl Gasoline Corp.; Grafton B. Perkins, Lever Brothers Co.; R. F. Regan, Procter & Gamble Co.;

Wilmot P. Rogers, California Packing Corp.; William W. Tomlinson, Scott Paper Co.; and Edward Strassman, secretary.

The Research Council of the ANA, which approved the report, comprises Chester H. Lang, General Electric Co., chairman; Ken R. Dyke, Colgate-Palmolive-Peet Co.; Robert J. Flood, Gulf Refining Co.; Turner Jones, Coca-Cola Co.; Ralph Leavenworth, Westinghouse E. & M. Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Lucien P. Locke, Ethyl Gasoline Corp.; Sidney Matz, Ex Lax, Inc.; Allyn B. McIntire, Pepperell Manufacturing Co.; Stuart Peabody, The Borden Co.; Daniel F. Sullivan, Cannon Mills; and Paul B. West, managing director of ANA.

In urging publishers to refrain from "forcing" circulation, the ANA, following its June meeting, stated that statistics show that, while newsstand sales have fallen almost in exact proportion with commodity prices, sales through other sources have increased in reverse ratio. "The only reason possible for this," it said, "is that artificial forcing has been and is still being practiced."

"The members of the association prefer to pay a reasonable increase per thousand on a lowered volume of circulation rather than to support circulation practices

which they believe to be unsound.

"With full appreciation of the increased costs of publishers, we are of the very strong opinion that these increases should be met in whole or in part by eliminating the excessive cost of obtaining circulation. Until this is done, until this forced circulation, which is of questionable benefit to the advertiser, is eliminated, any attempt on the part of publishers generally to increase their rates is felt to be unwarranted.

"At the meeting it was pointed out that advertisers have a common cause with publishers. There is just so much money to be spent. Increasing the cost of space will merely result in a decrease in the space used which will not benefit the publisher and which will be detrimental to the advertiser."

July Revenues Slump

JULY revenues of the major networks slumped to the lowest point of 1934, although remaining well ahead of July, 1933. NBC's July was \$1,864,420, an increase of 36 per cent over July of last year but a reduction from the June, 1934, figure of \$2,177,857. Gross of CBS for July was \$630,290, an increase of 45.1 per cent over July, 1933, but a reduction from the \$925,939 figure for June, 1934.

Surveys Show Listening Tune in Receivers More This Year Than in 1933

COMPARISONS between the listening habits of the public this year and last year have been made by two recent surveys by The Psychological Corp., of New York. The first of these, taken early this year, showed 58 per cent of the persons interviewed reported that they listen more now than formerly.

The second field study, just completed, was carried out along slightly different lines, designed to insure a greater degree of accuracy. Interviewers called up 4,000 housewives in 50 cities last month and asked the question: "Compared with last year, have you been using your radio more or less? don't know?"

Tabulation of the replies received showed 66 per cent of those interviewed listened more this year than last while only 21 per cent listened less. One commentator on the survey suggested that the next step should be to ascertain why certain persons are listening less. He attributed it to business improvement.

THE KNOX CO., Kansas City (Cystex drugs), is placing 15-minute transcriptions in 20 cities. Account is handled by Dillon & Kirk, Kansas City.

Agency Code Hearing Delayed After Compromise is Reached

Rigid Trade Practice Rules in AAAA Draft: No Official Reason Given for Postponement

HOPE for a code of fair competition for advertising agencies, which ran high for a few days when the NRA scheduled a public hearing for Aug. 16, was blasted Aug. 4 with the announcement by William P. Farnsworth, NRA acting division administrator, that the hearing had been "postponed without date."

A tentative code had been submitted to NRA by the American Association of Advertising Agencies, after a year of inter-industry discussion and executive sessions with the NRA. This proposed code, almost totally rewritten as compared with the document submitted a year ago, carries stringent trade practice provisions, designed to eliminate rebating, commercial bribery and other practices regarded as repugnant to agency ethics. It also carries a proviso whereby the Code Authority which would be created, in cooperation with advertising media and advertisers would "establish regulations designed to prevent the publication of misleading or untruthful advertising, for the protection of the public and of its confidence in advertising."

Official Reason Lacking

NO OFFICIAL reason was given for the indefinite postponement. Immediately following the original NRA action setting the proposed code for hearing Aug. 7, which afterward was postponed to Aug. 16, indications were given freely that many of the provisions would be challenged at the hearing. It was apparent that provisions respecting trade practices, standardization of agency commission and use of so-called "house agencies" by advertisers, would provoke controversy.

Among the trade groups which had shown intense interest in the hearing were the Association of National Advertisers, the Advertising Federation of America, and the American Institute of Advertising Agencies, the latter formed last fall for the avowed purpose of combating the original AAAA code proposal as one that would adversely affect many independent agencies.

In its notice of Aug. 4, announcing postponement of the hearing without date, NRA stated the case would be "subject to the call of the administrator after due notice." On Aug. 13 it was said that plans were under way for setting a new hearing date in the immediate future.

In its notice of hearing, NRA stated that the AAAA claimed to represent 54 per cent of the volume of business done in the advertising agency trade. It was stated further that the proposed code merely reflects the proposal of the AAAA and that none of its provisions is to be regarded as having received NRA approval.

Notes Based on Income

TO ADMINISTER the proposed code, the AAAA suggests that the Code Authority shall consist of more than 13 members represent-

ing the industry and of such additional members without vote as the administrator may appoint. The AAAA president (John A. Benson) would serve as executive officer, with voting power for nomination and election of the other industry members resting with the agencies and based upon gross income for the preceding year. An agency which had a gross of \$25,000 would have one vote. The voting power scales upward in proportion to gross income, with a maximum of 10 votes allowed any one agency which grosses more than \$6,400,000.

Wage and labor provisions apparently do not constitute a serious problem for agencies. A 36-hour week is specified for employees earning less than \$45 per week. Minimum wages are placed at \$15, and child labor is prohibited. The usual NRA labor provisions are included in the proposed code.

To share the benefits of the code and to display the Blue Eagle, agencies must assent to whatever code requirements are adopted by NRA and sustain their reasonable share of expenses of the Code Authority. The cost would be assessed on the basis of one-tenth of 1 per cent of agency gross income for the previous calendar year up to \$1,500,000 and one-twentieth of 1 per cent on gross income in excess of that figure. The code would become effective on the tenth day after its approval by the President.

Trade practice provisions of

'Flea-Power' Stations

"CIGAR BOX" radio stations, with curtain rods for aerials, have become an off-duty diversion of the knob-and-dial boys at WHAM, Rochester, N. Y. The "stations" operate with "one flea power" on a 5-meter wave, and actually transmit and receive speech while being carried through traffic afoot. It's a common occurrence to walk through the studios and offices at the Rochester station and find off-duty control room operators adjusting their 10-cent curtain rod antennas while earnestly talking with other short-wave fans a few partitions away.

No Basic Rate Fixed

NOTE: Nothing in this code shall be construed as fixing the basic rate of agency commission, allowed by media owners, or as preventing any changes in it, or in the terms and conditions of it, which they may deem advisable to make.

5. To offer employment to a full time employe of another member of the grade without first notifying such member.

6. To make or cause or knowingly permit to be made or published any false, materially inaccurate or deceptive statement by way of advertisement or otherwise, concerning the services of any member of the trade, or otherwise having the tendency or capacity to mislead or deceive customers or prospective customers.

7. To give or permit to be given, or directly or indirectly, anything of value for the purpose of influencing or rewarding the action of any employe, agent or representative of another in relation to the business of the employer of such employe, the principal of such agent, or the represented party. Commercial bribery provisions shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

8. To induce or attempt to induce the breach of an existing oral or written contract between a competitor and his customer, or to interfere with or obstruct the performance of any such contractual duties or services.

9. To defame competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations or by the false disparagement of the grade or quality of their service.

10. To use any subterfuge as a means of evading any provision or provisions of this code or to frustrate their spirit and intent.

CBS Local Sales Unit May Include Affiliates

CONSIDERATION is being given by CBS to an extension of the functions of Radio Sales, Inc., its local sales division, to include affiliated stations not owned by the parent company, as well as those which it owns and operates. At the time of going to press, no decision had been reached, though conversations were being held in New York between members of the New York and Chicago staffs to ascertain approximately how many stations could avail themselves of a new representation service, as many of them already have contracts covering certain territory.

NBC Bans Records

USE of phonograph records on NBC owned and operated stations was ordered discontinued Aug. 7 in a notice sent from New York to the 16 stations in that category. The order will be placed in effect gradually to allow existing contracts involving use of records to expire.

Whose Air is It, Anyhow? . . .



Evans in the Columbus Dispatch.

Daytime Network Sales Mount; Drive For Greater Gains Opens

CBS Quotes Figures to Prove Early Hours Pay; Radio Rates Shown Well Under Magazines

URING the opening gun in what is expected to become a mass drive by all stations and networks for greater daytime sales, now that evening hours for the fall are booked nearly solid, CBS has issued a compilation of statistics and opinions on the efficacy of advertising during morning and afternoon periods.

Pointing to the record, CBS states that the total expenditures by advertisers for early time increased from \$1,540,000 in 1932 to \$2,310,000 in 1933—a gain of 49.9 per cent. During the first six months of this year, sales have aggregated \$1,731,000, already more than the total for the entire year in 1932, indicating a probable gain for 1934 over 1933 of between 50 and 60 per cent.

Average Budget Grows

AVERAGE expenditures by individual advertisers have shown an even more striking increase. From \$22,759 in 1932 they rose to \$31,632 in 1933 and to \$32,461 so far this year. The two-year growth amounts to 130 per cent. More than half of the network's daytime advertisers during 1934 have been on the air for more than a year, and more than a quarter of them have been consistent buyers of early time for two years. Further evidence that daytime commercials are at least as satisfactory to sponsors as evening features is contained in the fact that while 83.9 per cent of evening advertisers renewed their contracts in 1934 the percentage of daytime renewals was 84.8.

A considerable part of the publication is devoted to success stories from clients. In general, one conclusion can be drawn from all of them; that while any form of advertising used by manufacturers resulted in increased sales, the increases were greatest in the territories where radio was employed, whether in conjunction with other media or not.

An outstanding example of this experience is afforded by Brillo, which has been nationally advertised for 21 years. Sales in the area reached by its daytime radio program has increased twice as sharply as sales in the non-radio territory, during 1933 and 1934. In 1935 the Brillo appropriation for early CBS time will be doubled.

Cuts Per Inquiry Cost

TWO UNUSUAL experiences with premiums are recounted. Best Foods, Inc., made up color mixers at a cost of \$10,000 and in more than a year of advertising through other media than radio failed to dispose of them. When they were offered over the air to listeners who sent in ten Nucoa carton flaps, representing a retail expenditure of \$1.50, the requests outnumbered the supply by 1,600.

A manufacturer of toilet goods, whose identity is not disclosed, had the experience (no longer an uncommon one) of finding that his per inquiry costs were cut to one-third by the use of radio. The question was raised, however, as to the economic standing of the per-

sons who responded to air offers, as compared with the clippers of coupons from magazines and newspapers. Were they as well able to buy the product, which in this case was fairly high priced?

A thousand women were interviewed; 500 who had written for samples in response to the radio offer and 500 who had clipped the coupons in six national magazines. Trained investigators called at their homes to find out how many in each group actually had bought a full-size bottle of the product. Where they could not show the bottle itself as proof, the call was not counted.

Of the coupon-clippers, 150 had bought the full-size bottle. Among the radio respondents, 193, or 29 per cent more, made the purchase.

10,650,000 Daily Listeners

SURVEYS taken continuously from January to May, 1934, show that the average number of radio sets turned in some time during the day totals 10,650,000. At CBS daytime rates for a quarter hour period, on a coast-to-coast network, this "gross" circulation costs 29 cents per thousand homes.

Compared with this, five women's magazines on the rate for a black and white page, showed the cheapest gross circulation cost \$2.88 per thousand homes—almost ten times the cost of radio coverage. Others ranged up to \$3.70.

In the August issue of *Printers Ink* the question of daytime effectiveness is discussed along with other factors in broadcasting. After pointing out the obvious difference between the requirements of a brewer, whose audience should consist mostly of men who are home mainly in the evenings, and the manufacturer of household utilities which are used during the day by women, this symposium summarizes the case for daytime broadcasting as follows:

Advertisers Miss Bet

"IT IS THE BELIEF of agency executives that more advertisers are missing a bet through failure to use daytime hours than for any other reason. A number of evening programs, properly handled, would produce greater effectiveness if broadcast in the daytime. They would get the attention of women, for example, at the time when women are more likely to be thinking of the type of product advertised and its use.

"Daylight hours are passed up because advertisers are under a delusion that choice evening time applies to all products, regardless of their nature. A study of this situation might prove to them that they could do a more constructive job for less money if they broadcast in the daytime."

BLACKMAN Co., New York, has placed a test campaign for the new Ivory shaving soap being introduced by Procter & Gamble Co., Cincinnati, on four New England stations as a preliminary to possible expansion.

GBI Deal Still Pends

Negotiations leading to a proposed reorganization of Group Broadcasters, Inc., have been practically suspended for the time being inasmuch as so many of the principals are or will shortly be on vacation. The problem of resolving the conflicting contracts for exclusive station representation remains the chief difficulty confronting them. A spokesman said it is hoped that by the end of the summer a sufficient number of the members of the group may be able to arrange a meeting at which a plan for the future may be evolved.

Petry Signs Yankee

EDWARD PETRY & CO., station representatives, have been appointed national representatives for the Yankee Network and the four stations owned by the Shepard Broadcasting Service, Inc., according to an announcement Aug. 13 by Mr. Petry. The network was previously represented by Scott Howe Bowen, Inc. on an exclusive basis. Ten New England stations constitute the Yankee network. The four Shepard-owned stations are WAAB and WNAC, Boston; WICC, Bridgeport, and WEAN, Providence.

Trade Commission Queries Sponsors

FOLLOWING review of about one-third of the more than 100,000 broadcast advertising continuities it received during July, the Federal Trade Commission has sent to some 100 radio advertisers questionnaires seeking detailed information about the nature of the products advertised. These continuities were classified as "questionable," but the sending of the questionnaires does not necessarily mean they will be halted for hearing or cited to cease and desist from making statements held to be false or misleading.

It was explained Aug. 10 by E. J. Adams, chairman of the Special Board of Investigation of the Trade Commission, that the sending of the questionnaire is the very first step in contemplated prosecutions. Should the replies from the advertisers be insufficient to satisfy it that the advertising is not improper, the Commission then will cite the advertiser for an informal but confidential hearing. Stations over which the programs were carried also will be notified of the hearing and given the opportunity to agree to any cease or desist order or stipulation with which the advertiser may be asked to comply.

Virtually all of the advertisers to whom questionnaires have been sent are in the proprietary medicine or cosmetics group. The procedure being followed by the commission is identical with that inaugurated a score of years ago in connection with newspaper and magazine advertising.

Commissioner Ewin L. Davis, who was largely instrumental in working out the radio advertising survey in cooperation with the NAB and the networks, declared in connection with the work that most stations have cooperated to the fullest, but that a small minority have not submitted their continuities.

28 Stations Sign Programs For Each Class of Buyer

By Father Coughlin
Two Canadian Outlets on Programs Start Oct. 28

THE Rev. Charles E. Coughlin begins his next series of nationwide network broadcasts from Shrine of the Little Flower, Royal Oak, Mich., Sunday, Oct. 28, in his customary hour, 4-5 p. m., EST, retained, and the program will again be known as "The Golden Hour of the Little Flower."

For the coming season of weeks, the largest independent work ever used by Father Coughlin—28 stations—has been organized by Leo J. Fitzpatrick, manager of WJR, Detroit, key of the network. Mr. Fitzpatrick has been the priest's radio advisor on the formation of networks and use of broadcasting facilities since the inception of his broadcasts.

While Father Coughlin's addresses have attracted large Canadian audiences in the past, it will be the first season in which Canadian stations have carried his voice. Two Canadian stations, key cities have signed for the broadcasts.

Contracts with the stations which are paid their regular rates are being handled by the E. W. Hellwig Advertising Agency, New York. In all, 26 stations in the country and the two in Canada including nine of the Yankee Network, will carry the broadcasts.

They are: WLW, Cincinnati; WGR, Buffalo; WOL, Washington; KWK, St. Louis; KSTP, St. Paul; WOKO, Albany, N. Y.; WOR, Newark; WJR, Detroit; WJJD, Chicago; WCAU, Philadelphia; WOC-WHO, Des Moines; WCAO, Baltimore; WJAS, Pittsburgh; WFBL, Syracuse, N. Y.; WGAR, Cleveland; WHB, Kansas City; WIND, Gary, Ind., and the Yankee Network stations WNAC, Boston; WEAN, Providence; WORC, Worcester; WMAJ, Springfield; WNBH, New Bedford; WDRC, Hartford; WICC, Bridgeport; WLBZ, Bangor, and WFEA, Manchester.

Anti-Ant Spots Start

L. & L. Co., Los Angeles manufacturers of a new ant exterminator product, "Ant-B-Gon," early in August started its first radio campaign with the John W. Hunt Co. as the agency. Initial radio effort is on KFOX, Long Beach, and KFAC, Los Angeles. Copy, in the form of several daily spot announcements, stresses the warm weather "ant season" discomforts suggesting specific ways to overcome the ants in city homes, camps, beach resorts, or mountain cabins.

WGN Appoints in West

APPOINTMENT of Greig, Blair & Spight, Inc., to represent WGN, Chicago, in the West was announced Aug. 1 by Frank Schreiber, KGN assistant manager. The San Francisco office of Greig, Blair & Spight, at 485 California St., will handle WGN's accounts originating in California, Oregon, Washington, Idaho, Nevada, Arizona, New Mexico, Utah, Wyoming, Montana, Colorado and Texas.

Programs For Each Class of Buyer

E. W. Edwards & Son, Syracuse, Sponsors Special Features For Children, Men, Women and Young Debutantes

By BERNARD J. WINN



Mr. Barlow

E. W. Edwards & Son, large Syracuse department store and one of the pioneers in promoting children's radio programs, inaugurated its Juvenile Hour on Oct. 29, 1932. The idea of giving talented children an opportunity to broadcast was accepted with great enthusiasm, not only by Syracuseans, but by residents of the entire trading and listening radius. Mothers, aunts, relatives and friends—an average attendance of 650—visit Edwards' broadcasting auditorium every Saturday morning. As many as 4,000 letters have been received in one broadcast, commenting on the performance of the children. It has not only focused the attention of Edwards on the younger set, but has also built incalculable good will.

Edwards Juvenile Hour is a weekly feature, one hour in length, and is broadcast direct from the fifth floor auditorium of E. W. Edwards & Son through the remote facilities of WSYR. All children between the ages of 3 and 16, providing they are amateurs, are eligible to participate. Every contestant is carefully auditioned and approved before going on the air. Approximately 20 juveniles are included on each program.

Winners Picked Weekly

EACH WEEK, two winners are selected by the radio audience—that is the boy and girl about whom the greatest number of commendation letters are received. They are the winners of the weekly award. Every 13 weeks the winners are featured in an all star broadcast at one of the local theaters. These all star broadcasts have been accepted with great enthusiasm, so much so that we have been forced to turn away patrons long before the show was scheduled to begin. Sixty per cent of our audience are adults and the majority of our fan mail comes from adults. We do not accept more than one card or letter on a performer from one person in selecting winners.

Sales Gains Shown

THE COMMERCIAL advertising used on the Juvenile Hour is devoted exclusively to children's merchandise. Sixty to 100 word plugs are sandwiched into the program to advertise various children's specialties. Although we have no definite means of checking the actual sales which result from these commercials, we feel that they have stimulated sales. As a test we advertised roller skates at a price on the radio only. This plug was given at 11 a. m.; more than 200 pairs were sold before 4 p. m. We have also found that many customers ask for some particular item that

A DEPARTMENT store that is utilizing radio advertising to a maximum degree, and is well pleased with the results, is E. W. Edwards & Son, Syracuse. For the children it has the Juvenile Hour, for the men the Sport Ticker, for the various ages of women an informal fashion chat, hints on facial beauty, and a cooking school. The author of the article is the director of radio for the store, working directly under C. L. Barlow, advertising manager.

they heard advertised over the radio.

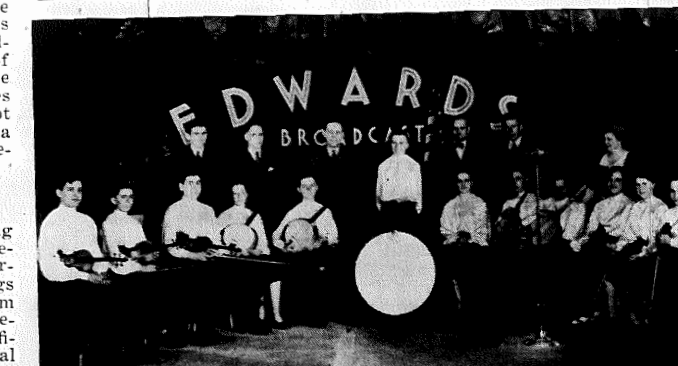
What has Edwards Juvenile Hour done for the children? This question could best be answered by presenting a few of the juveniles that have appeared on the Juvenile Hour. To most children, the Edwards Juvenile Hour is a goal. It is a reward for patiently practicing their music and, too, an incentive to work harder and take it more seriously. To the children who are merely watching the broadcast, they, too, find themselves astounded at what those of their own age have accomplished and are inspired to a better appreciation of a musical education.

What It Does for Store

LAST but not least, it has given the children poise and assurance before an audience. We can think of nothing more important to these children in their everyday life than the ability to state their thoughts to a group of people with conviction and confidence. In the case of our broadcast it takes double the courage for the children to face a microphone for the first time and also in addition to appear before an audience.

What is the Juvenile Hour doing for the store?

1. Creating a favorable impression among the "shoppers of tomorrow."



DEPARTMENT STORE ENSEMBLE—Shown with the Juvenile Orchestra of the Empire Conservatory of Music, one of the Edwards department store's various radio features, are some of the staff of the store and station carrying its programs. In the background, left to right, are Bernard J. Winn, the store's radio director; Al Eichelzer, WSYR technician; Owen G. Forrest, Juvenile Hour pianist; E. Nick Stemmler, WSYR announcer, and Mrs. Owen F. Forrest, who chaperones the orchestra on its travels.

International League Hockey was inaugurated in Syracuse, Edwards sponsored a play-by-play description of the games direct from the rink and a resume of all out-of-town games. In previous years Edwards' Men's shop has presented the daily ball scores to the radio audience, but this year, the ball scores have been replaced by Edwards' Sport Ticker. This program is broadcast every Monday, Wednesday and Friday at 6:10 p. m. and is conducted by a well known connoisseur of sports who covers the sports highlights of the day and interviews various sport celebrities. The commercial advertising used on the Sport Ticker is a 100 to 150 word announcement on men's furnishings.

For Mothers, Debs

FOR MOTHER and the young debutantes, Edwards presents three very popular programs, namely: Evelyn Shops Edwards, Famous Faces and Edwards' Cooking School of the Air.

As the name implies, Evelyn Shops Edwards is a shopping program somewhat in the nature of an informal fashion chat. Evelyn compiles her continuity in such a way that the direct selling is shaded, thus making her suggestions in an informal manner and eliminating the antagonism of a "talk program." Evelyn builds her talk around some specific merchandise event or events. This program is presented every Tuesday and Thursday 9:45 a. m. Just in time to catch mother and the young debutantes before they start their shopping tour.

Famous faces, which was more than usually successful, was an appeal to young matrons and young women, from the age of 16 to 21. This was a real winner for Edwards' Beauty Salon. Famous Faces was presented by the head of the Edwards' Beauty Salon, and offered interesting analyses of famous women's faces. It was broadcast from 9 a. m. to 9:15 a. m. each Tuesday for 13 weeks, ending February 14.

Cooking School

EDWARDS' newest venture in radio advertising is the promotion of its electrical appliance department through the medium of Edwards' Cooking School of the Air. This program is a half hour in length (to be increased to one hour Sept. 1), and is conducted by a nationally known home economist. Edwards' Cooking School of the Air is broadcast direct from Edwards' broadcasting auditorium, thus allowing a large audience to see the actual preparation of the foods. Commercial announcements stress the importance of the various electrical appliances that are on display in Edwards' electrical appliance department. Although this program has just been inaugurated, it is already showing very promising results.

In conclusion, a word should be given to the set-up of the personnel of Edwards' radio advertising department. This department is under the supervision of C. L. Barlow, advertising manager of E. W. Edwards & Son. Through the combined efforts of Edwards' advertising department and WSYR, Edwards' radio programs have met with phenomenal success and should show even greater results in the coming year.

Candidates Lining Up for FCC Posts: Four Stations Cited

Jolliffe, Aides May Be Named At Next Meeting Aug. 20

CONFRONTED with a constantly growing mass of detail which must be sifted before it can embark upon the formulation of its investigation upon which its report to Congress next February will be based, the FCC plans shortly to announce the selection of its executive aides, upon whom a major part of this task will devolve.

At a meeting of the full board Aug. 13—the second since the organization of the FCC—personnel matters were discussed, but no announcement was made. The selections, it is stated, probably will be announced Aug. 20, at which time another full FCC meeting is scheduled.

Reappointment of Dr. C. B. Jolliffe as chief engineer of the new agency now is confidently expected, in spite of the other candidacies for the post. Two of his three assistant chiefs, drawing \$7,500 a year, it is believed, will be Lieut. E. K. Jett, N. S. N., retired, for the Telegraph Division, now acting in that capacity, and Andrew D. Ring, senior broadcast engineer, for the Broadcast Division. Mr. Ring would succeed V. Ford Greaves, assistant chief of the former Radio Commission, who likely will be transferred to San Francisco as radio supervisor or elsewhere in the field.

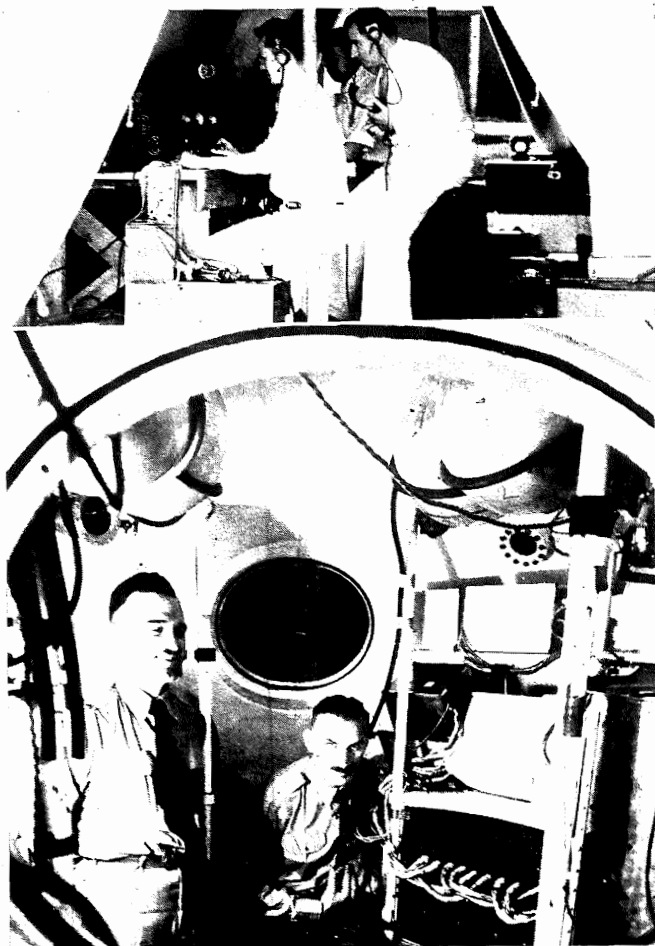
Webster for Broadcast Division

FOR THE THIRD assistant chief engineer assignment (Telephone Division) consideration apparently has dwindled to two candidates—Lieut. Comdr. E. M. Webster, radio chief of the U. S. Coast Guard, and W. G. H. Finch, chief engineer and executive of the Hearst radio interests. Mr. Webster is also being considered for director of the Broadcast Division, and Mr. Finch for director of the Telegraph Division.

A. G. Patterson, former president and chief investigator of the Alabama Public Service Commission, seems to head the list of candidates for director of the Telephone Division. Robert Bartley, of Texas, nephew of Rep. Rayburn (D.), of Texas, co-author of the Communications Act, and now secretary to I. C. C. Commissioner W. M. W. Splawn, also is regarded as a strong candidate for the Telegraph Division directorship. There are, all told, some twoscore candidates for these six posts.

Minor appointments in the Legal Division are expected daily. The appointments of assistants general counsel probably will be considered Aug. 20 along with the other executive selections. George B. Porter, former acting general counsel of the Radio Commission, had now serving as assistant general counsel of the new agency, appears to be a definite choice in that capacity for the Broadcast Division. Candidates being considered for this and other posts were enumerated in the Aug. 1 issue.

Indications have been given that the Broadcast Division is not letting up on the work begun by its predecessor in checking operations of stations, notably those against



RADIO IN STRATOSPHERE—"We are going to have to come down." All the world thrilled to this announcement over NBC's short wave radio installation during the National Geographic Society-Army Air Corps flight which ended on a Nebraska farm. The remarkable achievement of radio in maintaining two-way communications throughout practically the whole flight, using only an 8-watt set in the gondola, is still the subject of comment on all sides. Here Major Kepner and Captain Seevens are pictured inside the radio-equipped gondola; the picture above shows the tent transmitting and receiving station at Rapid City, S. Dak., where the ascent started, with C. K. Atwater, NBC engineer, at the controls; Thomas W. McKnew, of the National Geographic Society, beside him; and Robert M. Morris, NBC development engineer, in the background.

whom complaints have been registered for broadcasting fortune-teller, astrologer and similar programs regarded as fraudulent or questionable. Four stations have been cited for such activity in the first month of FCC rule, and a score of others are under investigation of program complaints.

This work, it was said, is being carried on largely by the Legal Division, as in the past, and has not been instigated by the Broadcast Division as a new campaign. In the past, for example, as many as 50 stations have been under investigation for allegedly improper programs. In the cases of the four stations cited, all were given temporary licenses pending further investigation. In one instance, the Broadcast Division renewed the license after the station had dismissed the performer, one Monroe Manning.

The Legal Division also is giving preliminary study to revision of the rules and regulations of the FRC to make them conform with

the new Communications Act. Apparently, no far-reaching changes are contemplated, the primary aim being to perfect the regulations and eliminate ambiguous and unwieldy provisions.

Dill Won't Run

ANY DOUBT about the announcement recently by Senator Dill (D.) of Washington and radio leader, that he would return to private life, was dispelled Aug. 11 when he failed to register for the Democratic primaries to be held in September. On that date registrations were closed. Senator Dill said he intended to return to the practice of law, but has repeatedly stated that he might organize a nationwide radio-press association to furnish news to broadcasting stations.

HISTEEN Corp., Chicago (Histeem has fever remedy), started spot announcements on 20 midwest stations on August 1. The account is handled by Ruthrauff & Ryan.

Transradio Press Expands Its Service

Becomes Chief Rival of ANPA As Radio News Retires

RETIREMENT of the Radio News Service of America from the field of supplying news to broadcasting stations leaves the Transradio Press Services, Inc., operated by Herbert Moore, with a subsidiary, the Radio News Association, as the principal competitor of the ANPA's Press-Radio Bureau. Mr. Moore has broadened his bulletin service to subscribers since the Radio News Service ceased operations.

In announcing formation of the new subsidiary, Mr. Moore explained it will concentrate upon delivery of news via short wave on a nation-wide basis. Transradio, he declared, will continue a hitherto, perfecting the type of 24-hour, seven-days-a-week service which the big stations and regional networks require.

Serves 100 Stations

TRANSRADIO, according to Mr. Moore, is now serving nearly 100 stations and negotiating with 50 others. New stations signed by Transradio and Radio News Association include WLS, Chicago; WEBR, Buffalo; WQAM, Miami; WSGN, Birmingham; KTRH, Houston; WDAY, Fargo, N. D.; WJAY, Cleveland; WMT, Waterloo, Ia.; KFJZ, Fort Worth; WJMS, Ironwood, Mich.; WBOV, Terre Haute, Ind.; WGBF, Evansville, Ind.; KFDN, Casper, Wyo.; and WHBQ, Memphis.

The new corporation, formed after the withdrawal from the field of other projected radio news organizations, was said by Mr. Moore to be capitalized at \$50,000. Headquarters are at 342 Madison Ave., New York, with branch offices in Washington, Chicago, Los Angeles, St. Paul and London. Officers are Mr. Moore, president and chairman; W. G. Quisenberry, former acting London bureau manager of the United Press, vice president and general news manager, and Otis Peabody Swift, vice president and general sales manager. Mr. Swift, a former European newspaper correspondent and for six years with national advertising agencies, left the Press-Radio Bureau to join the Moore organization. He had made a field study of the radio news situation for Press-Radio this year.

Staff Is Expanded

MR. MOORE predicted that, with the expansion of this organization, it would be serving 200 stations before the end of the year. "This expansion," he declared, "has been forced upon us by the overwhelming demand on the part of radio stations for round-the-clock flash and bulletin news coverage."

In consummating an agreement with WLS, operated by *The Prairie Farmer*, Mr. Moore said 300 correspondents of that organization in ten states of the Middle West become available to Transradio. Simultaneously, he announced the addition of three reporters to the New York staff. They include Leo Fontaine, formerly of the Associated Press and a number of metropolitan newspapers, and Don Tracy, former Baltimore newspaperman and author.

16 Independent Stations Urge Clear Channel Inquiry by FCC

Petition Attacks Policy of Old Radio Commission: Nine of 40 Clear Waves Are Now Shared

DISCLOSING that nine of the 40 clear channels originally set aside for exclusive night-time operation of high power stations already have been "broken down" and expressing fear that the entire clear channel system is "in imminent danger of a total or partial breakdown with corresponding destruction of rural broadcast service," 16 of the country's leading independent clear channel stations petitioned the FCC for an investigation of clear channels and a re-statement of regulations regarding them.

In the making for many months, the petition is the first open attack upon actions of the former Radio Commission, which itself went contrary to its own rules and regulations relative to clear channel operation. Stations signing the petition are KFI, KNX, WBAP, WFAA, WGN, WHAM, WHAS, WJR, WLS, WLW, WOAI, WSB and WSM. All are assigned to clear channels with power of 5,000 watts or more, the majority using 50,000 watts.

Separate Petition Filed

AS COUNSEL for the various stations, five Washington radio attorneys signed the petition. Louis G. Caldwell, former general counsel of the Radio Commission, signed for WSM, KFI, WGN, WJR, WLW, WOAI, WSB, WFAA and WBAP. Paul M. Segal signed as counsel for KNX and as co-counsel for WHAM, along with B. M. Webster, Jr.; Swager Sherry signed for WHAS, and Duke L. Patrick for WLS.

In addition to this joint petition, Attorney Frank M. Scott filed a separate petition making similar demands, and in effect reciting the same reason, in behalf of WOR, WOC-WHO and WRVA, also in the clear channel category.

The petition asked specifically that the FCC authorize and direct a technical study and investigation of clear channels to be carried on for a year under the supervision of a radio engineer of recognized ability, integrity and independence and preferably a member of the Commission's technical staff, "with the cooperation of all broadcasters and radio laboratories willing to give such aid. In the interim, it asked that no new or further duplicate night-time operation be permitted on clear channels and that no further duplicate daytime operation be permitted except under and safely in accordance with the mileage separation tables recommended by the Engineering Division.

"Upon conclusion of the technical study, the stations proposed the Commission should promulgate such new regulations or amendments as will accurately make effective the scientific facts and principles developed and thereafter rigidly and uniformly apply and enforce those regulations" until formally amended.

In support of the proposal, the petition recited in detail the original conception of the clear chan-

nel and the reasons that motivated the 1931 allocation under which 40 of the 90 available frequencies were set aside, eight to each of the five radio zones, to provide service for rural and remote listeners. Each channel was to have a single station assigned to it at night, using power of not less than 5,000 and not more than 50,000 watts.

"The public interest, convenience and necessity served by clear channel stations, as generally understood and agreed, has been to provide broadcast reception for persons located in areas not in the immediate vicinity of a broadcast station, and particularly in rural areas," the petition stated. "Only by the use of clear channels can many millions of persons be served since on regional and local channels, where simultaneous operation of two or more stations is authorized, interference-free service is ordinarily restricted to relatively small areas around the station transmitters; for the same reason it is only by

Drought Drivel

TO PROVE that radio helps, rather than hinders climate and soil, and is in no wise responsible for the drought and heat wave, as some folk seem to think, J. R. Poppele, chief engineer of WOR, Newark, will plant many acres surrounding the new 50,000-watt WOR site at Carteret, N. J., and report the results of the "high-frequency bombardment." Arrangements have been made with the New Jersey College of Agriculture to conduct this experiment, he says, in order to answer the reports that radio waves produce aridity.

Breeds Ill Feeling

AS A RESULT, it is stated further, clear channel stations are being subjected "to constant and, it is believed, unnecessary jeopardy and expense" in defending the channels used by them. "They are further being subjected to constant direct and indirect pressure from such applicants for their 'consent' to such simultaneous operation," says the petition. Embarrassment and ill-feeling, it is added, oftentimes arises when the requests are refused, and in certain cases where "consents" have been refused, "serious difficulties" have developed.

It is held that these conditions are directly or indirectly the outgrowth of the desire of broadcasters and advertisers to serve local markets at a sacrifice of rural service. "Baldly expressed," says the petition, "the issue as to clear channel preservation is therefore between the rural listener and advertiser. The interests of the advertiser are indirectly but effectively represented by the applicants for such privileges, but the true interests of the listening public can be effectively represented only by the Federal Communications Commission in its interpretation and application of the statutory standard of public interest, convenience and necessity prescribed by Congress for the Commission's guidance.

In an appendix various pronouncements of the Commission and its technical staff, made in the past in connection with the purpose served by clear channels, are produced. A tabulation of clear channels on which simultaneous nighttime operation is now authorized and a list of clear channels to which Mexico has assigned stations, although no official information is available as to how many of them are being used, are also set forth.

List of Clear Channels

CLEAR CHANNELS listed in the petition as those on which simultaneous night-time operation is now authorized follows:

- 680 kc.—KPO, San Francisco, 50 kw., and WPTF, Raleigh, N. C., 5 kw. (C.P.).
- 710 kc.—WOR, Newark, 50 kw. (C.P.) and KPUB, Seattle, Wash., 100 w.
- 760 kc.—WJZ, New York, 50 kw., and KXA, Seattle, Wash., 250 w.
- 770 kc.—WBMM, Chicago, 25 kw., and KFAB, Lincoln, Neb., 25 kw.
- 790 kc.—KGO, Oakland, Cal., 7½ kw., and WGY, Schenectady, N. Y., 50 kw.
- 970 kc.—KJR, Seattle, 5 kw., and WCFL, Chicago, 1½ kw. (5 kw. C.P.).
- 1040 kc.—KRLD, Dallas, 10 kw., and WTIC, Hartford, Conn., 50 kw.
- 1060 kc.—WBAL, Baltimore, 10 kw., and KTHS, Hot Springs, Ark., 10 kw.
- 1100 kc.—WPG, Atlantic City, 5 kw., and KWKH, Shreveport, La., 10 kw., and WLWL, New York, 5 kw.



"AMERICA'S LITTLE HOUSE"—This is the architect's drawing of the Better Homes of America model house in New York, in the garage of which CBS will install a studio for sponsors, expected to be mostly building material manufacturers. President Paley of CBS is one of the patrons of the better homes movement in New York and has pledged all profits from the broadcasting to the movement after costs are met, all the costs being borne by CBS.

THE BROADCASTING studio of "America's Little House" will be located in the garage and will be available to carefully selected advertisers, the Columbia Broadcasting System, which is financing the project, announced Aug. 1 after Mayor LaGuardia had broken the ground at Park Avenue and 39th Street, New York City.

All of the programs which will be broadcast from the model house will not be commercial, however, according to CBS. Many types of sustaining programs designed to promote the educational aims of the Better Homes of America, which is sponsoring the Little House, will originate in the garage studio.

CBS will turn over all profits derived from broadcasting from the Little House, after the cost of building and maintaining the house

for a year have been met, to Better Homes of America.

The national organization, of which Dr. Ray Lyman Wilbur is president and Herbert Hoover honorary chairman, is cooperating with the New York committee to promote the Little House on a nationwide basis. The 9,000 Better Homes committees throughout the United States will be urged to tie in their local activities with the programs originating in New York.

The Little House, which is being financed by CBS for one year because William S. Paley, its president, is one of the sponsors of the New York City Better Homes movement, is planned for the average family of five, without a maid. It will be modernly equipped throughout and will be built to sell for between \$6,000 and \$8,000 in any small city or suburb.

First Six Months Gain 13.6% Though June Shows Loss

Transcription Accounts Up 56.0% in Six Months

BROADCAST advertising volume as a whole for the first half of 1934 amounted to \$88,221,480 and showed an increase of 13.6% over the last half of 1933, according to the NAB statistical service compiled by Dr. Harman S. Hettinger, University of Pennsylvania economist. National network volume gained 37.5%, regional networks 20.2%, and national spot advertising 45%. Local advertising gained but 5.9% because of the lagging retail trade in many areas.

Other media also registered gains, national magazines amounting to 27.8%, farm papers 33.4%, and newspapers 3.4%.

Stations of all power classes gained about equally in advertising volume during the last six months, but a marked difference occurred in various geographical areas. Station advertising in the Middle Atlantic-New England area increased 60% over the last six months of 1933. Middle Western broadcasting rose 20%, and the Mountain and Pacific States showed an increase of 14.3%. Non-network advertising in the South remained about the same as during the latter half of 1933.

Broadcast advertising in June experienced a marked decline as compared with May. Seasonal and general business conditions combined to push gross business down

21.0% to \$5,418,732. National spot lost most heavily, falling 34.1%, due mainly to a 43.8% decrease in transcription business. Despite a 16.7% drop as compared with May, the national network business was the best for June in broadcasting history.

Electrical transcription business during the last six months increased 56.0%, live talent volume rose 26.1%, record volume dropped 27.4% and spot announcements gained 3.4%.

For June, national transcription spots amounted to \$266,538 as against \$128,855 local transcription volume. Live talent business was divided, similarly, as \$460,737 and \$686,090; records, \$5,282 and \$34,915; spot announcements, \$242,820 and \$453,500.

The distribution of the advertising business among the four major media during the first half of the year follows: Radio, \$38,221,480; national magazines, \$61,409,805; farm papers, \$2,870,927; newspapers, \$242,535,250.

For June alone the figures were: Radio, \$5,418,732; national magazines, \$11,768,764; farm papers, \$462,056; newspapers, \$42,839,000.

Kitchen Supplies Expand
SOAP and kitchen supply advertising showed a marked increase during the half year in the national network field and in June reached almost double last December's volume. In the national spot field there was a marked gain in automotive advertising and an increase in apparel advertising. Automotive, beverage and household equipment advertising also rose in the local field. Pointing out that the June re-

port completes the first year of collection of comprehensive radio trade statistics by the NAB Statistical Service, Dr. Hettinger predicted that total 1934 advertising volume should come close to the 1931 peak.

The current season's revenues for the 1933-34 period, amounting to \$66,671,000, he said, are 15% below the 1931 high mark in the broadcasting business. National network volume has risen since 1931, however, from 51% to 55.8% of the whole.

In the distribution of total broadcast advertising volume, food-stuffs led with 19.1%, followed closely by drugs and pharmaceuticals with 11.7%, and toilet goods with 14.6%.

Non-network advertising by type of rendition for June and for the first half of 1934 follows:

Type of Rendition	June	Cumulative Jan.-June
Electrical transcriptions	\$395,393.00	\$3,768,119.00
Live talent programs	1,147,427.00	7,240,203.00
Records	40,147.00	261,467.00
Spot announcements	696,820.00	4,685,574.00
Total	\$2,279,887.00	\$15,905,363.00

The division of national spot and local advertising by type of rendition for the first six months of this year follows:

Type of Rendition	January-June, 1934	
	National Spot	Local
Electrical transcriptions	\$3,044,571.00	\$723,548.00
Live talent programs	3,029,315.00	4,216,888.00
Records	39,512.00	221,955.00
Spot announcements	1,497,466.00	3,138,108.00
Total	\$7,610,864.00	\$8,294,499.00

7-Mile Remote Hookup Used at Golf Tourney

ONE of the most elaborate remote control hookups ever installed for covering a sporting event in the Southwest was worked out by WKY, Oklahoma City, during the recent Western Amateur Golf Championship matches in Oklahoma City. A portable short wave receiver and seven miles of land wires were used by Earl Hull, chief engineer, to give complete coverage. Plug-in microphone locations were established at eight tees, with Edgar T. Bell, vice president of WKY, handling the portable short wave set.

In the Twin Hills clubhouse, headquarters for the match, WKY installed its short wave receiver and mixing panel. A "round robin" circuit was used, so that any announcer could talk to any other at any time. Four announcers and two operators were used during the six days of the match. In addition to Mr. Bell, other announcers were Gayle V. Grubb, station manager, Frank Martin and Earl Hull.

New WOC-WHO Radiator

INDICATING that it contemplates eventually going to 500,000 watts power, WOC-WHO, Des Moines, has contracted for a new 520-foot vertical radiator antenna similar in design to those of WLW, Cincinnati, and WSM, Nashville. The \$30,000 structure will be completed early in November. WOC-WHO now uses 50,000 watts but the new tower will be adaptable to superpower if it should later be decided to go up.

Alabama Organizes State NAB Group



Mr. Persons

FORMATION of the Alabama State Committee of Broadcasters to function as the state organization of the NAB, has been effected by a group of broadcasters according to an announcement August 10 by S. G. Persons, director of WSFA, Montgomery, president.

The committee is the successor to the Alabama State Educational and Religious Institutions, the first having been organized more than a year ago in New York. Harold Smith, WOKO, Albany, is chairman of the New York group, which has functioned successfully in state legislative matters and in promoting the industry. Philip G. Loucks, NAB managing director, is urging organization of similar committees in all states to work directly under the NAB in national matters but with full autonomy on purely state affairs.

The purposes of the Alabama organization, as set forth at the initial meeting, are "to foster constructive legislation, to oppose destructive legislation, to interchange ideas of mutual profit and to generally promote and further the interest of broadcasting in general."

Attending the organization meeting July 29 in Montgomery were S. A. Cisler, WSGN, Birmingham; M. D. Smith, Jr., WBRC, Birmingham; Bascom Hopson, WAPI, Birmingham; Fred Moseley, WAGF, Dothan; George Bickford, WNRA, Muscle Shoals City; William O. Pape, WALA, Mobile; Alvin Douglas, WAMC, Anniston, and Mr. Persons and H. E. Pill, of WSFA. WJBY, Gadsden, was represented by proxy.

In addition to Mr. Persons, the officers are Mr. Hopson, vice president, and Mr. Moseley, secretary-treasurer. The executive committee comprises Messrs. Pill, Cisler and Smith.

Community Chest Drive Will Use Transcriptions

BING CROSBY and Jimmie Grier's Orchestra did the first of a series of approximately 50 transcriptions for the Los Angeles Community Chest on August 1. Production was at Freeman Lang's studios. The series will use radio, stage, and screen names.

Although designed primarily for the southern California campaign area of the chest, the entire series will be made available to similar groups elsewhere. Because of the success of the Hollywood-made recordings a year ago, Newton D. Baker, as national director of the Community Chest drives, this year asked that the discs be made available to other cities.

REAFFIRMING a previous decision, the FCC July 31 authorized WORK, York, Pa., to increase its operation from daytime to unlimited hours and to change frequency from 1000 kc. to 1320 kc., using a directional antenna. The authorization was a special temporary grant until Feb. 1, 1935.

Industry Prepares for Hearing On Class Group Wave Demands

FCC Orders Inquiry Oct. 1 Under Organic Act: NAB to Coordinate Broadcasters' Defense

PREPARATIONS are being made by the broadcasting industry for the hearing to be held before the Broadcast Division of the FCC Oct. 1 in compliance with the proviso in the Communications Act of 1934 requiring a study of proposals that non-profit organizations such as educational and religious institutions.

Regarded as a showdown on the incessant demands of groups and organizations outside of radio to acquire channels used by commercial stations, the hearing was ordered July 31 by the Broadcast Division to gather detailed information from all interested parties. Upon this record the Broadcast Division will base its answer and recommendations to Congress, due on February 1, 1935.

NAB to Take Lead

THE ORDER specified that the hearing will be open to any person or radio station licensee, or his attorney, who desires to submit information. The hearing, scheduled to begin at 10 a. m., may last for several days.

The case for the broadcasting industry, it is expected, will be presented chiefly through the NAB. Philip G. Loucks, NAB managing director, is acting as coordinator for the industry. The NAB officially has gone on record as opposed to the parceling out of channels to special groups, as contrary to public interest, and it will present facts to substantiate this position.

"This action," said Mr. Loucks, "initiates the most important survey of the American system of broadcasting yet undertaken. It opens the door to every person and group of persons who have from time to time opposed commercial broadcasting and gives them an opportunity to make public record of their objections." He asked all stations to cooperate closely with the NAB in assembling the data which must be presented.

Outgrowth of Lobby

THE PROVISION in the Communications Act of 1934 requiring the investigation was a direct outgrowth of the Congressional lobby instituted by the Rev. John B. Harney, Superior of the Society of St. Paul the Apostle, licensee of WLWL, New York, which sought an increase from the equivalent of two days a week to full time. Failing in this before the old FCC, he started a lobby unequalled in radio annals which resulted in petitions containing several million signatures being filed with members of Congress.

The lobby sought support for the Harney-inspired amendment, backed by certain educational groups, seeking allocation of 25 per cent of all broadcast facilities to so-called nonprofit institutions. Michael J. Flynn, legislative lobbyist for the American Federation of Labor, also assisted Father Harney. After a strenuous battle

the amendment was defeated, but the FCC investigation order was inserted as a substitute.

It is expected that such organizations as that of Father Harney, the Joy Elmer Morgan "reform" group of the National Education Association, which has banded together as the National Committee on Education by Radio, and other avowed opponents of broadcasting by the American Plan will present statements in favor of class distribution of facilities before the Broadcast Division.

Text of FCC Order

THE ORDER under which the hearing will be held follows in full text:

ORDER NO. 1

Pursuant to the provisions of Section 307(c) of the Communications Act of 1934 as follows:

"The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of nonprofit radio programs or to persons identified with particular types or kinds of nonprofit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same."

It is ordered that any person or licensee of a radio broadcast station desiring to submit information to the Commission concerning any matter referred to in said section may do so by appearing in person or by attorney at a hearing to be held at the offices of the Federal Communications Commission beginning at 10 a. m. on October 1, 1934, and continuing from day to day until completed. Written notice of intention to appear at said hearing should be furnished the Commission not later than September 29, 1934.

It is further ordered that the secretary cause copies of this order to be sent all licensees of radio broadcast stations and any other parties known to be interested in said matters.

Fox Joins WGAR

J. LESLIE FOX, until recently vice president in charge of sales of WMCA, New York, has joined WGAR, Cleveland, as head of the sales department. It is announced by John F. Patt, WGAR vice president and general manager. Mr. Fox was formerly commercial manager of WSM, Nashville, and general manager of KFH, Wichita, Kan. Gene Carr, formerly program director of WTAM, Cleveland, has also joined WGAR as head of program and production departments. Mr. Carr had left active radio in 1933 to teach at the Cleveland Institute of Music, which post he will now hold on part time.

Kuppenheimer Spots

B. KUPPENHEIMER & Co., Chicago (men's clothing) has contracted with World Broadcasting System for a series of 1-minute announcements of an extensive group of stations, presenting in dramatic form the features of Kuppenheimer's fall line of suits and overcoats. Accounts will be placed for 13 weeks, direct.

Spotlight of Convention Turns on FCC Hearing Of Class Wave Demand

FIRST PLACE on the already crowded agenda for the 12th annual NAB convention in Cincinnati, Sept. 16 to 19, has shifted to plans of the broadcasting industry for the hearing which opens Oct. 1, before the FCC Broadcast Division, on the demands of class groups for a substantial portion of the broadcast spectrum.

The industry's case will be cleared through the NAB, and Philip G. Loucks, managing director, will submit to the membership in Cincinnati an outline of the plans as formulated up to that time. The association will be asked to consider the plan and make such alterations as it may desire.

The convention, unlike those in the past, will be limited to members in good standing. A score of stations which have not paid dues for three months or more have been notified that if payment is not made within two weeks they will be dropped from the rolls.

Consideration of the FCC hearing plan may force elimination from the tentative program of some other subjects previously scheduled.

THE SOCIETY of European Stage Authors & Composers, 113 W. 42nd St., New York, has announced a tentative licensing agreement with CBS authorizing the network's full use of its dramatic and musical compositions.

Prall Is Injured In Auto Accident

REP. ANNING S. PRALL (D.), of New York, who is expected to become a member of the FCC early next year, is recuperating in a Staten Island hospital from injuries suffered in an automobile accident Aug. 1, at which time his motoring companion, Senator Wagner, of New York, also was injured. Mr. Prall sustained a compound fracture of both bones of his lower right leg and lacerations of the hands and forehead. Senator Wagner suffered two fractured ribs and severe lacerations.

The accident occurred near West Point, N. Y., when Senator Wagner, who was driving, swerved his automobile to avoid a truck, and the machine plunged off the Add-on-dack Mountain highway 20 feet into a brook. Both were moved to the home of Dr. Harold J. Harris for first aid. Rep. Prall was moved to the hospital on Aug. 4.

Rep. Prall last February was named by President Roosevelt to become a member of the Radio Commission as successor to William D. L. Starbuck. The Congressman, however, elected to conclude his term in Congress, which ends next Jan. 3. At that time he is expected to be named to the FCC, probably as chairman of the Broadcast Division.

FORD DEALERS of America, through N. W. Ayer & Son, have added KTAR, WCLO and WIBA to the list of stations carrying their special transcriptions of Fred Waring's Pennsylvanians.

POPULARITY
+ POWER!
WAPI 5000 WATTS
CLEAR CHANNEL
FIRST IN ALABAMA
Coverage • Results • Service
Ask These Advertisers

<p>Armour & Co. Bayer's Aspirin Beechnut Chase & Sanborn Chevrolet Dr. Lyon's Dentifrice Dr. Pepper Fleischman's Firestone Gulf Oil General Tires Gilette Blades Goodrich</p>	<p>General Electric Heinz Company Jergen's Lotion Kraft Cheese Lucky Strike Maxwell House Nyal Ucatone Plymouth Pontiac Rumford Baking Powder Rexall Standard Oil Ward Baking Co.</p>
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* PARTIAL LIST OF NEARLY 100 LEADING NATIONAL ADVERTISERS WHO SUCCESSFULLY USE WAPI

THE VOICE OF ALABAMA

WAPI 5000 WATTS
BROADCASTING CORPORATION
N.B.C. NETWORK
BIRMINGHAM ALABAMA

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS
Prof. C. M. Jansky Jr., noted Radio Engineer, speaking on Radio at the Pacific Advertising Clubs Convention in Portland, Oregon, is quoted:
"Five hundred watts of power, will give the same signal strength at a certain measured distance on 600 kilocycles as 50,000 watts on a frequency of 1500 kilocycles. Power is not an index to radio coverage."
KSD on 550 kilocycles offers sponsors a favored coverage position on the broadcast band.
Red Network Outlet for National Broadcasting Company
Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

Radio Stations Scooped Press on News, Learned Some Lessons in Coast Strike

Novel Program Ideas Adopted as Musicians Walk Out: Producers Find Orchestras Aren't Essential

RADIO came valiantly to the fore as a public servant and at the same time learned many valuable lessons in economy and production during the paralyzing general strike which recently gripped San Francisco. Radio's importance as a gatherer and disseminator of news was decisively proved before and during the strike when KFRC and KJBS scooped the newspapers by as much as half an hour on many important developments of the walkout.

That achievement revived the old news-gathering fight which came to a head when the Scripps-Howard News and Hearst's *Examiner* came from page boxes criticizing inaccurate radio news items. The dailies referred to an incorrect strike story, which had been broadcast by KGO, KFRC and KPBS. The stations thereupon argued the story to have come from the Press-Radio Bureau, which culled it from United Press, which serves the News. The papers refused to apologize.

Some Local Accounts Lost

THE STRIKE vitally affected most San Francisco stations in two ways—the cancellation of commercials and the absence of musicians. The network stations, such as KGO, KPO and KFRC, suffered but few commercial cancellations during the period, but some of the smaller ones, such as KJBS, KTAB and KYA, lost as many as 50 per cent

of their accounts, all of which were local business houses.

So serious was the drop-off at KTAB that W. I. Dumm, president of Associated Broadcasters, dismissed his entire San Francisco staff during the strike and operated only from the Oakland studios with programs largely composed of records. Many big network accounts also could not be closed as a result of strike. However, after the general strike broke, most of the accounts began returning.

Loss of the musicians was at first regarded by stations as a death blow. Then their showmanship came to the front, and most programs went on just the same. NBC cancelled several orchestral transcriptions, but continued most Pacific coast shows. KFRC dropped no programs, even continuing its transcriptions "Blue Monday Jamboree" variety show, with cast doing a capella singing between gags and drawing as a result, the heaviest fan mail of any show from that station. Absence of the musicians for the three-and-a-half-day period saved much money for stations, particularly NBC's KGO and KPO, which have a total music payroll of more than \$4,000 per week.

Producers discovered an orchestra isn't essential. New ideas in producing shows, even of the frolic type, emerged from a mass of helter-skelter suggestions. As

Dual Announcements

SOMETHING unusual in the way of announcing commercial spots has been inaugurated by WIS, Columbia, S. C. Instead of using one announcer for certain commercials, the station uses two, who read the script in unison. The game for the listener is to detect the mistakes the announcers make, which produces a comedy element and is said to draw a substantial audience.

an example, KFRC plans to make an occasional feature of George Nickson, tenor, singing with only the feminine voices of the Bluettes as a colorful background.

When the walkout ended, and musicians and other strikers were ordered back to work, they met with rebuffs at many points, particularly at NBC. The network refused to use musicians for the balance of the week, except on the Saturday night "Carefree Carnival," claiming the week's schedules had been planned and could not be changed.

12 Campbell Co. Winners Ready for Final Test; CBS Series Opens Oct. 5

LOCAL and regional auditions have been completed for the role of the hat-check girl in the Campbell Soup Co. "Hollywood Hotel" series on 84 CBS stations, which has been scheduled to start Oct. 5. Besides the new star to be "discovered" at final auditions in New York Aug. 16, the cast will include Dick Powell, El Brendel, William O'Neal, Muzzy Marcellino, Louella Parsons and Ted Florito's orchestra. The one-hour program is scheduled to originate in Hollywood and will be heard Fridays, 9:30-10:30 p. m., EST. F. Wallis Armstrong Co., Philadelphia, handles the account, for which it has engaged J. P. McEvoy to write the scripts.

It is estimated that 20,000 candidates took part in the local auditions. The 12 selected for the New York finals, which will be judged by a board including Kate Smith, Frank Crumit and Julia Sanderson, are: First zone, New York, Vera Van, of New York, auditioned at WABC; second zone, Boston, Alice O'Leary, Medford, Mass.; third zone, Pittsburgh, Betty Brunn, Columbus; fourth zone, Washington, Helen Ault, woman announcer of WJSV, Washington; fifth zone, Atlanta, Margaret Chesick, of WBT, Charlotte; sixth zone, Chicago, Rowena Williams, Chicago; seventh zone, St. Louis, Doris Shumate, KMOX artist; eighth zone, Dallas, Ludi Mai, KRLD artist; ninth zone, Denver, Zella Sexton, KJZ, artist; tenth zone, San Francisco, Betty Kelly, San Francisco, a network artist; eleventh zone, Seattle, Irene Barclay, auditioned at KOL, and twelfth zone, Montreal, Dell Adams, of CKLW, Windsor-Detroit.

UP TO 250 stations may be used by Oldsmobile in its new series of 1-minute dramatized transcription announcements produced by World Broadcasting System and handled by J. H. Neebe Co., Detroit agency.

Eastern Stations Are Signed by ABC

Network of Fourteen Stations Planned in September

AMERICAN Broadcasting System, the new major market network being launched under the direction of George B. Storer, president of WMCA, New York, and operator of three other stations, became actuality this month with the summation of contracts with 14 Eastern stations which for several months have been affiliated with it on a non-contractual basis. The stations are: WOL, Washington; WIP, Philadelphia; WCBM, Baltimore, and WDEL, Wilmington.

Operation in 14 cities in the East and Middlewest during September covering 12 of the "foremost markets," is the plan of the network, it was declared Aug. 11. Information regarding rates and identity of the additional stations is still being withheld pending the formal signing of contracts with the additional stations. The rates, however, it was said, will be substantially below those offered by the major networks for the same markets.

Reaction from agencies, it was declared, has been highly favorable, and a number of accounts were said to be aligned once the basic network begins operating. WMCA will be the key, and the plan is to use A. T. & T. lines in the West. The eastern segment of the network has been using Western Union circuits.

Meanwhile, additional personnel appointments have been announced by Mr. Storer. Gene Stafford, on Aug. 9 was named manager of production and studios of ABC. Formerly director of programs and productions of WMCA, he also will be in charge of announcers for its network. Hampton G. Wall, Toledo attorney, has been named general counsel of the network. He has been a member of the law firm of Fraser, Hiatt, Wall and Effler of Toledo, which firm he leaves to establish his office in New York.

Philip F. Whitten, sales manager of WINS, New York, has been appointed sales director of WMCA by Mr. Storer, succeeding J. Leslie Fox, who resigned and now functions in a similar capacity at WGAR, Cleveland. Mr. Whitten entered radio in 1931 as an account executive for CBS.

Henry Hayward Named CBS Program Director

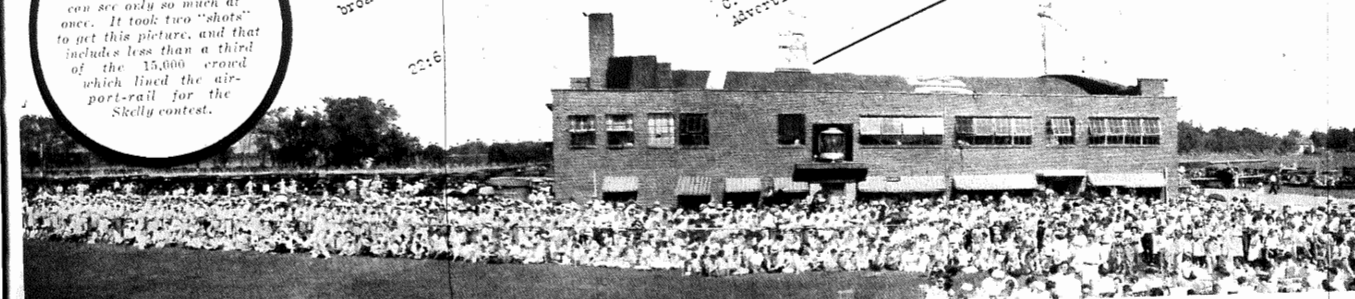
HENRY P. HAYWARD was appointed director of the commercial program department of CBS, Aug. 9, succeeding Julien Field, who resigned the same day to resume his connection with the Joseph Katz agency's New York office.

Hayward has been associated with the building and production of commercial programs at CBS for almost five years. Born in Media, Pa., he was educated at Mount Hermon, Mass., and studied for the ministry before going into show business in Florida. In 1929 he worked on the Grigsby-Grumew Company's "Majestic Theatre of the Air," and early in 1930 joined CBS. He has produced many of the network's outstanding programs.

SKELLY OIL COMPANY
MARKETING DEPARTMENT
KANSAS CITY, MO.
July 11, 1934

Central Broadcasting System,
Radio Station "WOLCO,"
Des Moines, Iowa.

Snapping an airport crowd is like photographing a parade—the camera can see only so much at once. It took two "shots" to get this picture, and that includes less than a third of the 15,000 crowd which lined the airport-rail for the Skelly contest.



And REMEMBER, PLEASE, that Iowa has never concentrated its consumers in one or two large centers. Des Moines, home of WOC-WHO, is Iowa's largest city, but it has less than 6% of the state's population (1930 census). To sell Iowa, you must cover it. One radio station—and only one—has the power to do the job—

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS

CENTRAL BROADCASTING COMPANY
DES MOINES, IOWA
Phone: 3-4872

J. O. Maland, Manager
Representatives—Free & Sleinger, Inc.

NEW YORK: Chrysler Bldg., Murray Hill 2-3030
SAN FRANCISCO: Russ Building, Sutter 5415
CHICAGO: 180 N. Michigan Ave., Franklin 6373
LOS ANGELES: Chamber of Commerce Bldg., Richmond 6184
DENVER: Charles Building, Keystone 6028
SEATTLE: Stuart Building, Elliott 6662

On the question
HOW TO SELL IOWA BY RADIO
this letter throws the light of successful experience. Only one station in Iowa—WOC-WHO—carried the Jimmy Allen programs, and "did a remarkable job for SKELLY."

Gentlemen:
The second annual Jimmy Allen Model Plane Contests have been held in the past two weeks in the eleven major cities of the middle-west in which we have distribution, and as you know, were attended by large crowds. In Des Moines between twelve and fifteen thousand people attended this model plane contest on Sunday, July first. I want to express our appreciation for the splendid cooperation which your organization gave us in promoting and conducting this meet. Your help in securing suitable prizes, arranging for the Playground Association Band and other entertainment played a very important part in making this contest a success.
We have just totaled our membership figures for the Jimmy Allen Flying Club, and you will be interested to know that in Iowa, which territory we use for station to cover, our average membership per out-let for the whole state is over two hundred. In the city of Des Moines, the remarkable coverage which you give us in Iowa, we have about 6500 members.
We have stations in less than one-fourth the cities and towns in Iowa, yet our total membership in the state is over 50,000. Because that many of the towns where we do have distribution are less than two or three hundred in population, we think that these figures testify to the remarkable coverage which you give us in Iowa.
Please definitely reserve for us a six months schedule, beginning October first. "The Air Adventures of Jimmy Allen" has been so successful in increasing our sales that we are going to resume broadcasting this program beginning that date.
Cordially,
SKELLY OIL COMPANY
C. E. Ball,
Advertising Manager.

USE WKBF TO REACH THE NATION'S 13TH RETAIL MARKET

INDIANA'S ONLY NBC OUTLET
D. E. "Plug" Kendrick, General Manager
L. I. "Jake" Jaquier, Commercial Manager
INDIANAPOLIS, INDIANA

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

Movies Join Fight On Copyright Fees

Atmosphere Tense as Decision Of U. S. Agency is Awaited

A TENSE atmosphere hovers over the music copyright situation as a half dozen major industries prepare to unite against the allegedly extortionate royalty demands of the American Society of Composers, Authors & Publishers. At the moment all eyes are turned to the Department of Justice, which is putting the finishing touches on its exhaustive investigation of ASCAP to determine whether it shall file a suit for dissolution of the combine as an illegal monopoly in restraint of trade.

While word from the department was not forthcoming, the general belief is that suit will be filed before fall is far along. The third and final year of the ASCAP broadcasting contracts, which the industry accepted "under duress," becomes effective Sept. 1, at which time the royalty increases from 4 to 5 per cent of gross receipts of stations.

Movies Are Aroused

A COMBINATION of factors, following the disclosure at the NRA music publishers code hearing last month that few of the big publishers have renewed their ASCAP contracts for performing rights, gives rise to the belief that the ASCAP is nearing dissolution. Among the groups which apparently have decided to support the

broadcasters in their fight against ASCAP are the Motion Picture Exhibitors, Motion Picture Producers and American Hotel Association. Each has a specific complaint against ASCAP because of increased royalty demands.

The motion picture industry was aroused ten days ago when Gene Buck, ASCAP president, announced that beginning Oct. 1, license fees to "de luxe" motion picture houses would be raised from ten cents per seat per year, in effect since 1914, to royalties or fees equivalent to the gross receipts of a single capacity performance paying highest prevailing admission prices. Thus, it is figured, a 6,000-seat theater with a top admission price of \$1.65 will be asked to pay \$9,000 a year, instead of \$600 as at present. The small neighborhood house playing fewer than seven performances a week and operating fewer than seven days will continue to pay the old license fee.

It was after this pronouncement that the motion picture industry sprung into action. It is understood that it also contemplates court action similar to that taken by broadcasting industry, which now has a test case pending in the Federal District Court for Southern New York, seeking dissolution of ASCAP. An appeal also has been made to the Department of Justice, which follows the line of the complaints of the NAB to both the Justice Department and the Federal Trade Commission.

At the same time the motion picture producers are said to be planning an offensive against the Song Writers Protective Associa-

ENDURANCE RECORD

For Station Managers Claimed

—By WEEI Executives—

CHARLES W. BURTON and Lewis S. Whitcomb, manager and assistant manager, respectively, of WEEI, Boston, on Aug. 8 observed the tenth anniversary of joining the Edison Electric Illuminating Co., Boston, as heads of the broadcasting department. Station managers have come and gone in the Boston area, but Burton and Whitcomb hold the endurance record by several years.

In the summer of 1924 Burton was radio editor of the *Boston Herald*, and Whitcomb held a similar position with the *Boston Post*. They applied simultaneously for a publicity job with the company's station, then under construction. To their surprise they were hired, not as publicity men, but as head men. Each had conducted a daily column in which he found considerable fault with programs. They were told to go ahead and put into effect the improvements they had been howling for. Also, they were told to make WEEI a paying proposition. In those days black figures and radio stations weren't on speaking terms.

With the support of the late Charles L. Edgar, president of the company, and Joseph B. Groce, in charge of public relations, they did.

tion, made up of composer members of ASCAP. So far there has been no action on the part of transcription companies against the Music Publishers Protective Association, although they have complained bitterly about excessive charges for recording ASCAP music.

Publishers Conflict Widens

THE AMERICAN Hotel Association, which at its convention this year resolved to take action seeking new legislation on copyright and to end the reign of ASCAP, has proceeded toward organization of state legislative committees to further this campaign. This is also in line with the NAB method of operation inaugurated two years ago. The motion picture groups likewise have declared themselves ready to join a movement for corrective legislation at the next session.

Meanwhile, the conflict between standard music publishers and

popular music publisher members of ASCAP continues to grow. The music publishers' code status before NRA is unchanged following the stormy hearing Jan. 26 at which standard publishers openly admitted that they had renewed their ASCAP contracts and wanted performing rights organizations included in the proposed code since they might be in the business of licensing their music for performance when their ASCAP contracts expire next year. At NRA it was said that before any further action is taken the record of the hearing must be analyzed.

A New York story, apparently emanating from ASCAP headquarters, that the NAB and ASCAP had agreed to a plan whereby royalties on copyrighted music would be paid directly by the program sponsor beginning next year, when the current radio contracts expire, was denied authoritatively. The NAB has not made an agreement of any character with ASCAP; take effect after the current contracts expire, it was stated. This story, it appears, apparently was inspired by ASCAP with the purpose of swaying radio advertisers to the belief that the broadcasters were conniving to increase radio time costs.

Agencies Buy Disks

LORD & THOMAS and N. W. Ayer & Sons have purchased territorial rights for sponsors for "The Hi-Hilarities," a new MacGregor & Sollie transcribed production made in San Francisco. Other MacGregor & Sollie programs produced for sponsors during the last few months are "The Black Ghost" for Crazy Wagon Crystals; Tom Coakley's orchestra for Hills Bros. coffee, handled by N. W. Ayer; and "The Segway Milk Way" for Segway Milk, handled by Botsford, Constantine & Gardner.

Illness Defers Armand

THE ILLNESS of Carl Weeks, president of the Armand Co., Des Moines (cosmetics), who also takes the lead in its "House of Armand" transcriptions on 17 stations, has caused a postponement of the series until Mr. Weeks can go to New York to make additional transcriptions at the World Broadcasting System studios. Reincke, Younggreen, Ellis & Finn, Chicago, handles the account.

LAST FORMS

NAB CONVENTION ISSUE *September 15th*



YOUR OUTSTANDING PROMOTIONAL OPPORTUNITY

SEPTEMBER 4th

WINS

Now 1000 watts—definite Metropolitan coverage

NEW YORK CITY

"The station with millions of friends"

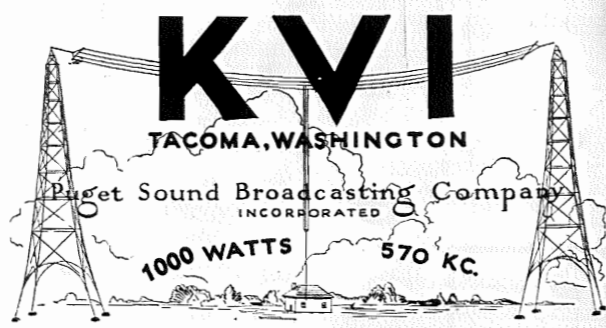
1. EXPERIENCE . . . We've got it
2. PERSONALITIES . . . Meet 'em
3. PROGRAMS . . . That click
4. FEATURES . . . The town's talking
5. TALENT . . . Galore
6. MARKET . . . World's wealthiest

IT WILL PAY ADVERTISERS TO INVESTIGATE RATES

R. L. Ferguson, Director

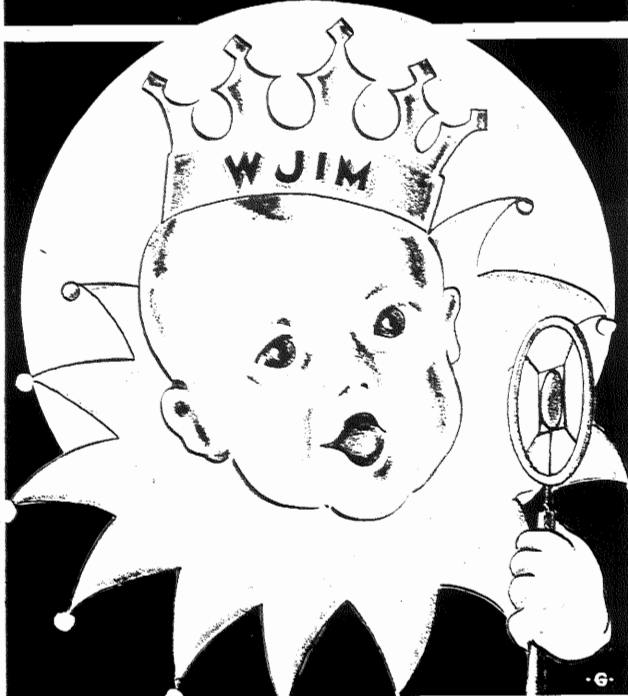
114 E. 58th St. N. Y. C.

Two markets for the price of one—TACOMA-SEATTLE



FULL COLUMBIA NETWORK STATION

LOOK WHO'S HERE!!



MICHIGAN'S NEW STATION
WJIM
LANSING
THE CAPITOL CITY

Located in the Heart of Central
Michigan--Completely Covering
The Mid-State Area.

OPENING BROADCAST, AUGUST 20th

WJIM
UNLIMITED
TIME ON
1210
KILOCYCLES

CAPITOL CITY
BROADCASTING CO.
LANSING, MICH.

MICHIGAN
RADIO
NETWORK
AFFILIATE

FHA is Preparing To Solicit Sponsors

Commercial Program Listings Asked in Housing Drive

AS PART of its campaign to bring about modernization and improvement of homes, the Federal Housing Administration is relying heavily upon radio program sponsors. On Aug. 6 it asked all stations to furnish a list of all commercially sponsored programs of 15 minutes or more duration.

Signed by Louis J. Alber, chief of the radio bureau of the FHA, the letter said "radio and radio advertising offers one of the most effective mediums for carrying on our nation-wide campaign." The FHA, he added, proposes to follow through with these lists and to encourage sponsors to aid in the modernization program. The letter follows in full text:

The new Federal Housing Administration is entering upon its nation-wide campaign for home improvement and modernization. Its central aim is to make home financing, on reasonable terms to the borrower, immediately and permanently safe and attractive for private capital.

It is confidently expected that the measures of the Federal Housing Administration will free credit, inject new life into a basic industry and

relieve unemployment. Its effects will be extensive, reaching throughout the industrial world.

Radio and radio advertising are one of the most effective mediums for carrying on our nation-wide campaign. At the present time we are engaged in compiling a list of all commercially sponsored broadcast programs with a view of encouraging the sponsor to aid the modernization and improvement program.

Your cooperation in furnishing this list will be invaluable. We wish to record all advertising programs fifteen minutes or more in length. This would lighten our task if building and allied industry programs were listed separately.

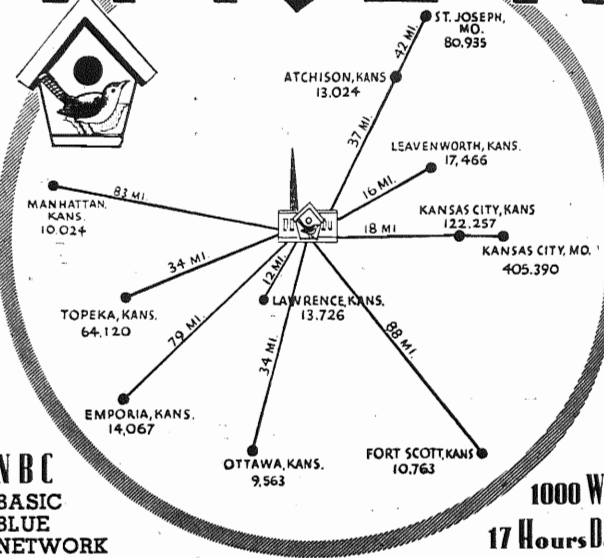
It is our hope that through your cooperation, the new Housing program will be launched as rapidly as possible to aid distressed industry.

Your cooperation will facilitate the launching of the Housing program and, therefore, trust that you will furnish this information as soon as possible.

Now WTCN, Minneapolis

WTCN is the call to be used henceforth by the Minneapolis-St. Paul station formerly known as WRRM, which was acquired recently by the St. Paul Pioneer Press-Dispatch and the Minneapolis Journal. The letters TCN denote "Twin City Newspapers," the two publishing concerns having joined in the purchase of the station which is managed by Earl D. Jencks and represented by Free & Sleinger.

WREN



NBC
BASIC
BLUE
NETWORK

1000 Watts
17 Hours Daily

BROADCASTING to 11 CITIES with a
COMBINED POPULATION of 761,535.
WITHIN A RADIUS OF 100 MILES. AT THE
LOWEST COST OF ANY ADVERTISING MEDIUM

VERNON H. SMITH
Manager
Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

WREN

GREIG, BLAIR & SPIGHT, Inc.
N'l Representatives
NEW YORK-CHICAGO
SAN FRANCISCO
LOS ANGELES

ADVERTISERS' CHOICE

in the
WASHINGTON
Market

WRC AND WMAL

During the first five months of
1934, 120 local and 130 network
advertisers choose WRC and
WMAL to broadcast their sales
messages. Use these two NBC
stations for effective, economical,
resultful coverage of the Wash-
ington, D. C. retail market.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT
BOSTON • WBZ SPRINGFIELD, MASS. • WBZA
CLEVELAND • WTAM DENVER • KOA

SCHENECTADY • WGY PITTSBURGH • KDKA
PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

A RADIO CORPORATION

OF AMERICA SUBSIDIARY

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.
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.
Tel. Metropolitan 1022

The RADIO BOOK SHELF

TWO MORE booklets on radio, a second edition of *Broadcasting Abroad* and a pamphlet titled *The Future of Radio and Educational Broadcasting*, have just come from the University of Chicago Press under the imprint of the National Advisory Council on Radio Education, whose director is Levering Tyser. Both reveal an earnest effort to make available real and valuable information regarding radio, with particular emphasis on its educational possibilities. *Broadcasting Abroad* summarizes each of the radio systems of the various countries of the world, the data being supplied by the International Radio Union at Geneva, and has a chapter on trends in radio education in foreign countries. The other pamphlet carries Mr. Tyson's recent talk "Where is Radio Heading?" before the Ohio Radio Institute, and a paper on "Achievements of Educational Radio" by Miss Judith Waller, midwest division education director of NBC.

HOW Southern broadcasting stations have cooperated whole-heartedly with the Salvation Army, carrying 746 broadcasts for a total of 288 hours during the last year, is recounted in the August 4 edition of *War Cry* by Adjutant Vincent Cunningham. Stations listed as giving generously of their time are: Texas—KGFI, KPRC, KTRH, KDFM, KFYO, KFJZ, WBAP, and WACO; Virginia—WLVA, WBTM, WDBJ, and WGH; Oklahoma—KVOO, WBBC, KFGG, and KASA; Georgia—WSB, WGST, WJTL, WTFI, WRBL, WKEU, and WRDW; South Carolina—WIS, WRDW, and WSPA; West Virginia—WMMN, WSAZ, and WHIS; Florida—WQAM and WCOA; Mississippi—WJDX and WCOC; Maryland—WJEB; Arkansas—KFPW and KLRA; Tennessee—WOPI; District of Columbia—WJSV.

THE FUNDAMENTAL difference between the American and British systems of broadcasting is that American radio officials give the country what they think the country wants while British give the country what they think it needs to hear, declares Stanley High, noted churchman and editor, in a series of articles in the *Literary Digest* starting July 28. He believes the American people would not submit to the British system, although he decries what he calls the lack of real government control over radio here.

EDITED by Tracy F. Tyler, secretary and research director of the National Committee on Education by Radio, the proceedings of the National Conference on "The Use of Radio as a Cultural Agency in a Democracy," held in Washington last May, have been published in a 150-page book carrying a verbatim and well-indexed report of all the speeches and discussions.

purely class stations. Moreover, internal strife inevitably would result from the allocation of facilities to particular denominations or creeds, or to particular groups in the educational field. Petty conflicts which repeatedly have arisen in these ranks should be sufficient forewarning on that score.

We Pay Our Respects To—



HARRY LEITH STONE

LIKE MANY another broadcasting executive, Harry Leith Stone rose from the ranks of the youthful tinkers of wireless. Always mechanically inclined, he was working as a machinist for a big railroad in 1920 when it decided to install a spark transmitter for communicating with remote points. That awakened an interest in the technical side of radio that he has maintained to this day, although his job as general manager of WSM, Nashville, entails more commercial than technical duties.

Harry Stone heads a 50,000-watt station, one of the best heard clear channel outlets in the country, which maintains one of the largest local staffs of any single station in America. Altogether, his executive, office and artist staff numbers 150 persons. Included are some of the best known figures in their respective fields of broadcasting: Harben Daniel, sales and merchandising manager; George D. ("The Solemn Old Judge") Hay, publicity director; Alvin Masten, musical director; Jack DeWitt, chief engineer; and "Tiny" Stowe and Jack Harris, continuity.

Born in Jacksonville, Fla., February 14, 1898, Harry Stone lived in Georgia and North Carolina his first ten years and then moved with his family to Nashville. The fact that his father had a machine shop gave him the edge over the other boys who with him began tinkering with the new-fangled wireless that was attracting so many amateurs before the war. He began building receiving sets, very crude appliances to be sure, but with his companions enjoyed the thrill of pulling dots and dashes and then some squeaky voices out of the magical ether.

From the Nashville public and high schools he entered Vanderbilt University, intending to become an engineer. Enlisting with the Vanderbilt contingent in 1917, he was assigned to the Aberdeen Proving Ground in Maryland because of his mechanical aptitude. After the war he joined the engineering staff of the N. C. & St. L. R.R., where he remained until 1922.

When in 1921 KDKA began to broadcast from Pittsburgh and

"the boys" began pulling in its signals on cat-whisker sets, Harry Stone and a few of his companions decided to install a 100-watt transmitter in the basement of the First Baptist Church in Nashville. It was duly licensed as WCBQ, Nashville's first broadcasting station. Then he decided to open a radio store, and WCBQ became WBAW. Harry Stone was Nashville's first broadcaster.

Between running the radio store and announcing for the station, much midnight oil was consumed, with the result that grey very soon began to show in spots. According to Stone, this was a perfect set-up while it lasted. Demonstrations of new receivers were arranged to coincide with the time WBAW was on the air. Oftentimes the particular music the prospect liked was arranged. On more than one occasion a phone call to the operator put the station on the air for a few minutes and helped close the sale of a radio.

The growth of broadcasting, however, finally forced abandonment of the store. Commercial radio had begun, and one of the very first contracts was with the Maxwell House Coffee Co., then with Cheek-Neal Coffee Co., which was the first radio advertising of a product that was later to become one of radio's biggest accounts.

Harry Stone likes to think back over the high spots of these early years when the broadcasting of the Shenandoah disaster was talked of for days; when a report on reception of the station from Dundee, Scotland, was laughed at until final confirmation was received; when discovery was made that phonograph records could be broadcast right from the pickup instead of through a microphone, and how every effort was made to keep this a secret.

In those days, James ("Jimmy") Melton was a saxophone player in Nashville, and Stone talked with him on several occasions about his proposed ambitions to break into New York. Irene Beasley was a Memphis school teacher who would be "imported" from Memphis to appear on important programs.

(Continued on page 38)

PERSONAL NOTES

M. A. HOWLETT, former president and general manager of WHK, Cleveland, left that station July 27. He planned a short vacation preparatory to establishing in New York as head of the International Bible Students, the Judge Ruthertford organization. The staff of WHK presented him with a leather traveling bag as a parting token.

COL. THAD H. BROWN, vice chairman of the FCC Broadcast Division, Mrs. Brown and their son, Thad, Jr., leave Washington Aug. 15 for Swampscott, Mass., where they will vacation until after Labor Day. Thad, Jr., has just been graduated from prep school and will enter Princeton University in the fall.

JOHN T. VORPE, formerly with the Humphrey-Meredith and Hubbell advertising agencies, who for the last two years has been in the continuity department of WHK, Cleveland, has been promoted to program planning and production manager by H. K. Carpenter, new WHK manager. Mr. Vorpe has been in radio since 1923 when he was connected with the Willard Storage Battery Co., then operator of WTAM. His father, W. G. Vorpe is feature editor of the *Cleveland Plain-Dealer*, which operates both WHK and WAU, Columbus.

HARRY HOESSLY, executive of WAU, Columbus, O., before the station was sold by the American Insurance Union last year to the interests operating WHK, Cleveland, has been named manager of WHK. He succeeds Eric Howlett, who has returned to WHK as program manager. Both stations are controlled by the *Cleveland Plain-Dealer*.

L. B. WILSON, president of WCKY, Cincinnati, has returned to his office after a vacation in Miami, Fla. Carl Fritz, general manager of WSUN, St. Petersburg, Fla., and his family were guests recently of Mr. Wilson at WCKY during a stop-over en route north.

CHARLES G. BURKE, commercial manager of WDAY, Fargo, N. D., and Mrs. Burke are parents of a daughter, Rosemary Ellen, born in July.

WILLIAM S. PALEY, CBS president, returned from California Aug. 7. Edward Klauber, CBS executive president, left New York Aug. 8 for a vacation of several weeks in Maine.

FRED J. HART, former operator of KQW, San Jose, Cal., which he recently sold to Ralph Brunton, has gone to Hawaii to become manager of KGMB, Honolulu.

E. P. H. JAMES, sales promotion manager of NBC, is spending his vacation in London, visiting with his parents, who reside there. He expects to return in latter August.

W. L. HOPPE, manager of the broadcasting department of Electrical Research Products, Inc., has completed his summer home, Skytop Lodge, near Old Lyme, Conn.

BERNARD MOSS has joined the sales staff of Radio Release, Ltd., Hollywood transcription producers.

W. A. RICHARDS, manager of (WIN), Gary, Ind., on Sept. 9 observes his eleventh year in radio, having started with Charles Erbstein on the old WTAS.

RAY LANG, formerly of the sales and announcing staff of KTAT, Fort Worth, has been promoted to manager. Frank Stewart of the KTAT staff was married in July to Miss B. McElroy, of El Paso.

H. L. SHELLINGLAW, for years resident manager for the Earle C. Anthony automobile interests in Los Angeles, early in August was appointed assistant manager of KFI-KECA, also owned by Mr. Anthony.

A. A. SCHECHTER, news editor of NBC in New York, was on the Pacific coast early in August to check on the news broadcasting situation. After conferences with Lloyd Yoder, press relations manager, and Don Gilman, network vice president in San Francisco, he proceeded to Los Angeles in company with Mr. Yoder.

JOHN HARRINGTON, announcer and sports commentator of WGN, Chicago, will go to KWK, St. Louis, to become assistant manager and program director, effective Aug. 18.

JOHN M. HENRY, manager of KOIL, Omaha-Council Bluffs, and Mrs. Henry, are parents of a son, Patrick Henry, born July 26.

GUY EARL and Naylor Rogers, president and general manager respectively of KNN, Hollywood, plan to leave late in August for Atlantic coast points, going to the NAB convention at Cincinnati on the return trip.

AMONG RADIO executives visiting KFRG, San Francisco, during early August were: Norman McLaughlin, manager, KERN, Bakersfield; George Ross, production manager, KGW, Stockton; E. G. Craney, manager, KGBR, Butte; Norman Storm, sales manager, KOL, Seattle, and Bob Trout, presidential announcer for CBS in Washington.

BEHIND THE MICROPHONE

WALTER PRESTON, program manager of WBBM and the Chicago division of CBS for several years, and Artists Bureau manager for the last few months, has resigned. Preston has made no statement as to his future plans, though it was indicated he was negotiating with a station outside of Chicago for an executive position. Holland Engle took over the duties of program manager when Preston was put in charge of the Artists Bureau.

M. SCOTT WEAKLEY has resigned as assistant manager of WCLO, Janesville, Wis., to become production manager of KROW, Oakland, Cal.

TOM PARADINO, formerly with WLWL, New York, and Charles Pearson, former bass soloist of the NBC, have joined the announcing staff of WTIC, Hartford.

LEE EVERETT, former program director of WBT, Charlotte, N. C., on Aug. 13 joined WJSV, Washington, as production director, succeeding Al Chance, resigned. He has been succeeded at WBT by Charles Crutchfield, promoted from the announcing staff.

HARRY SULLIVAN, formerly with WHAS, Louisville, has joined the publicity staff of WAVE, Louisville.

BURT BLACKWELL, of the staff of WAVE, Louisville, spent two weeks in July at the NBC studios in Radio City, New York, studying broadcasting methods and as guest announcer.

JACK MURPHY, formerly with KYA, San Francisco, has joined KQW, San Jose, Cal., as an announcer.

GENE CLARK, announcer at KJBS, San Francisco, and Mrs. Clark are parents of an 8-pound son, born July 11.

HARVEY SMITH, former announcer for WDEL, Wilmington, Del., has resigned to accept a position with an oil company.

KENNETH CARNEY has transferred from the production department of NBC, San Francisco, to the network headquarters on the RKO lot in Hollywood. He is the second to be sent to Hollywood within two months. Cecil Underwood having transferred as chief producer.

GRACE KANE, former office secretary for the Thomas Lee Artists Bureau (KHJ), Los Angeles, late in July joined the administrative staff of KMTR, Hollywood.

Weathering a Strike

WHEN A SHQWDOWN came on the allegedly inaccurate news reports broadcast during the recent San Francisco strike, the source of that news was disclosed as the press affiliates of radio stations and networks themselves! What a complete answer to the pious *Editor & Publisher*, which again took occasion to lambast radio for its part in newscasting the strike developments. The facts of the situation disclose that radio for the most part handled the

strike news legitimately and accurately; that the few mistakes that occurred were natural ones in the great confusion, and were made by the newspapers and radio alike; and that the errors in the reports caused no real trouble either to the public or those handling the strike situation. In fact, radio, being the speediest of all news mediums, scored some notable scoops during the event.

Another thing the strike proved to radio executives: that union musicians who joined the general walkout are not indispensable. The fact is they saved the stations and networks considerable money at no loss of program quality. Local and network shows and transcriptions readily filled the bill during the three or four days the musicians were out. Not one radio station had to shut down throughout the turmoil, and the few suspensions of commercial accounts were quickly regained.

Facts Will Prevail

COMMERCIAL broadcasting gets another day in court beginning October 1 before the Broadcast Division of the FCC. Then hearings will open in compliance with the Congressional mandate that the FCC study proposals that Congress allocate fixed percentages of broadcasting facilities to so-called nonprofit organizations, meaning the religious, educational, and labor groups which have been sniping at Radio by the American Plan for several years.

Such a study is welcomed by broadcasters and their clients alike, because it brings a clear-cut issue into the open. Up to this time these adversaries have used the back-door method, losing streams of propaganda far more difficult to combat.

It is upon the record of the October hearings that the Broadcast Division will base its report and recommendation to Congress. At those hearings, the reformers may be expected to blast forth with their usual vitriolic condemnations of commercial radio. When sifted down, their high-sounding, awe-inspiring phrases will show little factual data to warrant a Congressional move that would wreck the broadcasting system that is now providing the American people with what is admittedly the finest broadcasting service in the world.

The broadcasting industry can present its case with facts, based on tested service. The NAB, as the industry clearing house, should be afforded every assistance by all radio executives. The records will show that more educational and religious material is presented better and more effectively over existing stations than ever could be offered through

HERE'S A SURVEY FREE FROM BUL BIAS!

Printed on one 8 1/2 x 11" sheet, this stupendous, colossal survey tells how six impartial investigators telephoned six large groups of consumers, asking "what station are you listening to now?" ... It shows that WAVE gets about 45% of the audience. ... To cover our 45%, you pay \$ dollars. To get the other 55%, you pay 2x dollars. ... Shall we send you the survey? N. B. C.

National Representatives: FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS... 940 K. C.

JEAN VINCENT PLUMELET, associated with the NBC Pacific Coast network for several years, and a former stage and motion picture actor, is a recent addition to the announcing staff of WINS, New York. He will use the first two names on the air.

JAMES STRAIN, in radio drama work in Los Angeles the last year, has taken his first announcing position at KTM, Los Angeles.

KEN CARNEY, of the NBC production department in San Francisco, early in August was transferred to the Hollywood studios as an assistant producer temporarily. He will assist Cecil Underwood, who was shifted from San Francisco to Hollywood several months ago.

RUSS JOHNSTON, announcer of KECA, Los Angeles, has resigned to do free lance work.

REGINALD ALLEN, who joined WDNB, Durham, N. C., two months ago as announcer and production man, has been promoted program director, succeeding Bob Stanton.

GEORGE ROUSEN, for the last two years announcer, production man and continuity writer of WCAO, Baltimore, has joined the continuity staff of WLW, Cincinnati.

BILLY SANDIFORD, announcer of the "Oregon on Parade" series from KOIN, Portland, Ore., and Robert Haines, KOIN staff artist, have returned from a vacation in Mexico. KOIN also reports the forthcoming marriage of Geraldine France, staff pianist, to Gail Young, member of the KOIN "Regues Quartet."

ART GILHAM has been signed by KMOX, St. Louis, for a three weekly series sponsored by the National Toilet Co., Paris, Ky. (Nashville face powders).

BOB THOMPSON, formerly with WACO, Baltimore, who joined WBNS, Columbus, O., as announcer last fall, has been named program director.



WFBG Executive Triumvirate

WFBG, Altoona, Pa., on Aug. 24 celebrates its tenth anniversary. Coincidentally, Roy F. Thompson, manager since the station's opening, announced a reorganization of his staff. In this picture are, left to right, the executive staff comprising Kenneth C. Sink, commercial manager and newscaster; John M. Snyder, program director, and Mr. Thompson. Others named to the staff are Edward Sweet, announcer and entertainer; James Moffatt, chief operator, and Harold Hiner, assistant operator.

JOE ALLEN, formerly on the South Bend (Ind.) Tribune, has replaced Tom Fizzle in the Chicago NBC press department. Allen was formerly in the Springfield and Chicago bureaus of the Associated Press. A. J. Koelker of Ames, Ia., will replace Jerome J. Henry handling agricultural publicity for NBC in Chicago. Henry will go with the National Fertilizer Association in Washington, D. C.

JOHN KENNEDY, announcer of KFI, Los Angeles, spent July in Honolulu on vacation and announced President Roosevelt on a KGE program from the islands.

TOM HANLON, of the announcing staff at KFI and KECA, Los Angeles, takes the part of a radio announcer in Universal's "Gift of Gab" which features Gloria Stewart.

EARL LAVERE, who has appeared on the stage throughout the country for many years on RKO, Public, and Loew's circuits, has joined WINS, New York, in charge of the Artists' Bureau.

ERNEST F. OLIVER, for the last year an announcer on the staff of WESG, Elmira, N. Y., has been promoted to program director, according to an announcement Aug. 1 by Dolo Taylor, station manager.

MARIE CUCCIA, secretary to John F. Patt, general manager of WGAR, Cleveland, will be married Aug. 22 to Paul Likely, formerly on the WGAR sales staff and now attached to the advertising staff of the Cleveland Press.

MISS LOREE PEACOCK, hostess at WBT, Charlotte, N. C., recently became the bride of Claude F. Norman, of Charlotte. She will continue at WBT.

JOHN EUGENE HASTY, production manager for MacGregor & Sollie, San Francisco, was in Hollywood during mid-July for a check on the talent situation, and to line up film celebrities for forthcoming MacGregor & Sollie productions scheduled for fall.

Ohio Shift Hearing

APPLICATIONS of WKBN, Youngstown, O.; WAIU, Columbus, and WJAY, Cleveland, for frequency and power shifts under which a new full time station would be placed in Cleveland for joint operation with WHK, controlled by the Cleveland Plain-Dealer, have been designated for hearing before the FCC, sitting en banc, on Sept. 24.

IN THE CONTROL ROOM

J. R. POPPELE, chief engineer WOR, late last month inspected new 500,000-watt WLW transmitter at Mason, O., as the guest of Jose A. Chambers, technical supervisor, the Crosley station. He was accompanied by Dexter Parenton, of Van Hees, Gemelin & Walker, New York architects of WOR's new 500,000-watt plant now being installed at Crofret, N. J.

D. W. KENNEDY, of the San Francisco technical staff of NBC, has been assigned to take charge of the engineering department of the NBC studios on the RKO lot in Hollywood. M. F. Adams has been transferred from Hollywood to San Francisco.

ABRAHAM B. COHEN has joined the engineer staff of WCAT, Philadelphia, as production engineer in charge of amplification and broadcasting from Robin Hood Dell. He was formerly faculty director of the concert and symphony orchestra at Northwestern University and for three years was first violinist with the Boston Civic Symphony orchestra.

ARTHUR F. WALLIS, former national communications officer who since 1927 has been with the Tropical Radio Telegraph Co., has been appointed marine superintendent of the Atlantic Division of Mackay Radio & Telegraph Co., succeeding E. J. Girard, who has been named district manager at Washington.

W. H. BELTZ, district manager of the engineering products division of RCA-Victor Co., San Francisco, and Walter Tierney, of the New York engineering division of Western Electric Co., both spent the early part of August in Los Angeles on business trips connected with the transmitting plant.

ALDEN PACKARD, formerly a technician of KNTR, Hollywood, has joined KECA, Los Angeles, in similar capacity.

RAY MORT, chief technician of KGB, San Diego, Cal.; and Mrs. M. are parents of a son, Kenneth Willis, born late in July.

PHILLIPS C. UNDERWOOD, of Muncie, Ind., has joined the technical staff of WLW and WSAI, Cincinnati.

Warning is Issued

A WARNING to radio people that someone representing himself as "John B. Kennedy of Collier's editorial staff" has victimized a writer in an Ohio city by passing a worthless check and may make further attempts, has been issued on behalf of John B. Kennedy, former editor of Collier's and now a special news commentator for NBC. The man talks familiarly about well known newspaper and radio people and claims to be writing a series of articles on midwestern cities. He has no connection whatever with the NBC Kennedy.

Dual Operation Extended

EXTENSION until Feb. 1, 1935, of the special temporary authorizations under which WTIC, Hartford; WBAL, Baltimore; KRLL, Dallas, and KTHS, Hot Springs, operate simultaneously on two clear channels formerly shared by the stations, was granted by the FCC July 31. Under the same action, WBAL is authorized to continue its synchronized operation on WJZ's clear wave during certain hours, thus giving three of the stations full time and the fourth virtually full time.



Christian Kriens

THE DUTCH CONQUEST OF NEW ENGLAND

Call it a triumphal march if you like, or call it peaceful penetration. Certainly, never before has anyone captured a New England radio audience so completely as Christian Kriens—Dutch-American composer, conductor and, for the past four years, Director of Music of Station WTIC.

Mr. Kriens—recently honored at Radio City by being invited to

conduct his famous composition "In Holland Suite" before 100 good-will messengers sent to America by the Queen of Holland—typifies the distinguished array of talent available at Station WTIC.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far above average. Distribution costs are well under average—for the area is less than 100 miles square.

Finally, Station WTIC offers the only way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.

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

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by the Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES

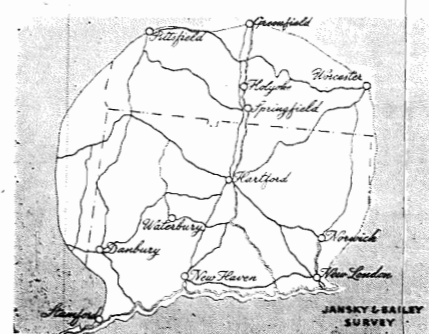
A prosperous population in a compact market

Facts for Food Advertisers

Potential WTIC Primary Audience.....	1,580,367
Per Capita Savings Bank Deposits.....	\$600.00
Food Outlets, Retail.....	9,918
Volume of Business.....	\$237,464,000

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England
and NBC-WEAF Networks



K

COMPLETE N. B. C. SERVICE

V

25,000
WATTS
TULSA, OKLA.

The Most Powerful
Station between
St. Louis,
Dallas and Denver

Radio's "Classified Ad" Wins Where Press Fails

THE VALUE of radio as a medium for classified advertising was demonstrated recently by KQW, San Jose. Manager C. L. McCarthy reports that a woman telephoned to him stating that she had advertised in the want ad section of a newspaper for several days for ranch hands. The ad brought no results. She then turned to radio, and after three announcements over KQW got 20 answers and employed two of the applicants.

After the announcement had been made the third time the woman called the station to cancel the announcement as she was being swamped with answers. None of the applicants, she said, had seen her advertisements in the newspaper. Because of this success, Mr. McCarthy is considering a 10 or 15-minute period daily devoted to "classified advertising."

Program Summary

A SUMMARY of the evening's radio program over KHJ, Los Angeles, is sponsored on that station five times a week by Albert F. Samuels Co., retail jewelers, through Will-Russell & Co., agency. It is believed to be a new angle for a daily 5-minute air program. The same sponsor has also started a weekly night-time quarter hour over the same station titled "Half Forgotten Americans," with G. Horace Mortimer as narrator. Formerly a New York press agent, Mr. Mortimer recently returned from a year in Tahiti.

BROADCAST DON'TS ABS-WMCA Program Director Broadcasts Advice

BURT McMURTRIE, new director of program operations of the American Broadcasting System-WMCA network, has issued the following list of don'ts to broadcasters:

- Don't smoke in the studios.
- Don't worry.
- Don't change your natural style.
- Don't fail to rehearse your show.
- Don't touch the microphone.
- Don't ad lib.
- Don't drink liquor, beer, milk or sour drinks before going on the air.
- Don't eat ice cream or a heavy meal within an hour of your broadcast.
- Don't go on the air if you don't live up to these don'ts.

WBS Service Subsidiary Organized in Australia

EXPANDING into the Antipodes, World Broadcasting System of Australasia, Ltd., has been formed in Sydney as a subsidiary of the American concern, with A. E. Bennett, well known in Australian radio circles, as the organizer. Mr. Bennett announced that the new concern will promote the use of the World Program Service in Australia and New Zealand. The first station to subscribe is 2GB, Sydney, equipment for the wide range vertical transmissions being supplied by the Australian division of Western Electric Co. WBS in New York announced that this is the beginning of further expansion into other parts of the world.

Steel Barrels Series

ASSOCIATED Manufacturers of Steel Beer Barrels, New York, in latter July undertook a unique campaign to acquaint the public, the beer dispensers and brewers with the advantages of steel barrels for beer, using 15-minute transmissions produced by World Broadcasting System on WOR, WGN and KDKA. The program is titled "Kings and Queens of Sport," and features George W. Sutton, Jr., sports authority, with music. Contracts for the account cover 15 weeks and were placed by Fisher, Zealand & Co., New York. The program was arranged by Jesse S. Butcher.

Rescinds Staunton Grant

RESCINDING its previous favorable decision authorizing a new 500-watt daytime station on 550 kc. at Staunton, Va., to use the call WSA, the FCC July 31 designated this application for hearing because of protests filed by KSD, St. Louis, and WEHC, Charlottesville, Va. The applicant is Marion K. Gilliam, former part owner of WMCA, New York.

HIGHLY popular with Northwest fishermen is the Friday night series of 5-minute talks on fishing conditions in nearby waters being carried by KOIN, Portland, Ore., sponsored by a local hardware concern.

Gary Sees Radio Liberty Continued

Says Industry Should Regulate Self in Debut Over Air



Mr. Gary

IN HIS microphone debut, becoming a member of the FCC, Hampson Gary, chairman of the Broadcast Division, declared Aug. 7 that radio broadcasters should be maintained as a free American enterprise—"as free as the press." His remarks were carried over a nation wide NBC-WEAF network. In reply to questions by Marc Codel, publisher of BROADCASTING, Commissioner Gary asserted it was his view that radio "must be guarded zealously against political, religious or education abuses." The interview was the first of a series arranged by NBC in which Mr. Codel will interview the seven members of the FCC.

Sees No Upheaval

MR. GARY reiterated his previously expressed view that there will be no upheaval in broadcasting wrought by the new Commission. He pointed out the Commission has no powers of censorship over what is broadcast, but added that he presumed "our influence will extend somewhat beyond merely saying who shall use that wave length and how."

"American radio, to live," the Commissioner said, "must free itself of certain abuses; I say must free itself advisedly, for that is the American spirit. We don't want to exercise bureaucratic control and we don't want to dictate what manner of entertainment or discussion should go on the air. It is not desirable or even necessary. We want the broadcasters to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance. Good taste and common sense are the best guides."

Regarding radio advertising, Mr. Gary stated:

"There is certain advertising being done on the radio which is unfortunate, to say the least. I have heard some people on the air who should not have been. I would like to say that the radio advertisers themselves, together with the radio stations and networks should well develop their own school of ethics, guiding themselves. The American Bar Association and the American Medical Association are examples of organizations of great professions that have fixed standards for themselves whose high purpose no one can deny and whose effectiveness has been quite great. So can radio.

"I already see a voluntary and earnest effort on the part of the broadcasters and the broadcast advertisers to maintain themselves and their programs, in their own interests, as well as of the public's as great public service institutions. There are different schools of thought with respect to the program character of broadcasting, but assuredly there can only be one school with respect to its ethical standards."

You buy a Ready-made audience when you buy a WOR-tested program

IF YOU seek a large, immediate audience—a specific type of audience—for your radio advertising in the New York market . . . or if you seek a low cost, ready-made program to supplement your network show in your one best market—a WOR "station-tested" program offers a happy solution to your problem. All the worries and risks involved in new program building are eliminated for you. • These ten WOR programs briefly described below run daily "across the board". Each one of them is a seasoned program commanding a large, appreciative, responsive audience. Some are now partially or fully sponsored. A letter or phone call will bring you full details.



HARLAN EUGENE READ, 10:15-10:30 P. M. Known as "the man who brings the world into your home," Harlan Eugene Read is one of WOR's favorite news commentators. Drawing from his broad background as editor, author, lecturer and newspaper man, Mr. Read interprets the news of the day and points out its human application. This program, we have reason to believe, commands a large audience among the "best people."



MARTHA DEANE, 2:30-3 P. M. WOR's Homemaker Program, conducted by Mary Margaret McBride, versatile editor and writer of women's features for scores of America's leading magazines and newspapers.

Martha Deane chats intimately with her woman audience, delving into the subjects over which their hearts beat—fashion, food, fun, beauty and budgets and babies, holidays, decoration, personalities.

Available on a joint sponsorship basis.



UNCLE DON, 6-6:30 P. M. Uncle Don is one of radio's most famous personalities. He is endeared to the hearts of countless thousands of children in the WOR area, to whom his word is law.

The numerous advertisers who have sponsored this program agree that there is no more effective way of reaching the great juvenile audience in the New York Metropolitan Area.



MRS. REILLY'S "COMMON-SENSE," 12:15-12:30 P. M.—Conducted by Mrs. John S. Reilly, mother of seven, and expert at happy family living, who for six years has been successfully solving the household problems and family troubles of thousands of wives and mothers—and always under distinguished sponsorship.

Program is arranged in three 5-minute periods, which may be bought in two-a-week, three-a-week, or five-a-week units. An ideal program for advertisers of foods or household products.



AL WOODS, 8:10-8:25 A. M.—This program of songs and patter is a bright spot of New York's daily morning radio fare.

The internationally famous musical comedy star and song writer, Al Woods, is a favorite alike with Broadway and Radio Row.

A cheerful, fast-moving, entertaining program which has great possibilities as a sales builder for the advertiser.

DR. ARTHUR FRANK PAYNE, 2-2:15 P. M. Dr. Payne, one of America's greatest psychologists, has been a regular feature on WOR for the past six years.

His popular radio talks attract an audience of many thousands of thinking men and women.

Problems of child training which are frequently discussed make this program an ideal one for reaching the modern mothers of the metropolitan area.



GOOD HEALTH CLUB, 4-4:15 P. M.—An informal, educational type of program, conducted by Dr. H. I. Strandhagen, registered physician and dermatologist. So far as we know, the only program on the air offering preventative advice. Skin



problems as they reflect the state of health are frequently discussed.

The ever increasing audience of this program express utmost confidence in the practical health advice given.



THEATRE CLUB OF THE AIR, 1:30-1:45 P. M.—Conducted by Bide Dudley, dramatic critic, raconteur, man about town and one of the few remaining titans of the theatre. Famous personalities of the stage and screen are regularly featured as guest artists.

Over 7,000 WOR listeners hold membership cards entitling them to the various privileges made available through this Theatre Club of the Air . . . an audience with tastes for the better things in life.



WOR 1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • • • NEWARK, NEW JERSEY
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • • • Boston, James F. Fay, Statler Bldg.

The Local Advertiser's preference is the yardstick that measures the value of any Advertising Medium

CKLW broadcasts more local advertising than any other network station in the Detroit area

Member COLUMBIA Basic Network

CKLW

5,000 Watts
840 Kc.
In the Center of the Dial

THE INTERNATIONAL STATION

Windsor offices—
Guaranty Trust Bldg.,
Phone 4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

The Business of Broadcasting

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

STATION ACCOUNTS

WLS, Chicago: Sisakratt Co., Chicago (podding), daily announcements, 12 times, thru Russell T. Gray, Inc., Chicago; Gilbert Rubber Co., Elm Grove, Wis., (auto tires), 15-minute program, 13 times, Cramer-Krasselt Co., Milwaukee; Scott & Brown, Bloomfield, N. J. (Scott's Emulsion), 30 transcription announcements, Marschall & Pratt, N. Y.; Northwestern Yeast Co., Chicago (Yeast Form), 70 quarter-hour programs, Hays, 300 program, Chicago; Keystone Steel & Wire Co., Portage, Ill. (steel posts), renewed 15-minute program, 52 times, Rogers & Smith, Chicago; John Morrell Co., Ottumwa, Iowa (Red Heart dog food), renewed 7-minute program, 83 times weekly, 30 weeks, Henri Hurst & MacDonald, Chicago; Reliance Manufacturing Co., Chicago (Big Yank work shirts), renewed 15-minute programs, 13 weeks, Carroll Dean Murphy, Inc., Chicago; Campbell Cereal Co., Northfield, Minn. (Mail-O-Meal), 15-minute programs, 3 times weekly, 26 weeks, and announcements 3 times weekly, 26 weeks, Mitchell-Faust, Inc., Chicago.

KNX, Hollywood: Amazon Laboratories, Los Angeles (rheumatism tablets), quarter-hour weekly, 1 year, thru Logan & Stebbins, Los Angeles; Ironized Yeast Co., Atlanta, three 5-minute transcriptions weekly, 52 programs, Ruthrauff & Ryan, N. Y.; Best Foods, Inc., New York (Hellmann's Mayonnaise), 3 announcements weekly, 1 month, Benton & Bowles, N. Y.; Associated Ford Dealers, San Francisco, 5 announcements, McCann-Erickson, San Francisco; Chevrolet Motor Co., Detroit, 110 announcements, Campbell-Ewald, Detroit.

KFI, Los Angeles: Brown & Williamson Tobacco Co., Louisville (Raleigh cigarettes), 52 transcription announcements, thru Batten, Barton, Durstine & Osborn, N. Y.; Chevrolet Motor Co., Detroit, 25 one-minute announcements, Campbell-Ewald, Detroit; Hennaotom Co., New York (shampoo), 25 quarter-hour transcriptions, Biow Co., N. Y.

WCAU, Philadelphia: Ironized Yeast Co., Atlanta, 2 transcriptions weekly, 18 weeks, thru Ruthrauff & Ryan, N. Y.; Watch Tower Society, Philadelphia branch, hour transcription each Sunday, Judge Rutherford talk, modified direct.

WRIG, Greensboro, N. C.: Great Atlantic & Pacific Tea Co., Charlotte, quarter hour twice weekly, thru local sales manager; Jefferson Standard Life Insurance Co., Greensboro, half hour daily, 52 weeks, direct; Detroit Lead Co., Detroit (paints), 52 announcements, direct.

WEAF, New York: Parmelee Systems, Inc., New York (taxi service) on July 30 started "Parmelee Harmony Taxi Drivers," Landt Trio and White, Mondays, Wednesdays and Fridays, 6:15-6:30 p. m., thru World Wide Advertising Corp., N. Y.

KGMB, Honolulu: Lambert Pharmaceutical Co., St. Louis (Listerine), "Air-mail Mystery" transcription series, 13 weeks, thru National Export Advertising Service and Conquest Alliance Co., N. Y.

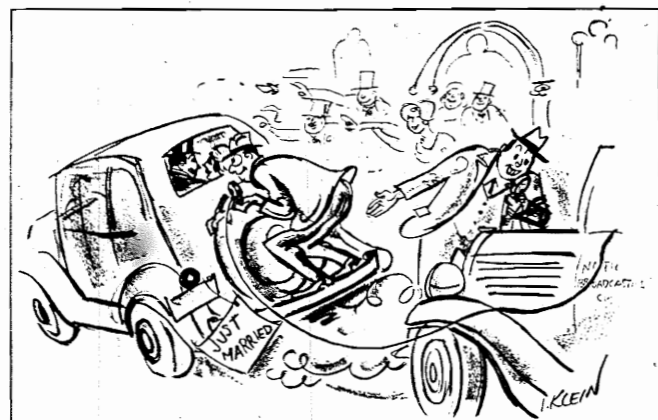
WABC, New York: Emerson Drug Co., Baltimore (Bromo Seltzer), on Aug. 6 started talks "All About You," by Harold Sherman, psychologist, Mondays, Wednesdays and Fridays, 10:30-10:45 a. m., EDST, thru J. M. Mathos, Inc., N. Y.

KDKA, Pittsburgh: Natural Gas Companies Serving the Greater Pittsburgh Area, 30 quarter-hour programs, twice weekly, thru Kotelbaum, MacLeod & Grove, Inc., Pittsburgh; Reid, Murdoch & Co., Chicago (food products), renewal of participation in Home Forum, 4 weekly, 26 weeks, Philip O. Palmer Co., Chicago; John Merrill & Co., Ottumwa, Ia. (Red Heart dog food), renewal of participation in Home Forum, 3 weekly, 7 weeks, Henri Hurst & MacDonald, Chicago; Dr. Miles Laboratories, Inc., Elkhart, Ind. (Aloka-Seltzer), renewal 3 quarter-hour transcriptions weekly, 13 weeks, Wade Advertising Co., Chicago; Associated Manufacturers of Steel Beer Barrels, New York, 15 quarter-hour transcriptions, weekly, Nov. 1, Fischler, Zealand & Co., N. Y.; Ironized Yeast Co., Atlanta (yeast), 25 five-minute transcriptions, Ruthrauff & Ryan, Inc., N. Y.; P. Duff & Sons, Inc., Pittsburgh (Ginger Bread Mix), renewal, 46 five-minute transcriptions, Batten, Barton, Durstine & Osborn, N. Y.

WOW, Omaha, Neb.: Chocolate Products Co., Chicago (Stillocons), announcements, thru J. L. Stulen Co., Chicago; Crazy Water Co., Omaha (Crazy Crystals), studio program, direct; Don Leon Coffee Co., Lincoln, Neb., transcription announcements, Russell C. Comer Advertising Co., Kansas City; Quaker Oats Co., Chicago (Quaker Crackles), studio program, Fletcher & Ellis, N. Y.

KGW, Portland, Ore.: Standard Oil Co. of California, San Francisco, 3 time signals daily, 1 year, thru McCann-Erickson, Portland; Spokane, Portland & Seattle Railway, Portland, 1 announcement, W. S. Kirkpatrick Advertising Service, Portland; Crazy Water Crystals Co., Portland, quarter hour daily, 4 months, direct.

WHP, Harrisburg, Pa.: Ironized Yeast Co., Atlanta, 52 five-minute transcriptions, thru Ruthrauff & Ryan, N. Y.; Western Co., Chicago (KEC handkerchiefs), weekly announcements, 13 weeks, J. Walter Thompson, Chicago.



"From this point, folks, Graham MacGarce will take up the happy, people, O. K., Graham! Take it away!"

From The New Yorker

NEWS NOTE: The NBC-WEAF audience will be "taken for a ride" by Graham McNamee August 18 when the NBC announcer speeds down a steep Dayton, Ohio, hill in a one-gravity-power racer made of a soap box and four assorted wheels. This is described as a "pre-race tuneup" for the All-American Soap Box Derby sponsored by Chevrolet and the Dayton Daily News to be held the next day.

WBNS, Columbus, O.: Bowey's, Chicago (Dari-Rich chocolate milk), mornings weekly, 1 year, thru Wendel Muench & Co., Chicago; Kosto Co., Chicago (Kosto-Freeze), transcriptions and 1 local announcement weekly, 1 month, Ruthrauff & Ryan, Chicago; Penzold Co., City, Pa. (Penzold), 1 announcement weekly, 4 weeks, Ruthrauff & Ryan, N. Y.

KHL, Los Angeles: Ever-Dry Laboratories, Los Angeles (cosmetics), weekly quarter hour weekly, 3 months, direct; Citrus Soap Co., San Diego (Pat-O-Diner), 3 studio programs weekly, direct; Sandhill Fruit Growers Assn., Candler, N. C. (peaches), 6 announcements weekly; Ironized Yeast Co., Atlanta, 6 transcriptions weekly, Ruthrauff & Ryan, N. Y.; Dr. Pepper Co., Dallas (beverages), 6 transcriptions weekly, Tracy, Locke-Dawson, Dallas; Southern Tours, Rock Hill, S. C. (excursions), 4 announcements weekly, direct.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

WM. WRIGLEY, JR., Co., Chicago (chewing gum), on October 1 resumed "Myrt & Marge" on 54 CBS stations, keyed from WBBM, Chicago, 6 days to Fridays inclusive, 7-7:15 p. m., with repeat for West at 11:15 p. m., EST.

J. A. FOLGER & Co., Kansas City (Folger's coffee), on Oct. 1 started "Judy and Jane," script show for housewives, on special NBC network comprising WOC-WHO, WDFW-KSTP, WBER, KVOO, WKLB, WBAP, and WOAL, Mondays to Fridays inclusive, 2:45-3 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., Chicago.

RCA RADIOTRON, Inc., Camden, N. J. (radio tubes) on Sept. 15 started "Radio City Studio Party," featuring noted radio personalities from big cities on NBC-WJZ network, Saturdays, 9:30-10 p. m. Agency: Lord & Thomas, N. Y.

WASEY PRODUCTS, Inc., New York (Zemol, Krenol hair tonic), on Sept. 10 resumed "The Voice of Experience" on 24 CBS stations, direct except Saturdays, 12 noon-12:45 p. m., and Sundays, 6:45-7 p. m. Agency: Erwin, Wasey & Co., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (A. S. Boyle face wax) on Sept. 30 resumed "Lazy Day, the Minstrel Man," with Irving Kaufman, on 47 CBS stations, Sundays, 2:30-3 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

MACFADDEN PUBLICATIONS, Inc., New York (True Detective Mysteries Magazine) on Sept. 1 started "True Detective Mystery Crusade Against Crime" on 6 CBS stations, Wednesdays, 10:30-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

BRILLO MFG. Co., Brooklyn, N. Y. (Brillo cleanser) on Oct. 7 started "Tito Guizars Midday Serenade" on 24 CBS stations, Sundays, 12:30-12:45 p. m. Agency: Frank Presler Co., N. Y.

IRONIZED YEAST Co., Atlanta (Ironized Yeast) on Sept. 11 started "Whispering Jack Smith" and his orchestra on 12 CBS stations, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p. m. Agency: Ruthrauff & Ryan, N. Y.

F. W. FITCH Co., Des Moines (Fitch's Shampoo) on Sept. 9 resumed Irene Beasley on 19 NBC-WEAF stations, Sundays, 7:45-8 p. m., with repeat for 19 additional middle western and western stations, Sundays, 11-11:15 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

PROCTER & GAMBLE Co., Cincinnati (Dreft washing powder) on Aug. 14 started "Rainbow Court," dramatic show with Irma Phillips, Fred and Walter Wicker and Lucy Gorman on special NBC network WOW, WDAF, WIBA and KSTP, Tuesdays, Wednesdays, and Thursdays, 3:30-3:50 p. m.; starting Oct. 2 shifts to 3:30-3:45 on same days. Agency: H. W. Kastor & Sons, Chicago.

TIME, Inc., New York (Time Magazine) on Oct. 5 resumed "The March of Time" on 40 CBS stations, Fridays, 9:30-10 p. m., EST. Agency: Batten, Barton, Durstine & Osborn, N. Y.

WARD BAKING Co., New York, on Aug. 12 started Buddy Rogers and his "Green Stripe" orchestra, with Jeanie Lang and "Three Rascals" on 26 CBS stations, Sundays, 9:45-10 p. m., shifting Oct. 7 to 7:30-8 p. m., EST. Agency: Fletcher & Ellis, Inc., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit, on Sept. 9 started "Smiling Eye" McConnell on 32 CBS M. A. Laboratories, Los Angeles (quills), quarter hour weekly, 60 weeks, Agency: Henri Hurst & MacDonald, Chicago.

R. B. DAVIS Co., Hoboken, N. J. (Cocoma) on Sept. 3 started "Buddy Rogers in the 25th Century" on 12 CBS stations, adding 25 more on Oct. 1, Mondays, Tuesdays, Wednesdays and Thursdays, 6:45-7 p. m., with repeat for west at 7:30-7:45 p. m. Agency: Ruthrauff & Ryan, N. Y.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York (oil and gas) on Sept. 13 started sports programs on 24 CBS stations, Thursdays, Fridays and Saturdays, 6:30-6:45 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY Co., Cincinnati (Woodbury soap, etc.) on Sept. 13 started Bing Crosby on 42 CBS stations, keyed from KHL, Los Angeles, Tuesdays, 9:45-10 p. m. Agency: Lennen & Mitchell, N. Y.

GENERAL CIGAR Co., New York (White Owl Cigars) on Sept. 19 resumed Burns and Allen in "The Adventures of Grace" on 44 CBS stations, Wednesdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 1 started "The Shadow" on 12 CBS stations, Mondays and Wednesdays, 6:30-7 p. m. Agency: Ruthrauff & Ryan, N. Y.

THE SIMMONS Co., Chicago (beds and mattresses), on Sept. 4 resumed Mrs. Franklin D. Roosevelt and Josef Kestner's orchestra on 17 NBC-WJZ stations, Tuesday, 9:30-10 p. m. Agency: Fletcher & Ellis, Inc., N. Y.

UNION CENTRAL LIFE INSURANCE Co., Cincinnati, on Sept. 9 started "Roses and Drums" on 23 NBC-WJZ stations, Sundays, 7:55-8 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY, Inc., Cincinnati (face powder), on Sept. 17 started "Dangerous Paradise," with Elsie Bliz and Nick Dawson, on 23 NBC-WJZ stations, Mondays, Wednesdays, and Fridays, 7:45-8 p. m. Agency: Lennen & Mitchell, N. Y.

AMERICAN ROLLING MILL Co., Middletown, Ohio (Armo sheet steel), on Sept. 30 started "Armo Iron Master," with Frank Simon's band and Benner Chapple as narrator, on 27 NBC-WEAF stations, Sundays, 6:50-7 p. m. Agency: Batten, Barton, Durstine & Osborn, Chicago.

M. J. BREITENBACH Co., New York (Gude's Pepto-Mangan), on Oct. 14 starts undetermined program on 15 NBC-WJZ stations, Sundays, 4:45-5 p. m., EST. Agency: McCann-Erickson, N. Y.

THE PEPSODENT Co., Chicago (toothpaste, antiseptic, and face cream), on Sept. 17 shifts and renews Frank Buck on 20 NBC-WEAF stations, Mondays to Fridays inclusive, 7:45-8 p. m. Agency: Lord & Thomas, Chicago.

PROVIDENT MUTUAL LIFE INSURANCE Co., Philadelphia, on Oct. 2 starts dramatic program, unannounced, on 14 NBC-WJZ stations, Tuesdays, 9:30-9:45 p. m., with repeat for 6 NBC-KGO stations, 1:15-1:45 a. m., EST. Agency: Samuel Lewis, Philadelphia.

VICK CHEMICAL Co., New York (Vick's VapoRub), on Oct. 1 starts undetermined program on 17 NBC-WJZ stations, Mondays, Wednesdays, and Fridays, 7:15-7:30 p. m., EST. Agency: Young & Rubicam, N. Y.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart dog food), on Sept. 30 starts "Boh Beckers' Fireside Chats About Dogs" on 20 NBC-WEAF stations, Sundays, 4:30-4:45 p. m., EST. Agency: Henri Hurst & MacDonald, Chicago.

PLOUGH, Inc., Memphis (Penetro and St. Joseph's Aspirin), on Oct. 1 starts undetermined program on 30 NBC-WJZ and supplementary stations, Mondays, 8:30-9 p. m., EST. Agency: Lake-Spiro-Cohn, Inc., Memphis.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 1 renews "Oxydol's Own Ma Perkins" on 41 NBC-WEAF and supplementary stations, daily except Saturdays and Sundays, 3:30-4 p. m., EST, with repeat at 4:30-4:45 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., Chicago.

PHILIP MORRIS Co., New York (cigarettes), on September 4 renews "Philip Morris Program" on 33 NBC-WEAF and supplementary stations, Tuesdays, 8-8:30 p. m., with repeat at 11:30 p. m.-12 midnight. Agency: The Blow Co., N. Y.

COLGATE-PAALMOLIVE-PEET Co., Jersey City (dental cream) on Sept. 3 renews "Colgate House Party," starring Joe Cook with Don Voorhees' orchestra, on 30 NBC-WEAF and supplementary stations, Mondays, 9:30-10 p. m., Agency: Young & Rubicam, N. Y.

PREMIER PABST Co., Chicago (Blue Ribbon beer and malt), on Oct. 2 resumes Ben Bernie and orchestra on 33 NBC-WEAF and supplementary stations, Tuesdays, 9:45-10 p. m., with repeat 12 midnight-12:30 a. m., EST. Agency: Matteson-Fogarty-Jordan, Inc., Chicago.

FRANCO-AMERICAN BAKING Co., Los Angeles (Franco Hi-Links Bread) on July 29 started the "Franco Hi-Links" program with Bob Oakley, formerly of the London Kit Kat Club, on 8 Don Lee-California stations, Sundays, 8-9 p. m., PST. Agency: Erwin, Wasey & Co., Los Angeles.

CALIFORNIA RECONSTRUCTION LEAGUE, Los Angeles (political) on Aug. 27 renewed its talks and music on 8 Don Lee-California stations, Mondays, 6:30-6:45 p. m., PST. Agency: John W. Hunt Agency, Los Angeles.

NBC CHANGES: Dunn & McCarthy, Inc., series for Emma Jettick Shoes starting on NBC-WJZ Aug. 22, Wednesdays, 10-10:15 p. m., will star Dennis King and Louis Katzman's orchestra; Procter & Gamble Co. Ivory Stamp Club with Tim Healy on July 24 shifted to Tuesdays, Thursdays, and Saturdays, 7:15-7:30 p. m., NBC-WEAF; General Foods "La France Presents Beatrice Fairfax" on 27 NBC-WEAF and supplementary stations will not start until Sept. 30, Sundays, 7-7:30 p. m., EST, with repeat 12 midnight-12:30 a. m.; Ralston Purina's "Tom Mix Ralston Straight Shooters," starting Oct. 1, will be heard Mondays, Wednesdays, and Fridays, 5:15-5:30 p. m., with repeat 6:15-6:30 p. m., EST, NBC-WEAF; Procter & Gamble's "Ivory Stamp Club with Tim Healy" changes renewal date to Oct. 1, Mondays, Wednesdays, and Fridays, 5:45-6 p. m., EST, NBC-WEAF; "Tastynest Players" on Sept. 2 shifts to Sundays, 9:45-10 p. m., NBC-WJZ; "Molle Show" on Oct. 1 shifts to Mondays, Wednesdays, and Fridays, 7:30-7:45 p. m., EST, NBC-WEAF; Carleton & Hovey's "Gems of Melody" has changed starting date to Oct. 18 and schedule to Thursdays, 7:15-7:45 p. m., EST, NBC-WJZ; Carleton & Hovey's program scheduled to start Oct. 14 has changed time to Sundays, 4:4-5 p. m., EST, NBC-WEAF.

It's the Market's
PURCHASING POWER
That Counts!

WOW

ON THE N. B. C.
RED NETWORK

WOW's Wealthy Area
Is Richer by \$250,000,000

A RADIO audience is composed of two groups... one with money, the other without. An advertiser pays for both, but only the "money-group" can pay out. WOW's coverage territory has been allotted more than a quarter-billion dollars in federal funds by the New Deal. That's done something to the buying power of our listeners. It's allowed them to purchase the things they want... made prospects of many who just used to "listen." It's the purchasing power that counts. That's why WOW can do your complete radio job in this territory.

590 Kilo. Cleared Regional Channel 1000 Watts
WOW is owned and operated by
Woodmen of the World Life Insurance Assn.
OMAHA
National Representatives
GRIEG, BLAIR & SPIGHT, INC.
New York, Chicago, San Francisco

Radio Station WOW, Omaha, Nebr.
Please send me a rate card and additional information concerning WOW and its commanding position in your wealthy agricultural territory.

(Name) _____
(Address) _____

TRANSCRIPTIONS

AN INCREASE in transcription business is reported by World Broadcasting System, which lists 12 sponsoring agencies placing regular WBS programs and 17 placing specially arranged programs. Sponsoring the WBS Daily Program Service series are:

Procter & Gamble Co., Cincinnati, 10 times; H. W. Kastor & Sons, Boston, 10 times; New York, 13 times; P. Duff & Sons, Pittsburgh, 10 times; S. J. Furriers, Inc., New York, 52 times; Procter & Gamble Co., Cincinnati, 13 times; H. W. Kastor & Sons, Boston, 10 times; R. Kuppenheimer & Co., Chicago, 13 times; direct.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

F. W. Clements Products Co., Rochester, N. Y., 39 fifteen-minute transcriptions, thru Redfield-Coupe, Inc. Sponsoring WBS one-minute transcription announcements are:

Brown & Williamson Tobacco Corp., Louisville, 26 times, thru Batten, Barton, Durstine & Osborn.
Odds Motor Works, Lansing, Mich., 18 times, thru J. H. Noelle Co.
Welch Grape Juice Co., 45 times, thru H. W. Kastor & Sons.
McComick & Co., Baltimore, 63 times, thru Van Sant, Dingdale & Co.
Frozon Desserts, Inc., 26 times, thru Roche, Williams & Cunningham, Inc.
Procter & Gamble Co., Cincinnati (Direct), 7 times, thru H. W. Kastor & Sons.
R. Kuppenheimer & Co., Chicago, 13 times, direct.

WBS also reports the following specially built programs:

Association of Manufacturers of Steel Barrels, New York, 15 fifteen-minute programs, "Kings and Queens of Sport," on WOR, KDKA and WGN, thru Fishler, Zealand & Co., Inc.

PROSPECTS

STAFFORD-MILLER Co., Brooklyn, N. Y., will shortly introduce a new tooth powder, using radio with color media. Husband & Thomas, New York, is the agency.

EXCITED DRUG Co., New York, will use a spot campaign on more than 100 stations to advertise its fall coat sales. Street & Finney, New York, handles the account.

M. MOFFAT Co., San Francisco (Scotty Allen's Dog Food) will use radio in a campaign being prepared by James Houlihan, Inc., San Francisco.

THE PISO Co., Warren, Pa. (proprietary) have appointed the Watson Advertising Agency, Chicago, to handle their radio campaign. Transcription announcements recorded by MacGregor & Sollic, will be used. The account was formerly handled by the Clark-Goble Advertising Agency, Chicago.

SEGO MILK PRODUCTS Co., Salt Lake City, will use radio in its campaign for its new "Irradiated Milk." It has appointed the L. S. Gillham Co., Salt Lake City, to handle the account.

SHANTLE LAMP Co., Chicago (Aladdin lamps), is planning on using about 20 stations this season with its transcriptions of "Smiling Ed" McAnnell. The programs will start about October 1. The account is handled direct.

WILLIAM W. LEE & Co., Waterbury, N. Y. (Save-The-Baby proprietary), makes up lists during September, using radio with other media, account is placed direct.

BOST, Inc., New York (tooth paste), is planning a \$250,000 radio and newspaper campaign, to be handled by Erwin, Wasey & Co., New York.

RAP-1-DOL DISTRIBUTING Corp., New York (hair dye), has appointed Redfield-Coupe, Inc., New York, to handle its advertising, including a radio campaign.

UTAH OIL REFINING Co., Salt Lake City, has appointed the L. S. Gillham Co., Salt Lake City, to handle its advertising, including a radio campaign.

DE LONG LABORATORIES, Inc., Hollywood (cosmetics) will use radio in a new campaign to be handled by the Los Angeles office of Ruthrauff & Ryan.

RCA Nets \$1,771,580

A NET INCOME of \$1,771,580 transferred to surplus was reported August 1 for the first six months of operations of RCA and subsidiary companies in 1934. This compares with a net loss of \$1,268,211 for the same six months of 1933. The gross income of the first half of 1934 was \$36,694,707, as compared to \$27,519,438 during the same period last year.

Reports of the financial standing of the individual RCA subsidiaries are not given in the statement for publication, but the parent company's surplus at the end of the first half of this year is given as \$11,040,671.

EMPLOYING the Transatlantic radiotelephone, Bonwit Teller & Co., big New York women's wear store, presented May Birkhead from Paris Aug. 3, discussing the 1934 Paris style openings on WJZ, New York. Miss Birkhead, who is on the European staff of the *New York Times*, spoke for 15 minutes in the early evening. Cecil Warwick & Cecil, New York, handled the account.

Penn Tobacco Series

PENN TOBACCO Co., Wilkes-Barre, Pa. (cigarettes and pipe tobacco), on July 19 started a new series over WBBM, Chicago, designed to introduce a new brand of cigarettes. Fat Flanagan's broadcasts of the Chicago Cubs games are featured. Flanagan having been released for the new account when the Prima Co., Chicago brewers, dropped its contract July 18. WBBM on July 10 also started a new special series for Sterling Brewers, Evansville, Ind., three times weekly, featuring "Mike & Herman," German-Irish dialect team. Both the Penn Tobacco Co. and Sterling Brewers accounts are handled by the Chicago office of Ruthrauff & Ryan.

Fish, Game Conservation Campaign Utilizes Radio

CALIFORNIA Fish & Game Development Association, a private organization, has been using 15-minute programs on KECA, Los Angeles, weekly with consistent success, according to Carl F. Johnson, president. The first series was designed to give general information about fish and game conservation, the current series aims to educate boys and girls on the need of conserving wild game, while the third starting in August will acquaint the public with possible conservation legislation.

The radio campaign was started in order to enlist the cooperation of the public in conservation efforts.



Announcing a New FREQUENCY MONITORING SERVICE

Reference frequencies derived from the Primary Standard of Frequency of the U. S. Bureau of Standards by continuous leased wire service. No local Frequency standard is maintained. All measurements therefore are in accord with paragraph 205 Rules and Regulations of the F. C. C.

For 24-Hour Service Phone GREENWOOD 2134

WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building
Washington, D. C.

• what the Advertiser says after—

July 19, 1934
The E. E. Hess Company
(Hess Witch Hazel Cream)
Brook, Indiana

"We believe the results obtained per dollar expended have been the cheapest which we have ever received from any form of advertising."

Signed - L. F. Hess

What the advertiser says about RESULTS after the schedule is completed is infinitely more important than anything we say before the schedule is run.

We are reproducing statements from two letters just received at WLS. One is written by an agency executive, the other by an advertiser. Both were written on completion of contracted schedules.

July 20, 1934
Northwest Radio Adv. Company,
Seattle Washington

"I will be glad to have you quote me as follows: 'We have released the Gardner Nursery account over approximately one hundred of the leading stations in the country. WLS produced more response per broadcast than any station we have used, and ranks among the four leading stations in the country for the lowest cost per actual sale.'"

Signed - Edwin A. Kraft, Mgr.

Such letters are the "rule" at WLS. We have scores of others available for your inspection. Let us show them to you. Our representative will be glad to call, whenever you say.

50,000 WATTS

WLS

870 KILOCYCLES

THE PRAIRIE FARMER STATION
1230 W. Washington Blvd.
CHICAGO

Burridge D. Butler, President
Glenn Snyder, Manager
New York Office: Graham A. Robertson, 250 Park Avenue

Broadcasts on Elephant As Circus Day Feature

A BROADCAST from an elephant's back was an innovation in circus day events in Syracuse, N. Y., when the Hagenbeck-Wallace circus came to town last month. WFBL packed short wave equipment, an operator and an announcer on one of the largest elephants in the parade and relayed a broadcast for 25 minutes. Announcer Bill McGrath gave a description of the parade, the crowd and the antics of the elephant. One of the unexpected highlights came when the elephant carrying the broadcast set-up frightened a horse and furnished excitement for the onlookers as well as the radio audience. Another staff announcer, Bill Lundigan, described the parade as it passed a theater. The broadcast was shunted from the elephant to the theater marquee and from there to the station studios where Bob Keefe read commercial announcements of the Roy Furniture Co., sponsoring the program.

CALL LETTERS of WGCP, Newark, have been changed to WWJ.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

W T M J
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

WWJ

America's Pioneer Broadcasting Station, Always First In Listener-Interest In the Great Detroit Market

That WWJ is first in listener-preference in the great metropolitan Detroit area is substantiated by every neutral survey that has ever been made. You can not get first preference among listeners in Detroit and southern Michigan without WWJ.

WWJ was the pioneer station of America—the first to broadcast regular daily programs. It has been on the air daily since August 20, 1920. It established itself as the family radio station for greater Detroit at once and nothing has happened since to affect this unique relationship between WWJ and the people of the great Detroit area.

For thorough coverage of the great Detroit market you must have

Owned and operated by The Detroit News

WWJ

Member of Red Network of the NBC

The First Radio Station in America to Broadcast Regular Daily Programs—Established August 20, 1920



How's This?

WWVA hired a new announcer. He hailed from a pretty fair radio station in a town of 27,000 population, located 82 miles from Wheeling. This new announcer made a quick jump to WWVA leaving his wife behind to follow afar.

And then—unheralded—the new man took the air. After his initiation to a WWVA microphone, his good wife back home—mind you, 82 miles from Wheeling—received 27 telephone calls to inform her that her husband's voice had been heard over WWVA. And, we repeat, that town has its own radio station.

Twenty-seven telephone calls don't sound like a lot, but when you consider that they were confined to ONE family's circle of friends they're a heap!

All of which proves that WWVA HAS listeners—listeners galore in Eastern Ohio, Western Pennsylvania and West Virginia. And, after all, it's listeners that every radio advertiser MUST have to get a run for his money. Don't overlook these listeners when you make up that list of stations.

5000 WATTS
WWVA
1160 KILOCYCLES

West Virginia
Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillyvra, 485 Madison Ave., New York City
John Kettlewell
634 Palmolive Bldg.
Chicago, Ill.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

ROBERT B. STEPHENSON, manager of the Chicago office of Radio Sales, Inc., CBS subsidiary, has been transferred to the New York office, and Bill Williamson, formerly associated with Scott Howe Bowen and Group Broadcasters, Inc., in the Chicago office, has been named to take his place. Mary Bynum, formerly a secretary in the Bowen Chicago office, has also been added to the Radio Sales staff.

JOHN CAHILL has been named San Francisco manager of Ruthrauff & Ryan, to replace James Dignan, who has transferred to Los Angeles, where he will handle radio activities for Ruthrauff & Ryan and Roy Allen & Associates.

MACCULLOUGH CAMPBELL, formerly space buyer with Erwin, Waspe & Co., Los Angeles, has joined Lord & Thomas, San Francisco, in a similar position.

LEONARD F. WINSTON has resigned as sales promotion manager of Acme Broadcast Productions, New York, and has established his own agency as general radio representative with offices at 11 West 42nd St. He was formerly with the New York American, and prior to that was vice president of Sturdy Underwriters Corp., Boston.

LINDSEY SPIGHT, San Francisco manager of Greig, Blair & Spight, station representatives, stopped off at Los Angeles Aug. 1 on his return from a month's business trip to Chicago and Cleveland. He stated that the Los Angeles office will remain open and will be managed from the San Francisco office. Mr. Spight will visit the Los Angeles office semi-monthly. David Sandberg, former Los Angeles manager, resigned several weeks ago to be commercial manager of KYA, San Francisco. No successor will be appointed for the present.

ARTHUR LYONS has returned to New York from Hollywood where he made arrangements with Berg, Strobls, Allenberg & Blum, Hollywood radio-stage talent agency, to be represented in New York by the A. & S. Lyons Agency.

FITZMAURICE & Son, Los Angeles radio agency, has retired from the field. Since the death of Fitzmaurice Kelly a year ago, it has been managed by his son, Mike Kelly, former KXN announcer.

WILLIAM H. VOELLER, Geo. president of Conquest Alliance Co., foreign station representatives, left New York July 27 for Hollywood to arrange for the production of transcriptions there for bookings on Latin American stations.

J. J. DICKELY, radio manager for Roy Allen & Associates, Los Angeles agency, was married in Los Angeles Aug. 2 to Miss Josephine Schenron of that city. They are spending the month of August on a honeymoon at Lake Tahoe.

OFFICES of World Broadcast System in Hollywood have been moved to the Richfield Oil Bldg. in downtown Los Angeles. Pat Campbell in charge. Technical recording quarters will continue, however, 1040 N. Las Palmas St., Hollywood.

PAUL H. RAYMER Co., station representatives in New York and Chicago has opened an office in the Ross Bldg., San Francisco, with Frank White in charge as Pacific Coast manager.

THE CHICAGO office of the McC. Co., advertising agency, was closed Aug. 11, with Gordon Taylor transferred to the Minneapolis headquarters.

KASPER-GORDON STUDIOS, Boston, announces its appointment of New England representatives, KEEQ, St. Joseph, Mo., and WRC, Waukegan, Ill.

HUSBAND & THOMAS, New York, has been appointed to handle advertising for Twin-Popsides, new line of Popsicle Service, Inc., Brook, N. Y.

SAFEWAY STORES, with headquarters in San Francisco, has shifted their account from Boston Constantine & Gardner to the Walter Thompson agency, with F. Fidler as account executive.

ACME WHITE LEAD & COLOID WORKS, Detroit (paints, varnishes and insecticides) has appointed E. Y. Guan as director of publicity.

SCOTT & BOWNE, Elmhurst, N. Y. (Scott's Emulsion of Cod Liver Oil, etc.) announces the appointment of Charles Fowler as advertising manager with headquarters at Bloomfield, N. J. Marschalk & Pratt, Inc., New York, has been appointed the agency.

FLETCHER & ELLIS, Inc., New York, has been appointed by the Quaker Oats Co., Chicago, to handle the advertising of Quaker Crackles in addition to what they are already placing.

SEIBERLING RUBBER Co. (Akron, O. tires) has appointed Medrum & Fowsmith, Cleveland, as its agency.

KRAFT-PHENIX CHEESE Co. (Chicago (Chiffon butter) has placed its advertising account with Neelhan, Louis & Brody, Inc., Chicago.

CARLYLE LABORATORIES, New York (cosmetics) has appointed Charles J. Cutajar Advertising, New York, to handle its advertising.

C. F. MUELLER Co., Jersey City (macaroni) has appointed E. W. Heilig Co., New York, to handle its radio advertising.

P. PASTENE & Co., New York (detergents) has appointed Maxon Inc., New York, to handle its advertising.

PISO Co., Warren, Pa. (proprietary remedies) has placed its advertising account with Watson Advertising Agency, Chicago.


SEALED POWER Corp., Muskegon, Mich. (piston rings and pistons) has named John L. Wierengo & Staff, Grand Rapids, to handle its advertising.

ENCYCLOPAEDIA BRITANNICA, Inc., New York, has placed its advertising account with N. W. Ayer & Son, Inc., Philadelphia.

AN AUDITION room is included in the newly expanding quarters of Dohue & Co., New York agency, in the Paramount Bldg.

WWL Gets Full Time

IN A special temporary experimental action, the FCC July 31, authorized WWL, New Orleans, to operate full time on the 850 kc. clear channel which it heretofore has shared with KWKH, Shreveport. KWKH shifts to 1100 kc. under the experimental grant, effective until Feb. 1, 1935.



FREE
50% more coverage
Thru increased daytime power
KMBC brings you thousands
of new buyers at no extra cost.

Meet More Like Her
Again KMBC comes forward with extra value for the advertiser. With an increase in daytime power to 2500 watts, KMBC women's audience now is far greater. Use KMBC to reach the women in the Kansas City Market. By actual survey KMBC formerly was preferred by women listeners. Now that preference is even greater.

KMBC
MIDLAND BROADCASTING COMPANY
Pickwick Hotel—Kansas City, Missouri
New York Office—Chrveler Building, Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building, Phone Superior 3426

500,000 Watts

Most Powerful in the World



Worth looking into..

W L W Merchandising Service

Reports obtained by thousands of contacts with wholesalers and retailers in all lines give to WLW advertisers a complete picture of the WLW selling field in relation to their products. Weak spots are uncovered—inaccuracies corrected—waste effort reduced—sound selling plans facilitated.

Complete details concerning this service will be sent to owners and major executives who will write to John L. Clark, Radio Station WLW, Cincinnati, Ohio.

THE CROSLY RADIO CORPORATION • CINCINNATI

Does Your Sales Set-up Call for a Radio Program on the Pacific Coast?

Do You Want It on the AIR During the Peak Evening Hours of 7 to 10 o'clock?

The Don Lee Broadcasting Company offers you a radio service so flexible that it can parallel almost any sales or distribution plan.

SOUTHERN CALIFORNIA . . . You can cover it with radio stations in Los Angeles, San Diego and Santa Barbara—3 major markets.

CALIFORNIA . . . You can cover it by adding radio stations in San Francisco, Sacramento, Stockton, Fresno and Bakersfield—8 major markets.

PACIFIC COAST . . . You can cover it by adding the Columbia-Northwest Unit—radio stations in Portland, Seattle, Tacoma and Spokane—12 major markets.

And Your Program . . . will it be good? Tune in on "California Melodies" on the Columbia Coast-to-Coast Network any week. Hear a topnotch production job featuring Raymond Paige's Orchestra and Don Lee talent. It originates at KHJ, Los Angeles. Consult your newspaper for station and time of program.

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE

Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

Los Angeles, KHJ Fresno, KMJ
San Francisco, KFRC Stockton, KWG
San Diego, KGB Sacramento, KFBK
Bakersfield, KERN Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN Seattle, KOL
Tacoma, KVI Spokane, KFPY

Los Angeles Office . . . 7th at Bixel St.
San Francisco Office . . . 1000 Van Ness Ave.

STUDIO NOTES

FOUR HOURS after the death of the president of Germany, Paul von Hindenburg, WINS, New York, brought to the radio audience a transcription of his voice—his New Year's Day address of 1932. In the evening of the same day, listeners heard his voice by means of a transcription made by the Reich Rundfunk Gesellschaft of his address on his 55th birthday. On the day of his funeral, Aug. 7, Earl Harper interviewed Herbert F. Ottigen, German-American announcer, who interpreted von Hindenburg's address.

KMTR, Hollywood, has refurbished and incorporated most of its studio space and has added an audition room and executive offices. Decorations follow a modern motif.

NANCY AND JANE is the title of a new series of weekly programs over WCKY, Cincinnati, sponsored by McAlbin's Department Store. The dramatic sketches tell of the adventures of two Cincinnati girls on a vacation trip.

TRIBUTES were exchanged by WCKY, Cincinnati, and CFRB, Toronto, on Aug. 2 and 3 with special programs and messages from the respective mayors.

TECHNICIAN recognition is being given on all commercial and feature sustaining programs on KFAC, Los Angeles. In addition to the name of the announcer, at the close of the broadcast, the name of the technician on duty is announced.

THE DARK-K-NIGHTS act, a regular feature over WBT, Charlotte, N. C., set up a miniature studio in a drug store window as an additional advertising feature for the sponsor, makers of Mentho-Mulsin, Kunto and Pap-O-Dine.

WORK is progressing on the building to house the new 5,000-watt transmitting plant of WTRC, Hartford, Conn. Electricians have been laying the intricate maze of pipes that will be imbedded in the concrete to carry the wires which will furnish power to operate the big tubes. These pipes also carry control wires from the operator's desk, so that every control is at the finger tips of the operator. Operation of the transmitter, which will use 2,500 watts daytime and 1,000 at night, is expected by early fall.

THE TRANSMITTER of WEAS, White Plains, N. Y., was struck by lightning late in July and Harry C. Landenstein, engineer, narrowly escaped injury as he was at work on the equipment when the bolt struck.

A CONGRATULATORY program dedicated to the city of Toronto was transmitted Aug. 11 under the joint auspices of the International Radio Club and WTRC, Hartford. Because of its proximity to Canada and its popularity there, the Connecticut station was chosen by the club to convey its greetings on the occasion of Toronto's centenary year.

NEW COMPOSITE equipment which will enable WDAY, Fargo, N. D., to broadcast on its recently authorized power of 2,500 watts daytime is being installed by J. M. Hedland, chief engineer. The station is expected to be in operation on the new power by Sept. 1.

TRIPPLICATE transmitting equipment kept WJCA, New York, on the air during recent severe electrical storms. Two transmitters are located in Flushing, L. I. Lightning bolts attracted by the antenna system burned out instruments in the main transmitter. The same thing happened to the auxiliary a few minutes later. Network programs were then routed through the third transmitter held in reserve atop the WJCA building on Broadway.

EXTENSIVE alterations and additions are being made in the studios of WTRC, Hartford. The work, completed early in September, gave the Connecticut station the nation's largest station headquarters. Extending the length of a city block, the layout will consist of four studios, including two new large enough to accommodate visiting a special booth for announcers and individual speakers, two transcription rooms containing 10 turntables, electrically recorded programs, soundproof glass observation room, complete new switching system operated by push buttons, new technical repair rooms and rest room.

BETTER Business Bureau of Los Angeles, besides its five regular weekly broadcasts on KFL, KFI, KJL, KXN and KFAC, has launched a special campaign of 17 radio features sponsored jointly by the bureau and the Los Angeles Retail Code authority. Talks will acquaint the public with the intricacies of the code and how it affects them.

DANNY MALONE, who rose to sudden fame as a tenor over the BBC in London recently, has gone to New York upon invitation of NBC. He will appear in a series of broadcasts and in theater engagements under the NBC Artist Service. He has been heard in the United States during international broadcasts, the most recent being a program short-announced sponsorship of the Gulf Refining Co.

THE NEWS service of KXN, Hollywood, supplied special coverage of the San Francisco strike and Dillingham death for KGMB, Honolulu, upon request of the island station.

ESTABLISHING its own electronic bureaus, the Southwest Network broadcast returns in the Texas primaries of July 28. The broadcast was at brief intervals from 8 to 11 p. m. and covered the six large counties of the state.

CLYDE FEUCHTER, professor of history at Baldwin Wallace College, Berea, O., has joined the staff of WGAR, Cleveland, to present a new series—"History Behind the News"—once weekly. Ethel Hawes and Be Levin, formerly of WHK, Cleveland, have joined WGAR to present its "Around the Town Program." Mr. Levin, an attorney, also will present a nightly news digest beginning Sept. 1.

INTERNATIONAL greetings from the Dominion of Canada will be broadcast by short-wave to radio listeners in all parts of the world on Aug. 13 from 11 to 12 p. m., CST. The program will originate in the studios of CJRC, Winnipeg, and will be broadcast on a frequency of 1390 kc. from that station, and by short-wave stations CJRO, on 6150 kc. or 483 meters, and by CJRX, on 11720 kc. or 25.65 meters.

Brinkley Badly Beaten
RUNNING a poor second, Dr. John R. Brinkley was beaten by a three to one vote in the Kansas gubernatorial primaries the week of Aug. 6. Gov. Alf. M. Landon won the Republican nomination. Political writers generally interpret this third unsuccessful effort on the part of the ex-medico broadcaster to become governor as ending any future chances in politics.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Quaker Tests Script

QUAKER OATS Co., through Lord and Thomas, is testing on WVA, Richmond, Va., a five-episode-a-week script act titled "The Junior Firemen's Club." The act is put on with studio talent and is being heavily merchandised. Junior firemen are given various ranks in a mythical "Company No. 17" in return for an increasing number of labels. The series started Aug. 6 and is slated for a six-week run. Special sales crews are securing cooperation of retail outlets.

Ben S. Fisher Resigns Post to Practice Law



Mr. Fisher

BEN S. FISHER, since 1930 assistant general counsel of the old Radio Commission and acting in that capacity with the new FCC, resigned August 15 to take up the practice of law in Washington. He will be associated with the firm of Ellis, Ferguson & Houghton, Southern Building. Mr. Fisher's resignation is effective September 1, when he intends taking a two weeks' trip to the Pacific coast.

Mr. Fisher came to Washington from Marshfield, Oreg., where he had been district attorney, state president of the Elks, and state commander of the American Legion. He is a native of Anderson, Ind., and a law graduate of the University of Illinois. During the war he was an officer overseas.

While with the Radio Commission, Mr. Fisher had charge of hearings and criminal litigation, and during the spring of 1933 served as acting general counsel. He was in charge of the highly successful campaign conducted by the Commission in collaboration with the Department of Justice to drive "outlaw" stations off the air, assisting federal district attorneys in 35 criminal prosecutions that resulted in 32 convictions or guilty pleas. The drive against illegal or unlicensed stations resulted in the closing of nearly 200 of them.

Chicago Fair Given 600 Hours of Free Publicity

FREE advertising given the Century of Progress Exposition by 120 national networks and Chicago radio stations has totaled more than 600 hours in 13 weeks since May 7, a check-up by one Chicago station has revealed. NBC led to its five local outlets, WMAQ, WENR, WLS, KYW and WCFL, and to the networks, more than 190 hours of time exploiting the fair. CBS offered some 115 hours through its two local outlets, WBBM and WIND, and the chain. WGN stood highest among individual Chicago stations publicizing the fair during the 13-week period, presenting 153 hours of programs. Other stations included in the check-up are WCFL, 73 hours; WJJD, 53 hours; KYW, 24 hours; and WLS, 5 hours. These figures indicate broadcasts independent of the networks. It was estimated at least two-thirds of the time given was at night.

AGAIN, WJAS



exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS

is now on WJAS with a One Hour broadcast once-a-week.

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

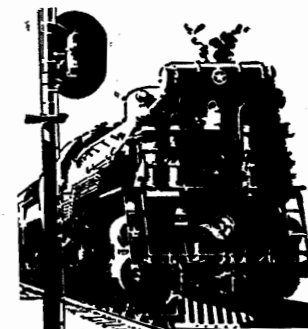
SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

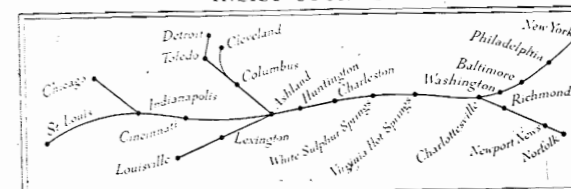
CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.



for A GOOD START AND A HAPPY CONCLUSION OF YOUR CONVENTION TRIP



Any ticket agent can route you on the Chesapeake and Ohio. INSIST UPON IT!



THE GEORGE WASHINGTON THE SPORTSMAN - THE F. F. V.

THE FINEST FLEET OF AIR-CONDITIONED TRAINS IN THE WORLD

Chesapeake and Ohio speaks your own language—with a radio on every thru train—radio as one of its important advertising media—with comforts and luxuries entirely new to railroad travel. Make sure of a good start and a happy conclusion to your convention trip—by traveling Chesapeake and Ohio.

SLEEP LIKE A KITTEN



IN AIR-CONDITIONED COMFORT

CHESAPEAKE and OHIO

Home Managing Series Transcribed for Utilities

THE RADIO Home Management Series, which was formerly known as "NXX," is now being transcribed for utilities through the Mayers Co., Los Angeles agency, has been recorded for national release. Technical work and distribution of the transcription series has been done by Radio Productions, Inc., Los Angeles, with 28 fifteen-minute programs. The entire series will be sold as a unit, including merchandise aids. These include separate lessons, computer displays, window cards, booklets, newspaper ad mats, certificate of completion, specimen form, radio announcements and so forth. Radio Productions will market the series to utilities groups in different parts of the country.

Ironized Yeast on CBS

IRONIZED YEAST Co., Atlanta (yeast tablets), which since January 1 has been testing radio with 5-minute transcriptions and 15-minute studio programs, the latter including "Vic and Sade" on WLS, Chicago, on September 11 will undertake a network campaign on 12 CBS stations, featuring "Whispering Jack Smith" and his orchestra Tuesdays, Thursdays, and Saturdays, 7:30-7:45 p.m. Its agency is Richman & Ryan, New York.

KADA is the call assigned to the new 100-watt daytime station at Ada, Okla., to operate on 1,200 kc. The licensee is C. C. Morris.

FCC Acting Slowly, Says Judge Sykes

THE FCC is moving slowly and methodically in carrying out the mandate of the Communications Act of 1934, which created this new agency with regulatory control over radio and wire communications, Chairman E. O. Sykes, of the FCC, said in an address August 5 over a nation-wide CBS network. The history of the Communications Act, beginning with the report early this year of the interdepartmental committee, was recounted by the head of the FCC, after which he analyzed the law itself.

The Broadcast Division, he pointed out, already has scheduled a hearing October 1 to which all interested persons have been invited to study the "class allocation" proposal, while the Telephone and Telegraph Divisions have adopted orders calling upon communication carriers to file detailed reports, invading the innermost secrets of their operations.

"In short," Judge Sykes concluded, "these divisions, after carefully studying the provisions of the act, are calling for reports therein authorized in order that they may fully inform themselves upon all of these questions so that they may fairly and intelligently administer the act that all of the people in the United States may have adequate communication facilities at reasonable charges."

CALL LETTERS of WJBI, Red Bank, N. J., have been changed to WBRB.

Dr. Dellinger Expected To Head U.S. Delegation For Lisbon Conference

DR. J. H. DELLINGER, chief of the radio section of the Bureau of Standards, is expected to be named chairman of the American delegation to the biennial conference of the International Consulting Committee on Radio (C. C. I. R.) to convene in Lisbon, Portugal, Sept. 22. The delegation, to consist of five radio experts, will be named shortly by President Roosevelt.



Dr. Dellinger

At the State Department it was indicated that Gerald C. Gross, FCC international engineering expert, is certain to be a delegate. For the Navy the delegate probably will be Capt. S. C. Hooper, director of communications; Army, Maj. Roger B. Colton, Signal Corps; and State Department, William V. Whittington, of the treaty division, who has been assigned temporarily to the desk vacated by FCC Commissioner Irvin Stewart.

The C. C. I. R. conference will be held in accordance with the terms of the Telecommunications Conference in Madrid two years ago. Important matters relating to wave length propagation which may have bearings upon allocations of frequencies for radio services will be considered. The American delegation will sail Sept. 12, and the conference probably will continue for six weeks.

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Court Upholds Durante, NBC in Second Ruling On Copyright Complaint

FINAL adjudication of the suit of Alfred Kreymborg, New York poet, against NBC and Jimmy Durante, comedian featured in the Chase & Sanborn hour, alleging infringement of copyright, was provided for in a ruling of Federal Judge Patterson of the U. S. District Court of New York June 20. In allowing the plaintiff the right to serve an amended bill, however, Judge Patterson reiterated his previous conclusion that there was no copyright infringement.

Judge Patterson pointed out that on June 2 he had held that Durante did not infringe Kreymborg's copyright by publicly reciting one of his poems. On reargument, the plaintiff contended that the poems are a "similar production" to lectures, sermons or addresses within the meaning of the copyright laws. After reviewing the law, the court ruled that the poems are not a "similar production" to nor resemble a "lecture, sermon or address."

In granting the motion for reargument the jurist stated that "on further consideration, the court adheres to its view that the bill does not state a cause of action and should be dismissed." He added, however, that Kreymborg is given leave to file an amended bill.

Stations Protesting Texas Election Bar

CHARGES that action of Texas Election Bureau, in barring all broadcasts of election returns on the Democratic primary on July 27, violated, at least in spirit, a press-radio agreement, have been filed by Texas stations with the Managing Editors Association, Inc., and now are before its executive committee.

The Texas Election Bureau is cooperative organization for gathering returns from all of the 25 counties in the state. Dominated by a majority of the smaller districts in the state, the bureau adopted a resolution barring the use of radio turns on radio or bulletin board. The ban also was extended to include the Press-Radio Bureau and the Publishers National Radio Committee so that no returns were available except to the newspapers.

Several independent stations affiliated with newspapers made last-minute attempts to cover the election, but the returns were scattered and were inconclusive. C. C. operation of the Press-Radio Bureau in an effort to obtain a modification of the ruling is being sought prior to the second primary which is generally equivalent to election in Texas.

Texas is the only state where the election returns are gathered by an independent organization. In other states where the Associated Press or other press associations gather returns bulletins are made available to the Press-Radio Bureau.

Kelvinator Novel Drive Inaugurated on KMOX

KELVINATOR Refrigerator Co. St. Louis, on Aug. 1 started a novel advertising campaign over KMOX, presenting two programs daily—the "Morning Varieties" and an afternoon program. For 10 days before the first program KMOX spotted the following "teaser" announcements: "These numbers down! 7-9-5-0. What's the answer? . . . 21. Right. . . But what? . . . For the complete answer, listen to the 7-9-5-0 shows beginning Wednesday, Aug. 1." . . . The same teasers appeared on all radio pages of the St. Louis newspapers.

The answer, given in the first broadcast, was this: "7-9-5-0 totals 21, which means that 21 Kelvinator dealers in the St. Louis area are offering a Kelvinator Refrigerator for \$79.50." The artists also appeared in person daily at three of the 21 Kelvinator dealers' local showrooms.

WXYZ Gets Hearing

LATEST application of WXYZ, Detroit, for improved facilities and power, has been designated for hearing before the FCC, sitting en banc, Sept. 24. The application is for a new station of 10,000 watts on 640 kc., the clear channel of KFI, Los Angeles. At the same time the Commission designated for hearing on the same date the application of the Portland Broadcasting System, Inc., for a new station at Portland, Me., on the same channel with 500 watts.

NRA's Supporters In Iowa Pick Radio To Answer Critics

NEWSPAPER opposition to the NRA in Iowa has created so much public indifference toward those firms operating under the codes that a group of 40 Iowa business men, the majority of whom represent code authorities, held a conference early this summer as a result of which they selected radio as a medium to combat this trend.

Cooperating with the Iowa code administrators, the group asked WOC-WHO, Des Moines, to carry the NRA message to the Middle West. The new series of programs, inaugurated over WOC-WHO July 22, offers a new plan whereby radio stations, in cooperation with code authorities, can utilize code funds for effective radio publicity.

The NRA series, which will run for eight weeks, has been approved by Leroy C. Perkins, Iowa trade practice compliance officer of the NRA, and Harry Shaw, district code administrator in Waterloo, Iowa, who is also operator of WMT. Officials of WOC-WHO also received personal endorsement of the series from Gen. Hugh S. Johnson, National Recovery Administrator, who expressed approval of the programs on his recent visit to Iowa.

During the first two weeks of the series, 5-minute programs were presented every day, with special 30-minute broadcasts on Sunday evenings. For the remainder of the series, there are 5-minute programs on Monday, Wednesday, and Friday evenings and a continuation of the half-hour Sunday broadcasts.

WMT, Waterloo, also broadcast the first two weeks' programs, by means of special leased wires which carried the broadcasts originating in the studios of WOC-WHO, and will continue to carry the Sunday evening programs.

"True Stories of NRA"

THE PROGRAMS, produced by Francis Robinson, assistant program director at WOC-WHO, combine dramatic sketches, informational material, and music. The longer Sunday evening broadcasts feature an orchestra presenting semiclassical and patriotic numbers, and an explanatory talk on the NRA by prominent local businessmen. They also include dramatic skits built around characters whose lives have been affected by the NRA, some of the skits being based on actual cases taken from the official records of Iowa reemployment offices.

A recorded fanfare introduces the week-day 5-minute broadcasts, followed by the announcement: "True Stories of the NRA." Recorded music furnishes the theme melodies for each dramatic sketch.

The theme of the entire series is to present such a clear picture of the constructive activities of the NRA as to create in the consumer a desire to support the firms operating under codes by giving them his patronage. The appeal is that the public patronize these NRA firms as a patriotic gesture.

ROYALTY FLUSH But He Repaints the Old Coach In Novel WCKY Skit

ONE-MINUTE dialogues and playlets are being used on WCKY, Cincinnati, by Nu-Enamel stores in Cincinnati. The skits embrace a variety of situations, stressing the merits of both Nu-Enamel and Enamelized paint and are on the air six nights a week.

All copy is written by the WCKY continuity department, headed by Elmer H. Dressman. A typical playlet follows:

Sound effect . . . Coronation March. Herald: Hear Ye! Hear Ye! . . . His majesty the king will now address the people. Sound effect . . . Cheering crowd. The King: My loyal subjects: Economy is the watchword of the hour. This year the royal coach will not be traded in on a new model. I'm having the old one refinished with Nu-Enamel. And believe me, boys and girls, it will look like new!

Sound effect . . . Cheering crowd. Announcer: The king said a mouthful! Nu-Enamel will make any royal coach . . . or your own automobile . . . look like new. You can refinish your car yourself for only a few dollars, with Nu-Enamel. It goes right over the old paint, dries quickly and leaves no brushmarks. See a demonstration tomorrow at your nearest Nu-Enamel store!

Cost Accounting Survey Precedes Uniform Plan

TO DEVISE plans for development of a system of uniform, cost accounting for broadcasting stations, the NAB on Aug. 7 sent to its member stations a questionnaire seeking detailed information on station fiscal operations. The questionnaire with a covering letter was sent by Managing Director Philip G. Loucks at the behest of the Committee on Uniform Cost Accounting, of which H. K. Carpenter, manager of WHK, Cleveland, is the chairman.

In his letter, Mr. Loucks explained that the broadcasting industry code provides that such a system shall be established. The returned questionnaires will be submitted to Harvey H. Tash, public accountant of Washington, who has made an extensive preliminary study of cost accounting in the industry and who will propose a tentative report and recommendations for a system to the committee. The question will be considered at the forthcoming NAB convention. The committee consists largely of broadcasters who are experienced in cost accounting work.

NAB Expanding Index

EXPANSION of the NAB statistical index, inaugurated a year ago, to include graphic charts showing important trends in radio advertising, will be effected beginning with July report on revenue returns, Philip G. Loucks, NAB managing director, announced August 8. Heretofore, the index, compiled by Dr. Herman S. Hettlinger, of the University of Pennsylvania, has been based upon simple revenue figures furnished by 125 selected stations. The new sample will be doubled, and will include selected groups in each station classification.

Associated Oil Signs 58 West Coast Grid Games

ASSOCIATED OIL Co., with headquarters in San Francisco, is completing plans for the fall season of college football broadcasts and already has scheduled 58 of the 72 Pacific coast games on NBC and CBS. Harold Deal, advertising and publicity director, and the Lord & Thomas agency are handling details of the sportscasts, which will cost the oil company approximately \$110,000, the same amount that was appropriated for last season. The season opens Sept. 22 and closes Dec. 8.

In addition to buying station time and paying line charges, Associated Oil is paying a fee to all member colleges of the Pacific Coast Conference, which includes the Big Ten on the coast, and is paying a similar fee to smaller institutions which are not members of the conference. Announcers' fees and agency commissions are also paid by the sponsor.

100 Get WBS Service

THE ADDITION of five more stations as subscribers to the World Daily Program Service of World Broadcasting System on Aug. 1 brought its total to exactly 100 stations now taking the two-hour daily transcription service for local sponsorship or sustaining purposes. The added stations are KVOO, Tulsa; WCHS, Charleston, W. Va.; KTSM, El Paso, Tex.; WHBY, Green Bay, Wis., and WCSH, Portland, Me.

Dreft's Special Hookup

USING a special hookup of six NBC stations keyed from WLW, Procter & Gamble Co., Cincinnati, a leading radio advertiser of this year, started a campaign August 14 for its Dreft washing powder for silk stockings, carrying "Rainbow Court," a dramatic show with Irna Phillips, Lucy Gilman, and Irene and Walter Wicker. Program is heard Tuesdays, Wednesdays, and Thursdays, 3:15-3:30 p.m. on WLW, WHO-WOC, WOW, WDAF, WIBA, and KSTP, but on October 2 it shifts to 3:30-3:45 p.m. same days. For Dreft, World Broadcasting System has also prepared a series of seven 1-minute transcriptions. H. W. Kastor & Sons, Chicago, handles the account.

Taxi Firm on Radio

"TAXI! TAXI! We'll take you there!" This is the opening line of the new theme song used by the Parmalee System, Inc., New York taxicab service, in its series titled "Parmalee Harmony Taxi Drivers" that started on WEAF, New York, July 30. Program features the Landt Trio and White, Mondays, Wednesdays, and Fridays, 6:15-6:30 p.m., EDST, and is handled by the World Wide Advertising Corp., New York.

FEATURES
On Transcriptions Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

ABOUT RADIO IN SOUTHERN CALIFORNIA
It's a Fact!

30,000 PEOPLE
SPENT \$60,000... SAVED 600,000 COUPONS TO ATTEND A RADIO PICNIC OF A KFWB SPONSOR

WHY? because KFWB had put a merchandising hook in the program. Full details of this remarkable accomplishment mailed on request.

* RADIO ONLY ADVERTISING MEDIUM USED BY THIS CLIENT

KFWB
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

2500 WATTS enough power to do the job
950 KILOCYCLES in the middle of the dial

NOTE: Facts, figures, and other information on request

KJR
KJR SEATTLE

NBC
KJR listeners are afforded NBC sustaining programs

The Pioneer High Powered Station of the Pacific Northwest.
The only major station in the Northwestern markets offering guaranteed time.

For complete information see EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco

Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

**PROFESSIONAL
DIRECTORY**

JANSKY & BAILEY

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

GLENN D. GILLET

Consulting Radio Engineer
Synchronization Equipment Design, Field
Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg., Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD

RADIO ENGINEER
Field Strength and Station
Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

PAUL GODLEY

and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

The Other Fellow's Viewpoint...

Socialists Broadcast

To the Editor of BROADCASTING:
I note with interest an item on page 8 of the August 1 issue of BROADCASTING to the effect that the Socialist Party has signed a contract to broadcast 15 minutes each Sunday over WTMJ for a period of one year, and this contract is believed to be the first of its kind ever signed.

I wish to advise in this connection that the Socialist Party of Berks County for over two years has conducted a 15-minute program each Sunday from 12:15 to 12:30 p. m. on WEEU. This program is not of a political nature, but is purely an educational one based upon the theories and philosophies of Socialism. This program has been very successful, and has done a lot of good in this socialistic vicinity where the city council and the office of mayor during the past administration were held by Socialists. I am informed that the Milwaukee program was decided upon after becoming acquainted with the benefits acquired locally, during conversations at a recent national convention held in this city.

It is my thought that you may desire to have this information in the event that you care to publish a correction.

CLIFFORD M. CHAFEY,
President, WEEU,
Reading, Pa.

August 3, 1934.

AN INCONSPICUOUS carbon-type microphone from the early days of commercial broadcasting is a radio relic in the private office of LeRoy Mark, president of WOL, Washington. The instrument was used in 1926 for the first broadcast from the White House by Calvin Coolidge, who was inducted into office 11 years ago August 3.

AUTHORITY to erect a Roman Catholic broadcasting station in Ireland, which will carry programs of Catholic interest, including relays from the Vatican radio station, has been given by the Irish Free State.

DOLLAR CRYSTALS, Omaha, has placed a weekly studio program on WIND. Gary, Ind., and has transferred the Monroe Brothers, hill-billy singers, from WIND to KMA, Shenandoah, Iowa, for another studio series.

Harry L. Stone

(Continued from page 21)

"Smilin' Ed" McConnell; Dr. M. Sayle Taylor, "The Voice of Experience"; and Kenny Sargent (Glenn Gray) were yet to begin their climb to radio popularity, which began under Harry Stone's direction.

It was natural that the National Life & Accident Insurance Co. should turn to this quiet-mannered, good-looking chap when it decided to build up WSM. Harry Stone joined WSM in 1928 as an announcer, but he boasts that he has performed every job connected with a radio station from polishing a piano back in the one-man staff days to directing a big staff.

Harry Stone was married to Frances Tinsley, of Nashville, on November 11, 1919. They have two children, Nancy, 11, and Bobby, 8. He is president of the Nashville Advertising Club, vice president of the Lions Club, a Scottish Rite Mason, an honorary colonel on the staff of the Governor of Tennessee, a member of the University Club and of the Oriental Country Club. He has also served as president of the American Business Club. His hobbies are fishing and hunting, but he also likes his golf, some tennis, and traveling.

**CLASSIFIED
ADVERTISEMENTS**

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Advertising manager by 100-watt station in South, serving a trade population of 250,000 people. Must be able to sell and write advertising. Only those with experience and record as a producer need apply. Commission with drawing account. Give full details in first letter. Opportunity for right man. Linger's Broadcasting Station, Inc., Monroe, Louisiana.

Situations Wanted

As Manager, 35, energetic American, thoroughly experienced broadcasting business from control room through executive duties. Now employed important midwest station. Desire change locality. Can go anywhere. Desire particularly job building old or new station. Address Box 209, BROADCASTING.

**ATTENTION!
STATION MANAGERS**

Broadcast Engineer specializing in operating economies, with executive, administrative ability, desires connection with progressive station. Fourteen years radio. Regional network, chief engineer network and independent station experience. Married. Thoroughly reliable. Box 209, BROADCASTING.

Experienced station manager desires connection—knowledge of advertising and good record in building sales. Thoroughly familiar with Federal Regulations and station operations. References. Box 211, BROADCASTING.

Broadcast technician-announcer. Five class license. Six years experience all size stations. Reliable. Best references. Services reasonable. The man you want. Box 211, BROADCASTING.

Former manager full-time network affiliate, and CBS program executive, desires connection with agency or large station. Thorough broadcasting and agency experience. Full details and references on request. Box 205, BROADCASTING.

Experienced announcer-production man writes continuity, dramatic experience, employed, desires change. Box 206, BROADCASTING.

Wanted to Buy

100-watt transmitter and other equipment for broadcast station. Will pay cash if in good condition. Box 207, BROADCASTING.

POCAHONTAS OIL Corp., Cleveland (Blue Flash oils) will sponsor eye-witness reports of the National Air Races, Aug. 31 to Sept. 3, over WHK as a sequence to its regular sponsorship of the "Jimmy Allen Flying Club" transcription series.



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

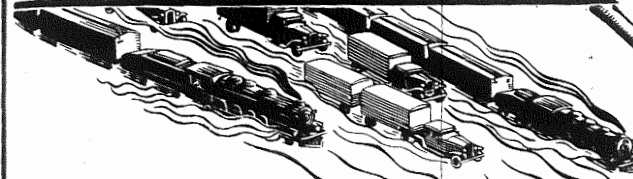
R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.



**Nothing else
like this in
Radio!**

The World Program Service can be focussed in markets without the waste of using stations in territories not desired. Also, local variation can be given to the sales message without any increase in cost. It can be used to open new territories, to promote sales in scattered markets, or for selling along the whole national front. We shall gladly give you full information or arrange auditions at any of our World offices or at a member station.

Selling Power

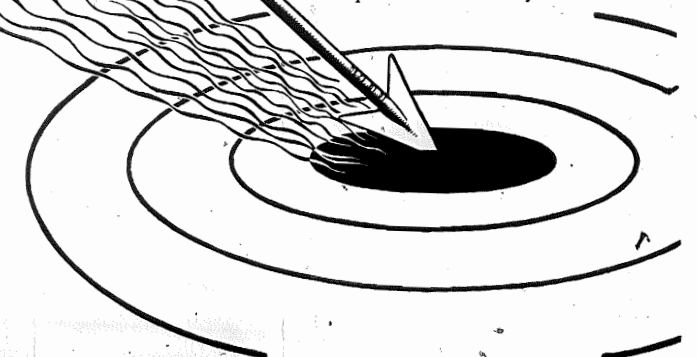
READY TO TURN ON IN

99 Markets!

ONE of the remarkable features of the World Program Service is that it can go to work for you *without delay* in any part of the United States. No costly arrangements are necessary in the preparation of your radio program. You have a free choice of top-notch program material created by the leading radio artists: dance numbers, vocal solos and duets with orchestra accompaniment, quartets, salon music, concert selections, Hawaiian and Marimba music, violin solos and quartets, piano and organ numbers, bands, marches, and fanfares. Any of 99 radio stations associated in this unique service, *could put these programs on the air tomorrow* in any desired combination.

This new plan removes the obstacle of program cost and uncertainties. Your production item becomes nominal. (*Less than 5%* of the cost of time on any one of ten good stations). That gives you much more time on the air without any increase in your budget and more time on the air is **MORE SELLING.**

This method of using radio for national, regional or local advertising is as flexible as newspapers. And it's the quickest, most direct selling power all ready to turn on!



**Find out how
much sales help
our 3000 Field
Men can be!**

Owned and Operated by,

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representative

EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Cleared Channel

Unlimited Time

WSM

NBC
Affiliate

50,000 WATTS

650
Kilocycles

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

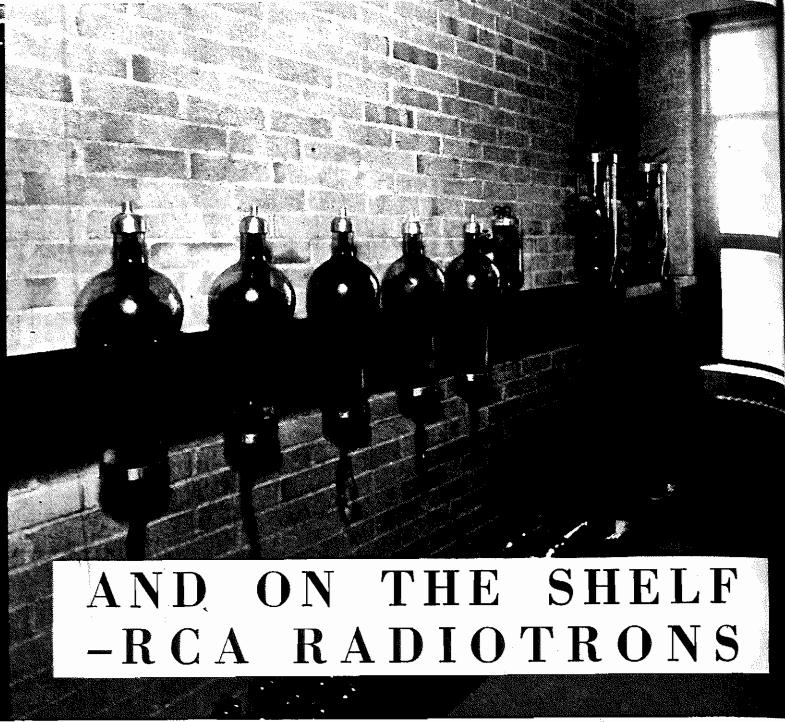
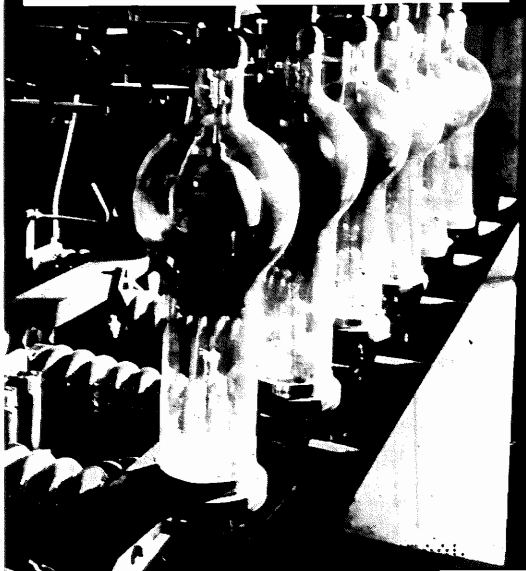
400 West Madison Street, Chicago, Ill.

555 South Flower Street, Los Angeles, Cal.

SOUND STUDIOS OF NEW YORK, INC. SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC. WESTERN ELECTRIC LICENSEE

100% RCA is 100% INSURANCE

IN THE SOCKETS
-RCA RADIOTRONS



AND ON THE SHELF
-RCA RADIOTRONS

*are YOU insured against costly
and embarrassing delays?*

TUBES, like lamps, cannot last forever. When it becomes necessary to make a replacement, **HOW LONG WILL YOU BE OFF THE AIR?**

Genuine RCA Power Radiotrons for fifteen years have been built to deserve your faith.

The experienced engineer and the experi-

enced operator has learned that RCA Radiotrons will stand up, even under temporary overloads,—because they are properly built and tested.

The unseen element of *Quality* makes them reliable,—and worth twice their cost.

Check up your tubes in service and in reserve **TODAY—**

1—Is the supply adequate?

2—Are they all *Genuine RCA Radiotrons*?

Transmitter Section



RCA VICTOR COMPANY, Inc

A Radio Corporation of America Subsidiary

CAMDEN, N. J. "RADIO HEADQUARTERS"

NEW YORK: 153 E. 24th St.

DALLAS: Santa Fe Building

CHICAGO: 111 N. Canal St.

ATLANTA: 144 Walton St., N. W.
SAN FRANCISCO: 235 Montgomery St.