

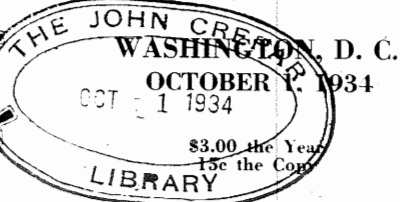
BROADCASTING

Published Semi-Monthly • Vol. 7 No. 7

Canada and Foreign
\$4.00 the Year

combined with

Broadcast Advertising



Empire Gold Company • EMPIRE STATE BUILDING • 350 Fifth Ave., New York, N. Y.

Mr. Theodore Herbert
Station WOR
1440 Broadway
New York, N. Y.

September 17, 1934.

Dear Mr. Herbert:-

It has been our intention for some time to address you concerning the excellent results we are enjoying through our radio advertising over WOR.

At the present time we are using eight radio stations in the metropolitan area in conjunction with our other advertising media. We feel that it will be gratifying to you to know that WOR ranks first in production for us, both in volume and quality of returns. Gold jewelry and scrap brought to us for assay by customers reaching us as a result of WOR is of the highest quality.

Naturally, it is because air advertising over WOR has yielded us such extraordinary returns that we have increased our schedule from one fifteen minute period per week with which we started some months ago, to the point where we are now appearing five times a week over your Station, using morning, afternoon and evening periods.

In addition to these five broadcasts we can now acknowledge receipt of your contract for a fifteen minute period on Sundays, starting October 11th preceding your broadcast of Father Coughlin.

We feel confident that your station will continue its good work for us.

Cordially yours,

EMPIRE GOLD COMPANY

ED:MT

"WOR brings in the Most Customers" . . .

says the Empire Gold Company, "and their gold is of the highest quality."

This company advertises its gold-buying service over WOR and seven other metropolitan stations. In order to find out exactly how much business each station is producing, Empire asks all customers who come in to sell gold how they happen to know Empire. The answers are carefully recorded with the amount of the purchase.

Hence, Empire speaks from the record when it says WOR is its best producing medium—more productive than any of the seven other metropolitan stations it is using, including two network stations.

Already on WOR five times a week with programs spotted in both day and evening periods, the Empire Gold Company is now taking an additional Sunday afternoon period. It is making WOR the backbone of its entire Fall advertising campaign.

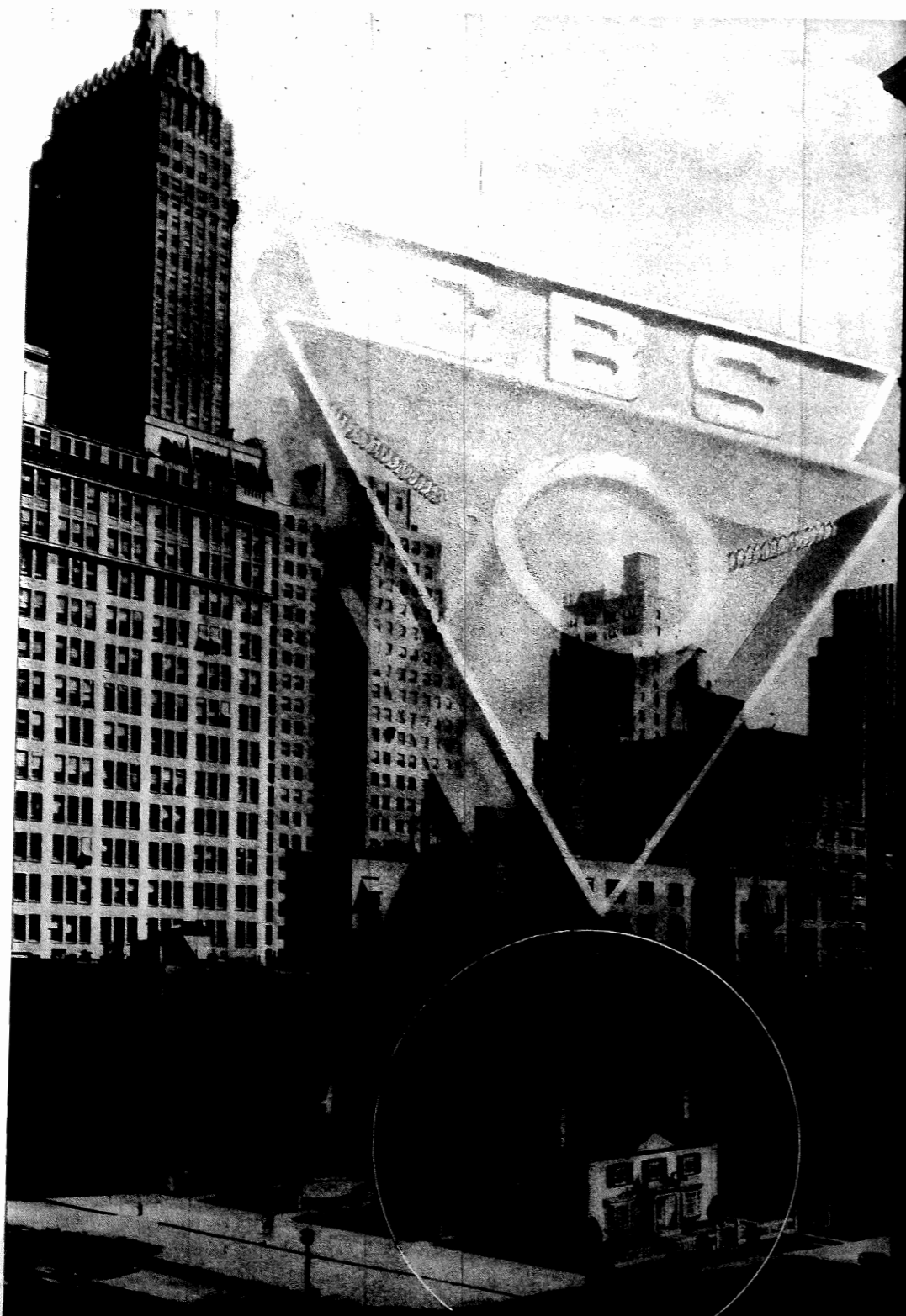
Why not let Empire's experience save you expensive experimenting in your efforts to reach "the better part of the New York Metropolitan Market"?

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, N. J.

CHICAGO: Wm. G. Rambeau, 360 N. Michigan Ave. BOSTON: James F. Fay, Statler Bldg.



THE HOUSE THAT COULDN'T BE BUILT

They planned it for years—and were called dreamers. They held to a vision, this group of thoughtful women, and were called visionaries—while their numbers and their vision grew.

Snuggle a little white house against the base of New York's giant skyscrapers? A bit fantastic. Build a little white house with a rolling green lawn and a white picket fence in the thundering heart of Manhattan? It would take a forty story building just to meet the taxes on the ground! Set a little white chick of a home in the very shadow of the Chanin tower—almost at the door of the Grand Central Terminal—just to let the public *come and look?* Dear ladies!...

* * *

"The house that couldn't be built" now hums to the beat of hammer and saw—walls and doors up, roof already timbered, windows cut—sturdy oak and yellow pine flashing in the sun at 39th Street and Park Avenue—as work speeds to swift conclusion. The dream that couldn't come true—a modern model house for all America—has already been dedicated by Mrs. Roosevelt, wife of

the President of the United States, as its hearthstone was laid and as millions of women listened to a nationwide broadcast of the ceremony.

The group of valiant and unselfish women who lead the New York Committee of the Better Homes in America movement have quietly imposed a gentle will, a personal ideal, upon the impersonal pageant of the largest city in the world.

In America's Little House, scheduled for completion early in October, women from every corner of America will see reflected their own homes... present or future... in whole or in part... with improvements they will want... with equipment they will buy... with economy they will duplicate in their own cities and towns from coast to coast.

The Columbia Broadcasting System is proud to have extended its facilities to the Better Homes Committee in this significant and splendid project. It is proud to give America's Little House one voice which is ten million voices—in a regular series of broadcasts from this national center of home interest—this national *symbol* of home building and home modernizing.

It is our privilege to offer the opportunity of sponsored broadcasting, on an exclusive basis, from this "premium" origination point—through a studio specially built into The Little House. Columbia Broadcasting System offices in New York or Chicago will gladly provide further information.

Sponsored broadcasting from 'America's Little House

- is available through

THE COLUMBIA BROADCASTING SYSTEM

Cover All 3 Thirds

WITH YOUR LOS ANGELES RADIO INVESTMENT

As a bonus, KNX also gives coverage of the entire western market . . .

In the Los Angeles market there are 3 areas of approximately equal size. (300,000 families each).

1st—the 10-mile radius which is reachable with only 1000 watts.

2nd—a radius of the next 30 miles, which requires over 1000 watts at *night time* as well as day.

3rd—is the area included in the next 100-mile radius, which requires 50,000 watts to reach. Your Los Angeles program must cover *all three* to give you the results you are entitled to.



KNX Gives Coverage of all 3—in equal proportion

Analysis of total KNX mail from these three areas of primary coverage shows that one-third of it comes from each area: proving KNX coverage in direct proportion to population. Complete coverage of all three areas that is obtainable *only* with 50,000 watts.

Comparison of mail received by one advertiser using same program over KNX and another L. A. station (that is reported as having best city coverage of any) showed KNX pulled the most response. Another advertiser, using same program at same time over two other L. A. stations received 54% of response from KNX, 38% from station "B" and 8% from station "C." Definite, indisputable evidence of KNX coverage in Los Angeles city and its entire trading area.

Additional Coverage Throughout the West

A breakdown of 20,479 letters pulled by KNX shows how it blankets this entire area in direct proportion to population:

States	Percent Radio Receiving Sets in Western States	Percent of clients mail from each State
Arizona	1.3	2
California*	*55	*34
Idaho	2.5	10
Montana	3	11
Nevada	0.2	2
New Mexico	1	1
Oregon	9	13
Utah	3	3
Washington	12	16
Wyoming	1	1
Canada	...	4
Other States	...	3

*KNX makes no claim of complete coverage of the San Francisco metropolitan area which has about one-third of broadcast receivers in California.



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

Hollywood, California

GREIG, BLAIR & SPIGHT, Representatives

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

To take the risk out of buying eggs pure food laws require that a farmer shall "candle" his eggs before sending them to market.

To take the risk out of buying time the best stations require "audience-measurement" through an unbiased organization.

THE PRICE-LUNDEEN METHOD OF "AUDIENCE-MEASUREMENT" IS AGENCY-APPROVED

*"Free & Sleininger
do more than 'represent'...
they become their Stations"*

Paul G. Gumbinner



Paul G. Gumbinner
In charge of radio
Lawrence C. Gumbinner
Advertising Agency

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES <i>NBC Basic Red Network</i>	4,389,108
WCR-WKBW BUFFALO <i>CBS Basic Network</i>	1,544,828
WHK CLEVELAND <i>CBS Basic Network</i>	2,069,345
WIND GARY—WJJD CHICAGO <i>(WIND) CBS Supplementary Group</i>	5,837,199
WAIU COLUMBUS <i>Predominant in Central Ohio</i>	1,433,606
WDAY FARGO <i>NBC Northwestern Group</i>	928,867
WKZO KALAMAZOO <i>The Voice of Southwestern Michigan</i>	346,406
KMBC KANSAS CITY <i>CBS Basic Network</i>	1,320,130
KFAB LINCOLN-OMAHA <i>CBS Northwestern Group</i>	2,522,075
WAVE LOUISVILLE <i>NBC Southcentral Group</i>	925,717
WTCN MINNEAPOLIS-ST. PAUL <i>The Twin Cities Newspaper Station</i>	2,137,792
KOIL OMAHA-COUNCIL BLUFFS <i>NBC Basic Blue Network</i>	1,363,985
WMBD PEORIA <i>CBS Basic Supplementary Group</i>	464,352
*CKLW WINDSOR <i>(Detroit Trading Area)</i> <i>CBS Basic Network</i>	4,372,000

Gumbinner clients look upon the Gumbinner organization as an integral part of their businesses, not merely an outside "agency." They respect—and find invariably helpful—the Gumbinner intensity, as attested by the long years this agency has served the majority of its accounts.

The same thoroughness that goes into planning, merchandising and ideas, has gone into its radio work. Quietly, without ballyhoo, dollars spent for radio by this agency's client are made to do the job for which they are appropriated.

As Paul G. Gumbinner further said about Free & Sleininger, "We like the way you tackle the jobs for which we call on you... you work as we do."

Thus has the attitude of genuine service pervading the Free & Sleininger organization appealed to many an advertising agency and advertiser. From coast to coast the eighteen Free & Sleininger representatives are ready at the drop of a hat to take over your problems. Ask them about the unique new Unit Merchandising Service. Let them show you why you always can choose a Free & Sleininger station with confidence.

* Represented in Chicago and Middle West Territory only.

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK
Chrysler Bldg.
Murray Hill 2-3030

CHICAGO
180 N. Michigan Ave.
Franklin 6373

DENVER
Charles Building
Keystone 6028

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
Chamber of Commerce Bldg.
Richmond 6184

SEATTLE
Stuart Building
Elliott 6642

BROADCASTING

and
Broadcast Advertising

Vol 7 No. 7

WASHINGTON, D. C., OCTOBER 1, 1934

\$3.00 PER YEAR—15c A COPY

Roosevelt Gives Broadcasters Confidence

By SOL TAISHOFF

Commercial System Seen Safe, Business Prospects Fine;
J. T. Ward Named NAB President; Dill Stirs Delegates

HEARTENED by clear-cut expressions of confidence in the American system of broadcasting from President Roosevelt and from key men in his administration who addressed them, some 400 of the nation's broadcasters, who met in Cincinnati Sept. 16-18 at the 12th annual convention of the NAB, returned to their respective stations confident that their industry is firmly entrenched and aware of the fact that they had attended the most successful and important annual meeting in NAB history.

Confidence for Hearing

FEAR of undue government interference with the industry and the present system of operation, exaggerated and intensified by the constant sniping of opposition forces espousing government ownership, was genuinely dispelled as a half dozen federal officials, representing every branch of radio regulation, spoke before the convention and asserted themselves in blunt terms.

Their words instilled in the delegates also a new confidence with respect to the forthcoming hearings before the Broadcast Division of the FCC, at which proposals for allocation of specific blocks of channels to religious, educational and other so-called "non-profit" groups will be considered and passed along to Congress. All in all, the record of the proceedings of the convention itself appeared to be an unimpeachable case for the broadcasting industry as it exists today.

The unbounded confidence in the future also was augmented by the showing that business prospects for the fall indicate a 40 per cent increase in revenue. This was disclosed in the referendum conducted by BROADCASTING during the convention through use of an automatic voting machine.

Dill's Speech Stirs

MANY significant actions designed to stabilize further the industry, notably in its dealings with advertisers and agencies, took the form of formal resolutions adopted at the closing session. Steps were taken to bring about a condition whereby stations can broadcast "spot" news, whether through the

NAB Officers and Directors, 1934-35

Officers

J. Truman Ward, WLAC, Nashville, president.
Lambdin Kay, WSB, Atlanta, first vice president.
Charles W. Myers, KOIN, Portland, Ore., second vice president.
Isaac D. Levy, WCAU, Philadelphia, treasurer. (Re-elected).
Philip G. Loucks, Washington, managing director. (Reappointed).

New Directors (3-year terms)

Alfred J. McCosker, WOR, Newark.
Leo J. Fitzpatrick, WJR, Detroit.
Harry C. Butcher, WJSV, Washington.
John J. Gillin, Jr., WOW, Omaha.
S. G. Persons, WSFA, Montgomery, Ala.

New Directors (1-year terms)

Stanley E. Hubbard, KSTP, St. Paul.
Harold Wheelahan, WSMB, Birmingham.
Powel Crosley, Jr., WLW, Cincinnati.

Directors Continuing

William S. Hedges, WEA, New York.
H. K. Carpenter, WHK, Cleveland.
Arthur B. Church, KMBC, Kansas City.
Frank M. Russell, WRC, Washington.
I. R. Lounsbury, WGR-WKBW, Buffalo.
J. Thomas Lyons, WCAO, Baltimore.
I. Z. Buckwalter, WGAL, Lancaster, Pa.

creation of an exclusive radio press association or through outright purchase of news from existing press associations and under sponsorship, after Senator Dill (D.), of

Washington, had brought the broadcasters to their feet with a pointed and courageous denunciation of the existing situation. Preparations were made for safe

and sane treatment of the musical copyright situation, contingent upon the outcome of the pending anti-trust suit against ASCAP launched by the government.

In the sphere of the business of broadcasting, the convention adopted resolutions pledging cooperation with the Federal Trade Commission in its efforts to eliminate fraudulent, untruthful or willfully misleading advertising from the air; directed the appointment of a committee to discuss with the American Association of Advertising Agencies and the Association of National Advertisers the feasibility of setting up a "circulation" bureau for the industry and for determining the character of coverage information they desire; setting up standardization of units of sale and rate card practices for station rates; prompt establishment of an agency recognition bureau within the NAB; reaffirming the resolution it adopted last year asking elimination of restrictions on announcements of electrical transcriptions; and recommending that the merchandising cooperation of stations with advertisers be limited to activities that do not entail direct expense and that where there is direct expense the advertiser bear the cost.

Elected president of the NAB for the ensuing year was J. Truman Ward.



NAB BOARD FOR 1934-35—Seated left to right: Lambdin Kay, WSB, first vice president; Philip G. Loucks, managing director; J. Truman Ward, WLAC, president; Isaac D. Levy, WCAU, treasurer; Charles Myers, KOIN-KALE, second vice president. Standing, left to right: H. K. Carpenter, WHK; Frank M. Russell, NBC; S. G. Persons, WSFA; Stanley E. Hubbard, KSTP; William S. Hedges, NBC; Alfred J. McCosker, WOR (retiring president); J. Thomas Lyons, WCAO; I. R. Lounsbury, WGR-WKBW; Arthur B. Church, KMBC; John J. Gillin, Jr., WOW; Harry C. Butcher, CBS; Harold Wheelahan, WSMB. Board members absent when photo was taken were Powel Crosley, Jr., WLW; Leo J. Fitzpatrick, WJR; I. Z. Buckwalter, WGAL.

man Ward, directing head of WLAC, Nashville, a member of the NAB board of directors for the last two years. He succeeds Alfred J. McCosker, WOR, Newark, who declined to run after serving two successive terms, despite the entreaties of members and friends who believed it would be unwise to "change horses" at this time. Mr. McCosker, however, held that his duties at WOR, together with the fact that he had served two terms, made it desirable for him to retire.

Mr. Ward was placed in nomination by the nominating committee, but was opposed in the balloting by H. K. Carpenter, WHK, Cleveland, who was nominated from the floor. Also nominated from the floor was Leo J. Fitzpatrick, WJR, Detroit, retiring first vice president. Mr. Fitzpatrick, however, declined the nomination on the ground that he would be unable to devote the requisite time to the task during the ensuing months that loom large from the regulatory standpoint.

Elected along with Mr. Ward were Lambdin Kay, WSB, Atlanta, first vice president; Charles W. Myers, KOIN-KALE, Portland, second vice president, and Isaac D. Levy, WCAU, Philadelphia, re-elected treasurer. Mr. McCosker and Mr. Fitzpatrick were elected members of the board.

Loucks Reappointed

AT THE FIRST meeting of the new board of directors held immediately following the convention, Philip G. Loucks, able young managing director, was reappointed for his fifth consecutive term, after being highly commended for his work in increasing the membership of the association from a scant 62 in 1930 to 370 at present, and building it from a makeshift and virtually unknown organization to its present stature. He was reappointed at his present salary.

Simultaneously, the new board decided against retaining Oswald F. Schuette for the ensuing year. Engaged two years ago at \$18,000 per year to handle copyright negotiations with ASCAP, Mr. Schuette last year was placed on a part-time basis at \$6,000. Because of the filing of the government suit against ASCAP last month, it was decided his services are no longer needed.

The board accepted the voluntary offer of Henry A. Bellows, chairman of its legislative committee, to assist in the preparation and presentation of the industry's case at the FCC "25 per cent" hearing. Mr. Bellows resigned as vice president of CBS last month and is being considered for a permanent post with the NAB as its legislative officer and to handle other trade association functions. This decision, it is expected, will be made at the next meeting of the board in Washington late in October.

Keynote of Convention

WHAT PROVED to be the keynote of the convention was sounded by President Roosevelt himself in a letter to President McCosker, read at the opening session. Unquestionably sinking much of the hope of commercial radio's opponents, the President expressed his "great

President Roosevelt's Message

THE WHITE HOUSE
WASHINGTON

Hyde Park, New York,
September 14, 1934.

My dear Mr. McCosker:

It gives me pleasure again to extend to you and the members of the National Association of Broadcasters assembled in convention at Cincinnati, Ohio, my heartiest greetings. A year ago, in a brief message to you, I made the statement that I was looking forward to your continued cooperation in assisting the Government to present to the people of the United States honest discussions of all phases of national problems we would face and their solutions.

The cooperation given by your members in these discussions, over the past 12 months, has given me great faith in the American system of broadcasting. I know, as you must, that the American system of broadcasting is a regulatory system and by its very fundamental principle relegates the thought of censorship to the background of the minds of everyone who really knows and appreciates your policies and daily problems. The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American press.

I am not unmindful of another benefit which radio gives all the people and to all classes of business. That is a stimulation of buying power and its assistance to commerce generally.

I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes and those of the entire country.

Very sincerely yours,

FRANKLIN D. ROOSEVELT.

Mr. Alfred J. McCosker,
President, National Association of Broadcasters,
Washington, D. C.

faith in the American system of broadcasting." And that system, he said, assures an equality of freedom "similar to that freedom which has been and is the keystone of the American press." And to top that off, the Chief Executive said he was not unmindful of the benefit radio gives all the people and to all classes of business—"a stimulation of buying power and its assistance to commerce generally."

Thereafter five government officials echoed these identical views in different language. In turn, they were Chairman Hampson Gary of the FCC Broadcast Division; Senator Dill; Sol A. Rosenblatt, division administrator of NRA, in charge of amusement codes; Col. Thad H. Brown, vice chairman of the FCC Broadcast Division, and Federal Trade Commissioner Ewin L. Davis, former member of Congress and co-author of the Radio Act of 1927. Abstracts of these addresses are published elsewhere in this issue.

Cites FCC Hearing

IN FORMALLY opening the convention, President McCosker brought out that the broadcasting industry, as such, actually is but a dozen years old—dating from the organization of the NAB. In that span, he pointed out, the radio audience has grown from about 60,000 to more than 50,000,000 persons, who listen in on some 18,500,000 sets. He pointed to the significant work of the NAB during that time and said that it was his opinion that there would not be a private broadcasting industry today had it not been for the work of the trade association.

"Broadcasting," said Mr. McCosker, "is the most regulated of American industries. We have no quarrel about that. But we must be on the alert to prevent over-regulation. It is only a short step from proper regulation to that



TROPHY WINNER—With a score of 69, after a handicap of 30, Lewis Allen Weiss, WJR, won the silver trophy awarded annually by BROADCASTING Magazine at the NAB golf tournament. Story with full details on page 20.

character of federal control which might impair, if not wreck, our freedom of action."

Alluding to the "25 per cent" hearings, Mr. McCosker said activities must be directed on the Washington front, where the opponents of the industry have concentrated their efforts. Coupled with this, he declared, must be "judicious control of our program and commercial methods through our own efforts, but we have done an effective work during the past two years in spiking the guns of the opposition on these scores by our self-imposed housecleaning program."

"During our three-day session," Mr. McCosker concluded, "we will take inventory of the last year and devise plans for the future. We have many problems, some of which have been with us from the beginning. All of them converge at the same point: means of providing maximum service to our

patrons, the listeners, while maintaining our freedom of action, and enjoying the constitutional privilege of reasonable profit on our investments and for our labors." It was Senator Dill's address on news by radio that took the convention by storm. [Senator Dill's speech is published in full in this issue.] The speech brought sharp retorts from the Publishers National Radio Committee, conducting the Press-Radio Bureau criticized by the Senator and from other pro-press groups, whose replies are also published in this issue.

The ultimatum laid down by Senator Dill was that either the press associations must change the terms of the press-radio agreement, which he said supplied only "stale" news, or stations must create their own means of securing news entirely independent of them. He suggested that the NAB either appoint a committee with power to organize a non-profit, cooperative, station-owned news organization, or empower its board to take action. With a minimum of 100 stations, he declared, such a cooperative news organization could furnish full service, open to sponsorship at a cost of \$25 per week for small stations and \$50 to \$75 per week for large ones.

Called Broadcasters' Duty

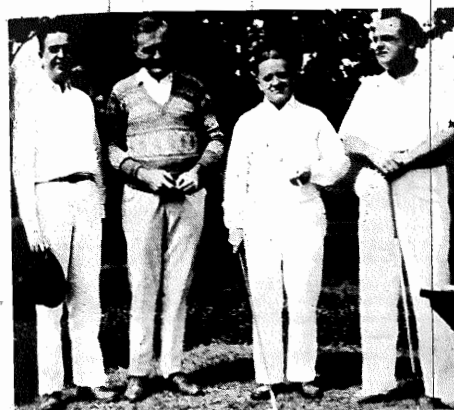
MOREOVER, Senator Dill said that news by radio as it should be provided would do more than any other single thing to perpetuate the American plan of radio. He called it the duty of stations to present news in the "public interest, convenience and necessity." He pointed to the value of such a program service in answering the demand of educators for 25 per cent of the existing facilities, which is the salient issue at the Oct. 1 hearings before the FCC.

Concluding his sensational address, Senator Dill stated that continuation of the American plan of broadcasting depends on popular support. "News by radio will do more to maintain and strengthen that plan than any other feature broadcasters can use," he said. "I urge you: seize it, use it, glorify it."

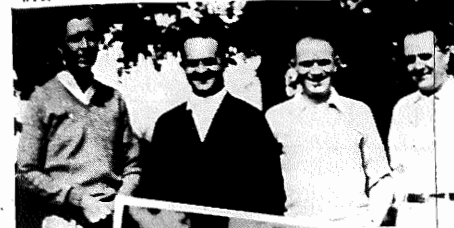
At its meeting following the convention, the NAB board studied the Dill suggestion for creation of a news-gathering organization. It found that there was pending before it a resolution adopted in May providing for the appointment of a committee to investigate the radio-press situation generally and that no new authority was necessary to comply with the suggestion. It was announced that such a committee shortly would be appointed by President Ward.

Reassuring word was received by the industry from Commissioner Gary in his address at the opening session. He reiterated his previously expressed view that talk of censorship of the air was pure imagination. He promised nothing revolutionary in the functioning of the FCC. It was his first introduction to the broadcasters since he assumed office last July and he made a most favorable impression.

Concluding the opening session Monday, Sept. 17, was William Hard, noted journalist and radio commentator, who addressed the



METROPOLITAN GROUP—Left to right: Frank Chase and Lloyd Egner, NBC transcription department; Ednyfed Lewis, WFI; Paul H. LaStayo, WAAT.



NETWORK QUARTET

Left to right: Harry Butcher, CBS; Frank Russell, NBC; M. R. Runyon, CBS; Niles Trammell, NBC.



SQUATTERS

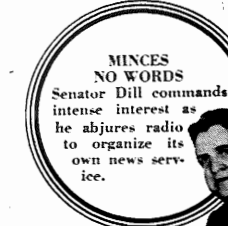
Left to right: J. Leslie Fox, WGAR; John Patt, WGAR; Jack Stewart, WCAE; Henry Christal, Edward Petry & Co.



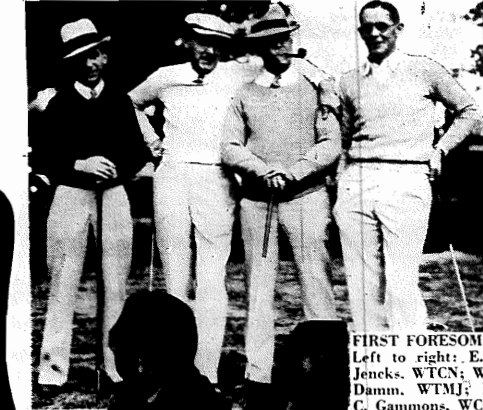
BROADCASTERS ET AL—Seated, left to right: Ed Voynow, Edward Petry & Co.; Dean Fitzer, WDAF; Mrs. A. T. Hild, WLIT; Isaac D. Levy, WCAU. Standing, left to right: Roy Thompson, WFBB; K. C. Sink, WFBB; Father J. A. Wagner, WBBY; Ednyfed Lewis, WFI; H. J. Brennan, WJAS-KQV; Benedict Gimbel, WIP; A. P. Cox, Cox & Tanz.



FOUR VP'S AND ONE TO CARRY—Left to right: Frank Russell, Edgar Kobak, Niles Trammell, Frank Mason, Donald Withycomb, all NBC.



MINCES NO WORDS
Senator Dill commands intense interest as he abjures radio to organize its own news service.



FIRST FORESOME—Left to right: E. D. Jencks, WTCN; W. J. Damm, WTJ; Earl C. Gammons, WCCO; Arthur Kemp, KHJ.



FROM OUT OF THE WEST—Seated, left to right: Hugh Hall, WOAI; Naylor Rogers, KNX; H. J. Quillian, KOMO; Mrs. J. Jacobsen, KFBB; P. J. Meyer, KFJR; Phillip Lasky, KDYL. Standing, left to right: William Way, KVOO; Sidney Fox, KDYL; Ed Craney, KGIR; Guy Earl, KNX; C. W. Myers, KOIN-KALE; T. W. Symons, KPFF.



MICHIGAN WELCOME—Leo Fitzpatrick, WJR, Detroit, cordially felicitates Harold Gross, operator of the new WJIM, Lansing.

IOWA RIVALS—James C. Hanrahan, KSO-KWCR, shakes hands with Joe Maland, WOC-WHO.



WITH ALL THE LADS—L. B. Wilson, WCKY, surrounded by happy caddies with whom he is highly popular at the Twin Oaks Club.



MORE WESTENERS—C. W. McDowell, KFOX; Richard Lewis, KTAR; C. P. McGregor, McGregor & Sollic.

convention on "Radio and Human Liberty." Peering into the future of radio in international affairs and as a tool of diplomacy, he said the extension of liberty in radio in the world is "hinged upon the preservation of liberty in radio in the United States"—the only nation which does not have a national radio system.

President McCosker then appointed committees for the convention. These included:

Resolutions—Henry A. Bellows, NAB, chairman; Donald D. Davis, WHB, Kansas City, and W. P. Williamson, Jr., WKBN, Youngstown.

Nominating—H. J. Brennan, WJAS, Pittsburgh, chairman; Charles Burke, WDAY, Fargo, N. D.; L. A. Benson, WIL, St. Louis; De Leon Levy, WCAU, Philadelphia; H. W. Shaw, WMC, Memphis; H. J. Quilliam, KOMO-KJR, Seattle, and George S. Johnson, WLS, Chicago.

Credentialed—I. R. Lounsberry, WGR-WKWB, Buffalo, chairman; Hugh A. L. Hall, WOAL, San Antonio, and John E. Fetzer, WKZO, Kalamazoo, Mich.

Election—The Rev. James A. Wagner, WHYY, Green Bay, Wis.; William H. West, KSD, St. Louis, and P. J. Meyer, KFJR, Bismarck.

From Managing Director Loucks the convention heard a word-picture of industry activities during the preceding year. Speaking at the afternoon session Sept. 17, Mr. Loucks explained that 1934 has been the busiest year in the history of the NAB. He gave account of his stewardship in his fourth annual report. Due to enlarged activities, and in spite of the increased membership, Mr. Loucks brought out that the income from dues failed to meet operating expenses during the first nine months of the year. As of Sept. 1, income amounted to \$35,139.81, while expenses totaled \$39,598.13. He recommended a change in the method of paying dues, based on published card rates of stations which would produce approximately \$60,000 annually. This amendment subsequently was adopted by the convention.

State Groups Urged

CREATION of state NAB committees to operate as branches of the NAB but also to keep abreast of purely intrastate radio problems was advocated by the managing director. Two such committees already have been created—in New York and Alabama. He urged that immediate plans be made for formation of such committees in every state.

Invading commercial problems, Mr. Loucks cited agency recognition, and the creation of a cooperative bureau for coordinating station surveys and listening data as the most important. The convention subsequently took action on both, as reported in this issue.

In a detailed report on legislation, Mr. Bellows said the last year entailed more hard work on the part of the Legislative Committee than any other since broadcasting began. A triumvirate, consisting of himself, Mr. Loucks, and Frank M. Russell, NBC Washington vice president, he explained, was in almost constant session during most of the year to devise means of meeting the constantly recurring legislative problems and those which directly or indirectly tied into legislation.

The history of the Communications bill enacted last June, which created the FCC, was enumerated



AMONG AGENCY FOLK PRESENT—The 1934 NAB convention attracted more agency executives than any previous convention in NAB history. Here are a few of them snapped by our official photographer. Left to right: John Benson, president, A. A. A. A.; Robert Howard, Campbell-Ewald Co., Detroit; Charles Gannon, Erwin, Wasey & Co., New York, radio chairman, A. A. A. A.; Elizabeth Black, Ruthrauff & Ryan, New York; C. E. Midgley, Batten, Barton, Durstine & Osborn, New York; Hubbell Robinson, Jr., Young & Rubicam, New York.

by Mr. Bellows, along with a dozen other pieces of legislation affecting the regulatory or business side of broadcasting. He dwelled at length upon the so-called Wagner-Hatfield amendment to the FCC bill, which

would have allocated 25 per cent of all facilities to nonprofit organizations but which was effectively blocked after the most sanguinary fight in radio annals. In this fight, Mr. Bellows gave full credit to

Senator Dill, who led the battle of the Senate floor.

Discussing future policies and legislative prospects, Mr. Bellows said that new problems, both Federal and State, must be met which will be more serious and more acute than any of the past. The New Deal, he said, embraces an "era of unprecedented legislative experiment." The broadcasting industry must justify its existence, and, beyond that, prove that any material change in the present method of operation would "hurt the public."

Alluding to the Oct. 1 hearing, Mr. Bellows said: "It is one of the most important events in the entire history of American broadcasting. It is up to us, not merely to present a case which will justify the Commission in recommending no material changes in the law as it affects broadcasting, but still more to establish so strong a record that we shall have a conclusive answer to every attack which can be made on our industry."

At the next session of Congress, Mr. Bellows predicted, more attacks will be made upon the industry, regardless of what the Commission may recommend as a result of the "25 per cent hearings." The so-called Tugwell bill, which failed at the last session, after repeated alteration, and which was designed to straitjacket the manufacture, sale and advertising of foods, drugs and cosmetics, he declared, will be reintroduced, "possibly in more drastic form than ever." There will be proposals for automatic copyright, inimical to the interests of broadcasters, to be combatted, and sundry other legislative propositions that will get closest scrutiny.

Full-Time Man Needed

MR. BELLOWS then explained he had served as legislative chairman for six years without compensation and while employed otherwise in the industry. "I do not believe you can afford to entrust this duty longer to any one man whose first responsibility is elsewhere," he said. "This is partly because the work itself requires too much time, and partly because it cannot be properly done with divided responsibility."

"By far our biggest job lies ahead," said Mr. Bellows, "not only in dealing with specific legislation, but in that kind of public education and active, intelligent cooperation with educational, religious and other cultural groups, which alone can in the long run really

CBS CONTINGENT—Left to right: William Schudt, WBT; E. S. Mitten-dorf, WKRC; Ed Spence, WPG; Earl Gammans, WCCO; Kelly Smith, WBBM; A. B. Stephenson, Radio Sales, Inc.; J. L. Van Volken-burg, KMOX.



AT THE SPEAKERS' TABLE—Phil Loucks, NAB, and Leo Fitzpatrick, WJR, at extreme left, consulting seriously as John Shepard III, Alfred J. McCosker, WOR, Isaac D. Levy, WCAU, and Edward Spence, WPG, listen intently to Commissioner Gary's speech.



THEY ALSO RAN—Left to right: John Harrington, KWK; Robert Convey, KWK; I. R. Lounsberry, WGR-WKWB; Sam Cook, WFBL; I. S. Roberts, KPRC; E. F. Bader, WAAW.



PETRY FAMILY GROUP—Left to right: William Way, KVOO; Lee Coulson, WHAS; H. J. Quilliam, KOMO-KJR; Martin Campbell, WFAA; Dean Fitzer, WDAF; E. H. Twanley, WBEN; Harry Stone, WSM; William West, KSD; Hugh Hall, WOAI; Henry Christal and Edward Petry.



JUST ONLOOKERS—Left to right: Leo Tyson, Al Pearce's Gang; Clarence Cosby, KWK; Armand Belle Isle, WSYR; Howard Barth, WSYR; Charles Phillips, WFBL.



GOLFING SEPTET—Kneeling, left to right: Lewis Allen Weiss, WJR (trophy winner); Ed Voynow, Edward Petry & Co.; Joe Spadea, Edward Petry & Co. Standing, left to right: Duke M. Patrick, Washington attorney; George Sutton, Washington attorney; Lewis M. Crosley, WLW; E. K. Cargill, WMAZ.



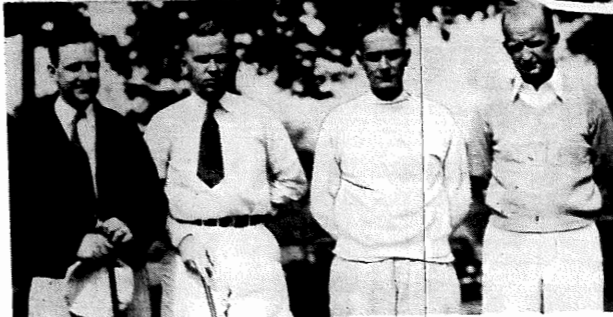
ABS SMILES—The photographer missed Fred Weber who was telling a funny one to John Ryan, WSPD, and his chief, George B. Storer, operator of WMCA and the new American Broadcasting System Network.



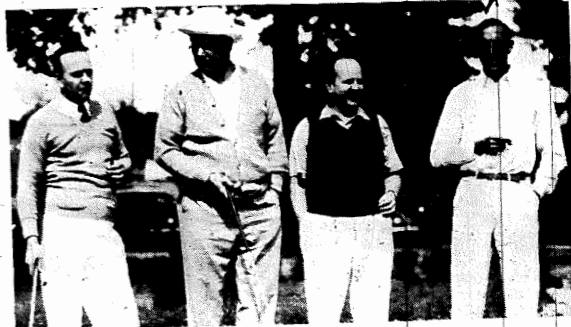
TECHNICAL TRIO—Ed Cohan, CBS technical director, shakes hands with Charles Horn, NBC general engineer, as Joe Chambers, WLW, looks on.



AT THE 19TH HOLE—Left to right: L. B. Wilson, WCKY; Frank Mason, NBC; Henry Bellows, NAB; William S. Hedges, NBC; Donald Withycomb, NBC.



SERIOUS GOLFERS—Lester E. Cox, KGBX; William West, KSD; Willard Henges, Graybar Electric Co.; F. E. Johnstone, WLW.



FORMIDABLE FOUR—Left to right: Stanley Hubbard, KSTP; Jesse Kaufman, Hearst radio stations; R. L. Ferguson, WINS; Harry Woodman, KDKA.

Quality Group Starts Operation With Four Stations in Hookup

Four Commercial Contracts Are Already Signed; Rates Combined; WXYZ is Supplemental

DEFINITE announcement of the formation of the Quality Group, comprising WOR, WGN and WLW as regular outlets, with WXYZ as a supplementary unit, was made in New York Sept. 25, upon completion of negotiations with the stations, and just five days before the first program was to go over the chain.

Rates will be the combined rate-card quotations of the stations used, minus the customary discounts, with each station constituting its own selling organization. The quality group will be operated strictly on a mutual basis, four commercial sponsors already having been signed, three of them on the basic three-station hookup and the fourth using all four stations. The fact that WXYZ is an optional outlet means that it is free to join any other chain organization. It is known to be negotiating with American Broadcasting system, which plans to launch its 14-market network within the next fortnight.

Programs Scheduled

STARTING Oct. 1 on the four-station net will be the Horlick's Malted Milk Corp. program, featuring "Lum and Abner," Mondays to Fridays, 9:30 to 9:45 p. m., EST. The account is handled by Lord & Thomas. To begin Oct. 19 and run 26 weeks over the four-station net will be Thomas Leeming & Co., Inc. (Baume Bengue), placed through Wm. Esty & Co. Another program, scheduled to begin Sept. 30 and run 26 weeks, is the account of Wasey Products, Inc., featuring the "Timely Philosopher," Jacob Tarshish, 11:30 a. m. to 12 noon Sundays, placed through Erwin, Wasey & Co. To be fed to the basic three-station net from WLW will be the "Pure Oil Show" of the Pure Oil Co., Chicago, Mondays and Wednesdays, 9 to 9:15 p. m. EST, placed through Freitag Advertising Agency, Chicago.

In connection with the Quality Group plans, it was said that at present only commercial (as distinguished from sustaining) programs will be considered, since the stations are leasing A. T. & T lines temporarily for each program period, rather than under direct annual lease. When the number of commercials increases to the point where equally economical leased wires can be handled permanently, this will be done, and the plan is for the stations to interchange studio sustaining features, remote programs and other customary network services. There is no corporate affiliation whatever. Each station has pledged its studio and engineering facilities for program origination, so clients can feed from any of the four stations without additional charges.

Heading the sales organization of each station, and therefore of the Quality Group, are Walter Neff, WOR; George F. Isaac, WGN; John L. Clark, WLW, and George W. Trendle, WXYZ. As

to the rate structure, it was pointed out that the advertiser has the choice between the three station or four station hookup. The group rates are arrived at by adding the card rates for the hookup desired, less discounts, which vary greatly owing to different policies of the individual stations. It was decided that no station should depart from card rates, and as time differences enter consideration it has been necessary to split day and night schedules into seven periods. In all cases the group card rate, less discounts represents the actual cost to the advertiser as the stations will absorb line charges.

The Quality Group claims that its stations, all in the super-power category except WXYZ, will have in their "guaranteed" service area 37 per cent of the total population of the country, 39 per cent of the radios, 37 per cent of the retail sales and 36 per cent of the retail stores. In the "fair service" area, according to the announcement, is 56 per cent of the total population, 57 per cent of the radios, 55 per cent of the retail sales and 56 per cent of the retail stores.

Schedule of Rates

EXAMPLES of the cost of time on the Quality Group are quoted as follows: Night-time: 8 to 10 o'clock, one-half hour program, three stations, \$1,550 per week, \$20,150 for 13 weeks; one-half hour program on four stations, \$1,775 per week, \$23,075 for 13 weeks; three quarter-hour programs on three stations, \$3,021 per week and \$39,273 for 13 weeks. Over the four-station net the cost of three quarter hour programs per week would be \$3,396 for a single week and \$44,148 for 13 weeks.

As for daytime rates, 9:30 a. m. to 6 p. m., the rates run: one half-hour program on three stations, \$850 per week, \$11,050 for 13 weeks; on four stations, \$962.50 and \$12,512.50. For three programs per week of one-fourth hour on three stations, the weekly cost would be \$1,658 and the 13-week rate \$21,554. Over the four-station net the rates would be \$1,845 and \$23,985.

WLW Status Uncertain

MUCH significance attaches to the definite formation of the network. The Quality Group has been linked intermittently for commercials over a period of several years, but has never set out to sell itself as a regular chain hookup. Whether the group will be augmented, it was declared, depends upon later developments.

What effect the definite alignment of the group will have upon WLW's affiliation with NBC is not yet apparent. NBC, it is generally known, has experienced considerable difficulty in its dealings with the Crosley station, and may take steps to terminate its relationship with the Cincinnati super-power outlet in view of this new development.



RADIO DIRECTOR—John Killen, former publisher of a political newspaper in the Bronx, has been appointed director of the FCC Broadcast Division. He was formerly with General Electric Co., and at one time was a member of the New York State Legislature.

James Cox Buys WLBW, Asks Move to Dayton, O.; Takes Option on WIOD

ENTRY into the broadcasting field of James M. Cox, former Governor of Ohio and in 1920 the Democratic candidate for President with Franklin D. Roosevelt as his vice presidential running mate, has been effected during the last fortnight through the consummation of deals for the operation of two stations.

The publisher of newspapers in Ohio and Florida, Gov. Cox has acquired WLBW, Erie, Pa. by purchase, and will file with the FCC an application for its removal to Dayton, O., where he publishes the *Dayton Daily News*. He has also entered a working arrangement with WIOD, Miami, with an option to purchase after two years. Jesse Jay, president of the Isle of Dreams Broadcasting Corp., will remain as president, under the new arrangement. New studios being installed in the *Miami Daily News* building will be used. This arrangement is planned to become effective in October.

WLBW, the licensee of which has been Broadcasters of Pennsylvania, is owned jointly by the Quaker State Oil Co. and the Pennsylvania Telephone Co. Operating on 1260 kc. with 1,000 watts, the station is a CBS outlet. The purchase price was said to be in the neighborhood of \$75,000. Should removal of this station to Dayton be approved, it is understood that the Cox organization will acquire WSMK, Dayton, half-time station owned Stanley M. Krohn, Jr., and suspend operation of the station. KQV, Pittsburgh, which also uses half-time on this channel (1380 kc.) will then seek full time, under the plan.

LA GERARDINE, New York (wave set lotion), has tentatively fixed Oct. 1 as the starting date of its new four-times-weekly spot program, using the World Program Service, in 52 cities.

Ford to Link Nets For World Series

Ball Clubs Paid \$100,000; Free Broadcasts Barred

MARKING the first time a World Series has been sponsored nationally, the games starting Oct. 3 will be carried by the entire networks of both NBC and CBS for the Ford Motor Co., Detroit. Approximately 180 network outlets and WGN, Chicago, will carry the games in their entirety.

Judge Kenesaw M. Landis announced that the company is paying \$100,000 for the broadcasting rights, of which \$42,000 will be earmarked for the players and the balance divided between the competing clubs.

Supersedes First Plan

ORIGINALLY it was understood that Ford would sponsor the series on limited NBC and CBS networks, offering other stations the right to carry the broadcasts if they would carry the commercial announcements also. After several stations, notably WGN, had raised the question whether this would be permissible under the NRA code, which forbids commercials without compensation, plans for utilizing the full networks were announced, and WGN time was bought separately.

N. W. Ayer & Son, Philadelphia, is the agency handling the account. Ford Motor Co., through Edsel B. Ford, president, has also announced the beginning of a new series of Sunday evening concerts over a nation-wide CBS network starting Oct. 7 and running through the fall and winter on Sundays, 8-9 p. m., EST. Victor Kolar's "Ford Symphony Orchestra," whose recent series of more than 150 two-hour concerts won such wide acclaim at the Century of Progress Exposition, will be featured, together with a mixed chorus of 24 voices and guest artists from Orchestra Hall, Detroit.

In addition to the new symphonic program, Ford will continue the sponsorship on CBS of Fred Waring and his orchestra on CBS Thursday nights, with Mickey Cochrane, leader of the Detroit Tigers, on Wednesday night on the same network discussing the baseball pennant race.

Because of the exclusive sponsorship of the World's Series by the Ford Motor Co., all broadcasts of the series, including either the name of the sponsor or any description of the product "must be on a commercial basis," consistent with the rate provisions of the broadcasting industry code, James W. Baldwin, executive officer of the Code Authority for the broadcasting industry, informed all stations and networks in a bulletin issued Sept. 25. This action was taken because of reports that the series had been offered all stations by the sponsor on a non-payment basis.

Roosevelt Fireside Chat

IN THE SIXTH of his now famous "fireside chats," President Roosevelt was scheduled to address the nation over the combined networks Sunday, Sept. 30, at 10 p. m. His subject was to be the NRA and its reorganization.

Dill Calls Press-Radio Program Failure

By CLARENCE C. DILL*
United States Senator from Washington

Senator Urges Broadcasters to Form Own News Service; Charges Newspapers Have Abused Free Press Right

THE CONTROVERSY in this country over news by radio centers about the question whether the radio or the newspapers should be first to give important news to the public. We may properly recall that the broadcasting of news not yet printed in the newspaper gave birth to radio in the United States. Since radio broadcasting service originated in this country, news by radio brought radio service into existence for the human family.

Why did the broadcasting of election returns from East Pittsburgh on election night in 1920 arouse so much interest? Because those returns were new up-to-the-minute news not yet printed in the newspapers. What if those election returns had not been broadcast for several hours after the newspapers printed them? Do you think the listeners would have written such strong letters to the Westinghouse Company urging the broadcasting of more news? Of course not. Those election returns were flash news—up-to-the-minute news, if you please—that made them so interesting.

No Danger to Papers

OUR NEWSPAPER friends should note also that the newspapers furnished those election returns to the Westinghouse Company and that those same listeners were not satisfied with simply the flash news heard by radio that night. They bought the newspapers the next morning just as previously. They wanted the full reports and the interpretative discussions, which only the newspapers furnish. The people wanted newspapers before we had news by radio. They will continue to want newspapers after radio gives up-to-the-minute news flashes and brief news reports in the future.

News by radio gave birth to radio broadcasting not only in this country, but also in Denmark. A few years ago *The Politiken*, the leading daily newspaper of Copenhagen, was operating an experimental radio station. It announced in its news columns that each day at noon the radio station would broadcast brief news reports of the trial of the president of a large bank in Copenhagen, who was charged with embezzlement. Depositors all over Denmark were deeply interested.

As a result the interest of listeners in radio became so great that the government later took over all radio broadcasting there. Today the government radio station of Denmark broadcasts news four times each day and pays *The Politiken* several thousands of dollars annually for the news which it furnishes.

What is the result? There are

more radio sets in proportion to population in Denmark than in any other country in the world, and *The Politiken* has found that news by radio is one of its best means of securing and holding its circulation.

News by radio in this country has had a haphazard history. Generally radio stations have used news reports from newspapers, sometimes by permission and sometimes not. Of course no radio station has any right to use news collected by press associations or newspapers without paying for the news, but since radio stations can give news so much more quickly and to such vast numbers instantaneously, news by radio serves the public interest and serving the public interest is the legal basis for the grant and renewal of radio licenses.

During the winter of 1934 representatives of the press associations and of the radio chain systems held a conference on this subject and formulated what is known as the Press-Radio agreement for news by radio. By that agreement, the radio chains surrendered radio's birthright. They made the agreement as an experiment to avoid a bitter fight over

the question of whether radio or the newspapers should be first to give the news. They yielded to the newspapers.

Result Chaotic

AT THAT time I protested against the agreement on the floor of the Senate. I predicted it would be highly unsatisfactory to radio listeners. I pointed out it would certainly bring rebellion and confusion among radio stations and that it could not continue long.

Several months have passed. The result is chaotic. The Press-Radio agreement is a failure. It satisfies nobody because it flies in the face of progress. The listeners are disgusted with it. Most stations refuse to use it. Many newspapers say it is unsatisfactory. Radio stations and newspapers all over the country are trying all sorts of schemes to furnish news by radio in violation of the spirit of the agreement. Even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory.

Either the press associations must change the terms of the agreement so radio stations can give their listeners up-to-the-min-

ute news and for longer periods of time, or radio stations will find or create means and methods for securing news entirely independent of the press associations.

This is not only their full right. It is their duty. It is a part of that public service which they are bound to give if they are to justify the use of the radio frequencies the government has granted them.

One-Sided Agreement

LET ME call attention to how one-sided the Press-Radio agreement is:

First, it limits the time which stations may broadcast general news, to two 5-minute periods during each 24 hours. That is about 1,000 words per day.

Second, it fixes the time at which even those five minute periods shall be used, so that the news by radio will not be broadcast until after it has been printed in the newspapers.

Third, representatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast.

Fourth, the representatives of the press associations, and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the

(Continued on page 48)

Press-Radio Officials Dispute Senator Dill's Assertions . . .

SENATOR DILL'S attack on the Press-Radio Bureau at the NAB convention, and his plea to broadcasters to organize their own news-gathering association, brought immediate reverberations from the Publishers National Radio Committee, which directs the bureau.

E. H. Harris, chairman of the committee, declared that Senator Dill's proposal was a bid for public support of a potential semi-official Government news agency, similar to those existing in European countries. He said that the newspapers are giving through the Press-Radio Bureau "the cream of the news."

Senator Dill was accused of inaccuracy in a statement by James W. Barrett, editor of the Press-Radio Bureau, in stating that there is general dissatisfaction with the service. He called attention to the fact that 210 stations are now using the news and asserted that the bureau has received no complaints from the listeners.

Harris' Statement

THE STATEMENT of Mr. Harris follows:

"Senator Dill's proposal to the National Association of Broadcasters that the broadcasters organize a national news gathering agency to compete with the newspapers is a bid for the public support of a potential semi-official Government news agency, similar

to the ones existing in certain European countries.

"Since the newspapers of the United States are now giving to the broadcasters the cream of the news taken from each of the three of their national and international news gathering organizations, the maintenance of which costs the newspapers more than \$25,000,000 annually, Senator Dill's proposal can only be interpreted as an attempt to build a news gathering organization that will be under the direction of agencies licensed by the government.

"When the chairman of the Senate Committee that wrote the Communications Bill and recommended its passage to Congress advocates the organization of a national news gathering organization, under government license, he, in effect, is proposing a potential censorship of radio news and the building of a news machine for propaganda purposes. The people of the United States have not forgotten that radio broadcasting is under strict government license and supervision, and that the newspapers, national news gathering agencies are still free from governmental supervision, license, or restriction.

"One of the determining factors prompting the organization of the Press-Radio Bureau and the offer of the free use of the news taken from the reports of the Associated

Press, the United Press, and the International News Service was the fact that the newspapers in this manner and through this means could guarantee to radio listeners that the news broadcasts were reliable and taken from authentic sources. So long as radio news is supplied by agencies that are not operating under a government license, there is no danger that the news will be censored or controlled in the slightest degree by the government. The press believes it is performing a patriotic service in supporting the dissemination of news by radio—news which has originated from sources that cannot be controlled, directly or indirectly through fear of the revocation of a license.

"The news reports of the Press-Radio Bureau, which are issued every morning and evening, as well as the bulletins of extraordinary importance broadcast throughout the 24 hours of the day and night, are taken direct from the complete wire reports of the three competing national news gathering organizations. The plan provides radio listeners with news protection obtained from authentic and reliable news sources, and it gives to them a complete protection on all important news events.

"During the last 50 years the newspapers of the United States have been developing adequate and

(Continued on page 52)

ABS Chain to Get Under Way Before Oct. 15 in 14 Cities

Hourly Night Rate Between \$2,500 and \$2,700; Adequate Financing of Venture Assured

AMERICAN Broadcasting System will be formally launched as a "full-fledged" network covering 14 markets as far west as St. Louis between Oct. 1 and 15, with the definite date depending upon completion of line arrangement with A. T. & T., according to a verbal announcement to BROADCASTING Sept. 26 by George B. Storer, prominent Detroit industrialist and broadcasting executive who heads the new enterprise.

Although reticent about discussing the network arrangements lest his remarks be regarded as premature, Mr. Storer declared that definite arrangements have been made with nearly a score of stations in these 14 markets, and that adequate finances have been assured through the board of directors of ABS. A rate structure also has been completed, embracing a sliding scale because of the use of alternate stations in several markets.

The basic night hourly rate has been established at \$2,500 to \$2,700—appreciably below the rates for the same markets otherwise available, according to Mr. Storer. The day rates are one half of the night quotations. The half hour night rate will be \$1,570 to \$1,700. The quarter hour night rate will vary between \$980 and \$1,020. The quarter-hour day rate will be \$495 for the entire roster of stations.

Lineup of Stations

STATIONS aligned for the network, including alternates on a time-sharing basis in several markets, are as follows:

WMCA, New York (key); WIP, Philadelphia; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WHDH and WAAB, Boston (alternates); WIND and WJJD, Chicago (alternates); WFBE, Cincinnati; WIL, St. Louis; WJBK and WXYZ, Detroit (in negotiation); WHBL, Rock Island, Ill.-Davenport, Ia.; WWVA, Wheeling, W. Va.; and KQV, Pittsburgh (alternates); WKBW and WEBR, Buffalo (alternates). Cleveland also definitely will be in the alignment. The outlet there was described as "in negotiation" but available once the network begins operation.

The network will be in operation 16 hours daily from 9 a. m. to 1 p. m., Eastern Standard Time. A number of commercial accounts, it is understood, have been aligned, but will not be divulged until the network is prepared to announce its formal opening. The degree to which sustaining programs will be available for local sponsorship of affiliated stations remains to be determined as a policy matter. The compensation arrangements with individual stations, while not disclosed, were declared to be mutually satisfactory to the network and stations.

Conferences are currently being held, Mr. Storer declared, with respect to wire lines and terminal arrangements. Western Union lines have been employed during

the last few months on the New York to Washington five-station circuit. It is the plan to use Class "A" circuits of the A. T. & T.

Financial backing of the venture, Mr. Storer asserted, has been arranged by the ABS board, with ample funds available to carry the project indefinitely. The board includes such prominent figures in New York's financial and social life as John Hay Whitney, Walter S. Mack, Jr., James K. Norris, Robert H. Thayer and Paul H. Nitze. Other members of the board are Mr. Storer and J. H. Ryan, of Toledo, general manager of WSPD and of the other Storer stations—WWVA, Wheeling, and CKLW, Detroit-Windsor.

Official Registration at NAB Convention in Cincinnati . . .

FOLLOWING is the official registration of those attending the NAB convention at Cincinnati:

Samuel E. Adair, Jenkins & Adair, Inc., Chicago.
Stuart E. Adcock, WROL, Knoxville, Tenn.
Ben Adler, RCA Victor Co., Atlanta.
John Aitkenhead, WADC, Akron, O.
Herbert V. Akerberg, WABC, New York.
Roy L. Albertson, WEBR, Buffalo, N. Y.
E. A. Alburty, WHBQ, Memphis, Tenn.
Lee H. Armer, KTAT, Fort Worth, Tex.
Campbell Arnoux, WTVR, Norfolk, Va.
H. Leslie Atlas, WBBI, Chicago.
Ralph L. Atlas, WJJD, Chicago.
L. G. Anderson, Billboard, Cincinnati.
Lewis H. Avery, WGR-WKBW, Buffalo, N. Y.
Hibbard Ayer, WESG, Elmira, N. Y.
Ernest F. Bader, WAAW, Omaha.
I. R. Baker, RCA Victor Co., Camden, N. J.
James W. Baldwin, Code Authority, Washington.
Maurice F. Barr, WSMB, New Orleans, La.
James W. Barrett, Press-Radio Bureau, New York.
Hope Barroll, WFBR, Baltimore, Md.
Howard C. Barth, WSYR, Syracuse, N. Y.
W. W. Behrman, WBOW, Terre Haute, Ind.
Armand Belle Isle, WSYR, Syracuse, N. Y.
Henry A. Bellows, NAB, Washington.
John Benson, AAAA, New York.
L. A. Benson, WIL, St. Louis.
K. H. Berkeley, WRC-WMAL, Washington.
Bert Bidwell, WHB, Kansas City.
Edgar L. Bill, WMBD, Peoria, Ill.
Reginald W. Billin, WAVE, Louisville, Ky.
Ford Billings, KSTP, St. Paul.
R. S. Bishop, KFJZ, Fort Worth, Tex.
Elizabeth Black, Ruthraff & Ryan, Inc., New York.
W. Lindsay Black, Western Electric Co., New York.
Roy E. Blossom, WFBM, Indianapolis.
Fred C. Bock, WADC, Akron, O.
Ben Bodec, Variety, New York.
Norman Boggs, WAAF, Chicago.
Scott H. Bowen, WIBX, Utica, N. Y.
Harold A. Boyle, WHB, Kansas City.
William M. Brandom, WOC-WHO, Davenport, Ia.
H. J. Brennan, WJAS, Pittsburgh.
K. H. Brennan, KQV, Pittsburgh.
Walter C. Bridges, WEBC, Duluth, Minn.

Greene Joins ABS

BURT McMURTRIE, Director of Program Operations for the American Broadcasting System, has established a new production department in the New York WMCA studios of the ABS network. Paul A. Greene, formerly CBS night manager, has been named production manager. Jud Houston, formerly in transcription work, has been appointed assistant manager. The ABS production division will be in charge of studios, announcers and all program production.

CBS Adds Theater

CBS WILL take over the Avon Theater, New York, under a year's lease starting Oct. 1 for sponsored and sustaining shows, according to a report from New York. It will be the second Broadway playhouse operated by the network, which also uses the Radio Playhouse, the former Hudson Theater, for broadcasting shows.

Chesapeake & Ohio Spot Series on Nine Stations

EMBARKING upon a new spot schedule, Chesapeake & Ohio Railway, Washington, on Sept. 10 started to use nine stations in its territory with six 5-minute transcriptions weekly, produced by WBS. The railroad has been a consistent user of radio advertising, refusing to abide by the agreement of eastern roads not to use radio except for excursions and special events. L. C. Probert, Washington, vice president of the road, handles its advertising, which is placed by the Campbell-Ewald Co., Detroit.

The stations securing the new transcriptions schedule are WKCY, Cincinnati; KMBC, Kansas City; WHAS, Louisville; WKBF, Indianapolis; KSD, St. Louis; WKY, Oklahoma City; WJSV, WMAL and WRC, Washington.

Regional Code Units Recommended

Sale of Time in Blocks, Discounts by Newspaper Stations Hit in Resolutions Adopted at Radio Code Meeting

A PROPOSAL to create local or regional code enforcement committees representing each station in an area which would report all violations of code provisions was endorsed by some 70 broadcasters who attended the open meeting of the Code Authority of the radio broadcasting industry in Cincinnati Sept. 20, immediately following the NAB convention.

One of several resolutions relating to business and trade practices adopted at the meeting—the first of its kind ever called by any code authority—the code enforcement committee proposal was offered by Edward N. Nockels, manager of WCFL, Chicago, and a member of the Code Authority. In a statement preceding introduction of the resolution, Mr. Nockels held the code is not being enforced and that many of the fair practices provisions are being openly violated.

Need NRA Approval

ACTIONS of the meeting, it was made clear by Chairman John Shepard, 3rd, Yankee Network, who presided, are simply recommendatory to the Code Authority, and must be approved by NRA before they can become operative. Numerous questions regarding provisions of the code which confused individual broadcasters were asked from the floor and clarified both by Mr. Shepard and by James W. Baldwin, executive officer of the Code Authority. The meeting was conducted as an open forum, but with all proposals for resolutions demanded in writing.

Among other resolutions adopted was one offered by Arthur B. Church, KMBC, Kansas City, calling for amendment of the code to prohibit the sale by any station of blocks of time to any individual or organization for resale, except that such resold facilities shall be in units listed on the station rate card; another by Mr. Church asking that the Code Authority amend the code so as to make unfair the giving of special discounts on broadcasting facilities sold in combination with newspaper or other publication space; a motion by Stanley Hubbard that the Code Authority be made representative of the West, Far West and South; a motion by Benedict Gimbel, Jr., WIP, Philadelphia, that it be declared unfair competition to pick up remote control broadcasts from night clubs, cafes and similar amusement places unless the proprietors of these places pay line charges and incidental costs.

400 Complaints Adjusted

IN OPENING the meeting, Chairman Shepard explained that during the ten months that the Code Authority has functioned it has adjusted some 400 complaints involving unfair rate practices and employment conditions without resorting to litigation. Many problems still confront the industry, such as the proposals for increases in wages and reduction in hours

Answers to Questions Put by Code Authority In Collaboration With BROADCASTING Magazine At Cincinnati Meeting Sept. 20

1. Do you believe that the trade practice provisions of the broadcasting industry code can be enforced in the absence of a periodical inspection of the books and records of each station? Yes, 46%. No, 54%.
2. Has the increase in your business been as great as the increase in your operating cost? Yes, 53%. No, 47%.
3. Have you any fixed policy for the creation of a reserve to provide for normal employment during slack periods? Yes, 43%. No, 57%.
4. Have you made any provisions for the granting of retirement annuities? Yes, 26%. No, 74%.

for broadcast technicians and other employees, and the treatment of artists. Speaking for the Code Authority, he praised the work of Mr. Baldwin as executive officer.

Mr. Nockels said, prior to introducing his resolution, that both the labor and trade practice provisions of the code are being violated "in even a more dangerous manner through subterfuge, around the corner methods, which are insidiously leading to what appears to be a definite disregard and contempt for provisions of the code."

In the employment sphere, he said there are such practices as entering into employment agreements for a given number of hours and given wages, with a secret understanding by persons employed that in order to hold their jobs they must work overtime without additional compensation, and also the custom of employing a man as a technician and having him double up and perform an announcer's or some other duties while drawing pay for only one job.

Cites Violations

HE RECITED a long list of alleged violations of trade practice provisions, including secret agreements for free talent; unlimited elasticity in percentage of commercial continuity permitted in programs, notably in spot announcements; the " nefarious practice" of newspaper-owned stations giving free newspaper advertising along with its radio contract, or vice versa, which he called "vicious price-cutting"; off-the-record agreements which really are the old percentage or "per inquiry" contracts banned by the code; recognition of agencies which continue the old practice of rebating, and alleged unfair competition from chain and "monopoly controlled" stations through picking up of free remote control programs.

Church Resolution

MR. CHURCH then introduced his resolution relating to special discounts on broadcasting facilities sold in combination with other media. The resolution follows in full text:

Whereas, the NAB at its 1934 convention passed a resolution recommending to the industry the abolition of free merchandising involving direct expense to the broadcaster in effect aiming against excessive bonus or premium practices, and whereas, discounts, on radio station facilities when sold in combination with other advertising mediums constitute in effect the giving away of radio time as a premium or bonus for such other advertising mediums, and whereas such practices result in unfair competition to members of the broadcasting industry who do not resort to such practices.

Text of Resolution

TO RECTIFY these conditions, Mr. Nockels offered the following resolution, which was adopted without amendment:

Resolved, that each broadcasting station within each city having more than one such station, or within such regional or territorial limits as may be determined and prescribed by this

NRA Code Called Aid to Cooperation

BELIEF that the code of fair competition for the broadcasting industry is "displacing discord and friction with harmony and cooperation", among the units of the industry was expressed before the NAB convention in Cincinnati Sept. 18 by Sol A. Rosenblatt, division administrator of the NRA in charge of codes for the amusement industries.

While radio is not necessarily and strictly in the amusement field, he said it is inter-related and must be regarded as a kindred problem. Unlike other amusement industries, however, Mr. Rosenblatt asserted, radio broadcasting was an "integrated industry" when NRA began functioning a year ago, while the remainder of the amusement field was badly disorganized.

Tribute to the industry and to the NAB for the "splendid cooperative efforts" given NRA and high compliment to the Code Authority was paid by Mr. Rosenblatt. John Shepard, 3rd, Yankee Network, chairman of the Code Authority; James W. Baldwin, executive officer; and Philip G. Loucks, NAB managing director, who played a leading part in formulation of the code a year ago, were commended for their integrity and fair dealing.

Discussing code operations generally, Mr. Rosenblatt said the NRA is designed to protect small and independent enterprises, but that this does not mean inefficient ones. He called NRA a "scientific approach to recovery."

As to broadcasting, Mr. Rosenblatt declared this industry's code machinery is just getting under way. But, he added, the industry has given "yeoman service" in these troublous times. Codes are neither infallible or inflexible, he said. NRA cannot be threatened or coerced by "self-styled leaders of industry to harass and destroy the welfare of the overwhelming majority of the members of any industry."

Wrigley Buys 10-Minute Period on CBS, Forcing Press-Radio News Shift

AFTER broadcasting the Press-Radio Bureau's news bulletins at 6:30 p. m., New York time, since the hours for bulletins were revised, CBS will inaugurate a new schedule Oct. 4, including a 10-minute commercial for Wm. Wrigley, Jr.

Three nights a week the 6:30 spot will be occupied by a commercial for the Delaware, Lackawanna & Western Coal Company. At 6:45 on Thursdays, Fridays and Saturdays, Wrigley will sponsor a beauty program, beginning Oct. 4, and the Press-Radio news will be heard at 6:55. Immediately following the news will come "Myrt and Marge," which Wrigley has been sponsoring for several seasons at the same hour.

The new Wrigley commercial, placed without an agency, goes to a split network, fed from New York to Baltimore, Boston, Hartford, Buffalo, Philadelphia and Providence.

Be it therefore resolved that it is the sense of this meeting that such
(Continued on page 47)

Government Interference Fear Groundless. Say Commissioners

Gary and Brown Advise Broadcasters to Clean Own House or Suffer the Consequences

TWO of the three members of the Broadcast Division of the FCC—Chairman Hampton Gary and Vice Chairman Thad H. Brown—stepped before the nation's broadcasters during the twelfth annual convention of the NAB, Sept. 17-19, to give renewed assurances that the federal government plans no undue interference with the present system of American broadcasting. But they admonished the industry that it must take steps to eliminate questionable and improper practices voluntarily or risk the consequences.

Addressing the convention at its opening session Sept. 17, Chairman Gary reiterated his previously expressed view that the FCC under the law has no powers of censorship and that it desires none. Technically, he declared, the FCC has nothing revolutionary in view.

Urges Good Taste

SPEAKING on "Broadcasting Under the New Deal," Chairman Gary declared the FCC "has no wish to dictate what manner of entertainment or discussion shall go on the air. It is not desirable or necessary. We want the broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest."

While stating that there is "room for improvement" in so far as program content and advertising is concerned, Mr. Gary said he has seen a "voluntary and earnest effort" by broadcasters and radio advertisers to correct these off-color conditions. The industry, he said, has the power at this time "to establish in the people's consciousness the status radio is to occupy permanently in the United States."

Reverting to censorship, Mr. Gary said it is not censorship to bar from the wave lengths the "vicious, the indecent, and the profane." The law compels this to be done, he declared. "This doctrine accords with the familiar and fundamental principles that free speech does not include unrestricted license," he added.

No Shake-up Looms

ANSWERING "loose talk" about an imminent reallocation and about wholesale shifts in existing frequency and power assignments, Mr. Gary said:

"Let me reassure you. Nothing revolutionary is in view. Naturally, we shall bend every effort to improve the existing set-up for the benefit of the public's reception and for your benefit. We recognize, of course, that there must be a sound economic as well as technical basis for the broadcasting structure. But the technical basis must not be disturbed if it will seriously affect adequate service to the listener. The listener comes first—and especially the remote listener on the farms and in the villages whose happy existence is so definitely bound up with radio entertainment and education."

In a frank and open discussion of the opportunities and the pitfalls confronting broadcasting, Vice Chairman Brown told the convention in an address on Sept. 18 that it was not the desire of the FCC to take from the broadcaster the right to control his activities. "Instead," he asserted, "it is our steadfast desire to vest in the broadcaster all powers of control properly belonging to him. It is rightly your job, and you are the ones properly qualified to do the job of directing broadcasting for the benefit of and to protect the rights of the millions of American listeners. . . . You have the opportunity to make your own control of broadcast activities so successful that there could be no thought or hint of Government control."

The broadcasters, Colonel Brown said, "are the ones to institute reforms in selection and amount of advertising material used on commercial programs. They are the ones to work constantly and tirelessly for higher type programs, to eliminate objectionable remarks, suggestive lyrics, and crude comedy from the radio. If they fail in this, then Government, to protect the interests of the public, will be forced to find some way to accomplish the desired result."

Sees No Censorship

COLONEL BROWN pointed out that the "call" for further control of radio comes not from within the Government itself but from a host of outside representative groups and organizations. He attributed this to the "inestimable importance of the field."

Echoing the words of his colleague on the FCC, Colonel Brown said the question of censorship of radio has never seriously been a question at all. He referred to the public statement of the President that no such censorship of radio, press, or any form of communication has ever been contemplated in any stage of the recovery program. "Radio," he added, "need have no fears of drastic control. It has been repeatedly stated by the FCC that its program has in mind only measures to accomplish the greatest good for the largest number."

Radio-Press Cooperation

A PLEA for mutual cooperation between radio and the press was sounded by Colonel Brown. These two fields, properly viewed, he said, are not in strict competition. "Changes and adjustments between press and radio must be forthcoming," he added. "In the matter of supplying news, a definite understanding is also possible. If the press is faithful to its creed to seek to reach the greatest number of people with news in the least space of time, it cannot afford to overlook the radio. Nor can radio continue to prosper without the continued cooperation of the press."



JUDGE DAVIS

Ewin L. Davis Notes Big Improvement In Programs, Ads

Radio Critic Says FTC Probe Has Shown Few Offenses

EWIN L. DAVIS, member of the Federal Trade Commission and one of radio's severest critics while a member of Congress, has detected a "very substantial improvement" in both radio advertising and in programs, he told the NAB convention in Cincinnati Sept. 18.

Digressing from his prepared address dealing with the FTC's survey of radio advertising as a part of its general advertising campaign to eliminate false and misleading matter, Judge Davis paid high tribute to the broadcasting industry for improvement in program content and elimination of blatancy in advertising. As a member of Congress until two years ago, Judge Davis had been prominently identified with radio legislation and often criticized both the quantity and volume of radio advertising.

Board Is Surprised

THE CHANGED view of this official, regarded as an ultra-conservative, won hearty applause from the 400 broadcasters attending the convention. Judge Davis also revealed that the FTC's special board of investigation, which is conducting the survey of radio advertising, was "impressed with the fact that there was a much larger percentage of these advertising continuities free from any objectionable features than had been anticipated."

In reviewing the scope of the Trade Commission's authority in connection with false and misleading advertising, Judge Davis emphasized that the FTC "neither claims the authority, nor has any desire to censor advertising." Its sole purpose, he said, is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. "To put it tersely," he said, "the Commission does not dictate what an advertiser shall say, but may indicate what he shall not say."

Judge Davis expressed gratification over the practically 100 per cent cooperation given the FTC by stations, networks, and transcription companies in submitting continuities. The Commission, in response to a request made this

summer, he said, has received some 180,000 continuities and has studied 150,000 of them. Of these, he declared, nearly 130,000 were found unobjectionable, while some 21,000 were held over for further checking. "It is my opinion," he declared, again departing from his prepared address, "that only a very small number of these will be found objectionable."

Lauds Cooperation

"THE COMMISSION has been very much gratified by the splendid spirit of cooperation shown by nearly all of those engaged in the radio broadcasting industry. We have been much pleased that this new procedure on our part has been received by the industry in the same spirit in which it is undertaken. It is refreshing that such an overwhelming percentage of your industry are so deeply interested and so fully appreciative of the importance of permitting only truthful and honest advertising over the radio—thus not only preventing the violation of the law through that medium, but also preventing advertisers from defrauding the public and thereby causing a loss of listener confidence in radio advertising."

Judge Davis closed his address with a statement that could only be regarded as a thrust against the so-called Tugwell bill, which failed at the last session of Congress after numerous modifications, but which its sponsors state will be pressed at the forthcoming session. This measure was designed to place rigid restrictions upon advertising and the sale of food, drugs, and cosmetics, vesting the authority in the Department of Agriculture. He said:

Self-Government

"THE FEDERAL Trade Commission's success in its effort to stamp out false and misleading advertising, having as it does the support and cooperation of advertisers, the press, and broadcasters generally, affords an example of what may be done by the Government to protect legitimate business and the public without recourse to drastic punishment, penalties, or forfeitures. It is largely a case of self-government made effective by the aid of the Federal Government in restraining the comparative few who are unwilling to play the game fairly."

Chevrolet's Big Hookup

PRESENTING the Isham Jones orchestra, Chevrolet Motor Co., Detroit, on Oct. 9 will return to the air via 85 CBS stations, Tuesdays 9:30-10 p. m., EST. With the Ford Motor Co. starting its hour symphony concerts over practically the same network Oct. 7, Sundays 8-9 p. m., EST, the two leaders in the low-price field apparently are beginning a vigorous competitive drive with radio as a primary medium. The agency handling the Chevrolet account is Campbell-Ewald Co., Detroit.

EATON PAPER Corp., Pittsfield, Mass., (Eaton's Highland and Berkshire writing and typing papers) has begun to use radio, placing its account through Wylie B. Jones, Inc., Binghamton, N. Y. agency.

How Radio Has Speeded Distribution

Products Move Faster From Manufacturer to Consumer; Sales Organization Must Be Maintained in High Gear

By EDGAR KOBAK
Vice President, NBC



Mr. Kobak

RADIO, as an advertising medium is the newest division of the distribution system. And with its arrival it has brought its own problems. The primary problem is the fact that—up to date—radio is the fastest means of communication from manufacturer to consumer that has yet been developed. There is less than a second's loss of time between the release of the message and its receipt by the consumer, and the message is one that is heard instantly by all. This means that sales, advertising and distribution plans must be geared to a higher speed. Radio's power to stimulate quick action and demand means faster moving of goods from manufacturer to consumer. The radio advertiser must face the problem of handling the sale and delivery of goods with more speed, because of this closer contact with the consumer. Radio at the same time has developed a closer dealer contact for the manufacturer. Let us see what is happening—and why!

Responsiveness Is Key

RADIO'S primary characteristic is responsiveness. An advertising agency executive tells a simple story from his personal experience, in order to indicate his idea of the basic fact behind the use of radio as an advertising medium.

"I took my boy to the circus last week," he said. "Naturally he ate it up. Sat there with his eyes sticking out. The animals, the clowns, the acrobats held him spellbound. But all of a sudden, toward the end of the afternoon, he turned to me with a question I wasn't looking for."

"What time is it, Dad?"
"Quarter of five," I told him.
"Gosh amighty!" he exclaimed, grabbing for his hat. "We gotta scam. I gotta be home at a quarter to six to listen to Orphan Annie."

"Just one ten-year-old kid talking to his dad. A pretty small fraction of the American public. But if you think what he said wasn't important guess again. To me, that's radio. The minute you start using radio, the first fact to realize is that you are handling something that gets right into people's lives. That's why it works."

Radio "Fastest" Medium

RADIO BROADCAST advertising is not designed to replace other types of advertising. In some lines it may be best as a supplement to campaigns in other mediums. And in still other lines it may be of no use at all. No one method of advertising and selling can be applied

*Address before Boston Conference on Distribution, Sept. 25.

to all products and to all people alike. What radio has developed is an additional means, a faster means, of reaching the consumer and bringing to that consumer the story of the merits of products. And it has developed through the American system of broadcasting a responsiveness to advertising that often finds the sponsor unprepared. His distribution plan was not organized to take care of the response. Before you enter the American home with your program to build a close personal relationship with your audience be sure that your own distribution system is working to take on the additional response that the right kind of program is constantly developing.

Broadcast advertising, properly handled, is much more than advertising. It is something to which people turn with pleasure—and for pleasure. It creates in its audience a reaction which is primarily emotional. This emotional reaction makes the audience responsive to an amazing degree. Because radio broadcast advertising is new, there is great danger of its being mis-handled. Poor programming, unsuitable material, bad taste in program, competitive advertising, all will disturb the results of an otherwise good advertising and sales plan. The listener to a radio program is more sensitive when he listens than when he reads advertisements. Radio programs are placed before groups of people in their homes and more care than usual must be displayed to make sure that no offense is caused in any way. If the listeners have no choice but to hear bad advertising or lose the program, they are indignant. If the program is offensive it starts a round of conversation which may be negative as far as the advertiser is concerned. Keep in mind, when building a program, that you are an invited guest in the homes of millions of people, and that your message and your visit must be placed on the basis of a guest. When you call on people, your customers and prospec-

tive customers in their homes, be a welcome guest—one that makes friends. Now let us take a look at another point in this new factor of distribution—distribution of people and distribution of receiving sets.

An analysis of the geographical location of radio receiving sets discloses a close parallel with buying power. That is to say, the geographical distribution of retail sales.

Consumer Controls Radio

A GOOD PART of the significance of the parallelism between location of buying power and location of receiving sets comes from the fact that the relationship is entirely voluntary. It is controlled solely by the consumer. No special effort has been exerted to develop radio's circulation in the high-buying-power territories. No deliberate circulation building plan has built up radio's coverage in those territories rather than in others. The consumer has bought a radio receiving set for just one reason; because he wanted to hear broadcast programs. In the mass, he has bought sets as rapidly as his buying power would permit. Thus the correlation between the location of buying power and the location of sets is a completely natural one—unforced, unguided, and subject to no control except that of the consumers' own volition. His set is usually good for several years—and when it wears out or is out-of-date a new one is purchased.

From the standpoint of the sales executive and the advertising man, the essential point is the simple fact that a close and consistent parallel exists between the location of retail buying power and the location of receiving set both nationally and within each territorial division, large or small. This fundamental fact underlies much of the success of radio as a productive medium—an aid to the distribution of many products.

Now let us turn to the effect of

broadcast advertising on the most important link in the conventional chain of distribution—the dealer. Recently the Psychological Corporation made a special investigation of the influence that radio exerts on dealers. This survey brought out a very strong dealer preference for the use of broadcast advertising for the national brands that they stock. It also brought out that they are anxious to have displays which feature radio-advertised products.

Dealers Favor Radio

TO INSURE complete impartiality, neither the supervising psychologists nor the investigators who did the field work, knew for whom the survey was being conducted. Personal calls were made upon 2,500 dealers from coast to coast. This year the survey was made again of about 1,800 dealers. In doing the survey a second time more than a year after the first check-up, we found dealers on the whole even more sold on the effectiveness of radio as an advertising medium. Asked which medium they considered to be the most effective in selling, radio was preferred by more than 68% of the druggists, 53% of the grocers and 54% of the gasoline dealers. The investigators also asked dealers what single advertising medium they would choose themselves if they had to plan a national advertising campaign for the products they were selling. Radio was the one medium chosen by 70% of the grocers and 63% of the gasoline dealers. (It is interesting to note that these answers in the 1934 survey are 5% higher than the 1933 answers in the case of the druggists, 6% higher in the case of the grocers and 6% lower in the case of the gasoline dealers.)

There is one more question which should be high-lighted because it bears very closely on the effect which radio has on distribution, in view of the direct evidence it gives of the consumer demand which radio creates. The dealers were asked which medium their customers talked about most when they came in to make their purchases. Once again radio scored the great majority of points—drug stores over 72%, grocery stores 58% and gasoline stations 61%. And more than 50% of the dealers surveyed had radio sets operating in their stores—a direct point of purchase tie-in for manufacturer, dealer and consumer.

Lincoln Analogy Cited

DETAILED information on this survey is available, but not necessary to bring out in this talk. Our point is not that other forms of advertising are in disfavor with dealers, but that radio led by a sizeable percentage in each case. It is our belief that the various forms of advertising must be used in such a way that the combined efforts of all forms sell the most goods.

Some time ago the Kimball-Hubbard & Powell advertising agency wrote a most interesting advertisement. The title was "If Abraham Lincoln could have used the radio." The copy in the advertisement made this very compelling observation, "What would have happened, do you think, if Abraham Lincoln could have talked

(Continued on page 51)



FAIR COUNSEL FOR FCC—The new Communications Commission now has three women lawyers. In the center is Miss Fanney Neyman, of Butte, Mont., principal attorney, who was acting assistant general counsel of the old Radio Commission and who has been a mainstay in broadcasting litigation. Left is Miss Elizabeth C. Smith, of Oklahoma City, and right is Miss Annie Perry Neal, of Louisburg, N. C. Miss Smith and Miss Neal are new appointees.

Weiss, WJR, Takes Broadcasting Cup

69 Score, With 30 Handicap, Wins Golf Tournament

SHOOTING 89, after a handicap of 30, Lewis Allen Weiss, assistant general manager of WJR, Detroit, won the NAB golf tournament at the Twin Oaks Country Club, Lexington, Ky., Sept. 15, and was declared winner of the golf trophy annually awarded by BROADCASTING Magazine. With a gross of 91 but a net of 71, I. S. Roberts, KFRC, Houston, took second place. A. B. Chamberlain, of the CBS technical department in New York, and Lester F. Cox, KWTO, Springfield, Mo., were tied for third with net scores of 72 each. Mr. Chamberlain's handicap being 25 and Mr. Cox's 30.

Although he took a 30 handicap, it was the first time in his golfing career that Mr. Weiss had ever shot an 18-hole course under 100. He was given the silver loving cup at the banquet ceremonies the evening of Sept. 17.

In the field of 44 entries, H. A. Woodman, KDKA, would have been the victor by several strokes over his nearest competitor had the play been scored on gross. He went around the course in 89 for a net score of 79 with his handicap of 10. The next highest gross scorers were Mr. Roberts and George E. Sutton, Washington radio attorney, with scores of 91 each.

List of Scores

FOLLOWING are the official scores of the tournament:

Name	Gross	Net
Lewis Allen Weiss, WJR	91	69
I. S. Roberts, KFRC	91	71
A. B. Chamberlain, CBS	97	72
Lester F. Cox, KWTO	102	72
Edmyrd Lewis, WFL	97	75
Don S. Elias, WUNC	92	76
George Sutton, Washington	91	77
Lloyd Egner, NBC	103	78
F. M. Russell, NBC	108	78
Earl Gammons, WCCO	97	79
R. L. Ferguson, WINS	109	79
H. A. Woodman, KDKA	89	79
D. M. Patrick, Washington	93	79
L. R. Lounsberry, WGR	99	79
WKBW	99	79
Donald Withycomb, NBC	100	79
John W. Guider, Washington	97	79
W. Henges, Graybar Co.	101	79
E. K. Cargill, WMAZ	95	79
S. H. Cook, WFBL	100	80
H. C. Butcher, WJWS	104	80
Ezra A. McIntosh, WWNC	103	81
Art Kemp, KHJ	100	82
Earl D. Jencks, WTCN	106	82
Frank Chase, NBC	103	82
E. F. Bader, WAAW	103	83
Niles Trammell, NBC	107	83
C. J. Myers, KOIN	103	83
KALE	103	83
Walter J. Damm, WTMJ	103	84
Robt. T. Convey, KWK	102	85
Stanley Hubbard, KSTP	115	85
Lewis Crosley, WLW	95	86
William S. Helges, NBC	115	87
Ed Vornow, Edward Petry & Co.	105	87
Joseph Spadea, Edward Petry & Co.	118	88
Wm. H. West, KSD	114	90
H. A. Bellows, NAB	114	90
Humboldt Grieg, Grieg, Blair & Spight	112	90
F. E. Johnston, WLW	102	91
John Harrington, KWK	116	91
William Lodge, CBS	117	92
J. W. McIver, WWNC	115	93
J. L. Kaufman, WINS	124	96
M. R. Runyon, CBS	126	96
Paul H. La Stayo, WAAT	127	97

"VITA FIG MUSH" Steals NAB Convention Show With Ad Drama

"VITA FIG MUSH," key product of the "Amalgamated Consolidated Affiliated Food & Beverage Co., Inc., and Sons, Ltd.," stole the show at the NAB convention in Cincinnati on Sept. 18. A stirring drama of modern advertising, wherein Mr. Isadore Budget, president of the company, was finally sold on radio after having used only the printed media, the program was prepared by H. J. (Tubby) Quilliam, commercial manager of KOMO and KJR, Seattle. It was "placed" by "N. W. J. Walter, B. V. D. O'Lord & McCann" agency. The characters were portrayed by WLW players, after which a transcription of the program finally decided upon was presented to the amusement of the 400-odd conventioners. Copies of the script may be procured from Mr. Quilliam, who also is planning to have pressings of the transcription made in response to demands.

High Fidelity Sets Call for Improved Broadcasting Plant

NAB Engineering Committee Reports Station Survey

INTRODUCTION of "high fidelity" receivers this year necessarily imposes upon the broadcaster the responsibility for and the necessity of maintaining engineering standards much more rigid than those now generally in use, according to the report of the Engineering Committee of the NAB submitted at the annual convention in Cincinnati Sept. 17 by Joseph A. Chambers, technical supervisor of WLW-WSAI, Cincinnati, and chairman of the committee.

The improved receivers in this category, now being marketed, said the report, are capable of reproducing a wider range of frequencies than receivers heretofore commercially obtainable. "Because of this they will much more readily show up any defects and deficiencies in the broadcast transmission system," it stated.

A survey of transmission conditions of a selected group of sta-

tions, the committee said, disclosed that, while a majority of the station installations were capable of picking up and transmitting a signal at least equal to the reproducing ability of the most modern receiver, they fall short of their capabilities. Of the stations surveyed by the Radio Research Co., Washington, 52 per cent were deficient in transmission of low audio frequencies and 66 per cent of them in the highs. Other deficiencies disclosed included excessive and extraneous noises, limited and irregular frequency range, poor studio acoustics and pickup technique.

"Neglecting to correct these conditions will result in a gradual but steadily increasing unfavorable reaction on the part of those listeners who invest in new receivers," the report said.

Separation Sufficient

THE COMMITTEE expressed that view that a channel separation of greater than 10 kc. is not necessary in high fidelity transmission. If the other technical requirements are met, it continued, the existing allocation or a logical adjustment of it would produce the most practical results. "The decision on the adoption of any high fidelity standards," it stated, "must balance the improved quality of reception in a restricted area against less perfect reception over a greater area."

Various meetings and conferences held with representative committees of the Institute of Radio Engineers and the Radio Manufacturers Association during the year were reviewed by Mr. Chambers. These related to proposed operating standards and methods of improving them, and all tended to bring out that the station sells what "goes off the antenna" rather than what goes into it.

Because of existing conditions, the committee explained it is drafting a *Handbook of Broadcast Stations Operating Practices*, being assembled and edited by J. C. McNary, technical director of the NAB. This publication, Mr. Chambers said, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardize and give information regarding the methods of determining and improving operating conditions and characteristics, he declared.

Recommendations Approved

RECOMMENDATIONS made by the committee, subsequently adopted by the convention, were as follows:

(a) That all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment.

(b) That the Engineering Committee be instructed to complete the work on the proposed *Handbook* and that this *Handbook* be published for distribution to member stations.

(c) That there be further study and analyses of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard.

(d) A furtherance of the cooperative action by the RMA, the IRE, and the NAB to improve the results of the entire radio broadcast system from microphone to loud speaker.

Perpetuation of Free Thought, Speech Rests With Broadcasters, Asserts Hard

Impartiality and Comprehensiveness of Radio Need Emphasizing to Convince a Dubious Public



Mr. Hard

UPON the broadcasters of the United States rests the responsibility for the perpetuation of free thought and free speech and therefore "of the essentials of all human liberty in the future of mankind." William Hard, noted journalist and radio commentator, told the NAB convention in Cincinnati in an address at its opening session Sept. 17.

Speaking on "Radio and Human Liberty," Mr. Hard discussed a branch of radio heretofore seldom touched upon by any authority because of its apparent remoteness. So forcibly was the subject presented, however, that it became promptly evident that it is a very real issue, according to many of those present.

For Better or Worse

AFTER analyzing the function of radio, and comparing the American system of private enterprise with the European method of rigid governmental control, Mr. Hard pointed out that radio does not necessarily in and of itself mean progress. While it has meant progress in this country, it has made the international state in Europe worse. Radio, he said, is not a salvation but only an acceleration. "It can hurry life faster toward the worse," he said. "Its destination depends upon the soul that man puts into it. It can be the greatest organ ever invented for the opening of wider horizons to the free development of mankind. It can equally be the cunningest

engine ever devised for riveting the chains of mass-prejudice and mass-superstition and mass-slavery upon the mass-mind."

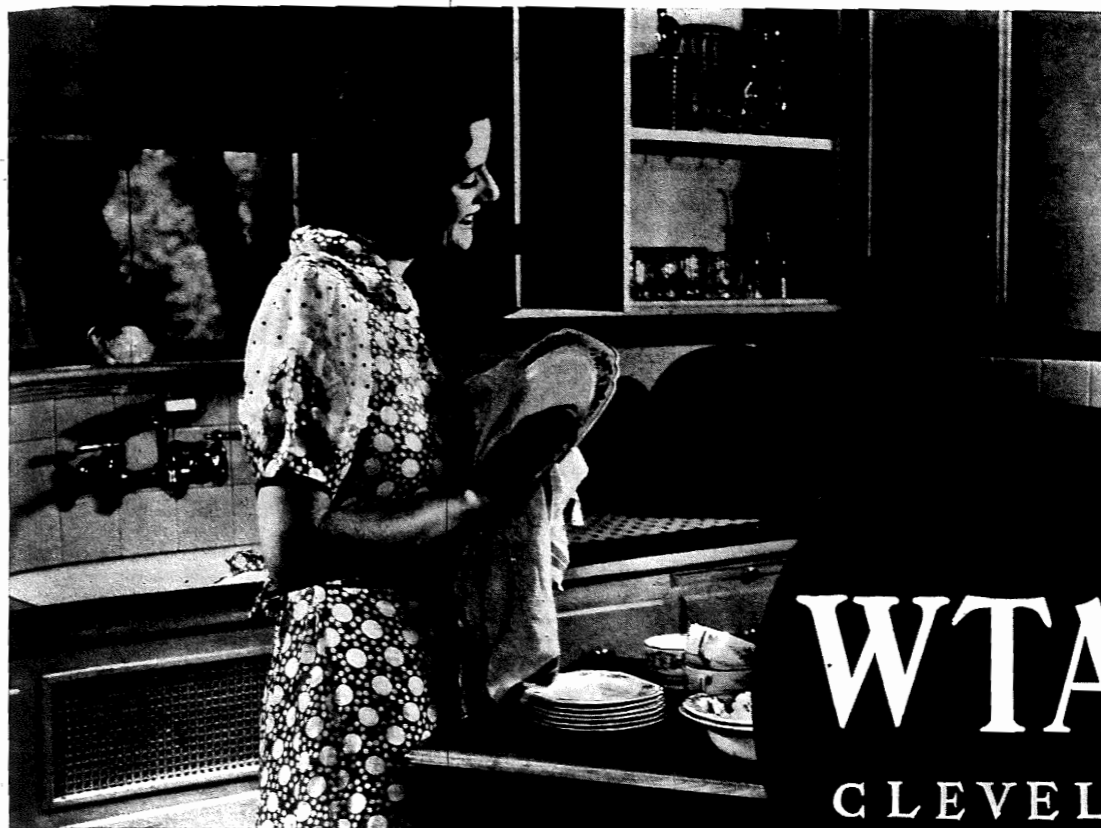
Mr. Hard pointed to the precarious position of radio in the United States, wherein stations are licensed to the air only provisionally and must serve the public interest, convenience and necessity to continue their tenure. At any time the government, without a change in law, he declared, can step in and revoke station licenses, turn them over to others or place them in the hands of governmental agencies, simply by employing the "public interest" yardstick.

Liberty at Stake

REVIEWING the state of liberty in radio in the world, Mr. Hard said: "We must say that the extension of liberty in radio in the world is hinged upon the preservation of liberty in radio in the United States. We must say that the preservation of liberty in radio in the United States is hinged upon the daily continuous conduct of the personalities and organizations present or represented in this room." We must say, with no invocation of rhetoric but only in deference to reality, that no body of men in this whole world bears a greater responsibility for the perpetuation of free thought and of free speech and therefore of the essentials of all human liberty in the future of mankind than do the broadcasters of the United States.

Mr. Hard explained that government can provide amusement for its people more copiously from its treasury than can private enterprise. In this country private radio must combat such a possi-

(Continued on page 45)



WTAM

CLEVELAND

At Home to You

... all day long

Daily, through the medium of an announcer's voice against the background of an attractive program, advertisers are reaching and selling the "class" market represented by the thousands of women at home during the day. They are receptive to ideas that will aid them in making their homes happier and healthier places to live.

The story of your product—whether it be foods, cleansers, drugs, soaps, furnishings,

appliances, or any one of many products of interest to a housekeeper—can be sold to this "class" market at a "mass" price. Not only are daytime rates one-half evening, but there are more hours available. WTAM advertisers are using daytime hours more and more—currently 46% of this station's sponsored time is daytime.

The station or any of the offices listed below will be glad to furnish complete information.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGW

PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

NBC and CBS Report Large Increases In Sponsors. Time Sold Over Last Year

Fall Net Business Indicates Upward Trend for Industry; Sunday Has Most Sponsored Time on NBC Schedule

BOTH NBC and CBS report a considerable increase of sponsored broadcasts for this fall, in number as well as in time, as compared with the same period in 1933, indicating that commercial broadcasting is steadily continuing its upward trend.

NBC reports for both its networks a 6.8% increase in number of advertisers and a 9.7% increase in number of programs, compared with the corresponding date in 1933. One hundred two advertisers have been contracted to sponsor 124 programs beginning Oct. 1. Last year 95 advertisers were scheduled, sponsoring 113 programs. This gives 1934 an increase of 6 advertisers and 11 programs. Actual commercial broadcasting hours total 82 hours and 10 minutes for October, 1934, as compared with 78 hours and 15 minutes in October, 1933, an increase of 3 hours and 55 minutes. There are, for 1934, 15 full hour broadcasts, as against 11 in 1933 (an increase of 36.4%); 53 half-hour programs as against 49 in 1933 (8.2% increase); 56 quarter-hour broadcasts as against 53 in 1933 (5.7% increase).

Daytime Increase

THIS YEAR 78 (83%) of the sponsored programs are evening, 46 (37%) are daytime; in 1933, 75 (86%) were evening, 38 (34%) were daytime.

Although more advertisers are represented on Friday than on any other day of the week the total length of sponsored time is greatest on Sundays. NBC reports, while Columbia tabulates quite different preferences as to the days. As far as NBC is concerned, this is a decided change from 1933, when Sunday was the least popular day in point of sponsored broadcasts. Thursday, which was first last year, has fallen to fourth place.

NBC's largest advertisers in point of time are the Metropolitan Life Insurance Co. with a total of six hours per week, Procter & Gamble Co., which with five programs will be on the air a total of 4½ hours per week, and Standard Brands, Inc. with four programs for a total of three hours.

The two oldest NBC advertisers are Colgate-Palmolive-Peet Co. and the Metropolitan Life Insurance Co., which first used NBC facilities in January, 1923. The Great Atlantic and Pacific Tea Co. is the oldest continuous NBC advertiser, having been on the air since March, 1924.

CBS with its single network will carry an average 42½ hours of sponsored programs a week, beginning Oct. 1. This represents an increase of 11.1% over the corresponding period last year. The average length of program time on commercial broadcasts shows an increase of 17.7% for evening programs (average evening program 1934 being 21.9 minutes as against 18.6 minutes in 1933) and an increase of 1.3% for daytime programs (average daytime program 1934, 16.1 minutes compared

with 15.9 minutes in 1933). There is also a considerable station hook-up increase. CBS shows as the average number for any individual sponsored broadcast 21.5 stations in daytime, and 33.6 stations in the evening, as compared to 18.9 and 32.8 in 1933. That is an increase of 13.8% for daytime programs, and 8.5% for evening programs, or a general average of 29.4 stations (25.7 in 1933) with an increase of 14.4%.

There is also to be noted an increase in the number of stations per hookup on NBC's red and blue networks, although exact figures are not available.

Two Days Tied

CBS reports that the distribution of sponsored programs throughout the days of the week is much more even this year than in 1933. Monday and Wednesday (with seven hours each as against six and 7½ respectively in 1933) tie for first place, while Sunday and Friday (with 6¾ hours each compared with 4¾ and 7½ respectively in 1933) tie for second. Sponsored time on Saturday almost doubled this year (7.6 hours this year, 3.9 hours last year).

The three largest advertisers in point of time are reported by Columbia as Sterling Products and American Home Products, which with four programs each will be on the air a total of three hours per week, and Wasey Products, which with two programs will be on the air 2½ hours during the week. The largest advertiser in point of time, advertising one product only, is the Ford Motor Co., which with two programs will be on the air 1½ hours each week, exclusive of the World Series broadcasts.

The two oldest CBS advertisers are Emerson Drug Co., which first used CBS facilities in 1927 (when Columbia was organized) and the Wm. Wrigley, Jr. Co., which first used CBS facilities in 1928. The two oldest continuous CBS advertisers are General Baking Co., on since January, 1931 and J. L. Prescott Co., on the air since February, 1931.

Testing for Cosmetics

L. PERRIGO Co., Allegan, Mich. (manufacturing chemists), has undertaken a test of radio, using WFBL, Syracuse, N. Y., to introduce its new Edith Abell line of cosmetics. It is using three evening studio periods weekly, featuring Ducie Weir and Jack Shannon as "Pat and Jerry" in a program of dialogue, songs, and duets, with the script written around a young couple trying to break into radio. It is also testing spot announcements. Kingsley Horton represents the company in placing the account direct, the Edith Abell line being a direct from manufacturer to retailer item.

THE WOMAN'S SIDE of the News, conducted by Katherine Darst, woman editor of the St. Louis Globe-Democrat, was started by KMOX on Sept. 5.

NBC Names Rosenblum Vice President, Sarnoff Chairman of Directors



Mr. Rosenblum

DAVID ROSENBLUM, formerly with Trade-Ways, Inc., has been elected a vice president of NBC, it was announced Sept. 22, following a meeting of the network's board of directors. All the present officers were reelected, and David Sarnoff, RCA president, was elected chairman of the board to fill the vacancy created by the death of H. P. Davis, of the Westinghouse Co.

Mr. Rosenblum, a Harvard graduate of 1908, was one of the founders and a former vice president of the Alexander Hamilton Institute. In 1915 he resigned to organize the Business Trading Corp., and then he became a vice president of Trade-Ways, one of its units. That organization has been retained by NBC during the last two years in a consulting and advisory capacity in connection with the sales and promotion activities of NBC, its artist service, station relations and other organization problems.

M. H. Aylesworth was reelected president, R. C. Patterson, Jr., executive vice president; Mark Woods, assistant executive vice president; A. L. Ashby, vice president and general attorney, and the following other vice presidents were reelected: George Engles, Edgar Kobak, Frank Mason, John F. Royal, R. C. Witmer, Don E. Gilman, F. M. Russell and Niles Trammell. Reelected to their offices also were H. K. Norton, treasurer; Lewis McCannach, secretary, and R. J. Teichner, assistant treasurer.

Don Lee Bequeaths Estate to His Son

THE WILL of Don Lee, Pacific coast radio network owner, who died Aug. 30, was filed in probate court at Los Angeles during September. The entire estate was willed to his son, Thomas Stewart (Tommy) Lee, who is vice president of the Don Lee Broadcasting System and head of its Artists' Bureau. No estimate of the estate was made in probate except for the usual "in excess of \$10,000" clause.

The original will was executed Sept. 14, 1933, with a codicil as of March 17, 1934. No mention was made of the widow, the former Mrs. Geraldine May Timmons, whom he married early last summer. The codicil revoked a 25 per cent bequest to Beatrice Norton, aunt of Gerald Norton, KHJ sales executive, and former fiance of Don Lee.

Sums of \$1 each were willed to Mr. Lee's two adopted daughters, Mrs. Christine Boyd Lee Witherpoon, wife of Herbert Witherpoon, KHJ sales official, and Elizabeth Boyd Lee, also of Los Angeles. Tommy Lee and R. D. Merrill, Mr. Lee's brother-in-law, of Seattle, were named as executors. It has been reported that several contests of the will are to be filed in court.

Code Ruling Made On Ad Cancelling

A RULING that advertisers cannot reserve the right to cancel their programs without short rate even if government regulations or legislation requires such a cancellation, unless such a condition is stipulated in the rate card of the station or network, was rendered by the Code Authority for the radio broadcasting industry in a bulletin issued Sept. 25. The bulletin follows in full text:

The Code Authority has received inquiries from stations concerning the inclusion of the following clause in certain of their contracts:

"The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation require such a cancellation."

The question arises whether such a condition is consistent with the provisions contained in Article VII, Section 1, paragraph (a) of the Code. That section provides in part as follows:

"Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds, and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the rate card. * * *

Regular procedure for the modification of a rate card is also provided for in Article VII, Section 1, paragraph (a) of the code, which provides in part as follows:

"No rate card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the rate card with the proposed modifications."

The inclusion of any such condition in a contract, therefore, cannot be accepted as a modification of a rate card.

The Code Authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the code.

New Davenport Station

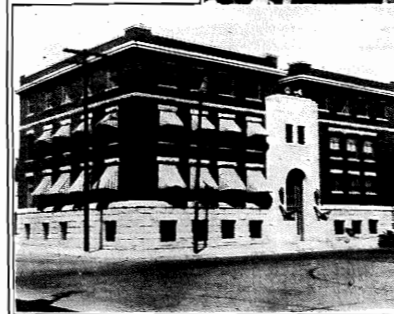
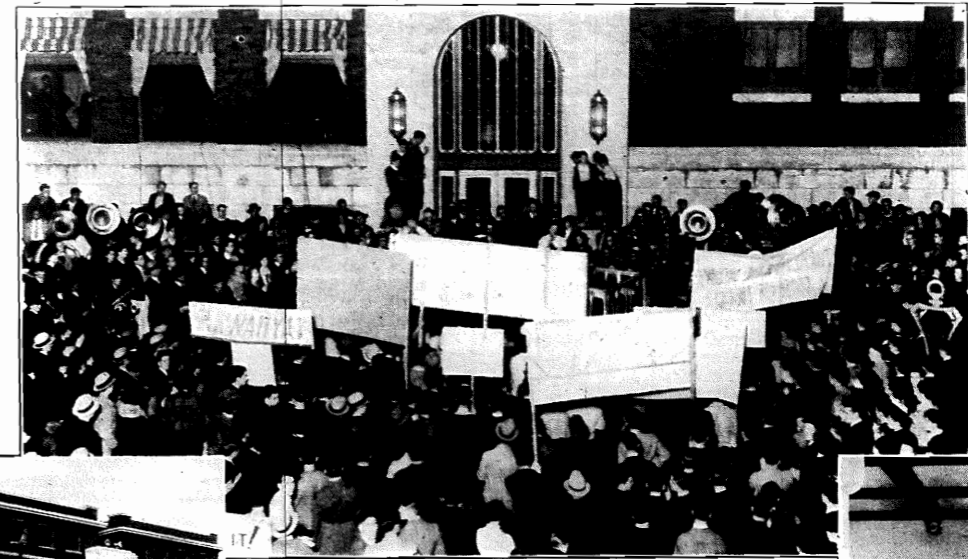
AUTHORITY to move KICK from Carter Lake, Ia., to Davenport, Ia., and to transfer its license to the Palmer School of Chiropractic, was granted by the Broadcast Division of the FCC Sept. 24. The station will operate full time with 100 watts, shifting from the 1420 to the 1370 kc. frequency. Operated by the same interests which control WOC-WHO, Des Moines, it will be known as WOC at its new location, the Des Moines station retaining the call WHO.

Test for Threads

SPOOL COTTON Co., New York (J. & P. Coates and Clark's threads) will shortly start a series of radio tests in several as yet unselected markets, preliminary to a possible intensive national radio campaign. Whether spot announcements or studio programs will be used has not been decided. The account is now handled by Young & Rubicam, New York.

GOLDEN PEACOCK Co., Paris, Tenn. (cosmetics) is using WLAC, Nashville, and WREC, Memphis, for twice-weekly WBS Daily Program Service 15-minute programs for 13 weeks, placed by Ruthrauff & Ryan, Chicago.

FOOTBALL PLAY BY PLAY



The WREN Building of Lawrence, Kansas, which houses the modern offices and studios of WREN.

More than 7,000 Football Fans participated in the big "Kansas-Missouri Football Rally" held in front of the WREN Building, the night before the game of 1933. This WREN Football Rally each year is a major event in local broadcasting. YES WREN IS a basic station of the National Broadcasting Company Network, but WREN also broadcasts those important events of local interest throughout the Kansas City Market . . . THAT'S WHY LISTENERS KEEP THEIR DIALS TUNED TO WREN

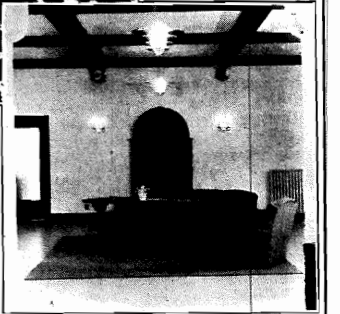
If you want to sell the Kansas City Market Put WREN to work for you.

NBC Basic Blue Network
1000 WATTS
17 Hours Daily

VERNON H. SMITH
Manager

Offices and Studios
WREN BUILDING
LAWRENCE, KANSAS

WREN



Showing a portion of the visitors' lounge in the WREN building . . . "Note" the transmitter of WREN is located between Lawrence, Kansas, and Kansas City, Missouri—enabling WREN to dominate a wide area of Western Missouri and Eastern Kansas.

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

Radio Advertising Off 19% for July: Still Above 1933

National Spot Leads Decline: Other Media Show Losses

BROADCAST advertising in July totaled \$4,878,463, a decrease of 19.2% as compared with June, according to the NAB statistical service of Dr. Herman S. Hettlinger, University of Pennsylvania economist. National spot volume decreased 31.4%, national network business 22.0%, regional network volume 9%, and local advertising 17.4%. Time sales in July were 37.6% below the March peak. July broadcast advertising volume was 11.6% greater this year, however, than in 1933. National and regional network advertising was 37.8% above July, 1933, while spot volume was 4.4% larger. Local advertising last July fell off 20.4% as compared with the corresponding month last year.

All Media Declined

THE JULY seasonal decline in broadcast advertising was somewhat less than that experienced by other media. Magazine volume dropped about 30%, farm paper volume 27%, and newspaper advertising 22%.

The heaviest decline in non-network advertising during the month occurred in the class of stations above 5,000 watts, July revenues being 36% less than in June.

Electrical transcription volume dropped 18.9% as the result of the decline in local business, while live talent business declined 18.5%, record volume 50%, and spot announcements 8.4%.

A general decline in all fields, except clothing, was noted in the sponsorship trend. Among the products which showed gains over July, 1933, were soap and kitchen supplies, pharmaceuticals, cosmetics, and foodstuffs. Tobacco advertising dropped 46% below the preceding year.

Ad Distribution

THE DISTRIBUTION of advertising among the major media follows:

Advertising Medium	July	Cumulative Jan.-July
Radio broadcasting	\$4,878,463	\$42,496,943
National magazines	8,147,057	69,556,862
National farm papers	340,234	3,211,161
Newspapers	34,462,900	276,998,150
Total	\$47,325,654	\$392,363,116

The division of national spot and local advertising by type of rendition for July follows:

Type of Rendition	National Spot July	Local July
Electrical transcriptions	\$224,745	\$95,995
Live talent programs	397,450	559,964
Records	3,188	29,395
Spot announcements	142,367	394,710
Total	\$767,750	\$1,080,064

MORE than 82,500 radios valued at \$1,200,000 were sold in Canada during the first three months of this year.

"Big Names" Switching

UNABLE to clear periods they formerly held, numerous sponsors are shifting from one network to another this fall and winter, so that former "big name" standbys of one network are being heard more and more on another. Not only is "Roxy" now on CBS for Fletcher's Castoria, but Will Rogers this month will start on the new Gulf Refining Co. program on CBS, and Eddie Cantor, who returns to the NBC-WEAF network Oct. 7 to complete the remaining eight weeks of his contract for Chase & Sanborn, is tentatively slated to start at the end of that period for Lehn & Fink on a CBS network.

Rep. Prall Recuperating From Auto Crash Injury

REP. ANNING S. PRALL (D.), New York, likely appointee to the FCC next January upon expiration of his Congressional term, is recuperating rapidly from injuries suffered in an automobile accident Aug. 1, according to Virginia Hildebrand, his secretary.

Miss Hildebrand said she had visited her chief at the hospital in Staten Island, N. Y., and that he expected to be sufficiently recovered from the compound fracture of the bones in his lower right leg to return to Washington in November. X-rays show that the bones are knitting properly, she said.

Rep. Prall was named by President Roosevelt last February to succeed Commissioner Starbuck on the old Radio Commission. He elected to conclude his service in Congress, however, and, under the law, will not be eligible for service on the FCC until January. Mr. Prall has been definitely promised a place on the new Commission, and probably will serve on the Broadcast Division.

Insurance Spots

PROVIDENT MUTUAL LIFE INSURANCE Co., Philadelphia, which on Oct. 2 starts its dramatic programs on 20 NBC-WJZ stations, Tuesdays, 9:30-9:45 p. m. with repeat for West at 1:15-1:45 a. m., has also transcribed its "Story Behind the Claim" programs and on Oct. 14 will place it for nine weeks on seven stations. They are WGST, Atlanta; WBRC, Birmingham; WEBC, Duluth; WBIG, Greensboro, N. C.; WTAR, Norfolk; WMBG, Richmond, and WTCN, St. Paul. Transcriptions are by WBS and account is handled by Samuel Lewis, Philadelphia.

Anti-ASCAP License

AN ORDINANCE placing a \$2,500 occupational license upon any individual acting as collector of fees assessed for the performance of copyrighted music in public places, after the fashion of the American Society of Composers, Authors & Publishers, was adopted Sept. 13 by the city commission of Miami, Fla. The action was taken, it was explained, because of complaints by hotels, radio stations and others to the commission that extortionate charges were levied by copyright owners for the performance of popular songs by orchestras.

Eugene Mittendorf Quits As Manager of WKRC



Mr. Mittendorf

EUGENE S. MITTENDORF, general manager of WKRC, Cincinnati, and a pioneer radio executive, announced his resignation Sept. 21, effective upon appointment of his successor. Operated by WKRC, Inc.,

of which Mr. Mittendorf is president, the station is controlled by CBS.

Announcing his decision to his staff, Mr. Mittendorf said he plans to leave for California with his wife and 6-year-old daughter for a long rest as soon as his successor is named. He did not indicate whether he planned to return to radio after this vacation.

Mr. Mittendorf became connected with radio in 1923 with WSAI, Cincinnati, then operated by the U. S. Playing Card Co. Two years later he became manager of the newly opened WKRC, erected by the Kodak Radio Corp. Eventually he became part owner of the station, along with Sam Pickard, CBS vice president. In 1929 controlling interest in the station was sold to CBS. At the outset "Mitty" served as announcer, continuity writer and in musical and production work in radio. He was identified with the formation of CBS in September, 1927, WKRC having been one of the 16 charter stations of that network.

Procter & Gamble Hires Composers for Show, Gelatin Signs Pickford

HAILED as an instantaneous success, "The Gibson Family," one-hour musical comedy sponsored by Procter & Gamble Co., Cincinnati (Ivory soap), made its premiere Sept. 15 for a 39-week run on 32 NBC-WEAF and supplementary stations, placed through the Blackman Co., New York. It is the first regular sponsored show for which the music was specially written for radio. The sponsors have engaged Composer Arthur Schwartz and Lyricist Howard Deitz to write the music, paying them more than \$1,000 a week each.

The music, after being heard on the radio, is being offered for sale as sheet copies through the usual channels. The book for the show was written by Courtney Riley Cooper, the author and playwright.

The success of this show augurs more dramatic and musical comedy presentations specially written for radio, according to opinion in broadcasting circles. Already Standard Brands, Inc., New York (Royal Gelatin), through the J. Walter Thompson Co., has engaged Mary Pickford and a stock company for a half-hour dramatic series on 22 NBC-WEAF stations, starting Oct. 3, and to be heard Wednesdays, 8-8:30 p. m., EST. The American Broadcasting System, new network, also has announced the engagement of a stock company to present dramatic shows regularly, starting Sept. 30, under the direction of Geraldine Garrick.

Net Returns in August Continue Upward Trend Though Not So Sharply

THOUGH registering smaller gains, as compared with 1933, than had been the case during the earlier months, August figures for time sales of NBC and CBS nevertheless show that the upward trend remains unbroken. Advance bookings for the fall indicate that the slowing down in pace manifest during August was only temporary, and may in fact have been due to the heavy fall contracts.

NBC's two networks, including the Pacific coast, grossed \$1,735,555, an increase of 23.3 per cent over August last year. The NBC-WJZ network total was \$488,202, or an increase of 6.3 per cent, while the NBC-WEAF network took in \$1,161,581 for a percentage increase of 33.7. CBS, with an income of \$513,315, showed a gain of 2.7 per cent.

The comparatively better showing by the WEAF network may be partly explained by the fact that it has a preponderance of year-round clients. Both the WJZ chain and CBS, when seasonal clients left the air for the summer, began signing contracts for the fall, and so entered commitments which made it impossible to accommodate sponsors for the intermediate period.

KNX Sues Newspaper

WESTERN Broadcast Co., operators of KNX, Hollywood, Sept. 14 filed a libel suit against the Times-Mirror Co., publishers of the Los Angeles Times, asking \$250,000 actual damages and the same amount for punitive damages, or a total of \$500,000. The suit alleged that an editorial titled "A Plain Statement," published in the newspaper last April, libeled KNX. The article was the Times' explanation as to why it had eliminated KNX programs for its daily listing. It was charged that the editorial contained false assertions in connection with KNX's news broadcasts, alleging, among other things, that the news was not authentic or reliable.

WLS Contracts With NBC

NEGOTIATION of a new contract with NBC, to replace one which expired March 1, for a two-year period beginning Oct. 1 was announced by WLS, Chicago, Sept. 19. In lieu of a time-trading arrangement under which the Prairie Farmer station compensated NBC for using the 50,000-watt transmitter of WENR, Chicago, with which it shares time, WLS will pay a stipulated rental of \$5,600 per month for use of the transmitter, and will acquire additional time equivalent to 6 daytime hours, or three evening hours per week.

WILLIAM J. LAWLOR, radio engineer at the Boston studios of WBZ and WBZA, who was seriously injured by a hit-and-run driver as he stepped from a street car, has returned home from St. Elizabeth's Hospital. His complete recovery is assured.

WCAU WOMEN'S CLUB OF THE AIR

Will Positively Increase the Sales of Any Product Sold to Women!

Phenomenal Results:

Case histories tell the story: Nationally famous household cleanser **DOUBLES** sales the **FIRST MONTH** after joining WCAU Women's Club of the Air! Sales of widely-known dog food multiply over 6 times! Scouring compound records 43% increase after 2 months! Fruit association enjoys complete sell-out of local warehouse in 7 weeks! ☆ Such results are typical, not exceptional. But here's the most significant fact of all: **NOT ONE ADVERTISER USING WCAU WOMEN'S CLUB OF THE AIR HAS FAILED TO SHOW A SUBSTANTIAL INCREASE IN THIS AREA!** Can YOU afford to ignore this record? Write in at once for **Descriptive Booklet!**

CONDUCTED BY NATIONALLY-RECOGNIZED EXPERTS



DR. ALENE HOUGHTON
WCAU
Home Counselor



MISS ELSIE CAROL
Director, WCAU
Food Service

A. B., A. M. and Ph. D. Dep't Store consultant, advertising agency executive, faculty member of Rockford College, Goucher and University of Illinois. Formerly New York American's celebrated Prudence Penny.

Graduate of the Lewis Institute of Chicago. Traversed United States, working in an educational capacity and conducting her famous cooking classes. A charming woman to whom home-makers listen, and whose suggestions they act upon!

WHAT AGENCIES SAY:

"... I take this opportunity to tell you how much we appreciate the co-operation you are giving both to us and to our client's Philadelphia organization."

"With the enthusiasm you are putting behind this I am sure Philadelphia is going to rate at the top of the list of test cities."

"I have attended these broadcasts and have seen the remarkable intelligence, skill and conscientiousness that go into their performance."

"I am convinced that this is one of the most desirable advertising efforts a manufacturer can use in Philadelphia."

"As far as Dr. Houghton, Miss Elsie Carol and Miss Moore are concerned you probably know better than we could tell you what a wonderful hit they have made with the entire OAKITE organization and the sincere efforts of these Home Economics experts in popularizing OAKITE in the Philadelphia territory is just about 100%."

WCAU 50,000 WATTS PHILADELPHIA WOMEN'S CLUB OF THE AIR

Financiers Urged To Use Advertising

Publicity Needed to Restore Confidence, Says Banker

A BROADER use of advertising by financial institutions was urged by L. B. Wilson, assistant vice president of the Cleveland Trust Co., in his inaugural address as president of the Financial Advertisers' Association in Buffalo, Sept. 13.

Declaring that advertising is still the greatest mass force in educating the consumer to an intelligent, satisfactory choice, he said:

"There is but one sales power that can do an economical job in fighting along the entire front of indirect competition. That power is advertising. Advertising can be in a hundred, or a thousand, or a million places.

Confidence Needed

"IT IS NOT only self-interest, but the interest of banking as a whole and of the American people as a whole, that full confidence in deserving institutions be restored; that slander and libel be counteracted; that truth, integrity, honesty and unwavering trusteeship be again given the earned confidence they have enjoyed for a period of more than three generations.

"There are thousands of banks that rode through the crisis because they observed ethics as well as economics. The public needs to be reminded of that—frequently and in many different ways—printed and oral.

"Good public relations—and that is largely advertising and publicity—is the surest way to combat the threat of socialized banking."

"Continuous Voyage"

EDWIN BIRD WILSON, advertising counsel of New York, said that advertising was more than blowing the ship's horn or writing a log.

"Advertising," he said, "is a continuous voyage. It is the art of getting to desired destinations, the art of establishing permanent trade between ports, the art of projecting business objectives and then attaining them.

"If the institution is not in good conditions, have her put in shipshape before we recommend an advertising expedition. Don't expect advertising to save an institution that is unseaworthy.

"Fortunately, it looks as though we financial advertising men will not have to be martyrs to principle in the next decade. It looks as though there will be a high public premium on good financial behavior and that advertising can work wholeheartedly and without self-disrespect in the interest of financial institutions of many kinds."

Mrs. Grace Mathiot

MRS. GRACE MATHIOT, 41, wife of Jacob E. Mathiot, technical director of WGAL, Lancaster, Pa., and the Mason-Dixon Radio Group, was fatally injured Sept. 9 and her two sisters, both of Lancaster, were hurt in an automobile collision near Paradise, Pa. Mrs. Mathiot died in Lancaster General Hospital about an hour after the accident.

NO FAVORITES

L. B. Wilson Upholds Tradition of Freedom on Air

POINTED PROOF of the fact that radio plays no favorites, but provides public service programs irrespective of the personalities involved, was given Sept. 21 over WCKY, Cincinnati, operated by L. B. Wilson, who also operates a chain of motion picture theaters in the Greater Cincinnati area. Archbishop John T. McNicholas, of Cincinnati, founder of the Legion of Decency, which last spring undertook the famous movie clean-up campaign, was scheduled to speak over NBC on this campaign. Mr. Wilson offered the Archbishop free use of his studios, despite his personal interest in theatrical enterprises, on the ground that free speech over the radio must be observed, and that radio must give both sides of important controversies. Moreover, in keeping with the dignity of the speaker, Mr. Wilson ordered no commercial announcements before or after the address, and one regular commercial usually heard just before the broadcast was moved up.

ASCAP's Answer Scheduled Oct. 22

ANSWERS to the Department of Justice anti-trust suit against the American Society of Composers, Authors & Publishers and 131 other defendants will not be due until Oct. 22 under a stipulation entered into by parties in the case and filed with the Federal District Court for Southern New York. It is expected that the counsel for the defendants will seek dismissal of the action on technical grounds—a usual course, but government attorneys are confident that there are no loop-holes in the bill of complaint and that the suit will come to early trial.

Meanwhile, broadcasters are being solicited by the Society of European Stage Authors & Composers, claiming control of a large catalogue including Schubert compositions, for sustaining licenses to perform those works. A drive was made at the NAB convention in Cincinnati by this organization, which claimed NBC, CBS, Yankee Network, and a number of independent stations have subscribed to this catalogue and procured flat-fee sustaining licenses on the merits of the compositions involved.

In behalf of the NAB, Philip G. Loucks, managing director, stated that he had asked Emmanuel Rosenberg, general manager of SESAC, to supply him with a catalogue of the compositions, now understood to be in preparation, in the nature of the complete works which they control.

YEASTIES PRODUCTS Corp., Irwin, Pa. (cereal), on Oct. 2 begins a twice weekly series, featuring the "Buddy and Blake" mystery series over the New England Network, Tuesdays and Thursdays, 5:45-6 p. m. EST. Stations carrying the feature, formerly spotted only in Boston and Providence, are WEEL, WTIC, WTAG, WCSH and WJAR. Hanff-Metzger, New York, places the account.

Harry Woodman Named KDKA General Manager



Mr. Woodman

HARRY A. WOODMAN, veteran broadcasting executive, was named general manager of KDKA, Pittsburgh, effective Sept. 10, it was announced by Richard C. Patterson, Jr., NBC executive vice president. The station is owned by the Westinghouse Electric & Manufacturing Co., but managed and operated by the NBC.

Woodman, who for years has been traffic manager of the NBC, succeeds William S. Hedges, who several months ago was named manager of owned and operated stations of the NBC with headquarters in Radio City.

The new KDKA general manager, a native of Portland, Me., was graduated from Bates College and served in the army during the world war. He became interested in radio during the early days of broadcasting and joined the staff of WEAJ, then owned by the A. T. & T., in 1925, as sales and station contact. He assisted in the formation of the first experimental networks, and when NBC was formed in 1926 he joined it as traffic manager, a post which he has held ever since.

Retail Trade Code Bans All Schemes of Chance

LOTTERIES, guessing contests and similar trade promotional "schemes of chance," already banned by the communications act, have been outlawed in the retail trade by a code amendment which will become effective Oct. 1. Approval of the amendment, which was submitted by the Code Authority, was announced Sept. 22 by the National Recovery Administration.

The intent of the amendment is not to prevent a merchant from inviting the public to take part in legitimate contests in which merit or skill would be the determining factor but rather to eliminate the gambling element. The addition to the code provides that when a contest is held, the rules shall be clearly defined and adhered to; it shall be judged by competent and disinterested persons; and none of the employees of the establishment sponsoring the contest, nor members of their families, shall enter the competition.

Specialists Appointed

IN LINE with its policy of assigning specialized executives to handle certain stations, Free & Sleinger, national station representatives has announced the appointments, effective Oct. 1, of Dr. George E. Halley and R. A. Davis to its staff. Mr. Halley has been managing the Chicago office of KMBC, Kansas City, and Mr. Davis has been handling the same station's New York office. Both will specialize in their respective territories on the accounts of KMBC, which has appointed Free & Sleinger, and of KOIL, Council Bluffs, Omaha, and WAVE, Louisville.

Radio Covers Sea Story With Special Broadcasts; ABS Net Gets "Scoops"

RADIO figured prominently in the dissemination of news of the burning of the Ward liner *Morro Castle* off the New Jersey coast last month, and the American Broadcasting System, newest of the networks, claims several "scoops" in handling special broadcasts of the catastrophe.

Quickly installing ABS-WMCA microphones in the U. S. Customs House in New York City Sept. 10, the network got an exclusive break in broadcasting the official federal inquiry into the fire. Testimony of Chief Officer Warns, who commanded the ship, and of other officers who appeared on successive days, was broadcast over its five-station hookup. All WMCA and ABS commercial and sustaining traffic was sidetracked for the special feature.

On the day of the disaster, Sept. 8, ABS claims it was the first network to broadcast descriptions by survivors in a program which originated at the dock of the *Monarch of Bermuda*, one of the rescue vessels. During the evening of the same day ABS broadcast a radio memorial service for the victims.

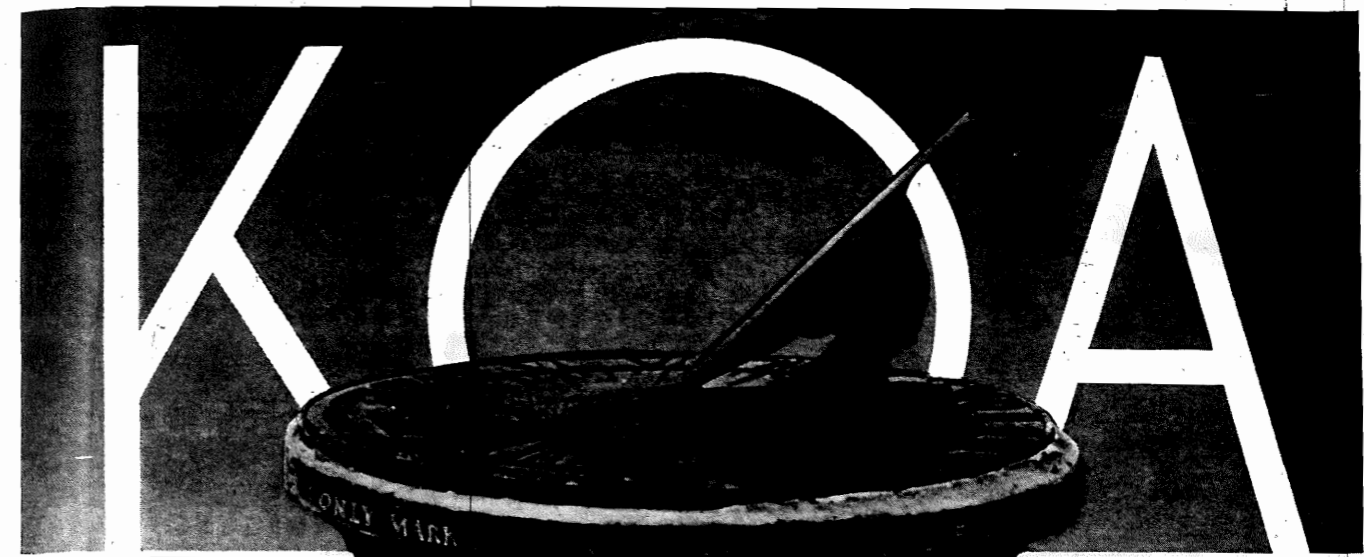
Best available reports are that WOR, Newark, was the first to go on the air with a bulletin on the disaster. The flash was broadcast at 6:45 a. m., while WMCA reported its first broadcast was at 7 a. m. immediately after it had signed on for the day. Other stations and the networks carried the flash immediately upon signing on.

A virtual running story of the disaster was provided to networks and client stations by the Press-Radio Bureau of the Publishers National Radio Committee. Up to noon of Saturday, a score of bulletins were distributed as news of "transcendent importance," and others followed during the afternoon and the succeeding several days of the hearing in New York.

Mutual Selling Service Formed in Birmingham

FORMATION of Associated Broadcasters Selling Service, to provide cooperate service for stations, comprising money-making ideas from the files of member stations and other "proven time sellers," was announced Sept. 19 by Baxter M. Eastburn, of Birmingham, manager of the service. With a dozen Southern stations already subscribers, the service will be issued monthly from its offices in the Farley Bldg., Birmingham.

A former agency operator in Birmingham, Mr. Eastburn has associated with him James H. Yates, former sales manager of WAPI, Birmingham, and of WALA, Mobile. With only two exceptions, Mr. Eastburn said, every station to which the service was presented has subscribed. The subscribers are WLAC, Nashville; WREC, Memphis; WDDO, Chattanooga; WPFB, Hattiesburg, Miss.; WCOA, Pensacola; WMBR, Jacksonville; WGST, Atlanta; WJBY, Gadsden, Ala.; WAGF, Dothan, Ala.; WSFA, Montgomery, Ala.; WALA, Mobile, and WSGN, Birmingham.



Golden Hours for Denver Advertisers

Thousands of women in a receptive mood for new ideas and improvements in the home! This is the "class" market reached by daytime radio on KOA. From early morning on, a woman's interests and activities are centered in her household and her mind is constantly dwelling on the necessities and luxuries which can make it a happier, healthier, pleasanter place for her family and herself.

That this market can be reached at the low daytime

rate prevailing on KOA is without doubt the reason why 42% of KOA's currently sponsored time is daytime. With the number of hours available (more than twice as many as at night) choice of time is wide and opportunity for effective programs practically unlimited.

For the complete story—available time, program and talent ideas and success of other advertisers contact either the station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

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WEAF & WJZ WRC & WMAL WMAQ & WENR KPO, KGO & KYA

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

Three hundred and seventy broadcasters are happy in the knowledge that the 12th annual NAB convention was the most successful ever held by this great American organization. ♦ Leaders in the industry, leaders of the nation, enjoyed the hospitality for which Cincinnati is famous. ♦ Cincinnati thanks the broadcasters and the agency men and women for attending, for honoring our city with a convention of such constructive nature, a gathering that will mean much to millions of listeners from coast to coast. ♦ The National Association of Broadcasters has proved anew radio's ability to govern itself to the mutual good of the public and the industry.

L.B. Wilson

BROADCASTING

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A \$100,000,000 Year

BUSINESS is booming in radio. The 1934-35 radio year, dating from July 1, 1934, to June 30, 1935, may see time sales by stations and networks eclipse the \$100,000,000 mark for the first time.

This is no mere speculation. It is based upon the survey conducted by BROADCASTING at the NAB convention with an automatic voting machine. In response to questions as to time reservations for fall business together with prospects, broadcasters revealed that the weighted average of increased business this fall over last will exceed 40 per cent. This conclusion is supported by the fact that networks and numerous independent stations are virtually sold out insofar as desirable hours are concerned, and that advertisers are experiencing difficulty in securing time clearances for both spot and network programs in many markets.

If the same ratio of increase is maintained for the balance of the radio year, as compared with the last—and there is every indication that it will—the \$100,000,000 mark will be surpassed.

Small wonder, therefore, that stations are beginning to exercise more severe control over commercial credits in programs and to discriminate in the selection of accounts. In no small measure the favorable business situation is also heightened by the celerity with which the NAB convention adopted resolutions affecting business relations with advertisers and agencies, such as the setting up of an agency recognition bureau within the NAB; the establishment of rigid units of sale and rate card practices, and the formation of a cooperative bureau for coordinating station surveys and listening data.

Establishment of such a cooperative bureau, which would be the equivalent of the Audit Bureau of Circulation in the publications field, would definitely inure to the benefit of the whole industry. It would take the guesswork out of radio circulation. More than that, it would give radio a distinct advantage in an entirely new circulation field, as was so convincingly brought out by John A. Benson, president of the American Association of Advertising Agencies, in his impromptu address before the NAB convention.

Radio, Mr. Benson pointed out, through the medium of field strength surveys and listener habit studies, can give the advertiser an analysis of actual listenership, whereas publications can do no more than provide circulation figures

with no guarantee that their publications are read or the advertiser's copy seen. With a uniform system of measuring station coverage and audience, the station, says Mr. Benson, will have a distinct advantage in bidding for the advertiser's dollar.

Every effort should be made to expedite the conferences between the station, advertiser and agency trade associations and to bring forth an acceptable plan for setting up a radio coverage bureau.

News by Radio

SOONER OR LATER the press associations and the newspapers must face squarely the radio-news situation. They must either relax very substantially their present *modus operandi*, as exemplified in the Press-Radio Bureau, or they must sell their news budgets outright to broadcasting stations. Otherwise the formation of a nation-wide exclusive radio news-gathering organization is inevitable, whether along the present lines already undertaken by at least one ambitious enterpriser or along mutual cooperative lines.

That the majority of broadcasters are dissatisfied with the present arrangement, whereby only two 5-minute news flash periods are furnished daily for non-sponsored presentation, was made pointedly manifest at the NAB convention by the overwhelming reception given Senator Dill's address. On the other hand, many of Senator Dill's assertions are open to dispute and are disputed by the interested newsmen in this issue. We think, for example, that both Senator Dill and the publishers are arguing wide of the point in bringing up their respective censorship theories at all.

Somewhere there is an answer to the news-by-radio problem. With some 100 radio stations owned and operated by newspapers, with many more stations already having satisfactory tie-ups with newspapers, and with most radio managers still unwilling to risk an open break with the American press, the problem presents so many sides that the NAB committee to be formed to recommend on it faces trouble no matter which way it turns.

Our position is what it has always been: That news-by-radio is demanded in substantial amounts by listeners; that the Press-Radio Bureau's time limitations must be further relaxed; but that the price of relinquishing the sponsorship of news flashes is a small one to pay for cooperation with the press, especially for its continued listing of radio programs.

Chins-Up Era

RADIO broadcasting has suddenly stumbled upon the realization that it is really of age—a full-fledged industry that need not worry about every dog snapping at its heels and barking "government ownership," "inferior programs" and the like. But it took the President of the United States and a half dozen of his key men identified with radio to put the idea across.

That is the real object lesson learned by those who attended the NAB annual convention in Cincinnati. They learned that the New Deal has no intention of molesting them unduly, and least of all, of disrupting the American system of broadcasting. While the industry has fought back at those who have so viciously lobbied for destruction of the present system, it has been all too apparent that most broadcasters have had an inferiority complex and have temporized and even retreated in the face of the fire of busybody agitators and reformers.

True, there was ample reason two or three years ago for the industry to repent for some of its actions. But the voluntary housecleaning of the last several years and the public service rendered by the majority of the stations have largely nullified former shortcomings.

The NAB convention was a revelation, opened with a message from President Roosevelt expressing "great faith" in the American system and the work it is doing toward stimulation of buying power—manifestly an endorsement of the sponsorship basis of American broadcasting—the delegates heard five federal officials iterate much the same view. Despondency over the fate of the industry seemed to float away.

Broadcasters began to realize that after all they had power and were receiving recognition. They knew they could sell goods and sell it better than any other medium, but they didn't know how long it would be before Uncle Sam would kick over the traces because of the onslaughts of the voluble groups and cliques which oppose radio by the American Plan.

Now the die has been cast by the Chief Executive of the nation himself. Broadcasters have but to use a little of the power they possess, as suggested by several convention speakers, to acquaint their Senators and Congressmen—the servants of the people—what they are doing in serving those same people. If President Roosevelt and the men who regulate radio in his administration are convinced of radio's sincerity of purpose as well as its effectiveness, and if the public is satisfied, the agitators and the chiselers may as well bray at the moon as try to break down the present system.

A BOOK that should be of invaluable aid to the radio service man and interesting to anyone concerned with the technical side of broadcasting is *Principles of Radio*, by Keith Henney, associate editor of *Electronics* (John Wiley & Sons, New York: \$3.50). The book, besides providing information for both the beginner and the experienced service man, devotes a section to television. This is a second and revised edition.

We Pay Our Respects To—



JAMES TRUMAN WARD

UPON THE BROAD, capable shoulders of James Truman Ward, manager of WLAC, Nashville, falls the responsibility of directing the activities of the NAB in what is destined to be the most active period in the history of the broadcasting industry. Elected 1934-35 president of the trade association at its twelfth annual convention in Cincinnati Sept. 19, Truman Ward's task is to plunge into a maze of complicated and important radio situations, such as the "educator's hearing" which begins Oct. 1 before the FCC; copyright, which has reached a crux by virtue of the government's anti-trust suit against ASCAP; the radio-press controversy, and expansion of the NAB itself to encompass the new activities assigned it by convention mandate.

At 35, Truman Ward is one of the youngest men ever to stand at the NAB helm in its dozen years of history. Combining a wealth of business experience as vice president of the Life and Casualty Insurance Co., of Nashville, and a practical broadcaster's knowledge of industrial problems, he is eminently fitted for his new duties. Tall and handsome, he is typically the Southern gentleman. His mild manner and his willingness to work in industry affairs have made him many friends among the broadcasters since his association with the NAB in 1929.

Truman Ward succeeds to the NAB presidency relinquished by Alfred J. McCosker, president of WOR, who served effectively for two years—the maximum service of any previous president. With him, with one exception, comes an entirely new elective slate. Isaac D. Levy, of WCAU, militant young lawyer and prime aggressor in the campaign against ASCAP, remains as treasurer. Serving as first vice president is Lambdin Kay, of WSB, one of radio's best known figures and a pioneer of the industry. The second vice president is Charles W. (Chuck) Myers, KOIN, Portland, a former director. Philip G. Loucks, managing director and secretary, was reappointed for his fifth year and will serve as executive officer. A native son of Nashville, James

Truman Ward was born Dec. 20, 1898, the son of Dr. and Mrs. J. S. Ward. His father is still a practicing physician. After attending elementary schools, young Ward enrolled at David Lipscomb College, Nashville, and then shifted to Vanderbilt University. In his junior year, however, the urge to enter business caused him to leave college and establish an automobile agency in Nashville. Remaining in that business until 1922, he sold out to join the Life & Casualty Company as an agent in Nashville. It was only a year afterward that he was promoted to special agent, and traveled the 13 states in which the company operates. Specializing in sales promotion, he was made secretary of the home office in 1924. On Jan. 1, 1926, he became vice president of the company. When the company procured WLAC in the fall of the same year, Truman Ward was named executive in charge. The station then had 150 watts. It now uses 5,000 watts.

Becoming a member of the NAB in 1929, Truman Ward has consistently been active in its work. He has been a member of the board of directors for the last two years, and as such has had considerable to do with the formulation of industry policies.

Prominent in the affairs of his native city and state, Truman Ward is a member of the Chamber of Commerce, and Advertising Club, and is president of the Nashville Boosters' Club and the Nashville Concerts Association. He is chairman of the 1934 Community Chest Campaign.

Truman Ward married Mary Muncie, of Edmondton, Ky., in 1923. They have one son James Muncie (Jimmy) Ward, 6. Aside from organization activities, his hobby is horseback riding, in which he indulges every morning before work. He has a stable of two horses, while his son Jimmy and his niece, Martha Muncie, have their ponies.

A SPECIAL hookup of WCAU, Philadelphia; KDKA, Pittsburgh, and WHP, Harrisburg, was used Sept. 26 by Senator Reed (R.), of Pennsylvania, in his election campaign.

PERSONAL NOTES

CLAIR R. McCOLLOUGH, general manager of the Mason-Dixon Radio Group, is recovering from an appendicitis operation which he underwent recently in the General Hospital, Lancaster, Pa.

FRANK WRIGHT, formerly operating as Frank Wright & Associates, of Oakland and San Francisco, has been appointed general sales manager of KTAB, San Francisco. Mr. Wright has discontinued all agency activities.

THOMAS STEVENSON, former publisher of the now defunct *Broadcast Reporter*, was a visitor at the NAB convention at Cincinnati. He reported that he is now in the yacht brokerage business in Miami, Fla.

DONALD M. STEWART has succeeded Dick MacQuiddy as commercial manager of KDB, Santa Barbara, Cal.

S. S. FOX, president of KDYL, Salt Lake City, concluded a six-weeks tour of Mid-Western and Eastern states, studying business conditions in major cities, before joining Philip G. Lasky, station manager, at the Cincinnati NAB convention.

ROLAND TRENCHARD, assistant to the president of WHOM, Jersey City, was married recently at Elkton, Md., to Marjory Bessoir, of Jersey City.

DONALD B. WILSON, formerly with the J. Walter Thompson Co., and former New England manager of the *Family Cycle*, has joined the NBC sales staff in Boston.

STANLEY E. HUBBARD, manager of KSTP, St. Paul, and Mrs. Hubbard are parents of a son, Richard Adams, their second, born early in September.

WELLS CHURCH, in charge of CBS special events in Washington, has been promoted to assistant manager of WJWS, by Harry C. Butcher, Washington director of CBS and general manager of the station. He will have charge of CBS pick-ups, while Jesse Willard, recently elevated from commercial manager to assistant manager, will have charge of production and publicity.

THAD H. BROWN, vice chairman of the Broadcast Division of the FCC, was principal speaker at the dedication of the new transmitter of WBNS, Columbus, O., on Sept. 14. Afterward, he went to Cincinnati to address the NAB convention, Sept. 18.

R. C. (Hank) WIGGINS has joined the commercial department of WBRC, Birmingham, Ala.

LORENZO KENNON, formerly with KXN, KMTR and KLN, has been appointed sales and production manager of KQVO, Missoula, Mont.

TED SMITH is now manager and chief announcer of KADA, a new 100-watt station at Ada, Okla.

MURRAY GRABHORN has succeeded Arthur Kemp as sales manager of KFRC, San Francisco. Mr. Kemp is now sales manager of KHJ, Los Angeles.

HILTON LAFAYE, former radio chairman of the Cleveland Advertising Club, has joined the commercial staff of WGAR, Cleveland. He formerly was attached to WHK, Cleveland.

HENRIETTE HARRISON, former program director of WINS, New York, is now in charge of the radio department of the New York Y. M. C. A.

THOMAS O. McCULLOUGH, salesman at WSPD, Toledo, O., and Mrs. McCullough, are parents of a 5-pound girl, born Aug. 19.

FREDERICK R. HUBER, director of WBAL, Baltimore, is vacationing in Mexico. He expects to return home via Havana.

SAM PICKARD, CBS vice president in charge of station relations, and C. Ellsworth Wylie, manager of KHJ, Los Angeles, left late in September on a coast inspection trip of the stations affiliated with the Don Lee-CBS coast network, including the Don Lee-owned stations, the McClatchy stations and the four independent but CBS affiliated stations in Oregon and Washington.

C. P. MacGREGOR, president of MacGregor & Sollic electrical transcription studios, San Francisco, is making an extended tour of the southern states in connection with the MacGregor & Sollic transcription chain. He will also go to New York for business relative to the representation of the Perry list of stations.

IRVIN GROSS, of Cleveland, a recent graduate of the Wharton School of Commerce and Finance of the University of Pennsylvania, where he specialized in commercial radio research, has joined the staff of WFAA, Dallas, according to an announcement, Sept. 20, by Martin Campbell, WFAA general manager. Mr. Gross recently prepared a survey of radio merchandising, which provoked considerable discussion at the meeting of the NAB commercial section in New York in June.

ERNEST B. FOOTE, formerly vice president of World Broadcasting System, has been appointed a member of the stations relations staff of NBC in New York, under Donald Withcomb, general manager of station relations.

JOHN F. CASH, executive director of WHB, Kansas City, and Mrs. Cash are the parents of a baby girl, born Sept. 26.

P. H. DREY has become president and general manager of KROW, Oakland, Calif. Mr. Drey has been associated with radio since 1924. Prior to coming to Oakland, he was manager of KOMA, Oklahoma City; WHK, Cleveland, and WBNS, Columbus, O. Scott Weakley, formerly with WCLO, Janesville, Wis., has joined KROW as program manager.

WILLIAM T. KNIGHT, Jr., president of WTQC, Savannah, and vice president of the Knight Drug Co., operating a chain of nine local drug stores in that city, has been elected president of the Georgia Pharmaceutical Association.

Grant C. Melrose

GRANT C. MELROSE, for five years manager of WJAY, Cleveland, died suddenly Sept. 11 of a heart attack. He was stricken while in his office. A resident of Cleveland for the last 10 years, Mr. Melrose was 48 years old. Prior to joining the station he was associated with a Cleveland real estate firm, and before that was employed by the National Cash Register Co. in a sales capacity. He is survived by his widow, Mrs. Edythe Melrose, to whom he was married a year ago. She has been assistant manager of WJAY.

Nucoa's Disk Show

GENERAL FOODS Corp., New York (Nucoa), on Sept. 30 started "Round the World Cooking School," a series of transcriptions featuring Ida Bailey Allen, cooking expert, with Charles Premac, tenor, on WOKO, Albany; WHK, Cleveland; WOOD - WASH, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; WHAS, Louisville; WIOD, Miami; WHAM, Rochester, and WFBL, Syracuse. The account, comprising three 15-minute shows weekly for 13 weeks, is placed by Benton & Bowles, New York, and the transcriptions were produced by World Broadcasting System.

BEHIND THE MICROPHONE

TED BYRON, formerly with WOKO, Albany, N. Y., has joined World Broadcasting System as a continuity writer. **Alvin Wynn**, formerly on the continuity staff of WLW, has joined the production department of WRS. **Miss Lillian M. Schafer** has been appointed head of the WRS stenographic department.

DAVID CARTER, of the CBS press department in New York, and Mrs. Carter are the parents of a daughter, born Sept. 10 at Columbus, O.

JOHN S. TILLMAN, formerly with WSEA, Montgomery, Ala., on Sept. 10 joined the announcing staff of WSB, Atlanta. He also formerly served with WHET, Troy, Ala., and WAGE, Durham, Ala.

WAYNE MACK, announcer at WGAR, Cleveland, and Mrs. Mack are parents of a daughter, born Sept. 8.

JERRY CADY, formerly on the continuity staff of KFEL, Los Angeles, but with a New York agency since the first of the year, has returned to his former post at the station.

HELEN O'NEILL, NBC western division producer in charge of auditions in San Francisco, is recuperating from an operation for appendicitis.

MISS PAULINE CARRIGAN, traffic manager of KFRC, San Francisco, was married to Francis J. Corcoran, Oakland business executive, Sept. 16, in Oakland.

ROLLIN PARKER has joined KTAB, San Francisco, as writer, producer and master of ceremonies of its nightly variety show, coming over from NBC.

HOWARD BUTLER, former announcer of WXYZ, Detroit, and now director of WNEW's Newark studios, has just completed a new book titled *Conflict* which will be published within the next month.

HARRY LAWLER, formerly with the Harry Weber talent offices in New York, in September joined the Thomas Lee Artist Bureau, Los Angeles, in a sales capacity.

LESTER SCHARFF, who has been associated with various New York stations and who recently completed a season with Eva LeGallienne's repertoire company, has joined WNEW, Newark, in charge of production.

JOHN McCORMICK, formerly with WINS, New York, and a free lance program builder during the last year, has been appointed production manager of WKRC, Cincinnati.

MILLER EVERSON, announcer and staff artist of WKRC, Cincinnati, has resigned to join Ben Bernie's orchestra as a featured vocalist. He is being replaced by Bob Kliment, Cincinnati youth, who was victorious in local audition competition to fill the vacancy.

AUSTIN PETERSON, producer of the Happy-Go-Lucky Hour on KFRC, San Francisco, was married in Reno, Nev., Aug. 10, to Miss Audrey Marks of Sacramento.

SIGMUND ROMBERG arrived in New York in September from Hollywood. He will do a series of programs for NBC from Radio City.

KEN CARNEY, recently temporarily transferred from NBC production department, San Francisco, to the Hollywood studios, returned to San Francisco in September.

MISS BULA SHAGGS, secretary at KNOW, Austin, Tex., was married recently to Eugene Shinner, of Omaha. She was succeeded in office by Miss Nancy Slocum.

Yankee Net News Unit Covers State Elections

THE YANKEE NETWORK News Service, under the supervision of Dick Grant, its editor-in-chief, assisted by Linus Travers and a force of 175 men, very efficiently covered the Massachusetts primary election Sept. 20. Every precaution was taken to insure accuracy in the returns, and the 175 men were placed at all strategic points throughout the state. A studio at WNAC, Yankee key station at Boston, was set up as a typical Yankee News Service city desk. The broadcasts picked up some of the "atmosphere" along with the election returns.

FCC to Name Lawyers

COMPLETION of the executive roster of the FCC staff is planned this month, with only three major posts—all in the legal department—remaining to be filled. Each vacancy is for an assistant general counselship, paying \$7,500 annually. There are a score of applicants. Most favorably regarded for two of these posts are George Porter, former acting general counsel of the Radio Commission, and Frank Roberson, former attorney general of Mississippi, and former town judge of Pelham, N. Y., now a practicing attorney in New York City. Miss Fanny Neyman, acting assistant general counsel, is highly indorsed for one of these posts also.

Swope Heads Board

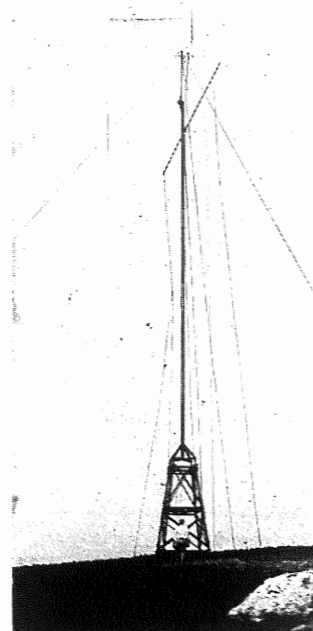
HERBERT BAYARD SWOPE, former editor of the *New York World*, who is also a stockholder and member of the board of CBS, has been appointed chairman of the board of the Keith-Albee-Orpheum Corp., according to a recent announcement by M. H. Aylesworth, NBC president and president of Radio-Keith-Orpheum Corp. J. R. McDonough, former president of K-A-O and at one time president of RCA Victor Co., will devote his full time as president of RKO-Radio Pictures, Inc., at Hollywood.

Adams in Hollywood

JOHN T. ADAMS, formerly president of the Federal Broadcasting Corp., which last year took over the operation of WMCA, New York, has joined Collier-Wallis Agency, Hollywood radio-stage management organization, which has just moved into new quarters in the Roosevelt Hotel there. He becomes vice president, with Carl D. Kinsey, formerly in Chicago musical circles, appointed secretary-treasurer. The remaining personnel includes Ruth Collier, Minna Wallis and David Todd.

WGAR Seeks WIND Wave

APPLICATION for the facilities of WIND, Gary, Ind., operating on the choice 560 kc. channel, was filed with the FCC Sept. 27 by WGAR, Cleveland. The Cleveland station now is assigned to the 1450 kc. channel with 500 watts night and 1,000 watts day. It requests the new frequency, and deletion of WIND with 1,000 watts power day and night. The channel occupied by WIND formerly was assigned to WIBO, Chicago, deleted more than a year ago.



UNIQUE RADIATOR—This is one of the four antenna masts of the new KYW shortly to go into operation near Philadelphia.

IN THE CONTROL ROOM

I. R. BAKER, chief of transmitter sales of RCA Victor Co., Inc., Camden, N. J., on Sept. 25 joined the swelling ranks of Kentucky Colonels. His commission on the staff of Gov. Ruby Laffoon, for distinguished radio service, was presented by L. B. Wilson, president of WCKY, Cincinnati, who is well known in the broadcasting industry as "superintendent of Kentucky Colonels."

TURRELL ULEMAN, formerly transmitter operator for WSBT-WFAN, South Bend, Ind., is now radio technician for the University of Michigan Broadcasting Service, which sends educational programs from its studios in Ann Arbor twice daily to WJR, Detroit.

A. S. CLARKE, formerly chief engineer of WBTM, Danville, Va., is now in charge of all broadcasting engineering activities of Radio Research Co., Washington, D. C.

ROGER CHECHE, chief operator of WHOM, Jersey City, and Mrs. Cheche are parents of a 7-pound girl, Lois, born Sept. 8.

GLEN GLASSCOCK has joined the technical staff of KFEL, Denver, as operator in charge of receiving the short wave code transmissions of the Radio News Association, Inc.

NELSON SMITH, control operator at WHAM, Rochester, N. Y., was married on Sept. 6. Ray Lucia, a WHAM technician, and Mrs. Lucia became parents of a baby girl, the same month.

PAUL E. BOSTAPH, chief engineer at KNOW, Austin, Tex., was married Sept. 2 to Miss June Morse, of Dallas. R. D. MARTIN, former chief engineer of KFPP, Spokane, Wash., is now with Edwards & Martin, consulting engineers of Detroit.

EUSTACE H. TAYLOR, formerly of Washington, D. C., is chief engineer of the new 100-watt station at Ada, Okla., KADA.

WILLIAM R. SMITH, formerly of WJJD, Chicago, has replaced Rhea S. Johnson as transmitter operator at WIND, Gary, Ind.

High Efficiency Seen From Antenna Guides Being Built for KYW

SPECIAL antenna equipment has been erected in Philadelphia in preparation for the removal of KYW from Chicago this fall. As a means of improving the ground system and making each of the four antenna masts as efficient as possible, cages, made of 55,000 feet of copper wire, have been suspended horizontally between insulators ten feet above the antenna bases.

The four vertical antenna masts, each 235 feet high, are connected to special phasing circuits and transmission lines to the KYW transmitter where a signal of maximum strength will be delivered into Philadelphia and Allentown and a minimum signal in other directions.

The four antenna masts are made alike of telescopic steel tubing and are 200 feet high each. These are mounted in a cradle at the top of a wooden frame-work tower, 45 feet high. The cradle is insulated and a special copper wire cage extends from the end of the vertical mast down through the center of the wooden tower to the ground. A heavy copper braid, equivalent in size to a No. 4 wire, is fastened to the vertical masts throughout their entire length so as to improve their conductivity for radio frequency current.

Ordinarily, broadcast stations use one vertical antenna for the radiation of radio signals. Such an antenna gives a signal which is uniform in all directions. Years ago at KYW in Chicago, Westinghouse engineers developed an antenna system using two vertical radiators, which proved very effective in concentrating the signals of the station in the direction of downtown Chicago. Although a two-element antenna will give good directional characteristics on the ground, it allows considerable waste of signal towards the sky. By using a four-element antenna, the directional characteristics are maintained and at the same time the sky-wave is reduced to a minimum, thereby preventing interference with other broadcasting stations. Westinghouse expects to complete the installation of the new station and have it in operation early this fall.

50-A Mikes Used

THE NEW 50-A microphones, latest RCA Victor development to improve the pickup of broadcasts outside the studio, were used for the first time when the NBC corps of announcers described the America's Cup yacht races off Nantucket on Sept. 15 over the combined NBC networks.

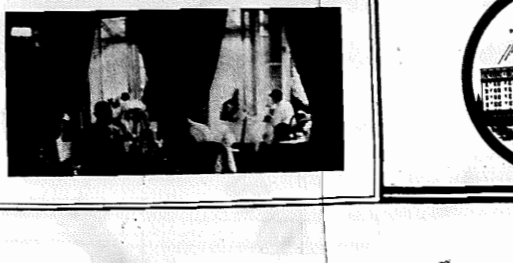
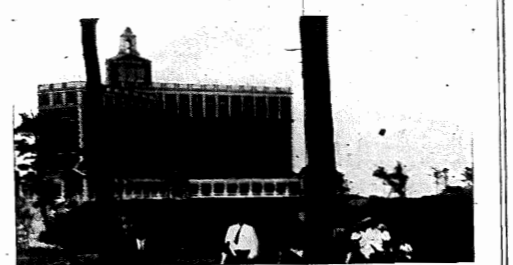
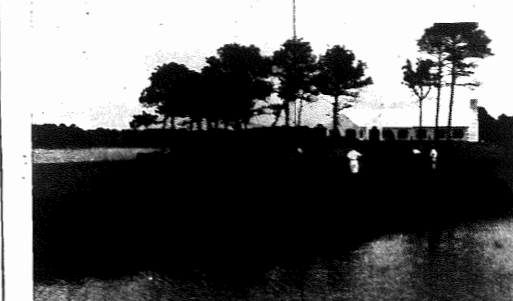
Towers Replaced

TWO DIRECTIONAL towers used by WKRC, Cincinnati, were replaced Sept. 15, the old one having been blown down on June 22 during a terrific windstorm. The towers were located atop the Hotel Alms. Chief Engineer Frank Dieringer engineered the replacements with the aid of A. B. Chamberlain and William Lodge of CBS.



Mr. Sidney Banks, Managing Director of The Cavalier Hotel, cordially invites Mr. and Mrs. You to attend the Fall Season at The Cavalier.

Enjoy autumn sports in Virginia's famous climate—mild, but brisk enough to quicken your pulse and put zest in your game.



An Invitation to a Glorious Fall!

OCTOBER AND NOVEMBER stand out as ideal vacation time at the Cavalier. Play golf where Paul Runyon broke the world's 72 hole record. Two championship courses adjoining hotel. Ride to the hounds in exciting, fox hunting country. Forty trained hunters in our stables. Tennis, trap and skeet shooting, miles of rambling bridle paths, swimming in salt water indoor pool—always something to do. Come for a few days, a week or a month—you will want to stay longer.

REACH THE CAVALIER by overnight boat from New York, Baltimore or Washington, or by excellent train service. Delightful motor trip from all points through historical country. New illustrated booklet upon request.

NEW YORK BOOKING OFFICE
500 Fifth Avenue Lackawanna 4-7111

SIDNEY BANKS, Managing Director

THE
CAVALIER HOTEL
VIRGINIA BEACH
VIRGINIA

FCC Hearings on Facility Demands To Require Two Weeks for Testimony

Proponents of Special Allocation Ask for Seven Days; Loucks Files 370 Appearances for Broadcasters

AT LEAST two weeks will be consumed in the presentation of factual testimony before the Broadcast Division of the FCC at the hearings which begin Oct. 1 pursuant to the Congressional mandate that an investigation be made of the demands of educational, religious and other so-called non-profit groups for specific allocations of facilities. This became evident Sept. 24 following a meeting of representatives of the groups called by Paul D. P. Spearman, FCC general counsel.

Proponents of the proposal that Congress allocate specific blocks of channels or a specific portion of time on the air to such groups requested an aggregate of approximately seven days to present testimony. Broadcasters, who will centralize their case and will act in the nature of respondents for retention of the status quo, will be given an equivalent amount of time. The procedure, Mr. Spearman pointed out, will be for the proponents to present their case first, with the broadcasters concluding. Afterward, however, the proponents will be permitted to offer rebuttal—a privilege to be denied the broadcasters.

Philip G. Loucks, managing director of the NAB, appearing for the broadcasters, declared he had filed 370 appearances for the broadcast industry, including the

networks and some 360 individual stations. While the bulk of the case will be reduced to writing, with every effort made to expedite the proceedings, he said some 40 stations, and the networks, already had signified intention of presenting their cases orally. Following the hearings, all parties will be allowed to present arguments in written briefs.

General Counsel Spearman made it clear that the hearings will be limited to presentation of facts upon which the FCC can base a report to Congress with recommendations on the specific question raised. No arguments will be permitted, and no station, interest or group will be allowed to present specific data relating to facilities sought.

Among those expected to figure prominently in the hearings, aside from the broadcasting industry, are the Paulist Fathers, operators of WWL, New York, who were instrumental in bringing about the investigation; the American Federation of Labor, the National Committee for Education by Radio, the National Advisory Committee on Radio in Education, and the Peoples Pulpit Association (Judge Rutherford). Certain governmental agencies interested in radio also are expected to present factual data, but Mr. Spearman said they will not take the position either of

Guessing Contest

PHOTOGRAPHS of CBS radio stars are given as prizes in a music title guessing contest conducted by WFBL, Syracuse, and originated by Robert G. Soule, vice president. Eight WBS wide-range transcriptions are broadcast during a weekly quarter hour, and the listeners are invited to send in the titles. A photograph album accompanied the first photo, that of Bing Crosby.

espousing the proposed class legislation or of opposing it. When they will appear has not been determined, but it was agreed that the broadcasting industry, through the NAB would have opportunity to present evidence afterward.

Labor Evidence Delayed

BECAUSE of the holding of the American Federation of Labor annual convention in San Francisco during the week beginning Oct. 1, original plans to have this organi-

Program Is Drafted For Education Meet

Ickes and University Heads Scheduled to Speak

THE NATIONAL Advisory Council on Radio in Education will meet in Chicago on Oct. 8 and 9, five sessions being scheduled for the Drake Hotel and one session in the Hall of Science at A Century of Progress Exposition. The general topic of the conference is "The Importance of Radio Broadcasting in a Changing Social Order."

Among the speakers scheduled are Secretary of Interior Harold L. Ickes; Dr. John H. Finley, associate editor of the *New York Times*; Walter Damrosch, NBC conductor; John Erskine, author; Dr. Robert M. Hutchins, president of the University of Chicago; Dr. Walter Dill Scott, president of Northwestern University; Dr. Frederick P. Keppel, president of the Carnegie Corporation of New York; Dr. Robert M. Sproul, president of the University of California; Dr. Louis D. Coffman, president of the University of Minnesota; Col. Frank Knox, publisher of the *Chicago Daily News*; and Dr. Harry Woodburn Chase, chancellor of New York University.

Carl H. Milam, secretary of the American Library Association, is chairman of the program committee, which includes Levering Tyson, director of the NACRE. Robert A. Millikan, president of the council, will open the convention with greetings transmitted by short wave from London.

One of the live topics of discussion at the parley will be "Private versus Government Control of Radio."

The complete program follows:

Oct. 8, 10 a. m.—Drake Hotel

Greetings from London by Short Wave—Robert A. Millikan, president of the council.

President Livingston Farrand, Cornell University, chairman. "Radio and Public Policy"—President Robert M. Hutchins, University of Chicago.

zation present in its case Oct. 5 or 6 have been deferred. It was agreed that the A. F. of L. would be given opportunity to offer evidence at any reasonable time, in view of this contingency, and that the broadcasters afterward would be given equal time for answer.

Tentatively, the allocations of time provide a hearing of the groups represented by the National Council for Education by Radio (Joy Elmer Morgan organization) beginning Oct. 1 and lasting two days. The plea for time for this council and associated groups was made by Horace L. Lohnes, Washington attorney, who, however, pointed out he represented them simply in this matter and not in the presentation of their case.

Included in the groups which will present the first half of the case and who ostensibly seek changes in the existing status, in addition to those named, are the Pacific Western Broadcasting Federation, represented by Gross Alexander; Chicago Civic Broadcast Bureau, represented by Harris K. Randall; Association of State Police Executives; Catholic Educational, Religious and Fraternal Group, represented by J. P. McArdle; National Advisory Council on Radio in Education, represented by Dr. Levering Tyson, and the *Ventura Free Press*, represented by S. Howard Evans.

The tentative plan is for the proponents to conclude their case by Wednesday, Oct. 10, and for the broadcasters to begin presentation Thursday, Oct. 11.

"The Changing Social Scene in 1934"—Professor William F. Ogburn, University of Chicago.

"Implications of the Changing Social Order in American Cultural Activities"—Dr. F. P. Keppel, Carnegie Corporation of New York.

Oct. 8, 2:30 p. m.—Drake Hotel

President Lotus D. Coffman, University of Minnesota, chairman.

"What Broadcasting Has Already Accomplished in American Education"—President Robert M. Sproul, University of California.

"The Radio and the Home"—Miss Grace Abbott, University of Chicago. "Educational Capabilities of Technical Audio-Visual Methods"—Dr. Alfred N. Goldsmith.

8:15 p. m.—Public meeting, auditorium, Hall of Science, Century of Progress.

Mr. Rufus Dawes, presiding. "The Importance of Broadcasting in Public Affairs"—Harold L. Ickes, Secretary of the Interior.

"The importance of Broadcasting as a Cultural Agency"—Dr. John H. Finley, *New York Times*.

Oct. 9, 10 a. m.—Drake Hotel

Dr. Harry W. Chase, New York University, chairman.

"Shall the Government Own, Operate, and Control Radio Broadcasting in the United States?"—The argument for private control. Col. Frank Knox, *Chicago Daily News* and station WMAQ. The argument for Government control, Bruce Bliven, *New Republic*.

1 p. m.—Luncheon at Drake Hotel.

Oct. 9, 2:30 p. m.—Drake Hotel

"What Should Be Done to Improve Broadcasting in the United States?" Mr. Lyman Bryson, Teachers College, Columbia University, leader. (Participants to be selected.)

Oct. 9, 8 p. m.—Drake Hotel

Banquet—President Walter Dill Scott, Northwestern University, presiding.

"Radio in the Future"—Dr. Walter Damrosch and Prof. John Erskine.

Coverage Is Good On 1500-1600 Kc.

John Hogan, Licensee, Finds Experiment Satisfactory

ENCOURAGING results, from the coverage standpoint, have been obtained by W2XR, Long Island City, New York, first of the so-called high fidelity stations operating in the newly opened 1500-1600 kc. band, according to John V. L. Hogan, well-known radio engineer and licensee of the station.

Operating on the 1550 kc. channel which with 20 kc. is twice the width of the ordinary wave band, Mr. Hogan reported that the station has engaged in experimental broadcast operation since June 28, when it acquired its operating license and is broadcasting only sustaining programs two hours daily. A commercial department, however, is being formed, with Murray E. Tucker in charge, and offices will be established at 41 Park Row, New York.

While stations authorized to operate on the three channels in the 1500-1600 kc. band are designated as experimental, the former Radio Commission, in establishing a policy with respect to their operation, stated that commercial programs could be broadcast as a means of defraying expense and to attract audience. Originally the Commission issued construction permits for three additional "high

Adds Five Stations

RIO GRANDE Oil Co., Los Angeles, the middle of September enlarged its hook-up of West coast stations carrying "Calling All Cars" to include KFRC, San Francisco; KMLJ, Fresno; KERN, Bakersfield; KFKB, Sacramento, and KWG, Stockton. Sponsor had been using only KHJ, Los Angeles; KGB, San Diego, and KDB, Santa Barbara. Hixson-O'Donnell, Inc., Los Angeles, handles the account.

fidelity" stations in this band, but the others are not yet on the air.

According to Mr. Hogan, W2XR broadcasts musical programs from 5 to 7 p. m. daily except Saturdays, Sundays and holidays, but the plan is to extend the schedule as soon as present coverage and listener response analyses are completed. An analysis of receiving sets, he declared, shows that about 70 per cent of those in use can effectively tune to the 1550 kc. channel, and practically all new receivers have dials that include that frequency. The new Radio Manufacturers Association standard refuses to recognize receivers unless they will tune up to 1570 kc.

Hundreds of letters from listeners in the New York area already have been received, according to Mr. Hogan, while response also has been forthcoming from distant states, including Michigan, Pennsylvania and Massachusetts.



1 Appointment by KMBC of FREE & SLEININGER, Inc. National Representatives, effective October 1st. "Doc" Halley and "Bob" Davies join Free & Sleininger, Inc., and will continue to serve clients and friends of KMBC.

2 KMBC Program Features, script and musical acts, available for sponsorship, now recorded for audition purposes:
PHENOMENON MUSICAL SALESMAN
HAPPY HOLLOW KID BROTHER
TEXAS RANGERS SIS MIRANDY
GOOPY GEER PETUNIA & THEODORE
THOSE McCARTY GIRLS TEX OWENS
MIDWESTERNERS PAUL HENNING

K M B C
KANSAS CITY
FREE & SLEININGER, Inc., National Representatives
NEW YORK • CHICAGO • DETROIT • DENVER • SEATTLE
SAN FRANCISCO • LOS ANGELES



Mr. J. M. Gilliam, President, Sabine Broadcasting Co., Inc., Beaumont, Texas.

Dear Mr. Gilliam: We signed our first advertising contract with you November 28, 1932, at \$60.00 per month. Later we increased it to about \$225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately \$400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,
JOSEY-MILLER COMPANY, INC.
J. M. Gilliam
Treas. & Gen. Mgr.

TUNE IN ON JO-MIL FEED BOYS
KFDM BEAUMONT
DAILY 12:15 TO 12:30 NOON

THE ABOVE LETTER is from one of the most conservative as well as one of the largest concerns of its kind in the Southwest.

What we have done for Josey-Miller Company we can and will do for you, if you will let us. Whatever it takes to increase or to secure distribution of any product of merit, we have it.

Through the manufacturer, wholesaler and retailer, whatever the case may be, our plan cannot fail to increase distribution.

Just a postcard or letter to us or our representatives listed below will bring you details of our plan of cooperation.

KFDM
SABINE BROADCASTING CO., INC.
P. O. BOX 2950 BEAUMONT, TEXAS
RADIO PUBLICITY, INC.
Chicago, Illinois
Pacific Coast Representatives:
WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

"THE PACIFIC NORTHWEST: A FERTILE FIELD FOR SALES EFFORT"

By J. C. ASPLEY

President, Dartnell Corporation, Chicago

A thousand dollars wisely spent in building sales in the Pacific Northwest this fall may prove to be a far better investment than ten thousand dollars spread out thinly in aimless advertising. And it may well do this fall the same amount of good that twenty times that sum will do a few years from now when the crowd is all clamoring for admission.

With conditions as spotty as they are, and so many territories suffering from crop failures, it is only good management to concentrate such funds as are available for sales promotional purposes in areas which, like the Pacific Northwest, have been blessed by both nature and politics.

—Reprint of Article in "American Business," August, 1934.

KJR

SEATTLE

Most Powerful Station in Washington

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

Radio Sales Enlarges Sales Staff and Activities: To Serve CBS Affiliates

WITH a view to building up a sales organization which eventually is expected to serve a large number of CBS member stations, Radio Sales, Inc., has expanded its activities and is being reorganized.

Early in September Robert B. Stephenson, who had been Chicago representative, was transferred to New York to work on a plan for increasing national business for Mid-Western stations. Shortly thereafter, Charles Stark, manager of Radio Sales, left the CBS organization to become sales manager of WNEW, and Stephenson was appointed to succeed him.

Additions are being made to the sales staff. C. A. Kracht, formerly of WMCA, having been appointed already, and plans are being made to set up an elastic organization capable of handling business for an increased number of stations. Previously Radio Sales has represented only those outlets owned or operated by CBS, eight in number. At the time of going to press, contracts had been signed, or were under negotiation, with 12 affiliated network stations, located in the basic area and the Southwest. Additions to this list are expected to be made shortly.

Radio Sales will give non-exclusive representation, and will not go into the transcription business, it is indicated. William W. Williamson has succeeded Stephenson in Chicago. The Detroit office of CBS also has a salesman devoting his full time to spot business.

Convention Renews Confidence

(Continued from page 13)

come" the suit were belittled by Mr. Levy, who declared he thought ASCAP is "worried" and that these statements were "bluffs." He then assailed the Tin Pan Alley publication *Variety* for its tendency to misrepresent. "If ASCAP is dissolved," he declared, *Variety* will carry headlines "ASCAP Dissolved Because It Wanted To Be Dissolved." Later he berated the same sheet because its reporter at the convention "played politics" in the NAB elections.

Broadcasters, Mr. Levy declared, must have copyrighted music, and some organization must be formed to take the place of ASCAP in the event it is dissolved by court mandate. The test, he declared, is really what a "willing buyer will pay to a willing seller." When that point is settled, he asserted, "we then will get something that will satisfy all."

Delving into the future in copyright, Mr. Levy said that he believed eventually the broadcaster will be relieved of the copyright obligation and that the advertiser will pay for music as "special matter," just as he does when he advertises in periodicals, where he buys only the "white space," and pays for the art work and cuts.

Flays "Outsiders"

SHIFTING from copyright to organization matters, Mr. Levy criticized sharply the activities of "outsiders" who meddled in the NAB elections. These groups,

which he identified simply as a "special representative" and an "amusement paper," were said to have ruined the chances of one candidate for the presidency.

"They are dragging our organization into the mire," he declared, "in referring to these 'nonmembers'. We should ask them to stay out of our rooms and stop being offensive. We want to stick together, work on our problems, and cut out petty jealousies."

Glowing tribute was paid by Mr. Levy to M. H. Aylesworth, president of NBC as a man in the industry to whom all stations owe a great debt of gratitude for his pioneering work and foresight.

In concluding, he urged stations to take a leaf from this year's legislative battle by getting acquainted with their Congressmen and by acquainting them with the problems of the broadcasting industry to offset the work of anti-broadcasting lobbyists in Washington.

Surprisingly little discussion accompanied consideration of resolutions brought in by the resolutions committee at the closing session. There was only a smattering of opposition to resolutions adopted.

In considering the resolution reaffirming the action of last year's convention urging elimination of announcements for electrical transcriptions, Earl C. Gammons, WCCO, Minneapolis, offered opposition on the ground that it was inimical to the interests of local talent. If transcriptions are so good, he said, "we should not be ashamed to announce them." The resolution, after a slight amendment, was adopted by a vive voce vote of 34 to 19. The resolution brought out that serious loss in income results to stations because of existing requirements that transcriptions be announced as such and directed the NAB officers to bring the action to the attention of the FCC and take whatever steps necessary to secure prompt revision of regulations.

Merchandising Resolution

A SECOND resolution which provoked debate was that relating to merchandising of commercial programs, wherein the NAB recommended that merchandising cooperation be limited to activities that do not entail direct expense and that all direct expense be

borne by the advertiser. Disastrous experiences of newspapers in over-doing merchandising cooperation were recited by numerous broadcasters prior to a favorable vote on the resolution.

To further standardize units of sale and rate card practices, the convention adopted a resolution standardizing units of sale at one hour, one half hour, quarter hour, 5 minutes, 1 minute transcriptions, 100 words, half minute transcriptions, 50 words or less. Quantity discounts, it was decided, shall be given within a period of one year, discounts to apply within the same time classifications.

Settling a rate problem with regard to holding and operating companies, such as General Motors, General Foods and the like, the resolution provides that such companies may buy under a group plan allowing discounts for each of the separate companies under a blanket order to apply even if more than one agency is involved in placing the time. Separate provision is to be made for "special service features" on rate cards, with a description of what the individual station allows. Finally, it was decided that quantity discounts shall be quoted only on 13, 26, 52, 100, 150 and 300 consecutive times.

Change Convention Date

PROVISION was made by resolution that future annual conventions of the NAB be held during June or July, rather than in the fall months so as to work the least possible hardship on members who find it difficult to leave their duties during one of the busiest seasons of the year. Descretion as to the dates and place is left to the board. Bidding for next year's convention are New York, Buffalo, Miami, Virginia Beach, Colorado Springs, Bermuda, Hot Springs and San Francisco.

A special resolution, expressing the appreciation of the NAB for the "efficient, conscientious and able service rendered during the past year by its managing director, Mr. Philip G. Loucks, and it gave full approval of the manner in which he has conducted the affairs of the Association's office," also was adopted.

The convention ended with the installation of officers for the ensuing year. The incoming president, Mr. Ward, was introduced by President McCosker, who expressed his thanks to the association. Any progress that has been made during the two years of his tenure, the retiring president said, was due to the assistance given by officers and members of the NAB and by its executive staff. In introducing Mr. Ward, he declared the association was to be congratulated for selecting such an able, intelligent and efficient broadcaster.

Taking the gavel, Mr. Ward declared he would not take his duties too lightly, and that he assumed office with full realization of the pressing problems confronting the industry. "I was not nominated by a clique," he said, and I pledge you I will work to the best interests of the association and to the best of my ability by following in the footsteps of Mr. McCosker, whose success in office and the way in which he conducted itself won the highest respect and esteem of this association."

Resolutions Adopted by NAB Convention . . .

(Continued from page 13)

New Schedule of Dues

Resolved, that the NAB hereby approves and adopts an amendment to the by-laws of said association which was duly submitted to its members in advance of the meeting at which this resolution was adopted, as provided by said by-laws, said amendment being as follows:

To repeal By-law No. 1. and substitute thereof the following:

Effective Oct. 1, 1934, quarterly dues shall be payable each Jan. 1, April 1, July 1 and Oct. 1 on the following basis:

(a) Each member operating a station authorized to operate 40 hours or less per week shall pay a sum equal to one-third of the highest rate published by such member for one-quarter hour of broadcasting time.

(b) Each member operating a station authorized to operate 41 to 60 hours per week shall pay a sum equal to one-half of the highest rate published by such member for one-quarter hour of broadcast time.

(c) Each member operating a station authorized to operate 61 to 80 hours per week shall pay a sum equal to two-thirds of the highest rate published by such member for one-quarter hour of broadcast time.

(d) Each member operating a station authorized to operate 81 hours or more per week shall pay a sum equal to the highest rate published by such member for one-quarter hour of broadcast time.

Copyright Infringements

Resolved, that the NAB hereby petitions Congress to amend the existing copyright law by omitting the language which fixes the minimum innocent infringement penalty for the public performance of musical compositions at \$250 and attorney's fees, leaving the court free, in each instance, to fix such penalty as in its discretion the court shall deem proper.

Radio Music Pool

Resolved, that the board of directors of the NAB be and it is hereby directed to organize a music pool, either by a reorganization of the Radio Program Foundation or otherwise for the purpose of obtaining for radio broadcasting stations the air rights to such music as may not otherwise be available or which may be made more readily available by such a pool, and to enlist the cooperation of all radio stations and their program departments in promoting the widest possible use of such music.

Cost Accounting

Resolved, that the NAB hereby recommends that the Cost Accounting Committee appointed for the last year by President McCosker be continued with the same personnel until the completion of the standard accounting system which it now has in hand, and that this system be completed, if possible, not later than Nov. 1, 1934.

That on the completion of this standard accounting system, the managing director is hereby directed to have copies thereof prepared and sent to all member stations, if possible not later than Dec. 1, 1934.

That all member stations are advised to make the necessary adjustments in their accounting methods, so far as such adjustments may be found practicable, to bring their methods into conformity with the proposed standard systems.

Speakers Lauded

Resolved, that the NAB hereby expresses its sincere thanks to the Hon. Clarence C. Dill, the Hon. Hampson Gary, the Hon. Thad H. Brown, the Hon. Edwin L. Davis, the Hon. Sol A. Rosenblutt, and the Hon. Russell Wilson, for their notable contributions to the interest and value of the twelfth annual convention.

Reports Accepted

Resolved, that the NAB, having heard at its twelfth annual convention the reports of its officers and committee chairmen covering their activities during the past year, hereby accepts and approves such reports.

Convention in Summer

Whereas, the custom of the NAB to hold its annual convention during the fall months works a hardship on its members who find it difficult to leave their duties during one of the busiest seasons of the year, and

Whereas, the conveniences and interests of the great majority of members would be best served by holding the annual convention during the early summer months,

Therefore, be it resolved, that this convention direct its board of directors to schedule the 1935 convention during June or July on such dates considered best by the directors.

Future Conventions

Resolved, that annual meetings of the National Association of Broadcasters be held in the months of July or August.

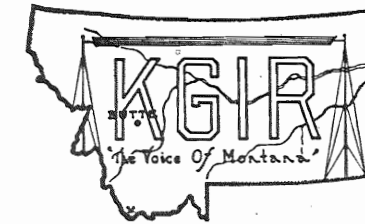
Cincinnatians Thanked

Resolved, that the NAB hereby extends its hearty thanks to the management of the Netherland Plaza Hotel, to the members of its convention committee, under the chairmanship of Edwin M. Spence, and to the members of the Cincinnati convention committee, under the chairmanship of Powel Crosley, Jr., for their admirable service in making the twelfth annual convention of the National Association of Broadcasters an outstanding success.

Sponsors Hour Dramas

RADIO drama will be given an unusual place of sponsorship, starting Oct. 7, when Lever Brothers, Cambridge, Mass. (Lux soap), starts a series of one-hour versions of outstanding play successes on a nation-wide network of 38 NBC-WJZ and supplementary stations, Sundays, 2:30-3:30 p. m. J. Walter Thompson Co., New York, is handling the account.

The Only Network Station In Western Montana



BUTTE

SILVER IS UP—

Sending The Buying Power of the Western Montana Mining Region To a New High

*NBC will now allow you to purchase KGIN without taking any other North Mountain Station.

SEE NBC RATE CARD 16

For increased sales *add Butte to your Western Network Program

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE KGIN MONTANA

1000 Watts NBC Western Montana Outlet

E. B. CRANEY, General Manager

WGST

speaks the language of Georgia to make profits for "You-all"

Through WGST's popularity you can reap your share of the millions of dollars of Cotton, Peach, Tobacco, and Cane money now in circulation in the enviably rich area radiating from this Station.

Today WGST has the largest list of advertisers in the Station's history, showing substantial profits for all of our clients.

WGST maintains a staff thoroughly familiar and friendly with retail and wholesale outlets.

The financial reports on this market will convince you.

WGST—Atlanta, Georgia

1000 Watts Day • 500 Watts Night

PAUL H. RAYMER, Representative
NEW YORK CHICAGO SAN FRANCISCO

WFBC

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson
"Voice of the Alleghenies"

W-I-N-S INTRODUCES:

R. L. Ferguson Station Director
Formerly *WLW* and *NBC*

Walter J. Preston Sales Manager
Formerly *WBBM* and *CBS*

C. L. Thomas Program Director
Formerly *WLW*

Roland Bradley Production Manager
Formerly *WGY*

Edward A. Cleland Continuity Editor
Formerly *WLW*

Earl La Vere Artists' Bureau
35 Years in Show Business

May We Introduce You
To Our W-I-N-S Audience?

AMERICAN RADIO NEWS CORPORATION

114 E. 58th Street

NEW YORK CITY

Official NAB Convention Registration . . .

Glenn D. Gillett, Washington.
John J. Gillin, Jr., WOW, Omaha.
Benedict Gimbel, Jr., WIP, Philadelphia.
E. B. Gish, KGRS, Amarillo, Tex.
Earl J. Glade, KSL, Salt Lake City.
Paul F. Godley, Montclair, N. J.
Russell A. Gohring, WSPD, Toledo.
H. P. Gould, H. P. Gould Co., Chicago.
Purnell H. Gould, WFBR, Baltimore.
J. E. Gratt, WHAS, Louisville.
Harold F. Gross, WJIM, Lansing, Mich.
Sherman D. Gregory, KDKA, Chicago Falls, Mass.
G. W. Grignon, WISN, Milwaukee.
Charles H. Gurney, WNAX, Yankton, S. D.
George E. Halley, Grieg, Blair & Spight, Chicago.
Hugh A. L. Half, WOAI, San Antonio.
James C. Hanrahan, KSO, Des Moines.
William Hard, Washington.
John Harrington, KWK, St. Louis.
Wiley P. Harris, WJDX, Jackson, Miss.
Clarence W. Hayes, WHBC, Canton, O.
Kolin D. Hager, WGY, Schenectady, N. Y.
William S. Hedges, WEA, New York.
Robert D. Heintz, Heintz Radio News Service, Washington.
A. B. Hendry, WIL, St. Louis.
Mrs. A. T. Hill, WLIT, Philadelphia.
Charles Hill, WIBM, Jackson, Mich.
Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.
Harry H. Hoessly, WAU, Columbus, O.
Homer Hogan, KYW, Chicago.
John V. L. Hogan, Radio Pictures, Inc., New York.
Herman H. Hohenstein, KFUO, St. Louis.
John A. Holman, WBZ, Boston.
Herbert Hollister, WLB, Kansas City.
James F. Hopkins, WJBK, Detroit.
John T. Hopkins, WJAX, Jacksonville, Fla.

W. L. Hoppes, Electrical Research Products, Inc., New York.
Bascom H. Hopson, WAPI, Birmingham, Ala.
C. W. Horn, WJZ, New York.
Robert E. Howard, Campbell-Ewald Co., Detroit.
Stanley E. Hubbard, KSTP, St. Paul, Minn.
James L. Hughes, WHBF, Rock Island, Ill.
George F. Isaacs, WGN, Chicago.
Jessie M. Jacobsen, KFBB, Great Falls, Mont.
L. Jaquier, WKBF, Indianapolis.
Jesse H. Jay, WIOD, Miami, Fla.
C. M. Jansky, Jr., Jansky & Bailey, Washington.
Earl D. Jencks, WTCN, Minneapolis.
William F. Johns, WTCN, St. Paul, Minn.
Ray P. Jordan, WDBJ, Roanoke, Va.
Jay A. Johnson, WTAX, Springfield, Ill.
John J. Karol, WABC, New York.
J. L. Kaufman, Hearst radio stations, Lambdin Kay, WSB, Atlanta.
Arthur J. Kemp, KHJ, Los Angeles.
John K. Kettlewell, Chicago.
Truett J. Kinzey, KFJZ, Fort Worth.
Frank King, WMBR, Jacksonville, Fla.
William T. Knight, Jr., WTOG, Savannah, Ga.
Edgar Kobak, NBC, New York.
Dr. Clime M. Koon, U. S. Office of Education, Washington.
S. M. Krohn, WSMK, Dayton, O.
Frank S. Lane, WDDO, Chattanooga.
Paul H. La Stayo, WAAT, Jersey City, N. J.
Philip G. Lasky, KDYL, Salt Lake City.
Isaac D. Levy, WCAU, Philadelphia.
Leon Levy, WCAU, Philadelphia.
Dick Lewis, KTAJ, Phoenix, Ariz.
Ednyfed Lewis, WFL, Philadelphia.
Leonard Lewis, *Printers Ink*, New York.
Russell D. Lighty, Rock Island, Ill.
Howard M. Loeb, WFDF, Flint, Mich.
Ruth R. Loeb, WFDF, Flint, Mich.
H. L. Lohnes, WWVA, Washington.
Nathan Lord, WAVE, Louisville.
Ike R. Lounsbury, WGR-WKBW, Buffalo, N. Y.
Eliot C. Lovett, Washington.
Paul A. Loyet, WOC-WHO, Des Moines, Ia.
Calvin T. Lucy, WRVA, Richmond, Va.
Thomas J. Lyons, WCAO, Baltimore.
John C. McCormack, KTBS, Shreveport, La.
A. J. McCosker, WOR, Newark, N. J.
Lawrence W. McDowell, KFOX, Long Beach, Calif.
Joseph H. McGillivra, New York.
C. P. Mac Gregor, Mac Gregor & Sollie, San Francisco.

Ezra A. McIntosh, WWNC, Asheville, N. C.
Paul H. McIver, WWNC, Asheville, N. C.
Bob McMenamin, WIBM, Jackson, Mich.
Joseph O. Maland, WOC-WHO, Des Moines, Ia.
Margaret A. Maliney, *Radio Dial*, Cincinnati.
Frank P. Manchester, WAAW, Omaha, Nebr.
Darrall V. Martin, *Pittsburgh Post-Gazette*, Pittsburgh.
J. L. Martin, WDAG, Amarillo, Tex.
Robert D. Martin, Edwards & Martin, Detroit, Mich.
Frank Marx, WMCA, New York.
Frank E. Mason, NBC, New York.
Richard H. Mason, WPTF, Raleigh, N. C.
Howard S. Meighan, New York.
Edythe F. Melrose, WJAY, Cleveland.
Jerry A. Merguelin, Western Electric Co., New York.
Phil J. Meyer, KFJR, Bismarck, N. D.
Carl J. Meyers, WGN, Chicago.
J. L. Middlebrooks, WAPI, Birmingham, Ala.
Charles E. Midgley, Jr., Batten, Barton, Durstine & Osborne, New York.
E. S. Mittendorf, WKRC, Cincinnati.
Fred W. Mizer, WQAM, Miami, Fla.
Herbert Moore, Transradio Press, Inc., New York.
James M. Moroney, WFAA, Dallas.
Gerald A. Murray, Western Electric Co., New York.
Chas. W. Myers, KOIN, Portland, Ore.
E. Richard O'Dea, WNEW, Newark, N. J.
Gene O'Fallon, KFEL, Denver.
Nathan G. Osborne, Paul H. Raymer Co., Chicago.
John M. Outler, Jr., WSB, Atlanta.
Leo E. Owens, WTCN, St. Paul, Minn.
Fred A. Palmer, WBNS, Columbus, O.
Duke M. Patrick, Washington.
John F. Patt, WGAR, Cleveland.
Charles B. Persons, WEBC, Duluth.
S. Gordon Persons, WSFA, Montgomery, Ala.
Edw. Petry, Edward Petry & Co., New York.
Charles F. Phillips, WFBL, Syracuse, N. Y.
S. A. Pickering, WJAS, Pittsburgh.
Charles S. Powell, Graybar Electric Co., Louisville.
D. J. Poyner, WMBH, Joplin, Mo.
Elmer W. Pratt, WLBW, Washington.
Cecil Price, KFH, Wichita, Kans.
Arthur C. Pritchard, WWL, New Orleans.
E. Jay Quinby, RCA Victor Co., Camden, N. J.
Harold Quilliam, KOMO-KJR, Seattle, Wash.
S. D. Quarton, KWCR, Cedar Rapids, Ia.
Hugh Rager, Chicago.

France M. Raine, *Cincinnati Times-Star*, Cincinnati.
Paul H. Raymer, Paul H. Raymer, New York.
Wilber W. Rhoads, Pathfinder Publishing Co., Chicago.
O. E. Richardson, Graybar Electric Co., New York.
Andrew D. Ring, Federal Radio Commission, Washington.
Stephen R. Rintoul, World Broadcasting System, New York.
Ingram S. Roberts, KPRC, Houston, Tex.
Graham A. Robertson, WLS, New York.
H. Robinson, Young & Rubicam, Inc., New York.
Ira E. Robinson, Washington.
Naylor Rogers, KXN, Hollywood.
Emanuel J. Rosenberg, New York.
Manuel Rosenberg, *The Advertiser*, Cincinnati.
James C. Ross, WWJ, Detroit.
Mefford R. Runyon, WABC, New York.
Frank M. Russell, NBC, Washington.
John H. Ryan, WSPD, Toledo, O.
F. M. Scutt, WGR-WKBW, Buffalo, N. Y.
Minnie Mae Searles, WJAY, Cleveland.
Paul M. Segal, Washington.
William A. Schudt, WBT, Charlotte, N. C.
Oswald Schutte, Washington.
John Schilling, WIB, Kansas City.
M. H. Shapiro, *Billboard*, New York.
Areh Shawl, CKLW, Detroit.
John Shepard, 3rd, WNAC, Boston.
Allen T. Simmons, WADC, Akron, O.
Kenneth C. Sisk, WFBG, Altoona, Pa.
Henry W. Slavick, WMC, Memphis.
George W. Smith, WWVA, Wheeling, W. Va.
J. Kelly Smith, WBBM, Chicago.
M. D. Smith, WBRC, Birmingham, Ala.
T. A. Smith, RCA Victor Co., New York.
Vernon H. Smith, WREN, Lawrence, Kans.
Webster Smith, WTAM, Cleveland.
Glenn Snyder, WLS, Chicago.
F. C. Sowell, Jr., WLAC, Nashville.
Burt Squire, WHK, Cleveland.
Frank J. Stahl, Graybar Electric Co., New York.
Robert B. Stephenson, Radio Sales, Inc., New York.
Jack Stewart, WCAE, Pittsburgh.
William R. Stewart, Chicago.
John H. Stilwell, WKBF, Indianapolis.
Harry Stone, WSM, Nashville.
George B. Storer, WMCA, New York.
George O. Sutton, Washington.
T. W. Symons, Jr., KFPY, Spokane, Wash.
Edwin M. Spence, WPG, Atlantic City, N. J.
Bert Siebert, NAB, Washington.
Sol Taishoff, *BROADCASTING Magazine*, Washington.
Eugene R. Tantz, WLIT, Philadelphia.
Clifford M. Taylor, WBEN, Buffalo, N. Y.

Douglas Taylor, *Printers Ink*, New York.
F. G. Taylor, *BROADCASTING Magazine*, Washington.
Ingles M. Taylor, WEBQ, Harrisburg, Ill.
J. M. Temple, WMCA, New York.
Norman A. Thomas, WDDO, Chattanooga.
Robert M. Thompson, KQV, Pittsburgh.
Roy F. Thompson, WFBG, Altoona, Pa.
E. W. Thurston, Western Electric Co., New York.
Walter L. Tierney, Bell Laboratories, New York.
Chas. R. Tighe, *Radio Art*, New York.
Niles Trammell, NBC, Chicago.
Edgar H. Twamley, WBEN, Buffalo, N. Y.
Levering Tyson, NACRE, New York.
Leo B. Tyson, Al Pearce's Gang.
Joe H. Uhalt, WDSU, New Orleans.
Harold C. Vance, RCA Victor Co., Chicago.
Edward E. Vaynow, Edward Petry & Co., Chicago.
Jack L. Van Volkenburg, KMØX, St. Louis.
James A. Wagner, WHBY, Green Bay, Wis.
Nolan S. Walker, WHBC, Canton, O.
J. T. Ward, WLAC, Nashville, Tenn.
Loren L. Watson, WIBN, Utica, N. Y.
Wm. B. Way, KVOO, Tulsa, Okla.
Fred Weber, American Broadcasting System, New York.
Lewis Allen Weiss, WJR, Detroit.
Wm. H. West, KSD, St. Louis.
Harold M. Wheelahan, WSMB, New Orleans.
Clarence Wheeler, WHEC, Rochester.
Frank Whiting, P. H. Payne Co., San Francisco.
W. P. Williamson, Jr., WKBN, Youngstown, O.

Harry C. Wilder, WSYR, Syracuse.
Frederic A. Willis, CBS, New York.
L. B. Wilson, WCKY, Covington, Ky.
Robt. Wilson, WADC, Akron, O.
Earl W. Winger, WDDO, Chattanooga.
Donald Withycomb, KPO, New York.
Harry A. Woodman, KDKA, Pittsburgh.
Easton C. Woolley, New York.
E. A. Wooten, WMBC, Detroit.
Hoyt Wooten, WREC, Memphis.
S. D. Wooten, WREC, Memphis.
Bertha K. Wulff, Broadcast Advertising, Inc., Columbus, O.
Ed. Zimmerman, WMAQ, New York.

Dick Richards Promotes Detroit Lions, Grid Pros

GEORGE (Dick) RICHARDS, president of WJR, Detroit, and WGAR, Cleveland, has undertaken the promotion of the Detroit Lions, professional football team, which started its schedule against the New York Giants Sept. 22. Mr. Richards, in partnership with Leo Fitzpatrick, WJR vice president, and "Cy" Huston, well known Detroit and Ann Arbor sportsman, recently bought out the franchise of the Portsmouth (O.) pro team. Huston is managing the team, with "Potsy" Clark, former Illinois All-American star, as coach. Despite the fact that WJR executives control the club, that station will not carry the broadcasts of its home games. These will be sponsored and carried on WXYZ and the Michigan Network.

WMI-FLORIDA
MIAMI • FLORIDA

A Quality Station
Covering the southern counties of Florida with the highest type of national and local programs. Reaching radio listeners of Miami's greatest winter season. 1000 watts full time. National representatives, Edward Petry & Company.

A Quality Market
Representing a cross-section of the buying power of the United States. Secure choice time now for this valuable coverage. Studios in the Herald Building, Miami. Transmitter on Collins Island, Miami Beach.

Southernmost Associated Station of the National Broadcasting Company

WSGN APOLOGIZES TO BEN BERNIE!

Dear Ben: Sorry there wasn't such a big crowd out for your recent dance in Birmingham.

But WSGN had stolen the show. We were broadcasting each night the complete testimony of the town's most sensational murder trial, the Faye New case.

Everybody was home listening to WSGN. Over 5,000 cards and letters said "thanks."

STEVE CISLER
Manager

FULL TIME **WSGN** 100 WATTS
BIRMINGHAM, ALABAMA

KVI is first key to TACOMA-SEATTLE markets

KVI
TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

1000 WATTS 570 KC

BUY BROAD COVERAGE ECONOMICALLY

SELL CALIFORNIA

TO CBS Northwest Unit

SACRAMENTO
STOCKTON
SAN FRANCISCO
FRESNO
BAKERSFIELD
SANTA BARBARA
LOS ANGELES
SAN DIEGO

and you have sold over 50% of the Eleven Western States. Radio Sets in eleven Western States . . . 2,021,233. Radio Sets in California, 1,128,712.

Don Lee Broadcasting Stations cover the 8 Major Markets where the largest number of buyers are located.

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

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles
Los Angeles Office
7th at Bixel Street
San Francisco Office
1000 Van Ness Avenue

8 STATIONS
Los Angeles KHJ
San Francisco KFRC
San Diego KGB
Santa Barbara KDB
Sacramento KFBC
Stockton KWG
Fresno KMJ
Bakersfield KERN

DON LEE BROADCASTING SYSTEM

Now That We've Mentioned It

That is, a power increase to 2500 Watts day-time and 1000 Watts night-time, we've found that 2500 Watts day-time and 1000 Watts night-time is just what we supposed it was—a mighty sweet power set-up for WMT. And the beauty of it is that

Others Are Bearing Us Out In It

Not only in slaps on the back, but in orders and reservations, which is after all the truest and most pleasurable sign of a step forward. Advertisers know that WMT's market for the coming year will be an excellent one — consumers with money, and the desire to spend it, are good news for nearly any advertiser. If you're anxious to do business in a profitable market, at an extremely low cost, then it's wise to investigate

WMT

"The Voice of Iowa"
In
WATERLOO
2500 Watts Day 1000 Watts Night
600 Kilocycles

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

PARLS MEDICINE Co., St. Louis (Bromo Quinine and Nose Drops), on Sept. 29, started "Bromo Quinine" program with Pat Kennedy, "The Unmasked Terror," and Art Kassel's orchestra on 37 CBS stations, Sundays, Mondays and Thursdays, 1:45-2 p. m., and "Nose Drops" program on 14 CBS stations, Tuesdays at same hour. Agency: Stack-Goble Advertising Agency, N. Y.

CREAM OF WHEAT Corp., Minneapolis (cereal), on Oct. 7 starts Alexander Woodcott and Robert Armstrong's orchestra on 32 CBS stations, Sundays, 9:45-10 p. m., Agency: J. Walter Thompson, N. Y.

LIBBY, McNEIL & LIBBY, Chicago (food packers), on Oct. 1 starts Boy Scout dramatic series on 10 CBS stations, Mondays, Wednesdays and Fridays, 5:5-7:15 p. m., with re-broadcast at 6:45-8 p. m., Agency: J. Walter Thompson Co., N. Y.

PINEX Co., Fort Wayne, Ind. (proprietaries), on Oct. 21 starts Little Jack Little on 19 CBS stations, Sundays, Wednesdays and Fridays, 1:30-1:45 p. m., Agency: Russell M. Seeds Co., Indianapolis.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Magnesia), on Oct. 1 starts "Skippy" on 22 CBS stations, Mondays thru Fridays, 5:15-5:30 p. m., with re-broadcast at 6:15-6:30 p. m., Agency: Blackett-Sample-Hummert, Inc., N. Y.

GULF REFINING Co., Pittsburgh, on Oct. 7 starts Will Rogers and Col. Stoopnagle & Budd in alternating cycles on 45 CBS stations, Sundays, 9:30-10 p. m., the former originating from KJH and the latter from WABC, with Oscar Bradley's orchestra. Agency: Cecil Warwick & Cecil, N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal), on Oct. 1 starts "Deddy's Doctor," dramatic sketch, on 10 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 1:45-2 p. m., Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Oct. 4 renews "Captain Henry's Show Boat" on 53 NBC-WEAF and supplementary stations, Tuesdays, 9-10 p. m., Agency: Benton & Bowles, Inc., N. Y.

TASTYFEAST, Inc., Trenton, N. J., on Oct. 7 renews "Tastyfeast Players" on 16 NBC-WJZ stations, Sundays, 9:45-10 p. m., Agency: Dorland International, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap), on Oct. 2 renews "Palmyra Beauty Box Theatre" on 60 NBC-WEAF and supplementary stations, Tuesdays, 10-11 p. m., Agency: Benton & Bowles, Inc., N. Y.

AMERICAN RADIATOR Co., New York (heating equipment), on Sept. 16 started Queena Mario, opera star, and Graham McNamee on 12 NBC-WEAF stations, Sundays, 7:30-7:45 p. m., EDST. Agency: Blaker Advertising Agency, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (radios and refrigerators), on Oct. 14 starts Jolly Colburn's orchestra and soloists on 16 NBC-WJZ stations, Sundays, 6:15-6:30 p. m., Agency: Erwin, Wasey & Co., Chicago.

ATWATER KENT MFG. Co., Philadelphia (radios), on Sept. 24 started Josef Pasternak's orchestra and noted musical stars, coast-to-coast CBS network, Mondays, 8:30-9 p. m., Agency: Batten, Barton, Durstine & Osborn. **WYETH CHEMICAL Co.**, New York (Lid Salts), on Oct. 3 returns with "Easy Aces" on 20 CBS stations, Wednesdays, Thursdays and Fridays, 8:8-15 p. m., Agency: Blackett-Sample-Hummert, Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., New York (Camel cigarettes), on Oct. 2 starts "Camel Caravan," with Walter O'Keefe, Annette Hanshaw, Ted Husing, and Glen Gray's Casa Loma orchestra, on 88 CBS stations, Tuesdays, 10-10:30 p. m., and Thursdays, 9:45-10 p. m., with repeat both nights for West at 11:30 p. m.-midnight. Agency: Wm. Esty & Co., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Oct. 1 resumes on 80 CBS stations, Mondays, Wednesdays and Saturdays, 9-9:30 p. m., with Andre Kostelanetz and orchestra and artists. Agency: Newell-Emmett Co., N. Y.

P. LORILLARD Co., New York (Briggs pipe tobacco), on Oct. 6 starts Thornton Fisher on football results on 17 NBC-WEAF stations, Saturdays, 6:45-7 p. m., Agency: Lennen & Mitchell, N. Y.

H. J. HEINZ Co., Pittsburgh (Heinz 57 Varieties), on Oct. 15 starts Josephine Gibson, hostess counsel, in food talks, with organ and violinist, on 40 NBC-WJZ and supplementary stations, Mondays, Wednesdays and Fridays, 10-10:15 a. m., with repeat for west 12:15-12:30 p. m., Agency: Maxon, Inc., Detroit.

BENJAMIN MOORE & Co., New York (paints), on Sept. 12 renews "Betty Moore, Interior Decorator" on 24 NBC-WEAF stations, Wednesdays, 11:30-11:45 a. m., Agency: None.

ARMOUR & Co., Chicago (meat packers), on Sept. 21 renews "The Armour Program," with guest soloists and orchestra up to Oct. 5, and Phil Baker and orchestra thereafter, on 39 NBC-WJZ and supplementary stations, Fridays, 9:30-10 a. m., Agency: Lorif & Thomas, Chicago.

FORD MOTOR Co., Detroit, on Oct. 7 starts Victor Kolar directing the Ford Symphony Orchestra from CKLW on 85 CBS stations, Sundays, 8-9 p. m., Agency: N. W. Ayer & Son, N. Y.

WM. WRIGLEY, JR. Co., Chicago (chewing gum), on Oct. 4 starts "beauty program" on 7 eastern CBS stations, Thursdays, Fridays and Saturdays, 6:45-6:55 p. m., EST. Agency: None.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Oct. 1 expands its "Buck Rogers in the 25th Century" series from 12 to 26 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with repeat at 7:30-7:45 p. m., Agency: Ruthrauff & Ryan, N. Y.

SHELL PETROLEUM Corp., St. Louis, on Sept. 27 started "Red Grange," as football reporter, on 14 CBS stations, Sept. 27 and 28, 8:8-15 p. m.; thereafter Thursdays, Fridays and Saturdays, 7:15-7:30 p. m., Agency: J. Walter Thompson Co., Chicago.

MACFADDEN PUBLICATIONS, Inc., New York (*Liberty Magazine*), on Oct. 18 starts "Forum of Liberty," with nationally known speakers, Edwin C. Hill as narrator, Arnold Johnson's orchestra and Ed Neil, Jr., baritone, on 22 CBS stations, Thursdays, 8:30-9 p. m., Agency: Erwin, Wasey & Co., N. Y.

HEALTH PRODUCTS Corp., Newark (Feen-a-Mint and Aspergum), on Sept. 30 started a revised scheduled, with "Music by Gershwin" and George Gershwin presented on 42 CBS stations for Feen-a-Mint Sundays, 6-6:30 p. m., and "Bar-X Days and Nights" for Aspergum on 36 CBS stations, Mondays, 8:8-15 p. m., Agency: Wm. Esty & Co., N. Y.

STANDARD BRANDS, Inc., New York (Royal Gelatin), on Oct. 3 starts new series featuring Mary Pickford and dramatic stock company, Wednesdays, 8:8-30 p. m., This is continuation of Royal Gelatin's contract of Jan. 3, 1934. Agency: J. Walter Thompson Co., N. Y.

CARLSBAD PRODUCTS Co., New York (Carlsbad Sprudel Salts), on Oct. 14 starts "The Land of Beginning Again," with Ruth Everett, Harrison Knox, Rod Arkell and Louis Katzman's orchestra on 21 NBC-WEAF stations, Sundays, 4:30-5 p. m., Agency: H. M. Kieseewetter, Inc., N. Y.

W. F. SCHRAFFT & SONS Corp., Boston (candies, etc.), on Sept. 29 started Andrew Jacobson's orchestra and the "Schrafft's Radio Nightingales" on 5 Yankee Network stations, Saturdays, 10-10:30 p. m., 13 weeks. Agency: Doremus & Co., Boston.

RIO GRANDE OIL Co., Los Angeles, on Sept. 28 resumed Mona Lowe and orchestra on 8 Don Lee Network stations, Fridays, 9:9-15 p. m., PST. Same sponsor on Sept. 29 started "Rio Grande Crack Police Band" on same network, Saturdays, 7:30-7:45 p. m., PST. These two programs are in addition to its "Calling All Cars" dramatic series on Don Lee Network, Tuesdays, 8:30-9 p. m., PST. Agency: Hixson-O'Donnell, Los Angeles.

THE BORDEN Co., San Francisco (milk), on Oct. 12 starts "Borden Friday Frolic" on 12 CBS-Don Lee stations, Fridays, 7:30-8 p. m., PST. Agency: McCann-Erickson, Inc., San Francisco.

A. SCHILLING & Co., San Francisco (baking powder and tea), on Sept. 13 renews "Al Pearce and His Gang" on 8 NBC-KGO stations, Wednesdays, Thursdays and Fridays, 2:45-3 p. m., PST. Agency: M. E. Harlan Advertising Co., San Francisco.

PROSPECTS

A CURRENT report by the George McKittrick & Co. shows the following advertisers to be either using radio or making plans to include radio with other media in campaigns to be released in the near future:

CHARLES BLOOM, Inc., New York (pillow manufacturer); handled thru Albert Frank, Guenther-Law, Inc., New York.

CALIFORNIA SPRAY CHEMICAL Co., Berkeley, Calif. (insecticides, fungicides and herbicides); handled thru Long Advertising Service, San Jose, Calif.

KENDALL REFINING Co., Bradford, Pa.; account handled thru Batten, Barton, Durstine & Osborn, Pittsburgh.

RICHFIELD OIL Corp., of New York, will use radio with other media in a campaign to be handled by Fletcher & Ellis, Inc., New York.

NU DECO Co., New York (Nu Decco wall finish and tints), will use radio with newspapers and magazines in a campaign to be handled by the Wm. H. Rankin Co., New York.

R. E. LAIDLAW Co., Edgartown, Mass. (Martha's Vineyard clam chowder), will use radio with other media in a campaign to be handled by Doremus & Co., Boston.

W. F. SCHRAFFT & SONS Corp., Boston (chocolates and candies), will use radio and newspaper advertising in a New England campaign. Doremus & Co., Boston handles the account.

OHIO VALLEY DAIRY COUNCIL, has appointed the Procter & Collier Co., Cincinnati, to handle its advertising. Radio will be used along with other media.

COMPLETE Engineering Service

AVAILABLE from an organization possessing experience and unusually complete facilities for serving the Broadcast Industry.

Field Intensity Surveys

Station Location Surveys

Certified Coverage Reports

Antenna Resistance Measurement

Audio Fidelity Measurement

Audio Harmonic Content Measurement

Carrier Noise Level Measurement

Design and Construction of Special Equipment

Your Inquiries Solicited

Write

Broadcast Division

RADIO RESEARCH Co., INC.

9th and Kearny Sts. N. E.

Washington, D. C.

COMING SOON—

A brand new line of Broadcast Station Maintenance Equipment . . . Modulation Meter . . . Percentage Distortion Meter . . . etc.

WAIT FOR THEM—

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

RIVAL DOG FOOD has renewed its KSD Contract with a 100% increased appropriation!

Rival Dog Food's initial, exclusive KSD broadcasts resulted in 700 dealer outlets established and 96,000 tins sold in ten weeks in Greater St. Louis alone.



RED NETWORK OUTLET 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 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

ABOUT RADIO IN SOUTHERN CALIFORNIA

It's a Fact!

ALL OF THESE PROMINENT SCREEN AND RADIO STARS HEARD OVER KFWB IN THE PAST 30 DAYS

A TYPICAL MONTHLY RECORD FAR SURPASSING ANY OTHER INDEPENDENT STATION

What a break for the advertisers to be on a station that continually presents "BIG NAMES" to entertain the nation's 4th largest market!

PAT O'BRIEN
JOE PENNER
DICK POWELL
JOE E. BROWN
JAMES CAGNEY
LYLE TALBOT
FRANK McHUGH
RUBY KEELER
AL JOLSON
HUGH HERBERT
GUY KIBBEE
ZAZU PITTS

2500 WATTS
enough power to do the job

950 KILOCYCLES
in the middle of the dial

KFWB

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

NOTE:
Facts, figures, and other information on request

Press-Radio Officials Reply to Dill

(Continued from page 15)

reliable news gathering organizations that reach every civilized country in the world, and the collection and distribution of this news is free from the bias of censorship or governmental influence. These news gathering agencies have expanded under the fundamental guarantees of the Federal Constitution. Therefore, it would seem that the proposal which Senator Dill now offers is an attempt

to change this established principle by removing the control of the news from a free agency and turning it over to an organization operating under government license, subject to direct and indirect threats of the government through the fear of revocation of a license for an unfriendly act. These are the principles involved in Senator Dill's proposal.

No Monopoly of News

"THE NEWSPAPERS and a majority of the radio stations are cooperating in working out a plan which will guarantee the broadcasting of news through the regularly established news gathering agencies.

"So long as there are more than 1,800 independently-owned and operated daily newspapers and three competing national news gathering organizations in the United States there can be no monopoly of the news.

"Regardless of the Senator's attempt to invest the plan in the cloak of freedom of expression, the fact remains that no agency can be entirely uninfluenced so long as it operates under a government license.

"It is difficult to believe that the people of this country will approve such a backward step as Senator Dill proposes.

"In the face of what is happening in the countries of Europe, it is rather a daring procedure that the chairman of the Senate Committee, handling communications

and occupying this responsible position in our government, is fathering the organization of a national news gathering agency.

"His plan is similar to those existing in some European countries in which their rulers are able to keep their people in ignorance of the facts, because, only such news is broadcast as is agreeable to the government.

"If the operation of free and uncensored news agencies is hampered or destroyed in this country the decline of democracy will soon follow."

Barrett Statement

The statement of Mr. Barrett follows:

"The address of Senator Dill on 'News by Radio' before the NAB Cincinnati on Sept. 17 contained several inaccurate statements concerning the Press-Radio Bureau and its news service.

"1. Senator Dill said: 'The listeners are disgusted with it. Most stations refuse to use it. Many newspapers say it is unsatisfactory ... even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory.'

"The fact is 210 important radio stations are using the service. If the listeners are disgusted with it, their disgust is not expressed to the Press-Radio Bureau. The bureau from the outset has welcomed frank expressions and criticisms and suggestions. We have received no such complaints as the Senator suggests, and it seems to be a recognized fact in radio that listeners are quick to complain but slow to praise. The bureau subscribes to a clipping service. We have seen very few editorials complaining that the bulletins are unsatisfactory. On the contrary the work of the bureau has been commended in the newspapers.

Defends Time Limit

"2. THE SENATOR asserted that the Press-Radio agreement is one-sided because 'it limits the time which stations may broadcast news to two five-minute periods during each twenty-four hours. That is about 1,000 words a day.'

"The fact is, the Press-Radio agreement authorizes two five-minute broadcasts a day at stipulated times, but it also permits the issuance of special bulletins by the Press-Radio Bureau. Senator Dill makes no mention of the special bulletin service. Each of the two daily reports contains about 750 words, so that the daily total is 1,500 rather than 1,000, not including the special bulletins. The special bulletins during August totalled 110 and this number has already been exceeded in September. On the Morro Castle disaster, the Press-Radio Bureau issued 44 special bulletins as fast as the news came from the press associations.

"3. The Senator said: 'It (the Press-Radio agreement) fixes the time at which those bulletins shall be used, so that the news by radio shall not be broadcast until after it has been published in the newspapers.'

"The actual fact is that a large percentage of each day's bulletins from the Press-Radio Bureau is released for broadcast before they are printed in the newspapers. Our morning news report frequently contains news that break after

the morning newspapers are sold and before the evening editions appear. The evening news report frequently contains news items that come out too late for the complete final editions of the afternoon papers and sometimes too late even for the sports editions. We frequently find that the evening news report carry news items that appear on the front pages of the next morning's papers.

Basis of Selection

"4. THE SENATOR said: 'Representatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast.'

"The fact is, the Press-Radio Bureau editors select the news to be broadcast, and they aim to make the selection as representative and as interesting as they can—from the standpoint of importance and of human interest. The Press-Radio Bureau editors are certainly not the representatives of the press associations. The bureau was created as an independent clearing house for news with the right and duty of exercising its own judgment as to what is to be put into the Press-Radio reports and special bulletins. The press associations, since the beginning of the bureau, have offered no suggestions at all as to what should be included in the reports or omitted from the reports. Suggestions have been received from broadcasters as to what should be included or omitted. These suggestions have proved often very constructive and helpful and have been adopted by the bureau.

"5. Senator Dill said: 'The representatives of the press associations and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the language is uninteresting and tiresome.'

Origin of Bureau

"HERE AGAIN, the Senator assumes that the Press-Radio Bureau is the representative of the press associations, an assumption not warranted by the history of the Press-Radio agreement. The bureau came into existence by action of a committee representing not only press associations, but newspaper publishers and radio stations. A place on this committee is still open for a representative of the National Association of Broadcasters. The work of the bureau is directed by this committee and only by the committee. So far as the press associations are concerned, they have given no attention to the language of the reports, that being left for the Bureau to work out. The technique of writing news for the air is still in the experimental stage everywhere, and I do not understand that anyone has perfected the art. However, in working out a method of presenting news for the air, the Press-Radio editors have welcomed and frequently adopted suggestions from the broadcasters. We have received no complaints to indicate that 'hundreds of station managers say the language is tiresome and uninteresting.' An impartial survey of radio listeners would be the best method of determining their opinion. It may interest Senator Dill to know that seven stations in his own state of Washington have recently sub-

Dill Holds Harris Befogs News Issue

KLX Operator Hits Proposal: Senator Cites Censorship

REPLYING to Chairman Harris' answer to his NAB address on radio news, Senator C. C. Dill, co-author of the radio and communications laws, charged Mr. Harris with trying to "befog the issue when he states that an independent radio news service would be a government news service." (The speech by Senator Dill and the replies of Chairman Harris and James W. Barrett, head of the Press-Radio Bureau in New York, are published in full elsewhere in this issue.)

At the same time J. R. Knowland, publisher of the *Oakland Tribune*, which also operates KLX, and chairman of the Pacific Coast Division of the Press-Radio Bureau, took occasion to dispute Senator Dill's assertion that 80 per cent of American radio stations are in favor of setting up a radio news agency of their own. He said:

Voices Objection

"ALTHOUGH I am a radio station owner as well as a publisher, I would not undertake to tell the broadcasters of the country what they should do. However, I would hesitate to make my station liable for its share of the bill for organizing and operating another news service in the face of the \$35,000,000 it costs press associations of

the country annually to gather their reports, which, through the Press Radio Bureau, keep American radio listeners informed promptly of important world happenings."

Senator Dill's statement follows: "The government would have nothing whatever to do with this service. Radio stations would present the news, and since they are licensed to serve the public interest they would not dare omit, exaggerate, or distort news as many of the newspapers do, and especially as they did with my speech in Cincinnati.

"If they did so, listeners would immediately attack them as not operating in the public interest. This would cause hearings which would endanger renewal of their licenses, so radio stations would automatically give the people both sides of every public controversy, a service so many newspapers now fail to give.

Hits "Censorship"

"WHEN Mr. Harris complains about censorship, I recall that his own Press-Radio Bureau now censors all national and world news by radio. Press associations and they alone determine what news may be broadcast. They write the language in which it is broadcast. The Press-Radio agreement forbids the broadcasting of any other national or world news whatsoever, as that would interfere with this press censorship. It is because of this censorship that radio must have its own news service to give the people the whole truth about public controversies."

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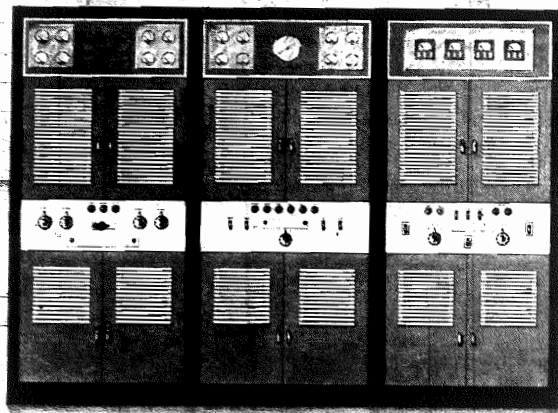
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