

# BROADCASTING

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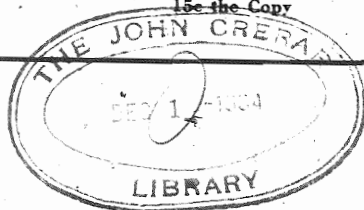
Canada and Foreign \$4.00 the Year

combined with

## Broadcast Advertising

WASHINGTON, D. C.  
DECEMBER 1, 1934

\$3.00 the Year  
15c the Copy



# WOR is FIRST in the Day-time Hours!



During the day-time hours, WOR provides programs that cover the full gamut of interests of the Metropolitanite woman—programs of such outstanding character, for example, as the Alfred W. McCann Pure Food Hour, which is now in its eighth successful season on the station.

More and more, radio advertisers are finding that day time is sales time!

In the day-time hours they can *personalize* their products to women—the vital part of the radio audience which controls the spending of 85 per cent of the family budget.

More and more, too, advertisers are finding that in Metropolitan New York, WOR is the favorite day time station with New York's great woman audience.

That is why you will find more advertisers using more day time at higher rates on WOR than on any other Metropolitan New York station!

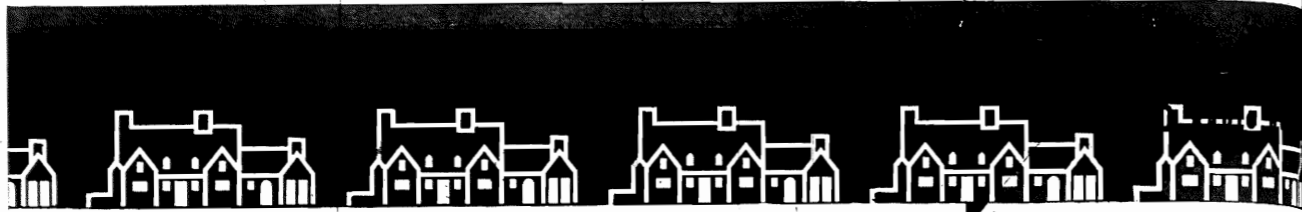
# WOR

Affiliated with Stations WLW of Cincinnati, WGN of Chicago, and WXYZ of Detroit, in the MUTUAL BROADCASTING SYSTEM—the Network that answers the need of the Advertiser for High Power, Effective Coverage of America's Major Markets, at Lowest Cost.

1440 BROADWAY, NEW YORK CITY

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

## ACTUAL LISTENERS REACHED BY THE CHESTERFIELD PROGRAM



HOW big an audience can a program reach on a coast-to-coast network in a period of—say—three months of broadcasting? How high can it reach, in terms of income levels? If it hits the top (the upper economic strip of radio owning families), must it miss the bottom? If it hits the bottom, must it miss the top?

Odd, we thought, that no one had dug up any answers to these questions. Funny thing that so much emphasis was placed on the size of the audience of any program on a *single* broadcast—and so little emphasis on the *whole job* it does for its sponsor through a cycle of broadcasting.

The chart at the left, reprinted from "Ears and Incomes" (we hope you got your copy), gives a detailed answer to these questions for one of 70 sponsored programs on the Columbia Network: the Chesterfield Program. Translated into listeners, it means that the Chesterfield Program, in three months of broadcasting, was actually heard in:

Homes with incomes of \$5,000 or more,	2,400,000
Homes with incomes from \$3,000-\$5,000,	2,750,000
Homes with incomes from \$2,000-\$3,000,	3,820,000
Homes with incomes from \$1,000-\$2,000,	2,550,000
Homes with incomes less than \$1,000,	936,000

A handsome total for Chesterfield of 12,456,000

A real advertising job. But there's more to the story. Much more. You'll find it in the copy of "Ears and Incomes" (ask your secretary) which we sent to you recently.



## THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO

# BROADCASTING

and  
Broadcast Advertising

Vol. 7 No. 11

WASHINGTON, D. C., DECEMBER 1, 1934

\$3.00 A YEAR—15c A COPY



"The client has spots on the mind, Mr. F&S"

WHETHER you want spot announcements or full-hour programs, part of our job is to get you the time you want, when you want it.

We can't exactly perform miracles, but we can try darned hard . . . and if we say that what you want is available, you can absolutely depend on it.

When you come to us, we're representing you as well as the nineteen good stations on our list. Try us—and see.

## FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK Chrysler Building Murray Hill 2-3030	CHICAGO 180 N. Michigan Franklin 6373	DETROIT General Motors Bldg. Madison 1423	DENVER Charles Building Keystone 6028	SAN FRANCISCO Russ Building Sutter 5415	LOS ANGELES C. of C. Bldg. Richmond 6184	SEATTLE Stuart Building Elliott 6662	
WHO DES MOINES 4,389,108* NBC Basic Red Network	WDAY FARGO 928,867* NBC Northwestern Group	WIND GARY—WJJD CHICAGO 5,837,199* (WIND) CBS Supplementary Group	KFWB LOS ANGELES 2,200,000* Warner Bros. Movie Studios Station	WGR-WKBW BUFFALO 1,544,828* CBS Basic Network	WKZO KALAMAZOO 346,406* The Voice of Southwestern Michigan	WTCN MINNEAPOLIS-ST. PAUL 2,137,792* The Twin Cities Newspaper Station	KOIN-KALE PORTLAND 692,457* CBS Pacific Coast Group
WHK CLEVELAND 2,069,345* CBS Basic Network	KMBC KANSAS CITY 1,394,581* CBS Basic Network	KOIL OMAHA-COUNCIL BLUFFS 1,363,985* NBC Basic Blue Network	KOL SEATTLE 832,156* CBS Pacific Coast Group	WAIU COLUMBUS 1,433,606* Predominant in Central Ohio	KFAB LINCOLN-OMAHA 2,522,075* CBS Northwestern Group	WMBD PEORIA 464,352* CBS Basic Supplementary Group	KVI TACOMA 728,000* CBS Pacific Coast Group
WOC DAVENPORT 300,000* CBS Basic Supplementary Group	WAVE LOUISVILLE 925,717* NBC Southeastern Group	CKLW WINDSOR† (Detroit Trading Area) CBS Basic Network	4,372,000*				

\* Population of primary daytime coverage area. † Represented in Chicago and Middle West Territory only.

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## ANA Prepares for Broadened Use of Radio

By J. FRANK BEATTY

### Advertisers at Annual Convention Concentrate Attention On Broadcasting and Join Movement for Audit Bureau

CONVINCED that business is definitely headed toward better days, the Association of National Advertisers, meeting in Atlantic City Nov. 19-21, devoted much of its time in closed sessions to laying the groundwork for a more extended use of radio.

Out of the closed sessions held during the first day-and-a-half of the 25th annual convention came an expressed desire for more explicit facts on station coverage and a feeling among advertisers that the cost of talent, particularly big names, was becoming prohibitive. Also, some objection was voiced to paid program listings of the network headliners type. In addition, it was proposed that a clearing house for exchange of confidential data on talent costs, after contracts expire, be established.

The idea of a radio audit bureau, which had been proposed to ANA by the NAB at the Cincinnati convention in September, came out into the open when general sessions were held by the advertisers Nov. 20. Following up a vote taken at the first closed session of the convention Nov. 19, President Allyn B. McIntire, vice president of the Pepperell Manufacturing Co., announced that the ANA will make an exhaustive study of the radio coverage problem, augmenting the Crossley surveys, and predicted that broadcasters would help finance and direct the development of a radio audit bureau.

#### Agency Compensation Report

ANOTHER highlight of the convention was the consideration, also in closed session, of agency compensation, with delegates shouting their approval of the report recently submitted to the ANA by Albert E. Haase, research specialist. In winding up the convention, President McIntire expressed his delight with the Haase criticism of fixed agency pay. No substitute for fixed compensation was offered, the feeling being that no one form could meet all situations and that advertisers should be free

to deal with each situation as it arises.

Finally, President McIntire announced that the ANA plans to set up an advertising research foundation which will act in an advisory capacity and guide advertising research studies with the idea of bringing sellers of advertising service and materials into cooperation with buyers of advertising space.

Frank discussion of radio as an advertising medium took place at the secret meetings. Broadcasters, publishers and agencies were invited guests, starting with noon of the second day, but were excluded from the closed sessions which had been held prior to that time, with the exception of two agency representatives who gave addresses.

At the opening session on the morning of Nov. 20 the proposal was made that ANA set aside a fund, possibly about \$3,500, for general research on copy testing, with radio included. During the afternoon group meetings covering various types of products were held, but in these radio was scarcely mentioned.

#### Radio Group Meeting

THE HIGH spot, from the radio standpoint, was reached at the radio group meeting on the night of the opening day. Despite the fact that advertisers had been hard at work both morning and afternoon, with scarcely time to eat, fully half of them appeared for the secret radio session and interest was intense. So that the discussion could be free and fearless, extra precautions were taken to keep out all except ANA members and no broadcasters, agency representatives or reporters were permitted to hear what went on behind closed doors.

As ANA members entered, they were given a list of topics for discussion, which had been prepared as suggestions. They were based on questions which members previously had submitted but opportunity was given to bring up other questions.

George W. Vos, manager of the Advertising Division of the Texas Co., acted as chairman and led the discussion.



Mr. McIntire

#### Officers of ANA

AT THE ANNUAL convention, the ANA re-elected its officers and made several changes in the board of directors. The officers are: Allyn B. McIntire, Pepperell Mfg. Co., president; Ralph F. Rogan, Procter & Gamble Co., W. B. Geissinger, California Fruit Growers Exchange and Turner Jones, Cocoa-Cola Co., vice presidents. Stuart Peabody, Borden Co., was re-elected chairman of the board of directors. William A. Hart, E. I. Du Pont de Nemours & Co., Inc., was re-elected as director. Three new directors were named: Harold Thomas, Centaur Co.; Ralph Leavenworth, Westinghouse Electric & Mfg. Co., and A. O. Buckingham, Cluett, Peabody & Co., Inc.

medium of all, whereas radio is barely a decade old.

The coverage discussion more than often was diverted to the question of talent costs, several members protesting that they were much too high. Some felt that big names were not needed, but agreed that a good program was necessary to reach a large audience. So much interest was shown in talent costs, that the group expressed a desire for the creation of a clearing house for such data. Information about talent compensation, under this plan, would be freely submitted to the clearing house by advertisers—but after the contract had expired. No information would be given out except to ANA members, and then only upon specific request. Further, they would be expected to keep any such information confidential.

Some members deplored the bidding for talent, claiming that it has greatly increased the cost of performers. One advertiser using a costly program divulged that another concern recently had offered to pay five times as much for a particular artist in an effort to lure the artist to its own program.

Throughout the talk about an exchange of data on talent costs, members emphasized that the figures should be supplied voluntarily and that there should be absolutely no effort toward compulsion. Incidentally, suggestion was made that the figures be "actual" talent costs, and not fictional.

#### Joint Uses of Media

THE COMPARATIVE value of direct and indirect advertising continuities was taken up briefly, but no particular agreement was noted on the subject.

Joint use of newspaper and radio copy was discussed briefly, a number of members finding such an arrangement effective. But definite opposition was evident to the network-headliner type of newspaper advertising. Here the objection was centered around the fact that any network program, costly or inexpensive, good or bad, got the same display, a situation that was described as unfair to advertisers using "big" programs.

Getting back to talent costs, one advertiser observed that he had been informed that \$54,000,000 had been paid last year for time on the air and two to three times that much for talent. Then the discus-

sion veered to types of programs which attract the largest audience. It was brought out that only a few advertisers can afford big names but several advertisers claimed that good programs would draw listeners, without big names.

As to the amount of advertising appropriations that should be allocated for time, talent and other items, no crystallization of thought was apparent, each advertiser having his own ideas on the subject. Nor was there any agreement on the methods advertisers use to determine the effectiveness of a program.

#### Agree Radio Is Effective

NO PARTICULAR reaction was noted in the comparative value of studio and electrically transcribed programs. Briefly touched upon were children's programs, the problem of obtaining good time-spots and the trends in radio entertainment.

Out of all the exchange of opinions, the members appeared, for the most part, satisfied that radio was an effective medium and that it promises to become more and more a fixture in advertising programs. Its sales value was generally recognized, with only a few definite objections to any use of the medium which came from a handful of advertisers who had tried radio with little success.

The big action was the vote in favor of asking the ANA board of directors to conduct an exhaustive study of radio coverage. Next in importance was the plan for an exchange of information on talent costs.

At the final closed session, Nov. 20, Dr. George Gallup, of Young & Rubicam, Inc., New York agency, declared that present methods of measuring coverage are not entirely satisfactory. He asserted that neither the coincidental nor the signal-strength method is sufficient to give a reliable index of coverage.

#### Measuring Coverage by Premiums

DR. GALLUP described a system he has developed by which premiums or other inducements are offered on a program. Under this method, he said, the station's coverage outside of the city in which it is located can be determined. Thus if a city in which there are 50,000 radio sets produces 500 requests for a premium, and 750 requests from outside the city, the ratio of 50,000 to 500 (100 to 1) is used as a coefficient. In other words, multiplying the number of outside responses, 750, by 100 gives a coverage of 75,000 sets outside the city.

He said that checks show that station rates based on the number of listeners, as determined by some methods, are entirely out of line, the differential sometimes running as high as 1,500 percent. Advertisers, he proposed, should buy coverage instead of time, since they may get 15 times as many listeners for the same amount of money, as revealed by actual tests.

Dr. Gallup is a member of the Cooperative Group on Radio, which includes three advertisers and two agency representatives.

With the conclusion of closed sessions, publishers, agency representatives and broadcasters were welcomed to the convention, de-



**RADIO CONGRESSMAN—Karl Stefan, for a dozen years chief announcer of WJAG, Norfolk, Neb., on Jan. 3 will take his seat in the House as the first practical broadcaster ever elected to either branch of Congress. A Republican, he was elected Nov. 6 with an overwhelming majority over Rep. Edgar Howard, Democrat.**

scribed by Stuart Peabody, the Borden Co., chairman of the ANA board, at the open luncheon which followed as the most successful in ANA history. Present were 117 ANA members, 25 prospective members, and more than 150 guests.

#### Speakers on Business

AFTER the open luncheon, W. M. Kiplinger, editor of the Kiplinger Washington letters, reviewed the business situation in the light of government opinion and pointed out that the government is inclined to encourage advertising as an implement of competition. He predicted a big jump in advertising in 1935, particularly in the home modernization field. Mr. Kiplinger also answered questions on the relation of government and business after concluding his prepared remarks.

Among other afternoon speakers was Bernard Lichtenberg, vice president of the Alexander Hamilton Institute, who discussed "The Government, the Consumer and the National Advertiser." He declared, in the course of his remarks, that the ANA expects and is willing to accept a food and drug bill from Congress but proposed that its provisions be specific rather than general. Otherwise, he explained, future administrators would have too much leeway, with crushing results on business likely to occur if sweeping rules were imposed.

Mr. Lichtenberg added that there was no objection to federal supervision under the Wallace-Tugwell-Campbell regime but reminded that unless provisions are set down in the bill in black and white, the future may bring undesirable control.

In his address Nov. 21, closing the convention, President McIntire traced the history of ANA and explained that now it is preparing to keep in line with the pickup in business. Reviewing the growth of

research activity, he turned to radio and said:

"Back in 1930, as the result of an ANA report called 'The Advertiser Looks at Radio,' a number of advertisers determined to create a national system for rating radio programs. At meeting after meeting since that time you have heard of the work that has been done on that question. You are, no doubt, familiar with the fact that, although it was at first financed by advertisers, each succeeding year has brought an increasing number of agents in as financial supporters of it. Today 17 advertisers and 25 agents support it.

#### Foundation For Radio Audits

"THIS VERY necessary undertaking, which has expanded so rapidly that within the last year it became necessary to establish a separate organization to run it—a non-profit organization legally called 'The Cooperative Analysis of Broadcasting.' The direction of this new organization, by the way, is now in the hands of a governing board of five members, three of whom are appointed by the President of the ANA and two of whom by the president of the A.A.A.A.

"Thus, out of five years experience, we have laid a solid foundation for what may logically develop into an audit bureau for radio. As the scope of the work is extended, we fully expect that plans will soon be completed whereby the participation of broadcasting companies in helping to finance and direct the development toward that end will become practical."

Then Mr. McIntire lauded the Haase report on agency compensation and said it "will be of even greater help to advertising agents than to advertisers for, being a most practical document, it should certainly show them how to get more and more business from advertisers. Intelligently used, it should broaden the scope of agency service and increase income of agents."

As Mr. McIntire concluded his address, he announced the plan for an advertising research foundation, which would not engage in actual research, but be an advisory and guiding body. The goal is a "happier relation between buyer and seller of advertising." Specifically, he stated the objectives as:

1. Conceived in the interests of mutual cooperation between all established advertising factors.
2. Dedicated to the sound development of advertising and—through the establishment of better methods and practices—the furtherance of American business.
3. Designed to perform the function of directing, supervising, and guiding the work of those major researches which offer promise of providing results of greatest value to the greatest number.

Many ANA members, sounded out on the Haase report during the convention, stated that it merely brought out into the open practices which had been surrounded by a veil of secrecy.

AFTER an illness of two months, Vlademar Jensen, pioneer radio station operator in New Orleans, died Nov. 19. He had operated WKBC for seven years, selling his interest to the *Baton Rouge State Times* two years ago.

### Five Proposed Programs On Non-commercial Plan Cited by Code Authority

IN A SPECIAL bulletin to all broadcasting stations, dispatched Nov. 23, James W. Baldwin, executive officer of the Code Authority for the Radio Broadcasting Industry, called attention to proposed programs of three magazines and of two manufacturers which the Code Authority has classified as "commercials" but which were offered on non-payment bases and therefore construed as in violation of the trade practice provisions of the code.

Publications specified were *Cosmopolitan*, *American Magazine*, and *Radio Guide*, weekly magazine. The manufacturers' accounts were "Nomar" and United Remedies Co. In the latter case Mr. Baldwin asked that full information as to any contractual arrangements be submitted by stations. The *Cosmopolitan* proposal for exchange station time for advertising space in the magazine was declared by Mr. Baldwin as in violation of the free-time provision of the Code. He stated he had so informed Danie Henderson, director of promoting of the publication. An audited copy of the "American Magazine Program" No. 1, he declared, revealed to him that it contains lines of definite commercial value to the publication, and that he therefore directed stations and networks to refuse to broadcast the programs on a sustaining basis.

In additional bulletins issued Nov. 27, Mr. Baldwin declared that inquiries had been made as to whether the *Cosmopolitan* and *American Magazine* programs were open to local sponsorship. He ruled that this would be consistent with the code and is agreeable with the publishers.

In the case of the *Radio Guide* proposal that stations make announcements drawing attention to a contest conducted by that publication, Mr. Baldwin said it "by implication seeks to obtain free time." He asked the publication to cooperate in the stabilization of the rate structures of all stations and asserted that the most effective way to contribute to such stability "is for you to discontinue attempts like this one to gain free radio advertising."

#### Coco Cod's New Spots

CONTRACTS for one-minute WBS transcription announcements on five stations to be spotted mostly during periods of inclement weather, were awarded by Coco Cod Corp., Evanston, Ill. (Coco Cod Liver Oil) in November. The stations are KWK, St. Louis, one announcement daily, 52 times; KSTP, St. Paul, one daily, 52 times; WCFL, Chicago, two daily, 60 times; CKLW, Detroit-Windsor, one daily, 24 times, and WJJD, Chicago, two daily, 30 times. The Coco Cod account is handled by H. W. Kastor & Sons, Chicago.

ALL HOME games of the Chicago Blackhawks of the National Hockey League are being carried this season exclusively by WGN, Chicago, with Bob Elson announcing.

# Sweeping Revision of Code Rates Pending

By SOL TAISHOFF

## Code Authority Approves Ban Against Combination Media Rates, Run-of-Schedule Time; Now Before the NRA



Mr. Shepard

Code Authority for the Radio Broadcasting Industry and proposed amendments to this end now are pending before the NRA, with recommendations that they be confirmed.

Most important of the proposed new provisions are (1) outlawing of special discounts on station time when sold in combination with newspapers or other advertising media, which affects a substantial portion of the more than 100 newspaper-owned and operated stations, and (2) banning of so-called "run of schedule time" sales under which special discounts or rates are given for commercial broadcasts at irregular times not specified by the advertiser. Several other code amendments, in the main relating to purely industry matters, also have been submitted to NRA for approval, upon motion of the Code Authority.

#### Possible Protests

FOLLOWING NRA procedure, William P. Farnsworth, NRA deputy administrator in charge of the radio code, has made public notices asking all interested parties to show cause why the amendments should not receive NRA approval. All interested parties are given until Dec. 17 to fill objections to the changes.

These actions—the most important affecting trade practice provisions of the code since its promulgation last winter—were taken by the Code Authority at its meeting in Washington Nov. 15 and 16. The newspaper-radio rate resolution was based upon a resolution offered at the general code meeting held in Cincinnati Sept. 20, but that affecting "run of schedule" discounts, while a smoldering issue, had not been raised at the Cincinnati meeting.

Several other proposals made at the Cincinnati meeting affecting the relationship of stations with advertisers and agencies, including standardization of units of sale and merchandising practices did not receive final action.

Both of the major matters provoked widespread discussion, pro and con, at the recent NAB convention in Cincinnati, and during the general code meeting which followed. In many cases, newspapers operating stations allow an average 25 per cent discount on their

### Text of Proposed Code Changes

PROPOSED new provisions in broadcasting industry code, now pending before NRA with Code Authority recommendations for approval, which would outlaw newspaper-radio combination rates and "run of schedule" rates:

"It shall be deemed an unfair practice under this code for any radio broadcasting station or network company to offer to give or to give a special discount on radio broadcasting facilities sold in combination with other advertising media."

"It shall be deemed an unfair practice under this code for any broadcasting station or network company to offer to give or to give a special discount or a special rate under what is commonly referred to as 'run of schedule time'."

radio rates for combination contracts covering both newspaper space and air time. Non-newspaper stations in the same markets generally have been bitterly critical of this practice, alleging that it is "rate-chiseling" of the worst order and definitely falls in the code category of unfair competition.

#### Common Practice

"RUN-OF SCHEDULE" time sales, introduced several years ago, have become widespread among stations. The ordinary practice is to sell advertisers spots at discounts ranging up to one-third of the regular rate, with the proviso that such commercials will be broadcast at any time during the broadcast day. Actually, it has been contended, many stations agree "on the side" to place the commercials on the air at the same or approximately the same time each day.

At the code meeting Nov. 15 and 16 a score of matters affecting the conduct of the industry were considered. Aside from the two salient resolutions another rate item of far-reaching importance was given preliminary approval and then ordered submitted to the industry for vote as to whether NRA approval should be sought. The purpose of the proposal is to eliminate all so-called "special rates" for time, such as those given for broadcasts of more than an hour, like sponsored baseball games and other special events. Instead the proposal is that each rate, discount, rebate, refund and commission quoted on the station rate-card shall be in accord with the "standard units of sale" recommended by resolution at the last NAB convention.

#### Rate Provision

UPON MOTION by James W. Baldwin, Code executive officer, seconded by Frank M. Russell, NBC Washington vice president, it was agreed that should the participating members of the industry sanction the proposal, it will be submitted to NRA with the recommendation that it be adopted.

Ballots were mailed to all stations on Nov. 23. The new special rate provision would read:

Each rate, discount, rebate, refund and commission quoted shall relate to what are regarded within the industry as standard units of sale. Quotations on any period of time not covered by the rate card shall be pro rata between the next shortest and next longest unit covered by said rate card. Quotations for units greater than one hour shall be furnished by supplying multipliers applicable to the one-hour rate. Example: 1 1/4 hours, 1.16 of the hour rate; 1 1/2 hours, 1.32 of the hour rate; 1 3/4 hours, 1.46 of the hour rate; 2 hours, 1.6 of the hour rate, etc. These must be published on the rate card for not less than three hours in multiples of quarter hours. Each rate card shall be identified with a number and effective date. In cases where more than one rate is provided and these are displayed on separate cards each rate card shall contain a reference to the other and each rate card shall describe clearly the users of radio facilities entitled to each rate. In cases where regular rates are not applied to participating programs, special events, sports events, time signals, weather reports, religious and political programs, the rates charged for these program must be clearly shown on the rate card.

#### Had Been Delayed

THE CODE Authority meeting was held after three postponements caused by illness of members. Absent were M. R. Runyon, CBS treasurer and Isaac Z. Buckwalter, WGAL, Lancaster, both of whom were ill. In addition to Chairman John Shepard, 3rd, Yankee Network, Executive Officer Baldwin and Mr. Russell, others who participated were John Elmer, WCMB, Baltimore; Alfred J. McCosker, WOR, Newark; James Kiernan, WLWL, New York; Edward N. Nockels, WCFL, Chicago, and NRA Deputy Administrator Farnsworth, as government representative.

Minutes of the Nov. 15 session revealed that Mr. Nockels, one of the legislative representatives for the American Federation of Labor, led the discussion prior to adoption of the newspaper-radio combination rate resolution. He said that, as general manager of WCFL, he had experienced "considerable

grief in the way of unfair competition from newspaper-owned, controlled or affiliated stations as the result of practices similar to the one complained of." He added that he heartily concurred "in every possible effort to thwart the chiseling schemes of newspapers and other publications." The motion for passage of the resolution carried by a vote of 7 to 0.

In the case of the proposed "Run of Schedule" rate ban, Mr. Elmer proposed adoption of the amendment, and was seconded by Mr. Nockels. This likewise was carried by unanimous vote.

On the question of merchandising services by stations for advertisers, and the extent to which such service should be given gratis, Mr. Elmer proposed that it be laid on the table until the next meeting, thus far unscheduled. The motion carried unanimously.

#### Rejected Proposals

GETTING INTO purely intra-industry matters, the code board voted down, 6 to 1, the proposal made at the Cincinnati meeting by Stanley Hubbard, KSTP, St. Paul, that broadcasters representing the West, Middlewest and Southwest be appointed members of the Code Authority, to give it more equal representation. Mr. Nockels' proposed disagreement on the ground that the present membership was representative of all classes of stations and that the persons selected reside in sufficient proximity to Washington as to permit the speedy call of meetings at minimum expense.

Rejected for want of a second was a motion by Mr. Kiernan that the Code Authority recommend to NRA that hours of labor for broadcast technicians be reduced from 48 to 35 per week without reduction in the present weekly wages. Lost in the same way was the proposal of Mr. Nockels that local or regional code enforcement committees representing each station in an area be set up to report on code violations.

The agitated questions relating to artists and radio performers to ascertain whether they are entitled to minimum wage scales and stipulated working hours and to determine whether studio audiences are unfairly competitive with the theatre, also came in for considerable discussion. It was finally agreed to accept the modified form of questionnaire relating to artists and performers offered by Deputy Administrator Farnsworth, and to proceed promptly on this investigation, pursuant to the terms of the code, which requires a study into the feasibility of setting up wage and hour provisions for such employees. Sitting with the Code Board during this discussion was Miss Emily Holt, representing artists and performers. Favorable action was taken after amend-

(Continued on page 43)

# Hearst Interests Buy WBAL And Seek More Radio Outlets

Plans of Publisher to Have Station With Every Newspaper Are Gradually Approaching Fruition

RADIO PLANS of the Hearst newspaper enterprises providing for a radio outlet in every city in which Hearst newspapers are published were brought one step nearer to fruition with the acquisition of WBAL, Baltimore, for operation in conjunction with the Baltimore News & American. It is the sixth station on the Hearst list, but the organization almost simultaneously loses KYW, Chicago, which again will bring the number of Hearst operated stations down to five unless a new Chicago outlet is obtained.

From sources close to William Randolph Hearst it was stated unqualifiedly that he has no intention of establishing a network of any character, and that his sole object in acquiring stations is that of local newspaper-radio tieups, in which he has full confidence. For the last three years, it was said, officials of Hearst Enterprises have been contacting stations in most cities in which Hearst newspapers are published, and the plan still is to acquire outlets whenever satisfactory financial arrangements can be made.

### Long Negotiating

SALE OF WBAL to the Hearst organization culminated more than two years of intermittent negotiations. The deal finally was closed Nov. 9 between officials of the Consolidated Gas, Electric Light & Power Co. and Thomas White, general manager of Hearst Enterprises. The purchase price has been variously estimated as between \$200,000 and \$500,000, payments extending over a period of years.

The sale becomes effective Dec. 1, with the new staff taking over about Jan. 1. No announcement yet has been made regarding the new management of the station. One report was that Homer Hogan, general manager of KYW, and with the Hearst organization for many years, will transfer to the Baltimore station upon cessation of the KYW operation in Chicago Dec. 2.

For several months prior to the Hearst purchase negotiations were in progress for disposal of WBAL to the Baltimore Sun, influential newspaper which at present has no station affiliation. Regularly assigned to the 1060 kc. clear channel one-half time, with 10,000 watts, sharing time with WTIC, Hartford, WBAL now is operating full-time under an experimental license calling for split-schedule operation. During specified evening hours it synchronizes with WJZ, New York Blue network key on the 760 kc. channel, operating the remainder of the time on 1060 kc.

### Former Options

ABOUT A YEAR AGO, the Hearst organization, through local publishers, acquired options on a half-dozen stations, none of which was exercised. Stations now owned

and operated by the organization are WINS, New York; WCAE, Pittsburgh; WISN, Milwaukee, and KYA, San Francisco; besides WBAL, KYW for a number of years was operated under lease from Westinghouse; but the station moves to Philadelphia as an NBC-WEAF outlet effective Dec. 3. While repeated efforts have been made to align another Chicago station as a Hearst outlet, no such arrangement had been announced as BROADCASTING went to press, and notice had been given all employees, save Mr. Hogan, of their release.

Frederick R. Huber, general manager of WBAL since its establishment nine years ago, it is understood, will leave the station. Whether other personnel will be retained has not been learned. The WBAL staff was informed of the sale on Nov. 12.

Reports that Hearst proposes to establish his own network, according to qualified officials of that organization, may be attributed to the zeal of certain local publishers of Hearst newspapers. The only plan Mr. Hearst himself has in mind, it was declared, is that of acquiring stations for affiliation with newspapers to safeguard them economically, and also because he believes that the future of journalism lies in radio.

### California Plans

ANOTHER STATION acquisition sought by the Hearst organization is that of KELW, Burbank, Cal., and KTM, Los Angeles, now sharing time on the choice 780 kc. channel, which he proposes to establish as a full-time Los Angeles outlet. Arrangements to purchase these stations were made, but they became embroiled in litigation before the old Federal Radio Commission and still is pending in the courts.

Preliminary negotiations regarding station purchases or affiliations, it is pointed out, for the most part are carried on by the local newspaper publishers. How many now are being carried on could not be ascertained, but it was said that conversations, at least, are in more or less constant progress in key cities. Since large scale negotiations and purchase of options were carried on three years ago, the Hearst organization and many other newspaper enterprises have felt the effects of depressed business, with the result that options were permitted to expire and other negotiations were delayed.

### CBS Promotes Willis

FREDERIC A. WILLIS, educational director of CBS, in charge of educational, religious and other public service programs, has been named assistant to the president by William S. Paley, CBS president. He will continue in charge of educational programs in addition to his new duties.

## THE GRAMOPHONE.

AS AN ADVERTISING MEDIUM.

Parties desiring to advertise their wares will find in the Gramophone a most valuable medium.

We will make for you any special plate, containing, besides an interesting musical piece, etc., a bit of advertising such as you may suggest; manufacture as many hard rubber copies as you may order at regular wholesale rates, and distribute them gratis to people buying Gramophones.

Prices for the original plate for advertising purposes will vary according to the special expenses incurred in making it, the talent to be employed, preparations, etc.

When less than 1000 copies are ordered the expense for making the matrix or press form (about \$10.) will be added.

Nobody will refuse to listen to a fine song or concert piece, or an oration—even if interrupted by the modest remark "Tatgar's Baking Powder is the Best," or "Wash the Baby with Orange Soap," etc.

THE UNITED STATES GRAMOPHONE CO.  
2410 Pennsylvania Ave., N. W.,  
Washington, D. C.

### Advertising in the '90s

LONG before voices were flashed through the ether by broadcasting stations the idea of using the reproduced voice as an advertising medium had been conceived. It was back in the 1890's, when phonographs were just taking hold of the public imagination, that a Washington, D. C., maker of phonograph records decided here was a chance to put over a new advertising medium, and maybe make some money out of it. The original advertising folder sent out by the concern now is on display in the Smithsonian Institution, among the collection of pioneer phonographs. The idea was for advertisers to distribute records in which the entertainment would be interrupted by a "modest" commercial announcement. The original folder is reproduced here.

### Newspapers in Control Of Both Dayton Stations

A CORPORATE alliance between WSMK, Dayton, O., and the Dayton Herald & Journal, effected Nov. 2, has been announced by that newspaper and by Stanley M. Krohn, Jr., owner and manager of the station. The details of the deal were not made public. New studios are being constructed, and Mr. Krohn remains as president and managing director of the station, which is now being identified as "the Journal-Herald station."

The newspaper-radio tie-up follows close upon the announced purchase of WLBW, Erie, Pa., by former Gov. James M. Cox, publisher of the Dayton Daily News, who will move the station into Dayton before the end of this year. Dayton's two stations will thus be directly affiliated with the city's rival newspaper organizations.

### New Orleans Election

FOR THE FIRST time in many years the New Orleans newspapers, long bitter opponents of radio, extended the hand of fellowship to various broadcasting stations by tendering them all election returns on Nov. 6 as soon as they were available. All stations accepted the offer and broadcast the returns hourly until time to "sign off."

## Surveys to Begin Of Clear Channels

Automatic Recorders to Show Station Reception Patterns

CONCRETE plans for the exhaustive study of clear channels to ascertain the service rendered by high-power stations on exclusive waves to listeners remote from local stations were laid at the second conference called by the Engineering Department of the FCC Nov. 23 and attended by more than a score of engineers and lawyers representing leading stations and networks.

Adopting suggestions made by Andrew D. Ring, assistant chief engineer of the FCC that automatic recorders be placed at strategic locations throughout the country to record signal strength patterns of stations at particular localities, the conference decided also to coordinate their activity through the NAB. J. C. McNary, technical director of the NAB, will serve as the contact of the cooperating stations with the FCC. All of the studies, however, will be made under the direct supervision of Dr. C. B. Joffe, FCC chief engineer, and Mr. Ring.

### Eight Recorders

IT WAS AGREED that eight automatic recorders will be placed at each of nine locations, tentatively selected, with the equipment and personnel in most instances to be provided by the stations themselves. Expense incurred under the plan will be pro-rated among the cooperating stations. The locations tentatively designated for the automatic recorders are Boston, New York, Washington, Chicago, Dallas, Grand Island, Neb., Denver, Los Angeles and Seattle.

By agreement coordinators for each of the five zones were named, and will have the function of arranging the studies in each zone. Named for the First Zone was C. W. Horn, NBC general engineer; Second Zone, Joseph A. Chambers, technical supervisor, WLW; Third Zone, John H. DeWitt, Jr., chief engineer, WSM; Fourth Zone, Carl J. Meyers, chief engineer WGN, and for the Fifth Zone, a committee consisting of Louis G. Caldwell, chairman; Duke M. Patrick and George S. Smith, attorneys representing stations in these zones.

The study is being made pursuant to the action of the FCC last October, authorizing such a study preparatory to declaration of future policy with respect to clear channels, 40 of which were set aside in 1928 for exclusive use of high-power stations during evening hours, but nine of which have been "broken down" since. It is hoped to complete technical aspects of the survey by next April. The scope and purpose of the complete survey was described in the Nov. 15 issue of BROADCASTING.

### Mojave Tea's Plans

MOJAVE INDIAN TRADING Co., Los Angeles (Mojave Indian Tea), following a test campaign on KNX, Hollywood, expects to take time on mid-western and eastern stations by the beginning of 1935. Fred Wesley, Inc., Los Angeles agency, handles the account.

# Admiral Byrd—Grape-Nuts Supersalesman

By FRANK SMITH

Associate Advertising Manager, General Foods Corp., New York

## Without Benefit of Office Contacts, He Swings Upward The Sales Curve With Aid of Merchandising Tie-ins

ADMIRAL BYRD has spoiled another dandy theory.

His latest challenge to traditional belief has not involved the use of aviation equipment in polar exploration, nor the defining of Antarctic coast lines, but the business of selling merchandise.

For although the intrepid adventurer is now more than 10,000 ice-locked miles to the south of us—badly out of contact with his market, the grocery trade, and his associates back here who have the job of increasing Grape-Nuts sales—he has earned and justifiably deserves the citation: Grape-Nuts Salesman Extraordinary. In short, that rule about the good salesman living with his prospects doesn't always hold good—if you happen to have a salesman like Admiral Byrd.

### Popular from the Start

AN INSIGHT into the progress Grape-Nuts has made since Admiral Byrd and his expedition went on the air in this product's behalf—November, 1933—will readily explain why the admiral has merited such a high rating as a sales impresario in the opinion of General Foods.

From the start, the broadcasts "caught on" in a big way. Thousands of letters began pouring in declaring a new allegiance for the product. Thousands of requests were received daily in response to the premium offer—a six-color map of the Antarctic, measuring 18 by 24 inches, in exchange for two tops from Grape-Nuts packages. No spectacular gain showed up in case sales figures the first 60 days, but a general reduction in stocks in 300,000 retail grocery stores soon accelerated buying by the wholesale trade. As a result of this steadily growing interest and purchasing on the part of the consumer, Grape-Nuts this year has turned in a healthy nine months' gain over the same period of 1933.

Sales success, to a certain degree, would probably have resulted from the Byrd expedition broadcasts even had the job ended with merely the airing of the program on the 61 Columbia stations which carry it. But it is unlikely that such a decided upward trend could have been made possible without the strong merchandising effort which has been put behind the program by General Foods' sales and advertising staff, both at headquarters and in the field.

There were three groups that the program had to be sold to, and sold hard, if the program was to pay out its full potential dividend. For the Byrd broadcasts called for the expenditure of the greater part of every Grape-Nuts advertising dollar!



IN LITTLE AMERICA—Broadcasting equipment being unloaded in the snowbound Antarctic. This transmitter originates programs for an audience 11,000 miles away. Charles J. V. Murphy, CBS communications chief for the expedition and chief broadcaster, second from left.

What was done in this direction, how these three major activities were accomplished, really is the reason for this article, as requested by the publishers of BROADCASTING. Unfortunately, we'll just have to skim the surface, leaving many details untold, for we have been limited to a telling of 1,000 words.

### Started With Own People

BELIEVING that merchandising, like charity, begins at home, the first Byrd promotion was directed to General Foods' division and district sales executives, salesmen, office and factory employees, and stockholders.

Following the dictates of good showmanship, announcement of the

broadcasts was withheld until a most propitious moment. A little more than a month before the series was to begin, General Foods held a national meeting of its executives, field force, and factory heads in Chicago. At this meeting the story of the Byrd broadcast was effectively dramatized. Every man left Chicago enthusiastic over the program's possibilities and began spreading the news with a vengeance.

Hardly had the echoes of that first reception of the news died away before the organization was given the complete details in front-page, illustrated stories in the company's two publications. Subsequent issues carried follow-up material—and continue to do so.

A special four-page publication, appropriately clothed in tabloid format because of the news nature of the event it publicized, was issued for the information and use of the salesmen. Every phase of the broadcast and the way to merchandise it to the grocery trade was covered. Illustrations included news pictures pertinent to the expedition and the broadcast, and the materials that were to be available for store use.

### An Enthusiastic Build-up

A PERSONAL letter, written by Clarence Francis, executive vice president, to the company's 26 district sales managers from Washington, where he was then serving as the food industry's advisor to the NRA, urged the whole-hearted support of this important group and outlined plans for their part in assuring successful promotion of the program in the field. Carl Whiteman, vice president in charge of sales planning and operations, followed this up with a letter and a cabinet photograph of Admiral Byrd, which the admiral had autographed with a message appealing for teamwork. Later—New Year's day to be exact—every district manager received a radiogram from Admiral Byrd, then nearing Little America, wishing them a prosperous New Year and calling for their continued cooperation.

Special illustrated posters, copies of radiograms, and proofs of mat releases were—and still are—posted on bulletin boards at the company's headquarters, division and district offices, and in its factories. Illustrated inserts were distributed in all factory pay envelopes a week before the broadcasts started. Two mailings went to stockholders. The first announce-

(Continued on page 41)



WINDOW DISPLAY—Here is a closeup of a display in the Boston Store, Chicago, used in connection with the Byrd Antarctic Expedition programs.

# Let Children Choose Program Parents Told by Symposium

Child Study Group Plans Clearing House to Exchange Facts on Programs for Young

GENERAL criticism of parents for their tendency to interfere too much with their children's listening habits, and for assuming that what they personally do not like must necessarily be bad for children, was voiced at a symposium held under the auspices of the Child Study Association of America, in New York Nov. 19. In comparison with the strictures levelled at parents by the various speakers, the radio industry came through with very little criticism of the programs it offers for the younger members of the audience.

The symposium followed a luncheon in the Waldorf-Astoria, and was attended by 300 people, Mrs. Everett Dean Martin presiding.

Dr. Sigmund Spaeth, author, lecturer and music critic, and himself a broadcaster for adult audiences, summed up his views in the following crisp sentences:

"Their (children's) natural inclinations run towards fairly obvious music, slap-stick comedians and crime and detective stories. All of these inclinations could be guided to some extent, but it is difficult to break them down, and almost impossible to substitute something which carries the label of education or uplift."

## Mystery Programs

INSTEAD of attempting to force this type of program down the children's ears, Dr. Spaeth declared that the real problem of radio today "is to make these educational programs sufficiently entertaining to people—children as well as adults—and at the same time to develop the undercurrent of helpful and interesting information or significant basic ideas in connection with programs whose intention is merely that of entertainment."

"Both of these ideals have been proved possible, and in the long run children will react to the same materials and the same psychology as adults. The greatest mistake is to talk down to children and to treat them as though they had no minds of their own."

Mystery programs were defended by Franklin Dunham, director of educational programs for NBC: "Every healthy child enjoys mystery, it is the best possible mental exercise. It broadens his horizon of life—it captivates him and holds his attention—its art of suspense is life itself. He is always anxious to know what is going to happen next."

## Psychological Angles

AS DIRECTOR of the Child Study Association, Mrs. Sidonie Mätzner Gruenberg, gave confirmatory evidence of the fact that children naturally lean to mystery and adventure stories, and suggested a psychological basis for believing that this type of entertainment is necessary to the development of their experience. "It is especially significant," she said, "that chil-

children generally pick as favorites the very programs which parents as a whole view with special concern—the thriller, the mystery, the low comedy and the melodrama."

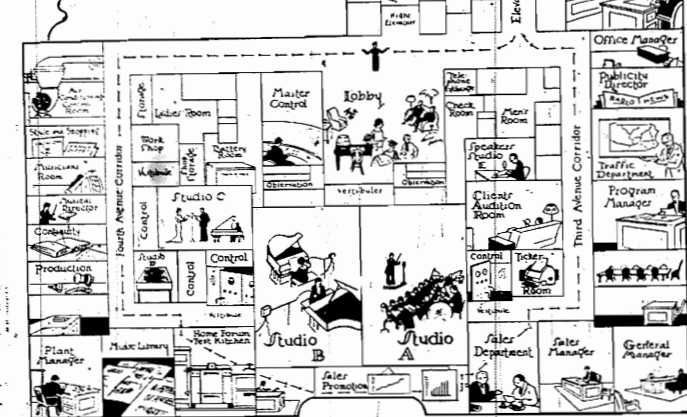
"Psychological studies, as well as the insight of competent observers, suggest that the exciting adventure programs, which leave the child trembling, but demanding more, may satisfy some corresponding need within the child, due to his stage of development, the gaps in his experience, or his particular temperament. Children themselves give unmistakable testimony of this need, this profound need of children for vicarious experience and adventure of many kinds, not all of which seem reasonable to the adult mind, cannot be ignored in any effort to improve the radio."

## Child vs. Parent

"IT TOO OFTEN happens that, when groups of parents become indignant over the shortcomings of current broadcasting, they ignore these deeper drives which come from within the child himself. Then their effort to 'clean up' the radio is likely to defeat its own ends. We shall gain nothing by resorting to a censorship which is just as objectionable as the thing it seeks to suppress.

"Broadcasters are left particularly at sea because parents as a whole are much quicker to make known their objections than their approvals. Broadcasters sometimes remove a feature generally understood to be acceptable to parents, but they report that its disappearance from the air brings no complaint from the parents." (Continued on page 40)

## New KDKA Layout



A MINIATURE "Radio City" now houses the studios and offices of KDKA, Pittsburgh, credited as the world's first broadcasting station. Formally dedicated Nov. 2, the new headquarters of KDKA occupy 17,000 square feet on the entire third floor of the Grant Building.

## Thanking Mr. Ford

"AND I want to thank you, Mr. Ford, for the splendid description of the game you gave. Your voice came through perfectly." That letter from a gracious Arkansas lady who listened to the Ford broadcasts of the world series was quite a surprise to the agency, N. W. Ayer & Son and to the automobile magnate, who refrains from broadcasting on all his sponsored periods let alone any play-by-play announcing. The listener's confusion apparently arose from the fact that Ford Bond was one of the announcers covering the series.

## KSD Manager Resigns To Start New Service

WILLIAM H. WEST, for the last two years manager of KSD, St. Louis, and before that head of KMOX, St. Louis, has resigned, effective Dec. 1, to establish his own office at 530 Mayfair Hotel, St. Louis, as technical consultant on engineering and management. His clients include KSD, KWTO-KGBX, Springfield, Mo., and KFRU, Columbia, Mo. Mr. West is affiliated with Nelson Darragh, St. Louis business man controlling several Missouri stations.



Mr. West

KSD will be operated under the general supervision of George M. Burbach, advertising director of the St. Louis Post-Dispatch, with Ray C. Jenkins as sales manager, Woody Klose and Richard Pavey as his production assistants, and Robert L. Coe as chief engineer.

## Jacques N. Cartier On Canadian Board

Radio Pioneer Is Named to Fill Vacancy Existing on CRC

JACQUES N. CARTIER, Montreal, formerly with CKAC, and a pioneer radio man in the Dominion, has just been appointed by Hon. Alfred Duranleau, Minister of Marine, to fill the vacancy on the Canadian Radio Commission. Mr. Cartier, said to be a lineal descendant of Jacques Cartier who 400 years ago discovered Canada, replaces Thomas Maher who resigned in August as vice chairman of the Commission, and will probably take over the program direction activities of the Commission.

Mr. Cartier has been connected with radio since 1908 when he joined the Marconi Wireless Telegraph Co., and was operator at the then new coastal station at Cape Sable, Nova Scotia. In 1909 he was transferred to the New York office, and there with David Sarnoff, installed Wanamaker's radio stations on top of the New York and Philadelphia stores.

He operated on various liners in different parts of the world for some years, was connected with the DeForest Company of New York and the Telefunken Wireless Company, then with Commodore E. C. Benedict, the then rubber king, and sailed with him as wireless expert on the yacht *Alvina* to the rubber plantations on the Amazon River where wireless stations were used to keep in touch with the plantations.

## War Experience

NEWSPAPER work was Mr. Cartier's next field, and when the war broke out he served overseas as wireless operator and with the Intelligence Service. After the war newspaper and radio work in New York occupied his time, and in 1922 he went to Montreal where *La Presse* opened CKAC and Jacques Cartier was the first director and announcer to be heard in the languages on this continent. While in England by W. S. Stevenson, a radio dealer in London, who shipped him the receiver on which the first Canadian voice on regular broadcast channels was heard in England.

In 1925 Mr. Cartier was elected first president of the Canadian Broadcasters' Association. In 1927 he was heard around the world when he acted as French announcer on the Canadian Diamond Jubilee broadcast which linked up every Canadian station and WWJ in Detroit, then the largest hook-up in history, which was sent out on Marconi beam short wave stations as well. Since that time he has been connected with newspaper work, as organizer for the Conservative party in Quebec and public relations counsel.

## Rosenblatt Promoted

SOL A. ROSENBLATT, division administrator of NRA in charge of amusement industry codes, including that of the broadcasting industry, on Nov. 21 was appointed director of field administration and enforcement, in addition to his present duties.

# Four-fifths of Radios Used In Daytime

CBS Survey Analyzes Day Audience by Income Groups; Traces Listening Habits and Ownership of Sets

By GILBERT CANT

FROM A SURVEY throughout the United States in which more than 80,000 personal interviewers were made by investigators for Dr. Daniel O. Starch, consulting economist, it has been found that 78 percent of radio owners use their sets during the day. This figure is more than one-fourth more than the previous highest estimate, based on telephone surveys.

This striking fact is contained in a new publication of the CBS sales promotion department. The booklet also contains the first published data showing the comparative use of radio sets during the day by families in the different income levels.

## Rich and Poor

NEITHER Dr. Starch's survey nor those conducted by the telephone method embrace many farmers. The former, however, covered homes in cities, towns and hamlets down to 2,500 population. "Every one of these interviews," says the booklet, "was a bona fide tete-a-tete. Sometimes Dr. Starch's associates were offered tea while they asked questions in Louis Quinze living-rooms—sometimes they gossiped in the backyard with Mrs. Jones while she hung out the wash."

The personal call method obviously reaches a greater proportion of the people of the United States than the telephone check, since there are but 17,000,000 telephone subscribers in the country, it is explained. Many of these are office connections, and the home subscribers tend to be grouped in the higher income brackets, even though they are certainly not confined to the highest.

The majority of interviews lasted half an hour, and made it possible to ascertain the income group to which each home-owner belonged—which is not possible on the telephone.

In considering the following figures, it should be borne in mind that farm homes are excluded.

## Points Covered

SIX POINTS on which information was sought are covered in the publication:

1. How long they listen to their radio sets in upper-income, middle-income, and lower-income homes.
2. How many of them listen every day. How many of them listen every morning and afternoon (from 6 a. m. to 6 p. m.).
3. How far up and how far down radio ownership has reached since the 1930 census, in terms of income levels.
4. How many years the habit of radio listening has been growing in each economic stratum of the U. S.
5. Does ownership of more than one radio per home follow the curve of annual family earning power?
6. How many home-radio owners also have automobile radios? Are these found only in upper-income levels?

BY PRIOR ESTIMATES, the daytime audience has been estimated at not much more than 60 percent, at best, of the evening listening group. In a new survey, which takes into consideration the various income classes, Dr. Daniel O. Starch finds that 78 percent of radio owners use their sets during the day. More than 80,000 personal interviews were made in cities, towns and villages down to 2,500 population. This is the first time the daytime audience has been analyzed by income levels.

For the purposes of this study, incomes were divided into three groups: Those over \$5,000, embracing 3,420,000 families with 34.7% of the country's purchasing power; middle-income classes, from \$2,000 to \$5,000, representing 13,140,000 families and 47.1% of the purchasing power; and lower-income classes, with less than \$2,000, which covers 13,440,000 families who have 18.2% of U. S. buying power.

## How They Listen

THE DIFFERENCE that had been supposed to exist between the daily listening habits of people in different income groups was found to be smaller than the lowest estimates. The average length of time for radio sets to be tuned, regardless of family income, was four hours and 25 minutes. The higher-income level was shown to listen four hours and 16 minutes, the medium-income class four hours and 27 minutes, and the lower-income group four hours and 28 minutes.

The above figures relate to listening hours in a full 24-hour period. On regularity of listening, the results were even more surprising. The first income group used the radio in 76.7% of cases; the medium and lower income groups both tallied 78.3%, giving a combined figure of 78% for all radio owners. It had been expected that there would be a more pronounced difference between income groups, since in the higher brackets the radio competes with all the other diversions which the family's resources make available, and these are admittedly more numerous than those to which the "forgotten man" can turn.

There was a more pronounced differential in the case of daytime listening, however, but even in this case it was less than many observers expected. Before 6 p. m., the radio is turned on in 50.9% of higher-income homes; 54.3% of middle-income homes; and 56.8% of lower-income homes. If farm homes bear out these proportions, the figures would indicate that there are 14,000,000 radios turned on every day, and that 10,000,000 of these are in use during daylight hours, when the advertiser gets the benefit of the half-rate.

Replies given to interviewers suggested that the percentage of radio ownership varies from 84.9% in the lower-income levels to 97.8% in the higher level, and is on an average 90.9% of the entire population. This conflicts with the 65% estimate of the Census Bureau, and Dr. Starch points out two reasons for this: First, that farm homes, not covered in this survey, are less often radio-equipped than others; second, that many indications point to the conclusion that the estimates of radio ownership based on the census figures are all too low.

It was found that a radio set (not necessarily the same set) has been owned for an average period of 5½ years in all homes, the figure breaking down to 7.6 years in upper-income groups, 5.6 years in the middle, and 4.4 years in the lower-income classifications.

Fourteen and one-half per cent of all radio owners gave evidence of owning more than one radio. In the upper level, the figure was 34.4%; in the middle class, 13.8%; and in the lower, 5.2%, for a mean of 14.5%.

Almost the same percentages—actually a little higher—show the relative ownership of automobile radios in relation to ownership of home radios. The total of 15.8% would indicate that there are already 2,000,000 mobile sets in use. This is considered high, having regard to other available figures, and is accepted with reservations by the compilers of the study.

A summary of all the findings, giving figures for the six income groups recognized by Dr. Starch instead of for the three general classifications used for the broad outlines of the study, appears in the table herewith.

## New Disc Series

NATIONAL INDUSTRIAL COUNCIL, the business recovery unit set up by the National Association of Manufacturers, has placed a series of nine 15-minute transcriptions, open for local sponsorship, upon 127 stations, to start Dec. 1. Stressing business recovery, the transcriptions carry no obligatory credit line. They were produced by World Broadcasting System.

## CWA Radio Census Found Inadequate

WHOLLY incomplete and virtually useless data, insofar as broadcasting is concerned, resulted from the Civil Works Administration's census of American business, it is learned at the Census Bureau, Department of Commerce. As a part of this study, undertaken primarily to provide employment for a "white collar" men, enumerators hired by the CWA were instructed to query radio stations as to their business during 1933, but misinterpretations of instructions and other evident complications produced data so obviously inadequate that the Census Bureau decided to withhold its publication as "official" figures but has it available for whatever use it may be to the industry.

The census of American business was undertaken during the first four months of the year under funds provided by CWA. It covered retail and wholesale trade along with service and amusement industries and hotels. Broadcasting was classified as in the service group, and enumerators were instructed to procure revenue statistics from them. Many weaknesses showed up when the figures were submitted, and the Census Bureau decided to eliminate them from consideration in the compilation of the detailed figures covering the industries.

The figures covered only 374 stations, and showed a total gross income for them of \$55,140,000. Only a few stations in some 36 states were covered. Gross network income, amounting to some \$35,000,000, was credited to New York state alone.

No additional funds are available to the CWA or to the Census Bureau to undertake a new survey of the broadcasting industry income and correct the errors made in the earlier attempt, it was stated.

## Bowen Firm To Expand Transcription Activities

REORGANIZATION of Scott Howe Bowen, Inc., under which David Hochreich, formerly identified with the motion picture industry, becomes a stockholder and chairman of the board, with Mr. Bowen remaining as president, was announced by the latter in New York, Nov. 26. The reorganized company, it was stated, will produce dramatic and musical programs for transcriptions on a larger scale than it has ever attempted previously. Byers Recording Laboratories, subsidiary of the Bowen organization, is associated with the new enterprise.

Mr. Hochreich's wide experience in motion pictures, it was declared, will bring "something entirely new" into radio. A number of New York producers with whom he will cooperate are expected to become members of the board of the reorganized company. In addition to the recording facilities of Byers, it was said, other recording studios also may be used for production of the new programs.

NO INCREASE in rates for the 1935 YEARBOOK. Last advertising and copy forms close Dec. 15.

# Retailers Show Preference for Radio

## Sweeping Endorsement Given Broadcasting as Advertising Medium in NBC Survey of Three Types of Dealers

WHOLE-HEARTED endorsement of radio by dealers, in preference to other advertising media, is contained in a publication of the NBC entitled "The Butcher, the Baker, the Candlestick-maker."

Of course, these are not the exact trades in which dealers were questioned by investigators for The Psychological Corporation, which made the study. The first two, however, are covered by the broader classification of grocers, and in addition the preferences of druggists and gasoline dealers were checked.

In a comparable study last year radio held an enormous lead over other media. This year the lead has been substantially increased, so far as grocers and druggists are concerned, and a drop recorded in the case of gasoline dealers is attributable to the fact that oil companies have reduced their radio appropriations in the meantime, contrary to the general trend.

### The Nation's Pulse

THE IDEA underlying the dealer survey is that retailers are closest to the pulse of business, and since their reactions and preferences are based on those of their customers, a survey of a given number of dealers is equivalent to an investigation covering many times that number of consumers. The survey in question was made with elaborate precautions to insure the gathering of unbiased answers. The field workers did not know the identity of the company paying for their efforts, so they could not influence the dealers favorably to the client.

The final form of the questionnaires was developed after a series of tests, in which dealers were asked: "Can you tell, from the questions I have asked you, whether we are interested in any particular kind of advertising?" If the answer was affirmative, a further question was asked, to find which form of advertising the dealer thought it was, and the questions were finally revised until the smallest possible number answered "radio."

### Preference for Radio

IN THE FINAL interviews of this study, this question was put to 381 drug and grocery dealers. Those who thought they could tell totaled 23.9 per cent, and 17.6 per cent guessed radio. Since there were four media in question, it would not have been unnatural to expect 25 per cent to guess any one of the four. The figure is particularly low in view of the fact that a much larger percentage had already indicated, in their answers to previous questions, their strong preference for radio.

Grocers, druggists and gasoline dealers were chosen because they come into contact with a greater number of customers than most other dealers; because broadcast

### What Survey of Retailers Shows

HERE ARE the five key questions which investigators for NBC asked druggists, grocers and gasoline dealers, and the results obtained:

On trade-marked or branded items that are nationally advertised, which one of the following four media have you found best in selling your products?

	Radio	Medium A	Medium B	Medium C
Druggists	68.4%	10.7%	21.9%	1.7%
Grocers	53.2	13.0	32.6	4.3
Gas. Dealers	53.8	12.1	15.6	21.2

Which one of these four kinds of national advertising do your customers talk about most often when buying branded or trade-marked items at regular prices?

	Radio	Medium A	Medium B	Medium C
Druggists	72.6%	8.4%	17.2%	.7%
Grocers	58.7	11.6	26.8	1.1
Gas. Dealers	61.5	6.2	14.8	13.8

If you had the power to choose and plan a national advertising campaign for a brand to sell at regular prices, which of the four media would you choose? (Ratios, not percentages.)

	Radio	Medium A	Medium B	Medium C
Druggists	80.1	17.0	31.2	3.8
Grocers	69.2	13.6	36.9	4.3
Gas. Dealers	70.4	11.6	19.3	22.2

If you could choose only one of these, which one would it be?

	Radio	Medium A	Medium B	Medium C
Druggists	70.3%	7.1%	20.3%	1.0%
Grocers	62.3	8.1	27.2	2.0
Gas. Dealers	63.2	7.9	14.1	12.8

What kind of national advertising has helped sales most, in three of the best-selling brands? (Ratios, not percentages.)

	Radio	Medium A	Medium B	Medium C
Druggists	71.1	18.3	17.3	2.8
Grocers	50.8	29.4	17.8	5.9
Gas. Dealers	65.7	9.4	15.0	18.0

advertising has been used most extensively to sell their products, and because their point-of-sale contact with customers is closer than that of most other dealers.

In the answers to five key questions, radio consistently polled more votes than the other three media combined. In one case the figure rose to 80 per cent, and on the most direct question ("Which medium would you choose if you could choose only one?"), druggists voted 70.3 per cent for radio, grocers 62.3 per cent, and gasoline dealers 63.2 per cent.

### Situation in 1933

IN 1933 the comparable figures on this question were: Druggists, 65 per cent, grocers 58.3 per cent and gasoline dealers 69.4 per cent.

In all cases druggists gave the biggest vote for radio, with gasoline dealers second and grocers third.

The five key questions, and the percentages showing the dealers' preferences in answering them, are shown in the adjoining box.

Two editions of the survey are being prepared by NBC. One is a summary of the questions and answers, with an explanatory intro-

duction, under the title "The Butcher, the Baker, the Candlestick-maker." This is illustrated, and presented in more popular style than the full report of The Psychological Corporation, which is also available, under the title "A Study of the Relative Effectiveness of Major Advertising Media."

### New Boston Station

FOLLOWING routine procedure, the Broadcast Division of the FCC has assigned the call letters WMFH to the new Boston station authorized Nov. 13 upon application of Joseph M. Kirby, understood to have been campaign manager for Governor-elect Curley during the recent elections. The station is authorized to operate on 1120 kc. with 500 watts power daytime, but its application requesting 250 watts at night has been docketed for hearing. The 20-day protest period allowed under the regulations expires on Dec. 6.

W2XR, the "high-fidelity" broadcaster on 1550 kc., operated by John V. L. Hogan, now broadcasts from 4 to 7 p. m. daily except Saturdays and Sundays.

### New Station at Windsor With 1000 Watts Power Authorized by Canada

A NEW 1,000-watt station to be located across the Canadian border from Detroit at Windsor, has been authorized by the Canadian Radio Commission. It will be known as CRCW, and is scheduled to begin operation early next year. The station has not been given a definite frequency assignment. It is understood it will be used essentially for Canadian rather than American programs.

The station, to be built by Essex Broadcasters, Ltd., which also operates CKLW, CBS basic outlet, was decided upon after discussion involving the use of CKLW for programs originated by the Canadian government under its nationalization plans. The Commission made the following announcement in connection with the station:

"Due to the fact that Canadian Radio Commission programs are not now heard regularly in Western Ontario, the commission has requested and obtained authority from the Privy Council to establish a 1,000-watt station at Windsor, Ont. The commission has been fortunate enough to make arrangements with the Western Ontario Broadcasting Corp. (CKLW) so that the two transmitters will be operated from the same location. It will thus be possible to effect a very considerable saving in operating costs."

### Frank E. Mullen Named As RCA Publicity Head

FRANK E. MULLEN, director of agriculture of NBC, on Dec. 3 joins the RCA in New York as official in charge of public relations and advertising. He takes over the work of Glenn I. Tucker, who resigned last month.

Mr. Mullen joined NBC upon its formation in 1926 and became its agricultural director with headquarters in Chicago. He organized the National Farm and Home Hour, which first went on the air in 1928, and is widely known in agricultural and conservation circles. The change was made by transfer from NBC to the parent company. His successor at NBC has not been named.

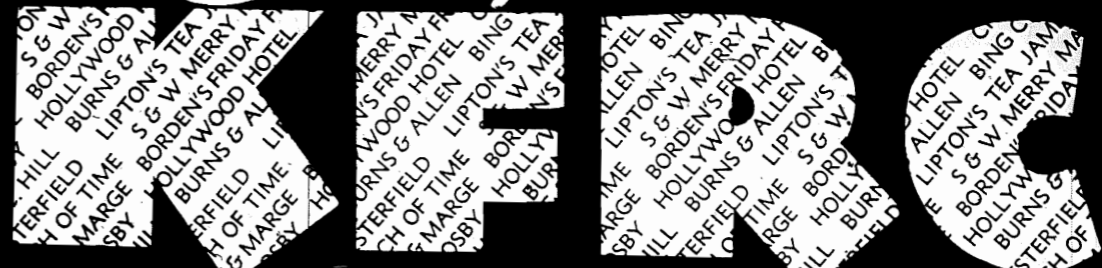
On Nov. 19, Mr. Mullen was re-elected chairman of the Radio Conservation Council, which he was instrumental in forming about a year ago to promote by radio the conservation of the nation's natural resources. Among those who addressed the luncheon meeting of the Council were Secretaries Wallace of Agriculture and Dern of War.

### Liberty Foods on Radio

LIBERTY FOODS, Covington, Ky. (Redi-Spread, Pate de Foie), through its New York agent, R. Meier & Son, Inc., has taken a Saturday night spot on WOR, Newark, to supplement its newspaper and magazine campaign. The program features Ted Fletcher, the "Lonesome Cowboy." W. I. Tracy, Inc., New York, handles the account.

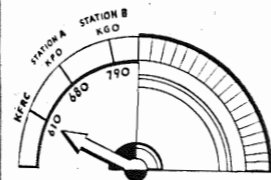
# And Now For SPOT Broadcasting In

# San Francisco



## The Only San Francisco Station, carrying big-name commercial coast-to-coast programs, on which you can buy TRANSCRIPTIONS and ANNOUNCEMENTS

### Here is the Station Preference in the Northern California Market



Back and forth—KFR to Station "A"—between the two major big name program outlets—there's nothing in between to stop them in the swing of the dial. Station "A" does not accept transcriptions or night time announcements, but refers you to Station "B." Your transcriptions and spot announcements over KFR are on the same station releasing transcriptionals to the big audience.

That's a point worth remembering when buying SPOT broadcasting in San Francisco.  
M. G. GRABHORN, Sales Manager  
KFR—SAN FRANCISCO

Everyone knows that the major portion of a radio audience habitually swings its dial between the stations of the two great networks, carrying the "big name" transcontinental commercial programs.

But in San Francisco KFR is the only station releasing these big features which accepts transcriptions or announcements. On KFR your program can be heard throughout an area which embraces over 80% of all the radio sets in Northern California. KFR offers this great audience at a new low transcription rate for daytime advertisers. If you are looking for the most for your money, with complete assurance of superior audiences, adequate coverage and a rate that will fit your budget, use KFR in San Francisco.

### The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

# DON LEE BROADCASTING SYSTEM

Affiliated with COLUMBIA BROADCASTING SYSTEM  
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

- Los Angeles Office, 7th and Bixel Streets
- San Francisco Office, 1000 Van Ness Avenue
- KFR, San Francisco
- KHJ, Los Angeles
- KGB, San Diego
- KDB, Santa Barbara
- KFBK, Sacramento
- KWG, Stockton
- KMJ, Fresno
- KERN, Bakersfield
- COLUMBIA NORTHWEST UNIT
- KOL, Seattle
- KOIN, Portland
- KVI, Tacoma
- KFPY, Spokane

# Tributes for European Music Demanded by Publishers' Body

Associated Music Publishers, Inc. Informs Stations Not Paying Fees That It Will Go to Court

FURTHER intensifying the aggravated radio copyright situation, Associated Music Publishers, Inc., of New York, claiming control of performing rights of a vast number of European houses, on Nov. 10 served notice upon all stations not now holding its license that it will prosecute all infringements of its numbers. The licensing campaign to exact tribute from stations follows closely upon that recently undertaken by the Society of European Stage Authors and Composers among stations and is wholly apart from the licensing activities of the American Society of Composers, Authors & Publishers, now involved in an anti-trust suit filed against it by the Department of Justice.

In a letter to all stations save the 36 listed as licensees, M. E. Tompkins, vice president of Associated Music Publishers, made known the new policy. The organization is an indirect subsidiary of the North American Co., big public utility holding company, and originally was created to provide a music source for Wired Radio, Inc., a project of the utility company which has never materialized.

## Suits Threatened

"MOST of the leading radio stations," Mr. Tompkins wrote, "are licensees with us and we are addressing this letter to you as one of those who have so far deferred action in this important matter. We have written you several times previously, offering you a license at a reasonable rate. We are now reluctantly obliged to serve notice upon such broadcasting companies as are not licensed to use our copyrighted publications that upon evidence of the use of our publications a bill will be sent the radio station so infringing our rights at the maximum charge for such use, and the failure to pay such claim within 30 days will force us to enter suit for the performance fees due us.

"We have previously avoided policing radio stations in the belief that licenses could be completed without the adoption of that method of collection, but we find it necessary to serve this notice upon you which you should refer to all departments involved."

At the outset of his letter Mr. Tompkins stated that some confusion has developed as to the true status of his organization and the repertoire of foreign music it controls in this country. This has been due, he said, to the "erroneous interpretation of certain claims and representations of another agency representing certain European interests." He asserted that Associated has no connection with any other performing rights agency, European or American, and that it controls the performing rights of an important group of leading European publishers, including broadcasting rights. The list of publishers ex-

clusively represented was given as follows:

- Universal Edition, Vienna.
- Albert J. Gutmann, Vienna.
- Otto Maass, Vienna.
- Wiener Operetten Verlag, Vienna.
- W. Bessel & Cie. Paris.
- Ed. Bote & G. Bock, Berlin (including Lauterbach and Kuhn).
- Editions Max Eschig, Paris (excepting symphonic works). (including Demets & Cie).
- Julius Hainauer, Breslau.
- F. E. C. Leuckart, Leipzig.
- B. Schott's Soehne, Mainz.
- N. Simrock, Leipzig.
- \*Wilhelm Hansen, Copenhagen.
- \*Ludwig Doblinger, Vienna.
- Breitkopf & Hartel, Leipzig.
- Associated Music Publishers, Inc., New York.
- Breitkopf Publications, New York.

In the case of the publishers indicated by the asterisk, we administer only their serious music rights, the light or popular music rights being in the custody of ASCAP.

## Claims Sole Control

THESE CATALOGS, he said, comprise by far the major part of standard concert music published in Central Europe. "We alone are authorized to license and/or prohibit the performance, including radio broadcasting, of the copyrighted publication of these firms in the United States.

Stations licensed by Associated were enumerated as follows: KECA, KFI, KMOX, KOIN, WEA, WJZ, KPO, WGY, KOA, KGO, WBZ, WBZA, KDKA, WABC, WMBR, KTUL, WBBM, WCAO, WENR, WMAQ, WNAQ, WEAN, WAAB, WICC, WOC, WHO, WOR, WOW, WPG, WPTF, WTAM, WVIC, WTMJ, WHK, WEEI, KNX, WLW, WSAI, WIP, WCCO, WCAU, WAIU, WINS, WGN, WNEW and WMCA.

The only development during the last fortnight relating to the government suit against ASCAP, was the distribution by the latter of a broadside, presumably to members of Congress, the Washington press galleries and others in public life, attempting to vindicate the position of ASCAP. Together with a copy of the ASCAP answer to the suit, filed last month, and obviously written for publicity purposes, was a printed "memorandum" describing the suit and soliciting recipients of the broadside to read the ASCAP answer. Also enclosed was an ASCAP membership list.

## Nash Holiday Plans

NASH MOTOR Co. plans two three-hour radio shows studded with operatic, movie, theatrical and literary stars at Christmas and New Year features, 2:30-5:15 p.m., over about 100 CBS stations. An array of orchestras will provide music. The programs are declared by CBS to be "radio's greatest combination of concentrated time, talent and coverage ever attempted by a single sponsor." Features will be keyed from New York, Chicago and Hollywood. The account, which is handled by J. Walter Thompson Co., New York, is to introduce the 1935 Nash line.

## Personal Breakfast

THE MAY Co., one of Baltimore's largest department stores, is sponsoring Enid Lee, the "girl with the smiling voice" over WBAL on a new morning program titled "Over the Coffee Cups." Miss Lee chats informally about personal things that interest women—beauty, homes, children, etc. She was the first woman to use a lapel microphone from a department store, and has interviewed hundreds of celebrities in broadcasts from Miami in the winter and Richmond in the summer.

## Johnny Johnstone Goes To WOR, Mutual Press



Mr. Johnstone

DIRECTION of the press relations of WOR, Newark, was taken over Nov. 19 by George W. (Johnny) Johnstone, former NBC press representative and one of the most widely known personalities in

radio. In his new post, Mr. Johnstone also will be identified with the press activities of the newly formed Mutual Broadcasting System, comprising WOR, WGN, WLW, and WXYZ.

With his resignation from NBC, Mr. Johnstone concluded 11 years of service in that organization. He began his radio career with WEA, when that station was operated by the A. T. & T. in March, 1923. When the NBC was organized, he became manager of its press department and served in that capacity until three years ago. At that time he was detailed as liaison between the network and special radio writers throughout the country. Prior to joining WEA, he was well known as a pianist and was associated with the Vincent Lopez orchestra.

Mr. Johnstone will organize a complete press relations staff at WOR. Dave Casem and James Marr have resigned from the publicity staff of the Bamberger station to go to Miami, where they will launch a news-photo service.

## FACA Studying Control Of Liquor Advertising

STRICT REGULATION of all liquor advertising is being considered by the Federal Alcohol Control Administration following hearings Nov. 22 on control proposals. An implied warning was sounded by Administrator Choate that the industry must "reform" its advertising or face a revival of Dry sentiment.

While saying that misrepresentation has not been general, Mr. Choate explained that some advertisements have been deceptive. Proposed regulations were set forth at the hearing, which was attended by representatives of liquor industries, public liquor control agencies and advertising interests.

## Survey of Retail Trends To Include Analysis of Advertising Trade Costs

SEVERAL projects designed to give American business more complete information on domestic marketing are being undertaken by the reorganized Marketing Research and Service Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, according to an announcement Nov. 20 by N. H. Engle, assistant director of the bureau. The hope is to develop data on the trend of consumer buying through retail stores, the costs and processes involved in getting goods from the producer to the consumer, the needs and buying habits of consumers, and the cooperative activities of industries through trade associations.

One phase of the expanded operations will relate directly to advertising, which also figures indirectly in virtually all of the projects. This deals with the National Retail Credit Survey, now conducted annually and which in the past covered six kinds of stores in 29 cities. To be expanded to cover 12 kinds of stores in some 75 cities, the information to be gathered will cover "some scientific measures of the total volume and distribution of advertising expenditures," Mr. Engle said.

The studies to be undertaken, it was stated, follow as closely as present funds and personnel will permit, the recommendations made in the recent report on the Committee of Elimination of Waste in Distribution of the Business Advisory and Planning Council of the Department of Commerce. The advertising study, Mr. Engle added, is in line with the advisory committee's suggested program.

The survey on trends of retail sales will include data showing the trend in each region of the country. The study will be published, under present plans, for the benefit of industry generally. All newly available market data also will be published.

## WLS Is Host to 10,000 Children at Chicago Fair

NEARLY 10,000 underprivileged children of Chicago and Cook County, Ill., were enabled to see the World's Fair last summer by virtue of a project developed by WLS, Chicago, according to a report submitted to the FCC Nov. 17 by Glenn Synder, manager of the station. Listeners and friends of the station made the undertaking possible through contributions and other tangible help.

Always cognizant of the public service aspect of radio, Burridge D. Butler, president of WLS, operated by the *Prarie-Farmer*, arranged for the project. Homer Griffith, "The Friendly Philosopher" of the station, conducted it. Monetary contributions amounted to \$3,000, while numerous business and manufacturing companies contributed such items as candies, gum, transportation, and entertainment.

THE YEAR'S best advertising buy will be the 1935 YEARBOOK. Last forms close Dec. 15.



# ANOTHER STRIDE FORWARD!

# KOA

# DENVER

On December 15, 1934, KOA opens its new studios, Denver's own Radio City. Modern in design and the last word in efficiency they represent another stride forward in KOA's service to advertisers.

More and more, advertisers are using KOA to reach and sell the Mid-Rocky Mountain market. Full information on time available, rates, and results of other advertisers can be received from the station or any of the offices listed below.

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



# Cooperation Urged as Solution To Educational Radio Problem

Filing 55,000 Word Brief With FCC, the NAB Submits Final Argument for Status Quo

ENCOURAGEMENT of cooperation between commercial broadcasters and groups primarily concerned with the broader aspects of education, rather than specific allocation of broadcasting facilities to such non-profit groups, is urged in a 55,000-word brief filed with the FCC Nov. 26 by the NAB. The brief is the final argument for the broadcasting industry in the case involving proposals that fixed percentages of facilities be allocated by Congress to educational groups.

In summarizing the testimony adduced at the hearings before the Broadcast Division from Oct. 1 to Nov. 12, the NAB brief recommends that the FCC, in its report to Congress due on Feb. 1, find that "it is neither necessary nor desirable that Congress should, by statute," allocate facilities as proposed. Further, it recommends, based on the voluminous evidence, that the FCC should not, either under its present authority or under authority which might be conferred upon it by subsequent legislation, undertake any such preferential allocations.

## Fostering Progress

THE AFFIRMATIVE recommendations are that the FCC should encourage the development of American broadcasting by increasing its stability through the granting of licenses for materially longer periods than at present, and that it should "actively encourage closer and more widespread cooperation between the commercial broadcasters and the groups primarily concerned with the broader aspects of education, to the end that American broadcasting, with all the advantages of competitive ownership and operation, may make still more rapid progress in the future toward providing a completely satisfactory service to the people of the United States."

Strangely enough, the Joy Elmer Morgan educational group which has persistently lobbied for governmentally controlled radio and which led the opposition forces at the FCC hearings, failed to take advantage of the opportunity afforded to file a brief summarizing its arguments. The closing date for the briefs was Nov. 26.

Instrumental in drafting the NAB brief was Henry A. Bellows, legislative chairman of the NAB, and Philip G. Loucks, NAB managing director, who directed the industry case before the FCC. The record of testimony at the hearing covered 14,000 pages, or approximately 4,000,000 words, and embraces the most comprehensive portrayal of the program services of American broadcasting ever gathered.

## Broadcast Service

The introduction of the brief, digesting the arguments advanced, follows in full text:

1. The record of the hearings before the Broadcast Division of the

## PICKING HOT SPOTS Alert Sponsors Can Cash in on Big Events of Moment

TAKING advantage of the intense interest in the recent Vanderbilt-Louisiana football game at Nashville, the Chevrolet Motor Co. broadcast a play-by-play account of the game over WSM, Nashville. The idea for the program came from Joe Spadea, of the Detroit office of Edward Petry & Co., representatives for WSM, and he turned over the suggestion to Campbell-Ewald Co., Inc., agency handling the Chevrolet account, just two days before the game.

Observing the ballyhoo surrounding the L. S. U. expedition to Nashville, to be led by Senator Huey Long, the agency and sponsor worked quickly and the day before the contest the station was informed that the contract was ready. Continuity was telegraphed that night.

service of others, and definitely creates a service of its own. It brings to every radio-equipped home the voices of the world's leaders in thought and action, the music that, a decade ago, could be heard only by the privileged few, the best in entertainment that the whole world affords. With this it combines a local service to every considerable community, a service built up by years of experience and close contact with local problems.

5. The record shows that this service of American broadcasting to the public has been created and maintained by the initiative of American citizens, regulated only in so far as the wisdom of Congress saw from the outset that regulation was essential to avoid chaos. It shows that under

(Continued on page 22)

## Fan Magazine to Direct Gold Medal Award for Year's Best Announcer

BECAUSE of new policies recently adopted, the American Academy of Arts and Letters has withdrawn its sponsorship of the annual gold medal award of the best radio announcer of the year. Starting with the 1934 award, to be made early in January, the selection will be made under the direction of *Radio Stars*, fan magazine edited by Curtis Mitchell, in collaboration with a board of review consisting of radio editors of leading newspapers.

The award, as formerly, will be made to a network announcer. Instead of being confined merely to selection and delivery, the award hereafter will be based on enunciation, delivery, microphone personality, adaptation to the mood of the program, and versatility. Awards in the last five years have been made to Milton Cross, NBC, 1929; Alwyn Bach, NBC, 1930; John W. Holbrook, NBC, 1931; David Ross, CBS, 1932; and James Wallington, NBC, 1933.

The judges for the 1934 award will be: Alton Cook, *New York World-Telegram*; S. A. Coleman, *Wichita Beacon*; Norman Siegel, *Cleveland Press*; Andrew W. Smith, *Birmingham News & Age-Herald*; Lecta Rider, *Houston Chronicle*; Si Steinhauer, *Pittsburgh Press*; Leo Miller, *Bridgeport Herald*; Charlotte Geer, *Newark News*; Richard G. Moffett, *Florida Times-Union*, Jacksonville; Dan Thompson, *Louisville Times*; R. B. Westergaard, *Des Moines Register & Tribune*; C. L. Kern, *Indianapolis Star*; Larry Wolters, *Chicago Tribune*; James E. Chinn, *Washington Star*; H. Dean Pitzer, *Kansas City Star*; Vivian M. Gardner, *Wisconsin News*, Milwaukee; Joe Haefner, *Buffalo News*; John G. Yaeger, *Cincinnati Enquirer*; Martin A. Gosch, *Courier-Post*, Camden, N. J.; Oscar H. Fernbach, *San Francisco Examiner*; Jack Barnes, *San Diego Union & Tribune*; and Curtis Mitchell, *Radio Stars*.

## New Disc Series

MACGREGOR AND SOLLIE, San Francisco transcription producers, have finished a series of 15-minute transcriptions for the Moscow Movement and have been authorized to start a series for the Geyper Studios (photos) of Des Moines. C. P. McGregor, president, also announces that contracts for its service have been signed with nine more stations: KHQ, Spokane; KID, Idaho Falls; KSL, Salt Lake City; CJOR, Vancouver, B. C.; CHWR, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CDAC, Calgary, Alb.; CJOC, Lethbridge, Alta.; CJCA, Edmonton, Alta.

THE CALL letters WMFI have been assigned to the new station at New Haven, Conn., authorized Nov. 13 by the FCC upon application of Patrick J. Goode. The station has been authorized to operate on 900 kc. with 500 watts day. The protest period under the regulations expires Dec. 6.



# Announces— 2 Important Additions now giving the SOUTHWEST BROADCASTING SYSTEM intensive Sales Coverage with 12 STRATEGIC STATIONS!

KWKH, Shreveport, Louisiana—and KGRS, Amarillo, Texas—bring the SBS Network up to 12 stations and add valuable marketing territories to the 10 regions already well covered by this System. The location of stations is shown on the map below.

Southwest Broadcasting System's Network of 12 stations gives the most complete Southwestern radio coverage available in any broadcasting system, plus localized merchandising influence in each of its 12 important market zones. Chevrolet is an example of the type of organizations that are turning to SBS to do for them in the rich Southwest market what no other network or group can do.

Agencies and advertisers are agreeably surprised to learn that Southwest Broadcasting System's 12 stations, now welded into a network of High Fidelity Lines

which may be fed from any one or more of its studios comprise the most flexible network hook-up in America. Let us tell you more about SBS's coverage, listener audience, network flexibility—and some choice time still available. New rate card with general information is now being mailed to our list of agencies and general advertisers. Be sure to write us, if you do not happen to be on our list.

## Southwest Broadcasting System

LEE H. ARMER, President  
GENERAL OFFICES—FT. WORTH, TEXAS

Exclusive National Representatives  
**GREIG, BLAIR AND SPIGHT, INC.**  
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES



New Rate Card in the Mail!

THE LIBERTY BANKS "NINE O'CLOCK SHOW" presents "THE RICHEST GIRL IN THE WORLD" SUNDAY, NOV. 11—WHEN—9 P.M.

LIBERTY BANK OF BUFFALO No. 3842

BUFFALO, N. Y. NOV. 11 1934

PAY TO THE ORDER OF ANY RADIO LISTENER

\$\$\$\$\$\$\$\$ A WEALTH OF ENTERTAINMENT \$\$\$\$\$\$\$\$

"The Richest Girl in the World"

CONFEDERATE STATES OF AMERICA

Will pay TEN to Bearer

(Richmond) September 9th 1864

FOR REGISTER

Bank Uses Mock Money to Exploit Broadcast

FOR ITS 146th consecutive program, the Liberty Bank of Buffalo, presented a radio adaptation of the current movie "The Richest Girl in the World," using stage money for an audience build-up. The day before the program a girl, richly clad, drove around in a big auto-

mobile with police escort and scattered "money" right and left. The bank advertises its trust and travel services, safe deposit boxes and other departments over WBen each Sunday with a dramatic program under the direction of James E. Corbett, as director.

## CBS to Broadcast New Foreign Series

Far Points of the Earth Are to Be Reached During Winter



Mr. White

CBS PLANS what is described as the most ambitious schedule of international programs ever arranged for the winter, with far points of the globe to be brought to the American audience.

Cesar Saerchinger, CBS European director, who recently visited this country, and Paul White, chief of the CBS public events and special features department, have outlined and arranged a series of international special features which, by the time they are completed next Spring, will have brought WABC-Columbia network listeners into contact with almost every continent and many nations of the globe, and important foreign events and cross sections of life never before broadcast.

### Near East Programs

TESTS ARE now in progress between short-wave stations in Northern Africa and New York, and as soon as they are completed Saerchinger will inaugurate the series of international broadcasts with the cooperation of Radio-Niaroc, the French colonial broadcasting outpost in the northern part of the Dark Continent. Two of the principal countries of the Near East to be invaded by CBS microphones are Morocco and Egypt. Detailed plans for the Near Eastern programs will be announced later.

Proceeding on the Columbia tour of the world, Saerchinger is making arrangements for some colorful broadcasts from Spain and a series of special monthly programs to be radiated to America from Rome. These will include an outstanding opera relay from Milan, and special programs from Venice, Florence, Naples, and other points. A broadcast of particular interest is a first-hand description of the recent excavation activities at Herculaneum, revealing in startling manner the results of the catastrophe which overtook the inhabitants when Vesuvius destroyed the ancient Roman city.

Many December programs will originate in England. These will include broadcasts from the shrined homes and cottages of several of Britain's literary immortals. Outstanding will be a repeat broadcast Dec. 16 of the toy town program from Nuremberg, and early in January the first American relay from Luxemburg, the smallest sovereign country in Europe, will take place.

### Exchanges of Views

A SERIES of exchange views on municipal problems, discussed in two-way broadcasts by officials of American and European cities, also appear prominently in the international line-up. This group will come under the general heading of "A Tale of Two Cities." Later

## COURT UPHOLDS RADIO'S LIBERTY

WEBR Announcer Wins Legal Joust After Broadcasts Criticizing Conduct of Judge on Bench

By ROY L. ALBERTSON  
General Manager WEBR, Buffalo

BROADCASTERS everywhere can learn much from my recent experience with Supreme Court Justice Alonzo G. Hinkley, who cited me for criminal contempt of court, gave me a 30-day jail sentence and fined me \$250, all of which was promptly reversed by a higher tribunal. The outcome is a victory for radio in general. Here at WEBR we had the courage to stand our ground, and the formal decision will serve as a beacon light in similar cases for years to come.



Mr. Albertson

Back in 1930 I originated "Ye Old Town Crier," a weekly half-hour feature which has brought good will and prestige to WEBR because we have made of it a vehicle of public service. Among other things, "Ye Old Town Crier" conducted an investigation of the affairs of the Niagara Share Corporation of Maryland, which is officered by several prominent Buffalo bankers and financiers. When we had completed our independent inquiry an "expose" of the Niagara Share firm was broadcast.

This broadside resulted in two major developments: (1) The filing of a \$300,000,000 action by minority stockholders against the officers and directors, and (2) the launching of an official investigation by Attorney General John J. Bennett, who already has admitted in court that his inquiry is bearing out the truthfulness of many of the charges made by "Ye Old Town Crier."

### Rebuking the Judge

JUSTICE HINKLEY presided at the trial of the stockholders' action. His conduct on the bench during that proceeding brought sharp criticism time and again

in the season there will be a trans-Atlantic debate between students in some of the noted boarding schools of England and of the United States, and "Labor's New Deal" will be the subject of a two-way broadcast between the great leaders of labor in the United States and Great Britain. Also, Saerchinger has arranged an exchange series of an educational nature between CBS and the Soviet Russian broadcast committee, the British Broadcasting Corporation, and the EIRA in Italy and Sweden.

Spring plans include an Irish Sweepstakes broadcast from Ireland; another songbird broadcast from the English countryside; a sunrise program from a mountain peak in Switzerland; and a mid-night sun broadcast from Sweden. During the summer full coverage will be given to the great sporting events of Europe, with one or two outstanding "first-time" broadcasts.

from "Ye Old Town Crier." He finally threw the case out of court by dismissing it without even filing a formal opinion.

"Ye Old Town Crier" has continued to condemn the judge's conduct. Finally, on Nov. 13, the judge issued a writ against me, compelling me to appear in Supreme Court. This was at 3 p. m. When I informed him my counsel was 150 miles away, and could not reach Buffalo until about 8 p. m., he turned me over to the custody of a deputy sheriff until that hour, when he held a night session, an extraordinary event in the Supreme Court here.

At that hour, after my attorney had sought a reasonable adjournment in which to prepare my defense, the judge refused to allow me bail, even though the charge was only a misdemeanor. He ruled that he would try me next morning at 10 o'clock, and ordered me held in the county jail overnight.

### Released and Hunted

I HAD NO SOONER left his courtroom than I was released on an order signed by City Judge Robert J. Summers. When Justice Hinkley learned from newspaper reporters that I was at large he demanded that the sheriff locate me at once and throw me in jail. They did not find me, and I was in Justice Hinkley's court at 10 the next morning.

After hearing formal objections from my counsel to the effect that he could not act in the many-sided role of accuser, sheriff, judge and jury in passing upon my guilt or innocence, Justice Hinkley imposed sentence. In setting it down in the record he remarked to the crowded courtroom that he wanted me confined "in a common jail" and in "close custody."

Once again I was taken to the county jail, where I was greeted by an impressive reception committee, headed by none other than the Mayor of Buffalo, and many other public officials and friends who had come to my rescue. Soon after I was booked there another Supreme Court Justice—the Hon. George A. Larkin—signed a writ of reasonable doubt, and that released me.

This writ was argued two days later before the appellate division in Rochester, which dismissed the whole matter, and, contrary to custom, issued a formal explanation of its decision because of the widespread interest in the case.

### Freedom of Radio

"BRIEFLY, the decision upholds in New York state our constitutional guaranty of liberty of the radio, the press and free speech," was the way my counsel, M. H. Cahill, described it. "One of the main points decided is that comment—and this includes comment on the air—upon the behavior of a court in cases fully determined in the particular court criticized, is unrestricted under the Constitution of the United States.

"In other words, the court holds

## Old KYW Features Are Being Shifted

WITH THE REMOVAL of KYW, Chicago, to Philadelphia, Dec. 3, a number of the station's features are being switched to other local stations. Most important of the changes is the Marshall Field & Co. "Musical Clock," which was originated at KYW five years ago. Up to press time no announcement had been made as to which Chicago station would get the account, although WBBM at present is carrying an identical program sponsored by Armour & Co. at the same time, 7-9 a. m. week days. All of the major stations were understood to have bid for the account.

The "Sunshine Hour," another feature employing phonograph records, broadcast on Sunday mornings, has been moved to WMAQ and will be heard 9-11 a. m. This feature was originated by Paul McClure, the present announcer, and Morgan L. Eastman at WENR in May, 1927. When that station was taken over by NBC the hour was taken to KYW.

Another program which is nearly as old as KYW itself is Uncle Bob's children's hour which shifts to WIND, the ABS outlet. The program is broadcast daily at 5 p. m. Other accounts of the station have not made announcements as to where they will shift. Drug Trade Products (Peruna, Acidine, Kolorbak, etc.) has been using one hour, a night for several weeks and will not likely resume on another station immediately.

where comments are made, either by oral utterances or by publication of an entirely retrospective character, they come within the sphere of authorized comment, unless they affect a judge personally, in which event he cannot resort to contempt of court proceedings, but must avail himself of his remedy in an action for libel or slander, the same as any other citizen.

"In this particular case the court properly held that the alleged statements made by 'Ye Old Town Crier,' while they might be construed as an affront to Mr. Justice Hinkley, were not legally an affront to Mr. Justice Hinkley, were not legally an affront to the judiciary and, therefore, Judge Hinkley had no legal right to institute contempt proceedings against Mr. Albertson."

So much for the rumpus with Justice Hinkley. We are going right ahead with our work as "Ye Old Town Crier," and are preparing to move for impeachment of Justice Hinkley. Formal statement to this effect was made in Buffalo press by me while my appeal was still pending at Rochester.

Some idea of how sensational this whole affair has been can best be described by mentioning one sidelight. When I was jailed by Justice Hinkley a rival station—WBBM—broke into Jack Benny's program to flash the news.

The whole thing held Buffalo and Western New York agog for eight days straight. We have received thousands of letters, cards and calls upholding "Ye Old Town Crier."

# K Y W

NOW BROADCASTING FROM

# PHILADELPHIA

10,000 WATTS

1020 KILOCYCLES

# N B C

# RED NETWORK

# OUTLET

# Further Expansion Is Planned by ABS As Sponsored Programs Get Under Way

Commercial Staff Enlarged; New Stations Soon to Be Added to the Network As It Is Now Constituted.



Mr. Cormier

INITIATED as a commercial network during the last fortnight, with presentation of its first sponsored program, that of Adam Hat Co., New York, further expansion of the American Broadcasting System has been instituted through appointment by President George B. Storer of Albert A. Cormier, well-known broadcaster, as vice president in charge of sales, and of Ed. Aleshire, head of the radio department of Lord & Thomas, Chicago, as sales promotion manager.

Mr. Cormier, who assumed his new post Nov. 26, formerly was general manager of WOR, Newark, which post he left three months ago, after eight years of continuous service, primarily as sales manager. He is credited with having originated and sold the first commercial time announcement, and is widely known in industry circles because of his pioneering efforts. Prior to entering radio, he was a newspaperman and was active in the trade journal field.

Mr. Aleshire has been head of the Lord & Thomas radio department since last June. Prior to as-

suming that post, he was for five years in charge of radio for Blackett-Sample-Hummert, Inc., Chicago.

The Adam Hat commercial was first broadcast Nov. 16 over ABS and featured the Rosenbloom-Olin light-heavyweight championship fight from Madison Square Garden. Two other fight programs have been broadcast under sponsorship of the same company since then, and the arrangement is for use of the network by the Adam Company on future championship battles. The broadcasts to date have been on Friday evenings, and have lasted an average of an hour.

Among other sport features scheduled on the network and held to be of similar interest to many classifications of sponsors, are the National League hockey games, also from the Madison Square Garden, now broadcast for an hour and a quarter each Thursday and Sunday evening.

Expansion of the physical network of ABS will soon involve inclusion of WABY, Albany, N. Y., while other immediate prospects were said to be WROK, Rockford, Ill., and stations in Kansas City and Columbus. Whereas Western Union lines heretofore have been used for the Eastern segment of the network, from New York to Washington, A. T. & T. circuits



TRAFFIC COURT BROADCASTS—Here is a broadcast from Chicago Traffic Court over WBBM. Left to right, Chief Justice John Sontstebj, standing with papers in hand; Mayor Edward J. Kelly; seated at microphone, Judge John Gutknecht; H. Leslie Atlans; vice-president of CBS.

have been substituted except for service from Philadelphia to Trenton and Wilmington, on which Western Union lines still are being employed.

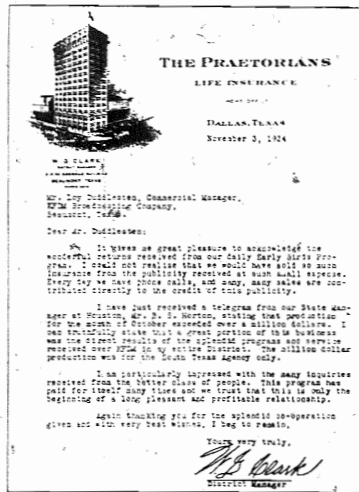
On Nov. 25, a congratulatory program for WPRO, Providence, R. I., outlet, was broadcast over ABS to mark the beginning of its operations on the 630 kc. channel with additional power.

ABS was forced to cancel its broadcast of the Army-Notre Dame game on Nov. 24 because of the wrecking of the remote equipment by occupants of the box from which ABS was handling the broadcast.

This explanation of the incident was made by Mr. Storer:

"Spectators of the game interfered with our broadcasting of the Army-Notre Dame game this afternoon, assaulted our announcers and engineering staff, and damaged our equipment, with the result that it was impossible to broadcast. Subsequently arrests were made, and the matter will be prosecuted. Any profanity heard over the air was on the part of the spectators who assaulted our staff. We deeply regret this occurrence and hereafter police protection will prevent its recurrence."

## RESULTS IN TEXAS!



An Unsolicited Letter That Speaks For Itself

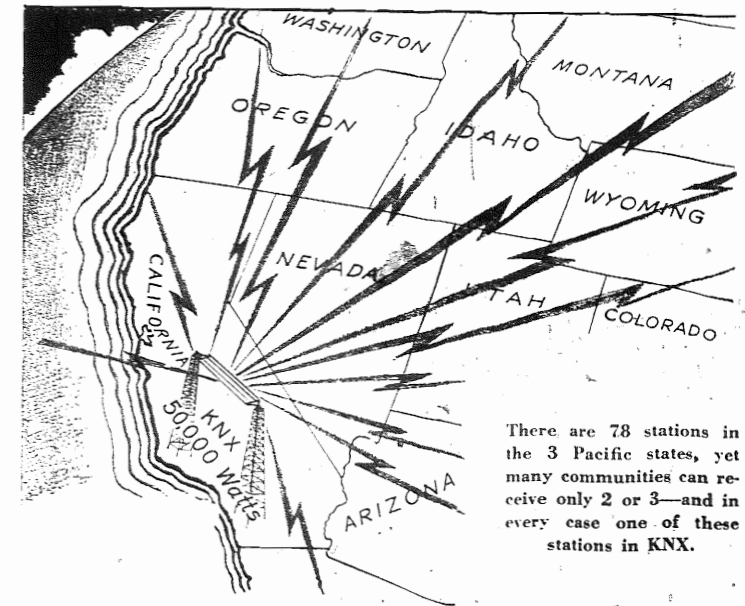
Details of our plan of cooperation will be mailed you upon request:

## KFDM

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

BROADCASTING • December 1, 1934

For Your 1935 Schedules Remember: More Dollars Are Spent Directly on KNX than any other Pacific Coast Station



There are 78 stations in the 3 Pacific states, yet many communities can receive only 2 or 3—and in every case one of these stations is KNX.

### HERE IS WHY—

- Keyed copy proves outstanding low cost pulling power.
  - Magazine publisher gets subscription for 12c.
  - Insurance company saves 62% on inquiry cost.
  - Food manufacturer receives 58,715 package tops in 30-day contest.
  - Cosmetic firm gets 10c inquiries.
  - Soap manufacturer gets more results from KNX than from 3 other high powered, cleared channel stations in U. S. combined.
  - Dentifrice firms get better results than any advertising in U. S.
  - Medical account reduces inquiry costs 25% and increases closures 40%.
- Analysis of 20,479 letters received by one KNX client from 11 western states shows the percentage from each practically parallels the percentage of radio sets in each state.
- In Los Angeles, food advertiser broadcasting simultaneously over 3 stations gets 54% of total response from KNX.
- In the Los Angeles market, there are 3-areas of about 300,000 families each. 500 watts reach the first (10-mile radius), 1000 watts are needed to reach the second (next 30 miles) but 50,000 watts or more are needed to reach the third area (next 100 miles). One third of KNX mail comes from each area showing KNX coverage of all three thirds, the whole market. As a bonus, you might say, KNX with 50,000 watts also gives you coverage of the entire western market.
- True, there are three other 50,000 watt stations in the west, but KNX is the only one that commands an audience in all coast communities (due partially to peculiar technical advantages of location of transmitter.)
- As evidence of its confidence, KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city, town, or hamlet having a population of 250 families within 1,000 miles of KNX studios, from which KNX cannot produce immediate evidence of tune-in either written, wired or telephoned, with merely one request made over the air on KNX.

For additional evidence of KNX low cost, thorough coverage, also time and talent available, phone or write;



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

Hollywood, California

GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE  
Lindsay Spight,  
485 California St.

CHICAGO OFFICE  
John Blair  
520 North Michigan Ave.

DETROIT OFFICE  
J. Curtis Willson,  
New Center Bldg.

NEW YORK OFFICE  
Humboldt J. Greig  
342 Madison Ave.

December 1, 1934 • BROADCASTING

"---the only Radio Station in the World!"

WXYZ, DETROIT, IN FOUR WEBS

This article appeared in the November 13th issue of "VARIETY"

Detroit, Nov. 12. Station WXYZ will regularly receive at least three programs weekly from the Columbia network, making this station the only one in the world tied in with four-chain hook-ups. Present connections are with the Michigan Radio Network and the Canadian Radio Commission network. These programs which came in over the Columbia hook-up Saturday night and which will be regular shows are Chesterfield, Studesaker and Carborum. Started Nov. 10.

## KUNSKY-TRENDLE

BROADCASTING CORPORATION

(Owners and Operators of Station WXYZ)

DETROIT, MICH.

100 Madison Theatre Bldg.

CHICAGO: WM. G. RAMBEAU, Manager, 360 N. MICHIGAN AVENUE



*We are proud that our neighbor WLW  
is the greatest broadcasting station in the world*

*We are happy in the tribute that WCKY -  
is accepted as the next choice for covering the  
Cincinnati market*

L. WILSON



# WE BLANKET THE SOUTH like a handkerchief!

Draw a circle with a radius of 5000 miles around Louisville. That's only part of the territory we don't cover . . . What we do cover is the million people who live in and near Louisville—420,000 of them virtually within sight of our tower, to whom WAVE brings an astonishing percentage of NBC's best programs. May we elucidate?

National Representatives:  
FREE & SLEININGER, INC.

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

## BEHIND THE MICROPHONE

**HAROLD FAIR**, former manager of WREN, Buffalo, and for the last year in the radio department of Bozell & Jacobs, Omaha agency, has joined WHO, Des Moines, and WOC, Davenport, Ia., in charge of programs.

**WALLACE BUTTERWORTH**, who handled "Gossip Behind the Microphone" earlier in the year over a CBS network, will return with the same program on an extended CBS network three times weekly beginning Dec. 3.

**JOE RIPLEY**, formerly with WDBJ, Roanoke, Va., has joined the announcing staff of WTIC, Hartford, replacing Paul Munroe, who has joined the NBC stations, WRC and WMAL, Washington.

**EUGENE CARR**, program director of WGAR, Cleveland, has been selected by the Cleveland Advertising Club as its lecturer on radio in its annual advertising school.

**DON GORDON** has returned to the announcing staff of KMOX, St. Louis.

**WARREN SWEENEY**, announcer at WJTV, Washington, is the father of a son, born Nov. 15.

**ROBERT YOUSE**, former announcer at WML, Washington, has joined the staff of WRBX, Roanoke, Va. His place was taken by Paul Munroe, formerly with WTIC, Hartford.

**C. LAWRENCE SHERWOOD**, announcer and director of voice at KMBC, Kansas City, is the father of a son, born in November.

**STUART AYERS**, NBC continuity writer and Robert H. Eckersley, entertainment director of the British Broadcasting Corp., have collaborated on a popular song titled "Just One Kiss." Ayres wrote the lyrics and Eckersley the tune.



**CHARITY DRIVE**—During the Kansas City Charity Drive last month, two of that city's stations—WHB and WDAF—broadcast the event from Convention Hall. Seen here is the improvised control room used by the stations. Left to right are V. S. Batton, assistant director, WDAF; Joe Elaherty, WDAF engineer; Conrad H. Mann, vice president, Kansas City Chamber of Commerce; Carl Brick, secretary, Cooperative Club, International, acting as WHB's special Charity Drive announcer; and H. E. Goldenberg, WHB chief engineer.

**EARL HARPER**, news and sports announcer of WINS, New York, has been elected an honorary member of the American Legion for his work in organizing the "Friends of the Veterans Club," which supplies books, puzzles, playing cards, etc., to the veterans and money and clothes to their families.

**DON FORBES**, formerly program director of CJOR, Vancouver, has joined the announcing staff of KJLJ, Los Angeles.

**H. BOCKER McCLAY**, formerly with City News Service, Los Angeles, now is a member of the press department of KHJ, Los Angeles.

**BILL SHARPLES**, conductor of the breakfast program on KXX, Hollywood, and Mrs. Sharples are parents of a daughter, born Nov. 14 in the Cedars of Lebanon Hospital, Los Angeles.

**PEN DECKER**, formerly with several Florida stations, has joined WGAR, Cleveland, as an announcer and production man.

**KEN KENNEDY**, program director at WDAY, Fargo, N. D., for several months, also has been given the duties of production manager.

**ANTHONY KOELKER**, recent graduate of Iowa State College, has joined the NBC press relations department in Chicago in charge of farm press.

**HARRY BUBECK**, on the Chicago NBC page force for two years, was recently promoted to the junior production department.

**AL SHORT**, Chicago NBC production man, has returned to duty after a leave of absence occasioned by a nervous breakdown.

**WFBC**  
ALTOONA, PA.  
1310 kilocycles  
100 watts  
The Ideal Outlet for  
Central Penna. Coverage.  
Write Roy Thompson  
"Voice of the Alleghenies"

**WILLIAM McGRATH**, for the last two years an announcer with WFBL, Syracuse, N. Y., on Nov. 1 joined the announcing staff of WNAO, Boston. Leo Bolley, formerly program director of WESG, Elmira, N. Y., has replaced him at WFBL.

**CHARLES GUSMAN**, formerly with KSO, Des Moines, KMOX, St. Louis and KFRU, Columbia, Mo., has been named program director of WMT, Waterloo, Ia.

**FRANK GALVIN**, after more than six months as continuity writer and producer for KJBS, San Francisco, has resigned. Prior to coming to KJBS, he was manager of KTAB's San Francisco studios.

**HARRY SUTTON**, former program director of CKLW, Detroit, has joined the production staff of WXYZ, Detroit.

**WILLIAM WREN**, formerly connected with the De Forest Crossley Corp. at Toronto, has been appointed director of CKGB, Timmins, Ont.

**MARTIN GOSCH**, radio editor of the Camden (N. J.) Courier-Post, has resigned to become publicity manager of the Arcadia Club in Philadelphia.

**DON McNEILL**, Chicago NBC announcer, is the father of a 7 pound 9 1/2 ounce son, Thomas Bennett McNeill, born at St. Luke's hospital, Oct. 28. Mrs. McNeill formerly was Katherine Bennett.

**LARRY DAVIDSON**, formerly with WTAX, Springfield, Ill., and KFRU, Columbia, Mo., has become staff announcer at WAAF, Chicago, replacing Dick Morenus, who will devote all of his time to script writing.

**MILDRED TORRELL**, secretary-assistant to Holland Engle, CBS program manager in Chicago, has announced her engagement to Irving Anderson, of Evanston, Ill.

**Two Join Southwest**  
LEE ARMER, president of the Southwest Broadcasting System, announces the addition of KWKH, Shreveport, La., and KGRS, Amarillo, Tex., to the Southwest Network, bringing that group's affiliations to a total of 12. The addition of KWKH gives Southwest its first Louisiana outlet, nine of its affiliated stations being in Texas and one each in Oklahoma and Arkansas.

**VIRGINIA PAYNE**, NBC actress heard on the "Ma Perkins" broadcasts for Procter & Gamble Co. (Oxydol), has been elected president of Omega Upsilon, national professional dramatic sorority.

## IN THE CONTROL ROOM

**ROBERT F. SCHULZ**, of the engineering department of WDAY, Fargo, N. D., is the father of a son born in November.

**LUTHER BULLINGTON**, operator at WBT, Charlotte, N. C., is recovering from an appendicitis operation.

**K. G. ORMISTON**, chief engineer of KXX, Hollywood, and Jack Adams, in charge of radio on the Hearst Ranch, San Simeon, have been appointed to the advisory consulting board of Universal Microphone Co., Inglewood, Cal.

**NED NOLAN** has been added to the technical staff of WGAR, Cleveland, as relief operator.

**JERRY McGEE**, sound expert of the NBC San Francisco studios, has been transferred to the new NBC studios in Hollywood. He was succeeded by James Lyons, with Ewart Phair as assistant.

## Studying Radio City

**NINETEEN** countries have sent delegations, committees, or investigators to study Radio City, during its first year, and to find out how it was built, how it runs on split-second schedules, and how the programs are fed to the coast-to-coast NBC networks. According to O. B. Hanson, NBC chief engineer, foreign engineers are interested mostly in the acoustical control system, multiple switching system to shift programs instantaneously from one place to another, and the system of pre-setting network hook-ups to await the mere push of a button.

## I. R. E. Elects for 1935



Mr. Ballantine

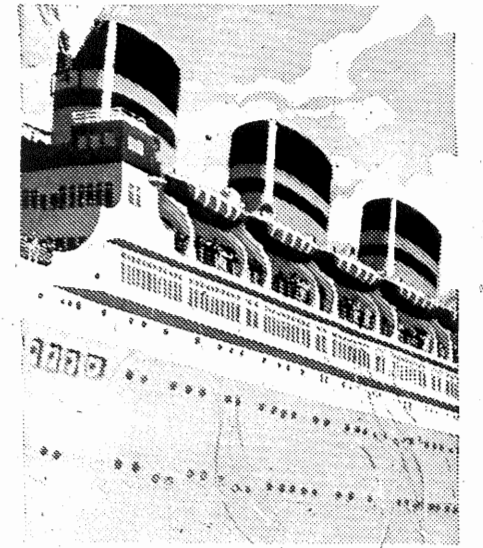
**STUART BALANTINE**, of the Radio Frequency Laboratories at Boonton, N. J., has been elected president of the Institute of Radio Engineers for 1935, succeeding C. M. Jansky, Jr., of Washington, The

mail vote of the I. R. E. membership also showed that Dr. Heinrich Barkhausen, of Germany's Dresden Technical Institute, had been elected vice president, with the following named directors for three-year terms: E. L. Nelson, radio development engineer, Bell Laboratories; Haraden Pratt, chief engineer, Mackay Radio & Telegraph Co.; and L. E. Whittemore, A. T. & T. Co.

## RCA Hollywood Changes

**WITH** the arrival in Los Angeles of E. M. Hartley, head of the service department of RCA Victor Co., at Camden, N. J., changes in the RCA Victor Hollywood branch staff were effected in November. G. Harold Porter, vice president in charge of the branch and a veteran radio man, has returned to San Francisco in charge of RCA Communications, Inc. G. H. Hall, general manager, has resigned. Managerial duties were divided among the administrative staff pending the appointment of a new chief executive.

# Pleasure-Planned FURNESS Vacations



# to BERMUDA

**BRILLIANT** crowds, brilliant ships, brilliant Bermuda! For short cruises or long vacations, people who know are choosing this superb island resort . . . and traveling "Furness" as a matter of course. For only on the magnificent "Queen of Bermuda" or "Monarch of Bermuda" are they sure of having a private bath even at minimum—as well as the whole catalog of entertainment features concentrated in the Furness "pleasure-plan." \$250,000 dance decks, great sports decks, tiled swimming pools, night clubs, cocktail bars, ship-to-shore phones—not to mention the delicious meals and the sea-going shipboard atmosphere for which Furness is noted. Frequent sailings direct to Hamilton.

## THE IDEAL CONVENTION CHOICE

Nothing finer than a "Furness" Convention . . . at sea on one of these great vessels—ashore at a leading Bermuda hotel! Every facility for conducting business afloat—including meeting rooms, etc. In Bermuda—golf, tennis, swimming, fishing—gay hotel and resort life at its best!

For information and reservations apply authorized travel agents or Furness Bermuda Line, 34 Whitehall St. (where Broadway begins), New York

# FURNESS LEADS THE WAY TO BERMUDA

**K K S D**  
A DISTINGUISHED BROADCASTING STATION

## FIRST in Listeners' Survey

Question cards sent to 5000 radio listeners in the St. Louis area brought 1702 replies. Two of the questions and the reply tabulations follow:

"What is your favorite Radio Station—"

"Day Time?"	Replies:	"Night Time?"	Replies:
KSD	40.7%	KSD	55.0%
KMOX	28.7%	KMOX	20.0%
KWK	17.8%	KWK	14.3%
WIL	8.2%	WIL	5.4%
No Favorite	4.6%	No Favorite	5.3%

For 24 months KSD has shown uninterrupted gains in local and national spot advertising.

## RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

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

# The Business of Broadcasting

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

## STATION ACCOUNTS

—studio programs  
—transcriptions  
—announcements  
—transcription announcements

**WDAY, Fargo, N. D.**  
East Shift Mfg. Co., Des Moines (Easy-Shift), 13 *sa*, thru Battenfeld & Ball, Des Moines.  
La. Gerardin, Inc., New York (cosmetics), 52 *t*, thru World Broadcasting System, N. Y.  
Lur-Eye Products, Inc. (eye lotion), 13 *t*, thru World Broadcasting System, N. Y.  
Romsen Corp., New York (Aspirin-Plus), 26 *t*, thru World Broadcasting System, N. Y.  
Kellogg Co., Battle Creek (cereal), 6 *sa*, direct.  
Northwest Fuel Co., Minneapolis (Chemacal), 104 *ta*, thru Critchfield-Graves Co., Minneapolis.  
Panda Briquet Co. (P. & A. briquets), 52 *sa*, thru Erwin, Wasey & Co., Inc., Minneapolis.  
Skelly Distributors, Moorhead, Minn. (oil and gas), 180 *t*, direct.  
Benjamin Moore Paint Co., New York, 26 *sp*, direct.  
Lund O'Lakes Creameries, Inc., Minneapolis 2 *sa*, thru Campbell-Mirhun, Inc., Minneapolis.  
Sisalkraft Co., Chicago (building paper), 18 *sa*, thru Russel T. Gray, Inc., Chicago.  
Acme White Lead and Color Works, Detroit (Lin-X), 26 *sp*, thru Henri, Hurst & McDonald, Inc., Chicago.  
Mantle Lamp Co. of America (Aladdin lamps), 2 *sp*, thru Philip O. Palmer & Co., Inc., Chicago.  
Chicago School of Music (instruction), 10 *sp*, direct.  
General Mills, Inc., Minneapolis (Wheaties) football game, thru Blackett-Sample-Hummert, Inc., Chicago.

**WGAR, Cleveland**  
Frankfort Distillers, Inc., Louisville (Four Roses, etc.), 13 *sp*, thru Young & Rubicam, Inc., N. Y.  
Numismatic Co. of Texas, Fort Worth (coin collector), 4 *sp*, thru Guenther-Bradford & Co., Chicago.  
The Pathfinder, Washington, D. C. (magazine), 13 *sp*, thru First United Broadcasters, Chicago.  
Vick Chemical Co., Greensboro, N. C. (Vatrol), 78 *t*, and 36 *sa*, thru Morse International, Inc., N. Y.  
Norwich Pharmaceutical Co., Norwich, N. Y. (Unguentine), 26 *sa*, thru Lawrence C. Gumbinner Co., N. Y.  
Standard Oil Co. of Ohio, Cleveland (Super-Pyro), 13 *sa*, thru McCann-Erickson, Inc., Cleveland.  
Maryland Pharmaceutical Co., Baltimore, (Rem), 52 *sa*, thru Jos. Katz Co., Baltimore.  
Golden Specific Co., Cincinnati (medicine), 26 *sa*, thru H. W. Kastor & Sons Co., Inc., Chicago.  
Bunte Bros., Chicago (candy), 164 *sa*, thru Fred A. Robbins, Inc., Chicago.

**WFAA-WBAP, Dallas-Fort Worth**  
J. G. Dodson Co., Atlanta (Mentodene), 5 *sa*, thru Ruthrauff & Ryan, Inc., N. Y.  
Mantle Lamp Co., Chicago (Aladdin lamps), 13 *t*, thru Philip O. Palmer & Co., Inc., Chicago.  
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, Inc., N. Y.  
Iowa Pearl Burton Co., Muscatine, Ia. (Blue Bird buttons), 52 *sa*, thru Beeches Advertising Co., St. Louis.  
Welch Grape Juice Co., Westfield, N. Y., 3 weekly *t*, thru H. W. Kastor & Sons Advertising Co., Inc., Chicago.  
Gardner Nursery Co., Osage, Ia., 6 weekly *t*.

**KSTP, St. Paul**  
Central Shoe Co., St. Louis (Robin Hood shoes), 52 *t*, thru Jimm Daugherty, Inc., St. Louis.  
Chicago & Northwestern R. R., St. Paul, 13 *sa*, thru David, Inc., St. Paul.  
Chieftain Mfg. Co., Baltimore (shoe polish), 45 *sa*, thru Van Sant, Dugdale & Co., Inc., Baltimore.  
J. A. Folger Co., San Francisco (coffee), 4 *sa*, thru Blackett-Sample-Hummert, Inc., Chicago.  
French Lick Springs Hotel Co., Ind. (Pluto water), 15 *t*, thru H. W. Kastor & Sons Co., Inc., Chicago.  
A. C. Gilbert Co., New Haven (Erector toys), 8 *t*, thru Charles W. Hoyt Co., Inc., N. Y.  
Ironized Yeast Co., Atlanta, 52 *t*, thru Ruthrauff & Ryan, Inc., N. Y.  
Johns-Manville, Inc., New York (building material), 13 *t*, thru J. Walter Thompson Co., N. Y.  
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.  
Maryland Pharmaceutical Co., Baltimore (Rem), 26 *sa*, thru Joseph Katz Co., Baltimore.  
Mid-Continent Petroleum Corp., Tulsa, Okla., 13 *t*, thru R. J. Potts & Co., Kansas City.  
Northwestern National Life Insurance Co., Minneapolis, 8 football games, thru Hutchinson Advertising Co., Minneapolis.  
Omega Chemical Co., Brooklyn (Omega oil), 65 *sa*, thru Husband & Thomas Co., Inc., N. Y.  
Scott Paper Co., Chester, Pa. (tissue), 14 *sa*, thru J. Walter Thompson Co., N. Y.  
Shell Petroleum Corp., St. Louis, 9 *sa*, thru J. Walter Thompson Co., N. Y.  
T. S. Tobacco Co., New York, 52 *t*, thru McCann-Erickson, Inc., N. Y.  
William R. Warner & Co., Inc., New York (Sloan's Liniment), 26 *t*, thru Cecil, Warwick & Cecil, Inc., N. Y.

**WOAI, San Antonio**  
Willard Tablet Co., Chicago, 39 *ta*, thru First United Broadcasters, Chicago.  
Coleman Lamp & Stove Co., Wichita (lamps), 26 *ta*, thru Ruthrauff & Ryan, Inc., Chicago.  
Mantle Lamp Co. of America, Chicago (Mantle lamps), 13 *t*, thru Philip O. Palmer & Co., Inc., Chicago.  
Welch Grape Juice Co., Westfield, N. Y., 32 *ta*, thru H. W. Kastor & Sons Co., Chicago.  
Geppert Studios, Des Moines (photo enlargements), 6 *t*, thru Northwest Radio Advertising Co., Seattle.

**WPTF, Raleigh, N. C.**  
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.  
Vick Chemical Co., Greensboro, N. C. (Vatrol), 78 *t*, and 36 *sa*, thru Morse International, Inc., N. Y.  
Norwich Pharmaceutical Co., Norwich, N. Y. (cold cure), 24 *sa*, thru Lawrence C. Gumbinner Advertising Agency, N. Y.  
United Drug Co., Boston (Rexall products), 5 *t*, thru Spot Broadcasting, Inc., N. Y.

**KFRC, San Francisco**  
Adlerika Co., St. Paul (laxative), 2 weekly, *t*, thru St. Paul Advertising Co.  
Libby, McNeil & Libby, Chicago (food) 3 weekly, *t*, thru J. Walter Thompson Co., Chicago.  
Congoin Co., Los Angeles (tea), 6 weekly, *t*, thru Lockwood-Shackelford Co., Los Angeles.

**KMAC, San Antonio**  
Bost, Inc., New York (Bost Tooth Paste), 1260 *sa*.  
Shefford Cheese Co., Inc., Syracuse 132 *sa*.  
Smithfield Ham & Products Co., Smithfield, Va. (deviled ham), 26 *sa* direct.

**WESG, Elmira, N. Y.**  
Gold Dust Corp., New York (Silver Dust), 26 *sa*, thru Batten, Barnes, Durstine & Osborn, Inc., N. Y.  
Carter Medicine Co., New York (Carter's Liver Pills), 6 *t* weekly for one year, thru Spot Broadcasting.  
Pillsbury Flour Mills Co., Minneapolis (Minitmix) eight *sa* weekly, thru Hutchison Advertising Co., Minneapolis.  
Standard Milling Co., New York (Hecker's flour), 39 *sa*, thru Batten & Bowles, Inc., N. Y.  
Norwich Pharmaceutical Co., Norwich, N. Y. (cold cure), 24 *sa*, thru Lawrence C. Gumbinner Advertising Agency, N. Y.  
Perrigo Co., Allegan, Mich. (Edith Abell cosmetics), 156 *ta*, through E. Horton.  
Nunn, Bush & Weldon Shoe Co., Milwaukee, 5 *t*, thru Neisser-Meyerhoff, Inc., Milwaukee.  
Sisalkraft Co., Chicago (building supplies), 13 *sa* daily except Sunday, thru Russel T. Gray, Inc., Chicago.

**WINS, New York**  
Stokely Bros. & Co., Indianapolis (salad and cooking oil), 2 weekly *sp*, 26 times.  
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (Planter's Edible Oil), weekly *sp*, 13 times.  
Adams Hat Stores, New York (meat hats), Sunday football games, New York, weekly *sp*, 13 weeks, thru Dresdner Agency, N. Y.  
General Foods Corp., New York (Grape-Nuts), weekly Jewish Little Symphony, 52 weeks.  
General Mills, Inc., Minneapolis (Bisquick), daily *t*, 52 weeks, thru Blackett-Sample-Hummert, Inc., N. Y.  
Columbia Conserve Co., Indianapolis (preserves), 3 *sp* weekly, 4 weeks, thru Gundlach Advertising Agency, Chicago.  
United States Lines, New York (travel bureau), weekly *t*, 13 weeks.  
George F. Wieman Co., New York (Holland House Coffee), daily *sp*, 13 weeks.

**WBBM, Chicago**  
Konjola, Inc., Portchester, N. Y. (proprietary) daily *sp*, thru E. verman Advertising Co., Chicago.

## KYW to Be Transferred Without Stop in Service

KYW, WESTINGHOUSE station, will officially start broadcasting in Philadelphia on Monday, Dec. 3, marking the first time in the history of radio that a station has moved from one city to another without interruption in program service. Since 1921 KYW has operated in Chicago.

A special dedication program will start at 8 p. m., Dec. 3, and continue until the station signs off. Stars of radio, stage and screen will be featured, and it is expected that more than a hundred celebrities will appear on this program.

In moving KYW to Philadelphia, Westinghouse engineers provided it with completely new transmitter equipment, said to approach technical perfection. As a member of NBC, KYW will be the Philadelphia outlet for the NBC-WEAF network. The engineers who will operate the new transmitter at Whitemarsh, Pa., are the only members of the Chicago station who came to Philadelphia.

Dr. Leon Levy, well known in radio circles, is general manager of the Philadelphia Broadcasting Co., acting as program manager of KYW. He will also continue as president of WCAU.

Two of the most important positions at the station are held by women. Carol Irwin, formerly of WCAU, is program director, and Helen Wood is director of advertising. Thomas Rice is director of public relations. Studios and executive offices of KYW are at 1622 Chestnut St.

## Crosley Entertains

THE ANNUAL Powel Crosley, Jr., Old-timers Muzzle Loading Rifle Matches were staged at Rising Sun, Ind., Thanksgiving Day. The event was founded by Mr. Crosley, president of the Crosley Radio Corp., Cincinnati, and widely known radio pioneer. More than 500 old-timers participated.

## FCC Expansion Program

CONTEMPLATED expansion of all activities of the FCC, in line with the provisions of the Communications Act of 1934, may be impeded materially by refusal of the Federal Bureau of the Budget to accede to its request for an appropriation estimate of \$2,000,000 for the 1935-36 fiscal year, which begins next July 1.

Instead, the Bureau agreed tentatively to a figure of \$1,500,000, and the whole issue will be aired before the House Appropriations Committee in executive session early next year. With less than 200 employees when it took over the Radio Commission last July, the FCC personnel chart calls for approximately 600, for which the \$2,000,000 budget was asked. At the outset, the Budget Bureau proposed a \$1,000,000 estimate, but this was increased to \$1,500,000. In addition to the next fiscal year's appropriation, the FCC must procure a deficiency appropriation early at the next session to cover approximately \$500,000 which will be needed for the balance of the current fiscal year.

When it took over the Radio Commission last July, the FCC personnel chart calls for approximately 600, for which the \$2,000,000 budget was asked. At the outset, the Budget Bureau proposed a \$1,000,000 estimate, but this was increased to \$1,500,000. In addition to the next fiscal year's appropriation, the FCC must procure a deficiency appropriation early at the next session to cover approximately \$500,000 which will be needed for the balance of the current fiscal year.

More  
**PROOF**  
of YANKEE NETWORK  
Pulling Power



Lin-x renews for  
3rd consecutive year

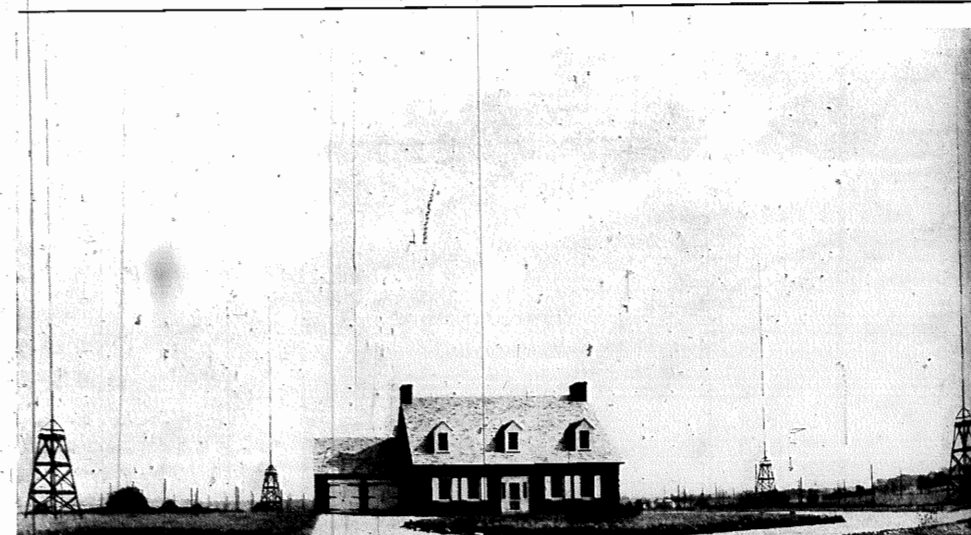
SUPPLEMENTING its weekly Columbia Network broadcast (which includes New England), Lin-x goes on the air with two 15-minute shows weekly over five Yankee Network stations.

The manufacturers, Acme White Lead & Color Works, not only chose the Yankee Network—they bought a ready-made Yankee Network feature, the Merry-Go-Round, to assure maximum audience.

You, too, can buy a similar combination—primary coverage in any or all of ten big New England markets, plus a program of proven appeal that will build a steadily increasing sales volume in this territory.

**THE YANKEE NETWORK, Inc.**  
21 Brookline Avenue, Boston  
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives  
New York—17 East 42nd St., Murray Hill 2-3850  
Chicago—Wrigley Bldg., Superior 7742  
Detroit—General Motors Bldg., Madison 1035  
San Francisco—865 Mission St., Sutter 6400

**YANKEE NETWORK**  
FROM WHICH NEW ENGLAND HEARS ITS RADIO



**KYW TRANSPLANTED**—Technical perfection, through use of the most advanced practices in radio engineering is claimed for KYW, Westinghouse station, which on Dec. 3 begins operations from its new location in Philadelphia, after removal from Chicago. A unique feature of the ultra-modern plant is the antenna system, which includes four vertical antenna masts, pictured above. East mast is 245 feet high, and is made of telescopic steel tubing, tapering from a diameter of 15 inches at the base to two inches at the top. By using the four-element antenna, Westinghouse engineers claim, the directional characteristics are maintained and at the same time the sky-wave is reduced to a minimum, preventing interference with other stations.

Ride the Buying Wave  
That Has Hit Nebraska!

**WOW OMAHA**

ON THE N.B.C. RED NETWORK

Listen to Nebraska's Cash Register:

- Dry Goods Sales Up 30%
- Furniture Sales Up 25%
- Crop Values \$62,000,000
- Bank Clearings Up 43%
- Radio Sales Increase 20%
- \$305,000,000 to Spend in Higher than 3-Year Average Nebraska.

Use WOW, acknowledged by everyone as the leading radio station, to tap this fruitful market with your sales messages. Nebraska is in a spending mood.

590 KILO. Owned and Operated by 1000 WATTS  
**WOODMEN OF THE WORLD**  
Life Insurance Association  
JOHN J. GILLIN, Jr., Commercial Manager  
OMAHA, NEBR.  
National Representatives:  
GREIG, BLAIR & SPIGHT, INC.  
Chicago

New York Los Angeles



# DEADLINE

F  
O  
R

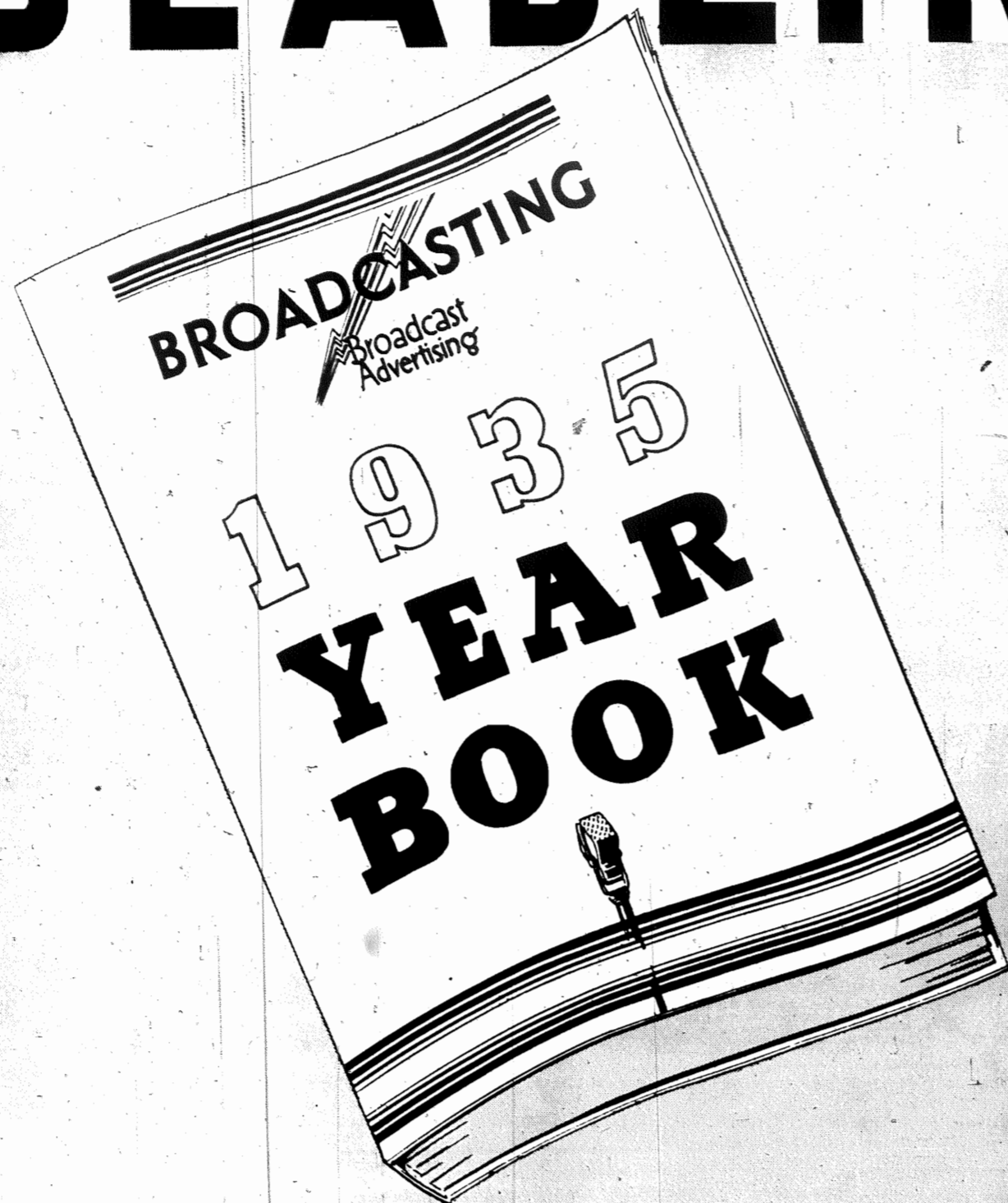
THE REFERENCE HANDBOOK

OF RADIO ADVERTISERS ★

ADVERTISING AGENCIES ★ ★

AND STATIONS ★ ★ ★

DECEMBER 15<sup>th</sup>



AN UNPARALLELED ADVERTISING OPPORTUNITY



# K

COMPLETE N. B. C. SERVICE

# V

25,000 WATTS

TULSA, OKLA.

# Q

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

## TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Best Foods, Inc., New York (Nucoa), Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal), Cagli Products Corp., New York (Castile soap), A. C. Gilbert Co., New Haven, Conn. (Erector toy sets), H. Holmer, Inc., New York (accordions), Johns-Manville Co., New York (building materials), Krueger Brewing Co., Newark, N. J. (Kont Ale), Magnesia Products Co., Milwaukee (West's bird seed), National Brewing Co., Baltimore (beer), Nunn-Bush & Weldon Shoe Co., Milwaukee, Proctor & Gamble Co., Cincinnati (Ivory soap), Rival Packing Co., Chicago (dog food), Scott & Bowne, Bloomfield, N. J. (Scott's Emulsion), Stasweat Laboratories, Inc., Los Angeles (deodorant), Dr. Johann Strasska Lab. Inc. Ltd., Los Angeles (toothpaste), U. S. Tobacco Co., New York (Dill's tobacco), Vick Chemical Co., Greensboro, N. C. (Vick products).

UNIVERSAL RADIO PRODUCTIONS, Chicago, has recorded a series of transcriptions shortly to be placed, for "Dualens," a new type spectacle lens made by the Soft-Lite Lens Co., New York.

RADIOTONE RECORDING Co., 6109 Melrose Ave., Los Angeles, disc and radio supplies, has added a department for airchecks.

## EQUIPMENT

THE HOME of the old 5-kilowatt transmitter of WLW, Cincinnati, located at Harrison, O., was destroyed by fire Nov. 9. It was the first remotely controlled super-power station and was put in operation Jan. 27, 1925. At the time it was a radio sensation, but had been dismantled some time ago.

WINS, New York, is installing entirely new equipment in its studios and control rooms, modernizing its complete setup in accordance with latest developments. A new studio is also being built to accommodate speakers and transcription broadcasts. Western Electric speech input and microphone equipment is being used. Charles Pease, chief engineer, is supervising the installation.

A NEW high frequency speaker has been brought out by the Brush Development Co., Cleveland. Advantages claimed for it are compactness, low cost, and lack of need for field current or filter network. The company also is bringing out a similar unit equipped with transformer for matching to voice coil or low impedance line for use in theatres and other installations where higher frequencies are desirable.

KOL, Seattle claims its new 490-foot tower, installed recently along with a 5-kilowatt transmitter, is the tallest self-supporting antenna in the country. A. D. Gunston, chief engineer, designed the transmitter and it was built in the KOL laboratory with the aid of Clyde Bond and Albert Henderson, assistant engineers. The mast was designed and fabricated by the International Stair Co., of Columbus, O., and the transmitter house designed by McClelland and Jones, architects. John L. Hall, Seattle engineer, supervised erection of the tower by the E. & M. Transfer Co., of Seattle.

CONSTRUCTION has been completed on the new \$30,000 vertical radiator antenna of WHO, Des Moines, and the station went on the air with the new antenna Nov. 26. The 532-foot tower, erected at Mitchellville, Ia., is similar in design to the antenna of the 500,000-watt WLW, Cincinnati. It is the highest structure in Iowa.

DR. LEE DE FOREST, from his Los Angeles laboratories at 5106 Wilshire Blvd., has announced the release of his "radio knife" which has been in laboratory development for many years.

KDYL is installing the Western Electric High voltage rectifier to replace the generators on its Western Electric transmitter. This unit will permit 100 per cent modulation without distortion. Apparatus was furnished through the Graybar Electric Co.

# WBNX

MARKS THE SPOT

BROADCASTING CENTER

Do you know that WBNX foreign program service covers more Italians than there are in Rome—more Germans, Hungarians, Spaniards, etc., than in other foreign cities?

And that WBNX English programs enjoy equal popularity?

LET US TELL YOU ABOUT THIS RICH MARKET  
WBNX • New York

## Frank E. Mullen

(Continued from page 27)

in that capacity. Then came the formation of NBC in 1926. He was invited to join the embryo network and was assigned to organize an agricultural service. Sent to Hastings, Neb., to operate station KFKX, he was transferred soon to Chicago where he opened offices and studios for NBC. Farm programming developed rapidly over the network, and in 1928 he established the National Farm and Home Hour, which has been on the air continuously since. Now about 50 farm organizations, including the U. S. Department of Agriculture, participate in the daily program, with Uncle Sam using 15 minutes of the hour daily.

Lois Coulter, of Marshalltown, Ia., co-ed at the University of Iowa, became Mrs. Mullen in 1922. They have a son, Russell, aged 10. Bridge and golf are Frank's diversions, but he admits a keen interest in everything agricultural, especially conservation of the nation's natural resources. A year ago, he founded the Radio Conservation Council, to promote by radio the conservation of the nation's natural resources. He was reelected chairman at a meeting of the council held in Washington Nov. 19 and attended by Secretaries Wallace of Agriculture and Dern of War.

Mr. Mullen is one of the national directors of the Izaak Walton League, and belongs to numerous farm organizations. He is a Mason, and holds membership in the University Club of Chicago, Medinah Country Club, and is vice chairman of the Agricultural Committee of the Chicago Association of Commerce. Besides Sigma Delta Chi, he is a member of the Alpha Gamma Rho social fraternity. He attends the Presbyterian Church.

## Stakolite Account

OVER a split Yankee network Stakolite, Inc., Boston and New York (floor finish) is sponsoring Jack Brown and his Wonder Bar Revue direct from the Wonder Bar in Boston. Production is handled by Kasper-Gordon Studios, with Edwin H. Kasper as announcer and master of ceremonies. The program is from 5:45-6 p. m., once a week, for a year, and two more programs are planned when time is cleared. Free hosiery are given women who guess the correct letter each week from a Stakolite can. The account is placed by Kasper-Gordon Studios.

PEPSODENT Co., Chicago, is not interested in any new show to replace its Frank Buck show, which closed Nov. 16. According to Harlow P. Roberts, advertising manager of Pepsodent, they will let Amos and Andy carry the load "until next year, anyway."

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

## Goldsmith Heads Drive To Combat Interference

A TECHNICAL committee headed by Dr. Alfred N. Goldsmith, consulting engineer, acting in behalf of the Radio Manufacturers Association, will foster a cooperative movement among electrical equipment manufacturers to reduce man-made interference to reception by utilization of proper shielding and suppression methods, under action taken Nov. 16 at a conference convened for that purpose in Rochester, N. Y. The conference will be held at the same time as a meeting of the Institute of Radio Engineers and the RMA.

Dr. Goldsmith will ask a number of agencies and organizations to name one member each to serve on the committee. Included are the FCC, Bureau of Standards, NAB, Society of Automotive Engineers, Electrical Testing Laboratories, Radio Branch of the Canadian Department of Marine, Edison Electrical Institute and American Radio Relay League. Dr. Goldsmith said the committee will pursue "purely persuasive methods," and that no legislation will be sought.

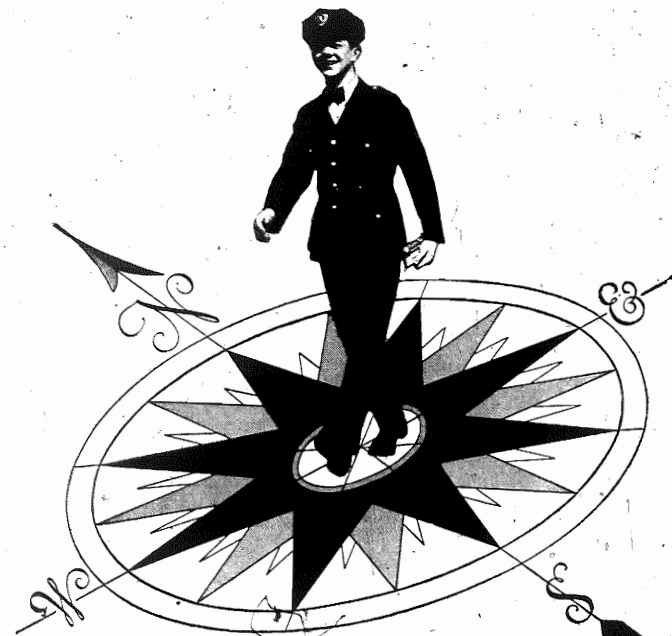
BECAUSE KDYL, Salt Lake City, has excellent coverage in southeastern Oregon, the Tax Limitation League of Oregon placed transcription talks regularly over that station during the recent political campaign. Frederick H. Schmalz, Portland agency, handled the account.

## Changes at KHJ

COMPLETING its staff reorganization, KHJ, Los Angeles, has added G. O. Burke and Amory Eckley to its sales department, according to C. Ellsworth Wylie, general sales manager. Eckley was transferred from the San Francisco Don Lee station, KFRC. James D. Fonda, new advertising service manager, is making a market survey of 11 western states. Kenneth Niles, former KHJ chief announcer, has been promoted to be a producer. Clarence Hamilton now is chief announcer and day supervisor and Charles Bullofi, Jr., is announcer and night supervisor. William Goodwin, assistant production manager, on leave to the Los Angeles office of Lord & Thomas during the political campaign, has returned to his post. Arthur J. Kemp, sales manager, says increasing business requires the expansion.

## Better Vision Series

PRIDHAM B. DAVIS & Associates, Los Angeles optical service, has taken a series of 26 fifteen-minute transcriptions from the Better Vision Institute, Rockefeller Plaza, New York, for placement on KHJ, Los Angeles, and KFWB, Holywood, through Fred Wesley, Inc., Los Angeles agency. Series is nationally distributed by the Institute with background music by Leo Reisman's and Vincent Lopez's Orchestras and featuring chats by John Farrell, golfer; Clarence Chamberlain, aviator; Margaret Brainerd, beauty specialist.



## EVERYWHERE!

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

\*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

# Postal Telegraph

Commercial Cables



All America Cables

Mackay Radio

## ROSENBAUM'S

One of Pittsburgh's Largest Department Stores

# On KQV

15 MINUTES DAILY  
52 WEEKS A YEAR!

You MUST pay attention to KQV in Pittsburgh!

KQV carries more Department Store business, more local business in all lines, than ALL OTHER PITTSBURGH CHAIN STATIONS PUT TOGETHER!

KQV MUST be good to have this overwhelming acceptance of local advertisers who KNOW the local situation!

500 Watts  
Day and Night

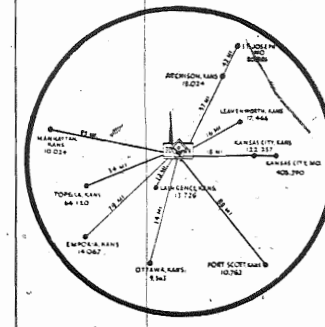
# KQV

## PITTSBURGH

Member American Broadcasting System

CHAMBER OF COMMERCE BLDG. PITTSBURGH, PA.

## 3 1/2 MILLION PEOPLE FORM THIS MARKET



A responsive WREN audience of 11 cities with a total population of 761,535... a rural audience of 2 1/2 million people... Let WREN tell your story at the lowest advertising cost.

# WREN

VERNON H. SMITH  
Manager

Office and Studio:  
WREN BUILDING  
LAWRENCE, KANSAS

GREIG, BLAIR & SPIGHT, Inc.  
National Representatives

NEW YORK - CHICAGO  
SAN FRANCISCO  
LOS ANGELES

YOU CAN  
COVER  
THE ENTIRE  
**DETROIT**  
AREA  
THROUGH  
**CKLW**

The Only Columbia  
Outlet in This Tremendous Market

RATES PER LISTENER ARE  
REMARKABLY LOW

Class "A"		(7:00 p.m. to 10:30 p.m.)		(10:30 p.m. to 1:00 a.m.)	
Day	1.11	18.11	24.11	29.11	100.11
Night	42.00	\$304.00	\$288.00	\$272.00	\$256.00
10:00 a.m. to 12:00 p.m.	100.00	150.00	170.00	190.00	190.00
12:00 p.m. to 2:00 p.m.	135.00	112.50	112.50	108.25	100.00
2:00 p.m. to 4:00 p.m.	65.00	61.75	58.50	55.25	52.00
Class "B"		(6:00 p.m. to 7:00 p.m.)		(10:30 p.m. to 11:00 p.m.)	
Day	1.11	18.11	26.11	32.11	100.11
Night	24.00	\$228.00	\$216.00	\$204.00	\$192.00
10:00 a.m. to 12:00 p.m.	150.00	142.50	135.00	127.50	120.00
12:00 p.m. to 2:00 p.m.	83.75	89.05	84.40	79.70	75.00
2:00 p.m. to 4:00 p.m.	47.00	44.65	42.30	39.95	37.60
Class "C"		(9:00 a.m. to 1:30 p.m. week days)		(4:30 p.m. to 6:00 p.m. week days)	
Day	1.11	18.11	26.11	32.11	100.11
Night	150.00	\$152.00	\$144.00	\$136.00	\$128.00
10:00 a.m. to 12:00 p.m.	100.00	95.00	90.00	85.00	80.00
12:00 p.m. to 2:00 p.m.	62.50	59.25	56.00	52.75	50.00
2:00 p.m. and later	32.50	30.87	29.25	27.62	26.00

**Announcements**  
100 words maximum except evening chain-breaks. 30 words maximum on chain-breaks.  
7:00 a.m. to 5:59 p.m. \$10.00 each—6 for \$50.00  
6:00 p.m. and later \$20.00 each—6 for \$110.00  
One-minute trans.—day, \$12.50; night, \$25.00

Consistently broadcasting  
more network and local commercial programs than any other local network station—  
Results do count!

**CKLW**  
THE INTERNATIONAL  
STATION  
Member  
COLUMBIA Basic Network  
5000 Watts 1030 Kc.  
In the Center of The Dial

Detroit Offices—  
UNION GUARDIAN BLDG.  
Phone: Cadillac 7200

Windsor Offices—  
GUARANTY TRUST BLDG.  
Phone: 4-1155

**STUDIO NOTES**

WHEN KMBC, Kansas City, broadcast from Union Station the arrival of Burlington's Zephyr on its first commercial run, KMBC manager Arthur B. Church, broadcasting from inside the train, interviewed 7-year-old Arthur B. Church, Jr. The younger Church answered all questions which permitted the reply "De Zephyr." Incidentally, at KMBC's recent staff picnic, details were poured into unlucky members who were on duty at the station by means of Kenneth Prahl's short-wave outfit.

A NOVEL method of bidding for an NBC outlet connection was employed by Steve Cister, general manager of WSGN, Birmingham, last month. In an issue of the Sunday Birmingham News, he ran a quarter-page ad to elicit response from listeners in support of that net of NBC service which is not being used by WAPI in that city. More than 7,300 letters were received asking for the alternate service.

A PROGRAM known as "A Wonderland Tour of America" is broadcast two mornings weekly from WEXL, Royal Oak, Mich., with pupils of the fifth and sixth grades of 10 Royal Oak schools listening as part of their classroom work. Kirk Knight, WEXL, studio director, handles the feature, a historical and geographical talk, with the cooperation of N. J. Quickstadt, school superintendent.

THE SERVICES of chemistry in emancipating woman from her kitchen, man from week-long bondage to his business, and the child from many traditional diseases of early years, are being demonstrated in a series of programs over WCCO, Minneapolis. Many schools in the Twin Cities and Northwest are using the talks as the basis of classroom discussion.

"PARADE OF EVENTS" is the title of a dramatic news program over WLB, campus station of the University of Minnesota, Minneapolis. Performers are drawn from members of the University Theatre. The feature is sponsored by the Minnesota Daily, campus publication.

A MODERATE admittance fee is being charged for the Southwest Barn Dance feature on an eight-station Southwest Network, handled by Franklin Ferguson, program director, and Bob Sweeney, formerly of WBAP, Fort Worth. The Fort Worth Recreation Building, where the program is staged, permits 1,500 to dance to the program.

THE "SHUT-IN EXCHANGE" has been started by WGAR, Cleveland, a program by means of which shut-ins are given information about fellow victims so they may correspond with each other.

WFBM, Indianapolis, recently celebrated its transfer to new and larger quarters, with the entire second floor of the Meridian Life Building now being occupied.

DURING the Cleveland Community Fund drive, WGAR broadcast a "slice-slash" description of a blood transfusion and appendectomy from the Fund's medical exhibit.

WMT, Waterloo, Iowa, has started "Uncle Bill Reads the Funnies," in which comic sheets of the Des Moines Register are dramatized each Sunday morning with a cast of five.

ON WDRG, Hartford, Conn., a program known as "A Newcomer's Impression of Hartford" is broadcast weekdays except Friday.

WBAL, Baltimore, has just published an eight-page pamphlet listing the station's clients, products advertised and name and time of sponsor's programs.

ON A NEW program at WDAY, Fargo, N. D., titled "The Trade-Away Exchange," listeners are allowed to make swaps without cost.

**ON A BIG TIME STATION  
IN A BIG TIME TERRITORY  
FOR PRODUCING BIG TIME SALES**

*It's the SHOW that counts!*

WHAS advertisers, local, spot national and network, are being continually impressed with the sales producing strength of this super-powered Columbia outlet operating on 50,000 watts and 820 kilocycles . . .

Why? . . . Because WHAS is the only station in this territory that holds its audience with an almost continuous sequence of "Big Time" programs . . .

**WHAS** Owned and Operated by  
THE COURIER-JOURNAL  
THE LOUISVILLE TIMES

Represented Nationally by Edward Petry & Co.  
New York Chicago Detroit San Francisco

**A-M-P**  
Calling  
**ALL STATIONS!**

ASSOCIATED MUSIC PUBLISHERS, Inc. under the legal copyright assignment, has exclusive right to control, license and prohibit the American performance and broadcasting of the publications of a most important group of European music publishers. . . .

ASSOCIATED MUSIC PUBLISHERS, Inc. prohibits the performance and broadcasting of its repertoire without specific license, which license may be secured upon application. . . .

ASSOCIATED MUSIC PUBLISHERS, Inc. has no connection with any other Performing Rights Society, American or European, nor any other organization claiming to represent certain European interests. . . .

ASSOCIATED MUSIC PUBLISHERS, Inc. cautions station managers and radio program directors to secure promptly a list of the publishers whose catalogs it controls. . . .

ASSOCIATED MUSIC PUBLISHERS, INC.  
25 WEST 45th STREET, NEW YORK

"SANTA CLAUS a la 1935" is the title used in a Christmas program feature conceived by WSGN, Birmingham, for use of Loveman, Joseph & Loeb, local department store. Preceded by a week of build-up announcements, the program calls for daily broadcasts from the store via "short wave" to Santa Claus at his North Pole haven. A two-way system enables a concealed Santa Claus voice to talk back to the children at the microphone, producing the North Pole aspect. A background of musical toy noises and the simulated activity of a toy factory is provided when old St. Nick speaks.

MAJ. EDWARD BOWES had as his guest of honor M. H. Aylesworth, NPC president, at the 12th anniversary program of the Capitol Theatre Nov. 19 over an NBC-WEAF network. The Capitol program was first heard Nov. 19, 1922 as "Roxy and His Gang" and came under Maj. Bowes' direction in 1925.

GUDES' Inc., Los Angeles, retail shoes, has found its "Steps to Happiness" program effective. It is a modernistic drama of domestic life, written by Betty Ross Clark, who also plays a part. The five-minute programs are broadcast twice weekly, over KBJ, Los Angeles, with Roy Alden & Associates, Los Angeles, handling the account.

COMBINING with Station WLB, of the University of Minnesota, Minneapolis, WCCO of the same city is presenting a typical college program once a week. The feature is produced in WLB studios on the campus, with student organizations participating. The program is developing talent on the campus and is arousing a new interest in radio among students.

WFBL, Syracuse, N. Y., on Nov. 19 celebrated its twelfth anniversary with a staff party, which was addressed by Samuel Woodworth, founder and general manager of the station.

WMAZ finds staff get-togethers so helpful that meetings are now held twice a month. Officials, announcers, copy writers, and engineers gather for an informal dinner immediately upon signing off and speak freely. Much constructive criticism is given and the meetings have resulted in smoother operation.

STEEL WORK in the new studios being built for WGN, Chicago, was begun Nov. 19. The winners in the nation-wide contest for the best interior decoration design for the studios is to be announced about Dec. 1. The studios are to be completed by June 1, 1935.

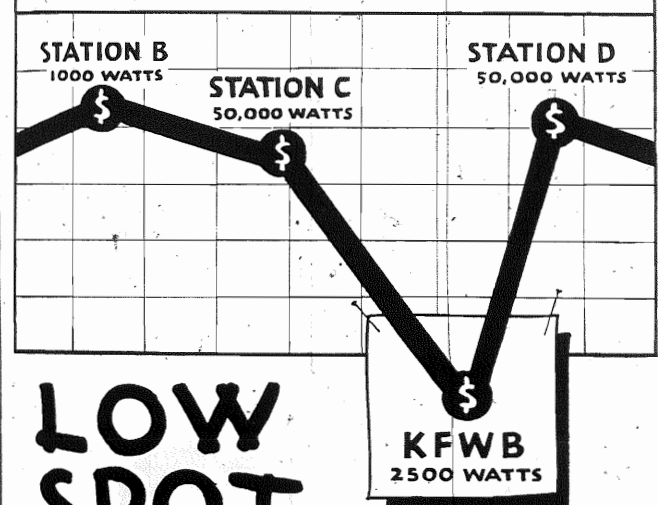
THE SIXTH annual edition of the WLS Family Album, a yearbook containing pictures of the Chicago station's staff entertainers, will be ready for distribution Dec. 1.

IN THEIR FIRST personal appearance outside of Chicago, the Sinclair Minstrels drew a combined total of over 6,000 people Nov. 14, at the Milwaukee Auditorium. The shows were arranged by The Milwaukee Journal for its Goodfellows Christmas fund.

**Pennzoil Train Spots**

FORTY HOURS after the Pennzoil Co., Los Angeles, thru the Mayers Co., advertising agency, Los Angeles, had decided to place spot announcements on 53 stations in connection with the cross-country trip of the Union Pacific streamlined train, the copy was on the air. The project was not launched until after the train had left Los Angeles. Orders and copy were sent by airmail, special delivery and airmail. Spots described use of Pennzoil to lubricate the train and engine, and announced completion of the record-breaking run.

**"SPOT" COSTS IN LOS ANGELES**



**LOW SPOT...** we hope this chart will help to impress the fact that in Los Angeles, costs for transcriptions and spot announcements are 60% to 75% lower over KFWB than any of the other major Los Angeles stations... in other words 3 to 4 times as many spots for the same money! It's worth looking into... write for details.

**KFWB**  
LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.  
Free & Steiner, Inc., Exclusive Representatives



**Radio and telephone  
use this cable  
TOGETHER . . .**

SYMBOLIC of the co-operation between two great industries is this section of telephone cable, with its lead sheath stripped away. Some of the many wires you see are special conductors for carrying radio programs only. They have been placed in all long distance cables since 1926. Today about 59,000 miles of such cable wires are serving the networks and 68,000 miles more are provided for future use.

With the expensive equipment which they connect, these cable wires represent a plant investment of more than twenty million dollars. An investment devoted entirely to program transmission. An investment made by the Bell System to help bring the miracle of broadcasting into American homes . . . clearly, on time, and without interruption.



**PROPERLY  
ALLOCATED  
INTERVIEWS  
MEAN  
GREATER  
ACCURACY  
FOR THE  
SOBY YARDSTICK  
of  
AUDIENCE VALUE**

For the past three years we have directed our efforts toward ever-increasing accuracy in our audience analysis method. We were not convinced of the accuracy of "random" calls. Consequently, we made a number of test audience surveys, taking "allocated" calls versus "random" calls. The results convinced us that the proper allocation of telephone calls according to "radio home" population is essential to greater accuracy in the final results. Write for more information and prices on "station" or "spot" audience surveys.

**BENJAMIN SOBY  
AND ASSOCIATES\***  
1023 WALLACE AVENUE  
Wilkesburg, Pittsburgh, Pa.

**Parents Warned at Symposium**

(Continued from page 10)

plaints. Positive efforts on the part of the public are likely to be more helpful, even if they go no further than telling producers occasionally that we do like certain programs and hope they will be continued."

Referring to the clash between children and parents on the choice of programs, Mrs. Gruenberg said: "Children resent parental supervision and restriction in their choice of programs. But in many cases it is apparent that the bewildered and perplexed modern parent uses the radio as the latest scapegoat to carry the blame for their faulty management of the family discipline."

From approximately the same point of view, Frederic A. Willis, director of educational programs for CBS, discussed the tendency of parents to introduce regimentation into the playroom. "There is danger of turning the nurseries into scientific laboratories, with a consequent lessening of individual initiative, imagination and development of judgment and selectivity on the part of the children themselves. We must be careful not to curtail those fundamental qualities which make for eventual leadership."

Joint Committee

CARRYING OUT her expressed desire to see some positive step taken to bridge the gap between parents and broadcasters, Mrs. Gruenberg announced the forma-

tion of a joint committee initiated by the American Library Association in 1933, and representing also the Progressive Education Association and the Child Study Association, with herself as chairman. "Its purpose," she said, "is to establish some sort of central agency on all matters pertaining to radio broadcasts for children and to bring together the interested public, as represented by parents' groups, educational organizations and the commercial interests. After considering many possibilities this committee came to the conclusion that a 'clearing house' offered the simplest and most effective means of cooperation."

"It is hoped that this plan, which has now been worked out in detail, will be put into operation in the very near future. The clearing house will be directed by a national advisory board, composed of representatives of a large number of national organizations, together with educators and specialists in children's broadcasts and representatives of the broadcasting companies."

What Will Be Done

"AMONG the investigations and experiments to be undertaken are the following:

"To develop experimental programs with the cooperation of national associations, independently where necessary, for the purpose of demonstrating types of programs that appeal, that are educationally sound, and that are not already in use.

"To study the effect of current radio programs for children and of the experimental programs developed.

"To give advisory service to broadcasting companies and commercial interests in the planning of radio programs for children.

"To give advisory services to constituent organizations in planning national and local programs.

"To act as a clearing house for all information in connection with radio programs for children.

"The whole effort of the many national agencies who are cooperating in the establishment of this clearing house is directed toward pooling their knowledge and their facilities. We may perhaps draw a parallel between the American public school system and what may be hoped for in the field of radio for children. In our public schools, boards of lay people representing the public—that is, the parents, have worked with experts and specialists and have steadily developed the kind of education which realizes the democratic ideal of serving each, and at the same time serving all. I am confident that it will be possible in radio to approximate this same ideal."

REGULAR rebroadcasts of outstanding daytime programs of WSGN, Birmingham, are being presented daily by WJBY, Gadsden, Ala., 65 miles away, by mutual arrangement.

**Photograph Your  
TALENT!**

For many years we have produced quality photography in large quantities. Write for special rates!

**PROSPECT PHOTO CO.**  
386 N. 8th St., Paterson, N. J.

**Antarctic Program  
Has 67% Audibility**

Severe Obstacles Overcome in Little America Broadcasts

OUT of every 100 words spoken into CBS microphones by members of the Byrd Antarctic Expedition during the past 52 weeks, approximately 67 have been intelligibly received in New York, according to E. K. Cohan, technical director of the Columbia Broadcasting System. The series of Little America broadcasts has just completed the first year of transmission over a 10,000-mile short-wave circuit.



Mr. Cohan

Cohan discloses that the voice signals as received here have had an average of 66.75 per cent intelligibility. In three of the weeks, however, New York radio engineers failed to pick up the expedition's signals, so that an average of 71 per cent intelligibility has been maintained in the remaining 49 broadcasts.

This has been accomplished in the face of many impossible and often grimly humorous obstacles as recorded by Charles J. V. Murphy, in an entertaining log of what goes on in the radio shack 10,000 miles "down under" the civilized world. Murphy, former New York newspaper man, as combination communications officer, radio announcer, and showman of the Byrd Antarctic Expedition, each Wednesday marshals to the microphone everything of human interest in Little America.

A Piano Amuck

MURPHY'S LOG traces vividly the radio series from the initial broadcast at sea on Nov. 18, 1933. It describes such tense moments as that when the piano on the *Jacob Ruppert* broke its moorings as the ship rolled in a heavy Pacific sea and threatened to disrupt a broadcast; when Admiral Byrd and Murphy almost missed their broadcast as gales blew their ship from its anchorage and left them high and dry on Easter Island.

Murphy portrays his "local artists" as the "most disreputable company that ever faced a microphone" because of their appearance after enduring many hardships. But he lauds them for catching the spirit of the thing readily and even developing a "microphone manner."

As Cohan describes the plans to pick up programs at a stated time each week as "little short of sheer optimism," so does Murphy see a "suggestion of magic in the way the two young engineers, John N. Dyer and Guy Hutcheson, bridge the 10,000 miles to New York in collaboration with engineers in New York and at any of the four relay points, Buenos Aires, Honolulu, San Francisco, and Riverhead, L. I."

THE 1935 YEARBOOK will be the handbook for radio. It will be used by advertisers, agencies, stations and engineers.

**Admiral Byrd Sells Grape-Nuts**

(Continued from page 9)

ment to this group was contained in a booklet reporting on current conditions and plans. The next was an illustrated insert which "rode free" with the dividend check.

Reaching the Trade

THE TABLOID newspaper, previously mentioned, was edited so that it was suitable for distribution to the trade as well as to the salesmen. It was distributed in large quantities by the salesmen among grocers and their clerks. A page advertisement, announcing the broadcast, appeared in grocery trade papers during November and December. Illustrated stories were released through these same grocery trade publications, as well as through the merchandising sections of newspapers going to grocers and restaurant trade papers. Follow-up stories are sent at regular intervals to these two lists.

Helpful cooperation in developing support from both grocery and radio retailers was rendered by many CBS stations. Prior to the first broadcast, every station was supplied with display and promotion materials and suggested letters which they could use in appraising the two retail groups of the broadcasts and their profit-making possibilities.

To help the dealer announce the program in his store and identify his establishment as headquarters for Grape-Nuts, the following materials have been provided at different times, both before and since the start of the series: illustrated and colorful window posters done in a news style; a counter jumble basket display; counter and window pieces; feature floor bin backers; electrotypes for use in handbills and local newspaper advertising; "tune-in" slips; illustrated rotogravure tabloids; and recipe folders. All of these materials featured the broadcast rather than putting the emphasis on Grape-Nuts, although the product was given strong identity in each piece. This was done, believing that it was simpler to create listeners and having it up to the program to do the real selling job.

Exploiting the Feat

THE ANTARCTIC map, primarily designed as a premium to be offered over the air, was also offered at Saturday consumer sales conducted by General Foods salesmen at better stores. Large displays were created, built around an easel which called attention to the offer and on which a map was mounted. A special electrotype for advertising use, picturing the map and announcing the offer, was provided to help stimulate interest ahead of the sale.

An elaborate traveling window display called "The Byrd Expedition Special" was produced for each of the company's three divisions. It is scheduled for the use

**FEATURES**

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

of the largest stores only, and—aside from focussing attention on the broadcast—features the 14 General Foods products which were selected for use by the Byrd expedition. These products are offered at special prices during the duration of the exhibit in each store, the sale being conducted under the direction of General Foods salesmen.

Even before General Foods' sponsorship of the Byrd broadcasts became known, CBS and the press began to exploit "radio's most spectacular and difficult feat."

Perhaps the largest initial coverage of the subject resulted from the farewell broadcast Columbia held at Norfolk on the eve of the expedition's departure. Millions of radio listeners reached by this nation-wide hook-up learned of the plan for a weekly radio contact between the expedition and "civilization" at this time.

For a month before the series began, advance announcements were made on the air, building up the expectancy of the listeners and assuring a large first-night audience. When the day of the inaugural arrived, we addressed our appeal to the eye as well as to the ear, taking space on the radio pages of newspapers throughout our network area to draw attention to the premiere.

Ads Follow the News

SINCE then we have used such ads when the expedition has been prominently "in the news"—as when difficulty was encountered in landing equipment, or when "Dizzy" Dean, of the St. Louis Cardinals, spoke to the baseball fans then wearing snowshoes.

Program resumes are given early in the evening by many stations on our hook-up, and a few words about our broadcast are included in these. Also we have been very fortunate in being frequently highlighted in the selected radio features mentioned by Boake Carter in his Philco news broadcasts, and in other similar features.

Pre-series promotion, released by General Foods and Columbia, covered every possible outlet: radio editors of newspapers and magazines; scientific magazines; children's publications; school and club bulletins; college papers; rotogravure sections; fraternity and

**WHAT DETROIT  
STATION**

is noted for the successful advertising of food products?

**WJBK  
DETROIT**



HANDLES ACCOUNT—Frank Smith, associate advertising manager, General Foods Corp., has handled the Grape-Nuts series featuring Admiral Byrd from the start.

lodge bulletins; etc. There were general releases, special articles, syndicated features, mat stories, and all other forms of printed support. The material found wide and enthusiastic acceptance, and many groups willingly participated in spreading the news because of the real newsworthiness of the project, the educational value of the broadcasts, and because of interest their groups had in certain members of the expedition's personnel.

Leading department stores have

made effective use of a traveling window display prepared for them, in which blown-up photographs of the expedition and its broadcasting activities were used. Shown with the pictures were items from the equipment taken by Byrd's previous expedition. Such items as skates, skis, ski suits, and penguin novelties gave the stores an opportunity to tie in their merchandise with the dramatic story of exploration. The broadcasting equipment, of course, readily ties in with sales promotion for short-wave radio sets.

In the stores having grocery departments, the product was featured as well. Among the outstanding houses which have used the display are Bloomingdale's and Wanamakers', New York; Shepard's, Boston; Gimbel's in both Philadelphia and Pittsburgh, and the Boston store in Chicago.

Current promotion has stressed one of the "miracles of radio" that has not yet become so commonplace as to lose its human appeal—the two-way conversation over great distances—(especially when the distance happens to be the 10,000 miles between Big America and Little America.) Both the news value and the human interest of the programs have been kept at a high level by including talks between members of the expedition and members of their family at home in the United States. Children, wives and parents all have been heard, in the Antarctic by eager explorers.

General Foods has renewed the contract for the broadcasts and expects to keep the program on the air until the middle of next February, when the Expedition probably will have left Little America for home.

**ANOTHER  
BEAT!**

**TRANSRADIO PRESS**

FIRST WITH  
SAMUEL INSULL ACQUITTAL

Among the Latest to Subscribe to Transradio Service:

WOW Omaha  
KFAB Lincoln

KOIL Omaha  
WKJC Lancaster, Pa.

A daily volume of 30,000 words, fully authenticated and fresh up-to-the-minute, is available by high-speed printoffs for stations desiring a complete 24-hour-a-day flash and bulletin coverage. Flash news is also available in units of five, ten and 15-minute programs, with delivery by printer or telegraph out of New York, Chicago and Los Angeles, or by short wave telegraphy.

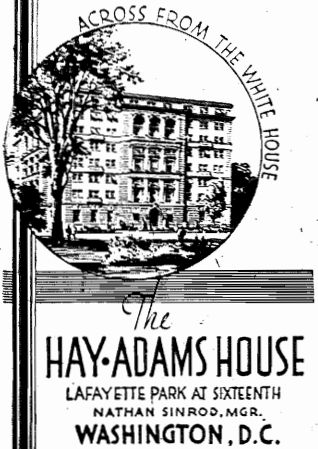
WIRE OR WRITE FOR RATES

TRANSRADIO PRESS SERVICE, INC.

"Only What is Authentic and Airworthy"  
342 Madison Ave. New York City

## AUTUMN DAYS in Washington

The world famous parks and drives here are at their best now with beautiful autumn colors and bracing weather. Visit Washington this fall and enjoy your stay more. Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.



## WCAE Supremacy Proven By List of Accounts

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| Acme Beauty Salon                | Kraft-Phenix Cheese Corp.           |
| American Oil Company             | Kroger Grocery and Baking Co.       |
| American Rolling Mill Co.        | Lady Esther Co.                     |
| Max Azen                         | W. W. Lawrence & Co.                |
| B. T. Babbitt Co., Inc.          | Lehn & Fink Products Co.            |
| Baume Bengue                     | P. Lorillard Co.                    |
| Bayer Co., Inc.                  | R. E. Loughney, Inc.                |
| Benton & Bowles, Inc.            | Luxor, Ltd.                         |
| Better Homes Exhibit             | Malted Cereals Co.                  |
| Boggs and Buhl                   | Maryland Pharmaceutical Co.         |
| Boys                             | Maybelline Company                  |
| Bristol-Myers Co.                | May Stern Company                   |
| Bulova                           | Metropolitan Life Insurance Company |
| Bunte Brothers                   | Mohawk Carpet Mills                 |
| Campana Sales Company            | The Mollie Co.                      |
| Carnation Company                | Moonshine Chemical Co.              |
| Carter Medicine Co.              | Natural Gas Company                 |
| Climalene Co.                    | Norwich Pharmaceutical Co.          |
| Cities Service Company           | Penn Tobacco Co.                    |
| Colgate-Palmolive-Peet Co.       | Pepsodent Company                   |
| Crazy Water Hotel Co.            | Philip Morris & Co.                 |
| R. B. Davis Company              | Plough, Inc.                        |
| J. Diamond Company               | Pontiac Motor Co.                   |
| Drake-Kaplan Piano Co.           | Premier Pabst Sales Co.             |
| Ex-Lax, Inc.                     | Procter & Gamble Co.                |
| Firestone Tire and Rubber Co.    | Ralston Purina Co.                  |
| F. W. Fitch Co.                  | Red Star Yeast & Products Co.       |
| Frank and Seder                  | Reymer Bros.                        |
| French Lick Springs Hotel        | Rival Dog Food                      |
| Fruit Dispatch Co.               | Roosevelt Hotel                     |
| General Foods Corp.              | Rosenbaum Company                   |
| A. C. Gilbert Co.                | Scott & Bowne                       |
| Gillette Safety Razor Co.        | Spear & Co.                         |
| General Mills, Inc.              | Standard Brands, Inc.               |
| Gimbel Brothers                  | Sterling Products                   |
| Great Atlantic & Pacific Tea Co. | The Studebaker Sales Corporation    |
| Haller Baking Co.                | Swift & Co.                         |
| Harris Store Company             | United Drug Co.                     |
| The Hoover Company               | U. S. Tobacco Co.                   |
| Joseph Horne Co.                 | The Texas Co.                       |
| Independent Wallpaper Co.        | Vicks Chemical Co.                  |
| Johns-Manville Corp.             | R. L. Watkins Co.                   |
| S. C. Johnson & Sons, Inc.       | Western Clock Co.                   |
| Kaufmans                         | Wheatena Corp.                      |
|                                  | Woman's Home Companion              |

Space prevents complete listing

WCAE 359 Sixth Avenue, Pittsburgh  
1000 Watts FULL TIME BASIC RED NETWORK  
WCAE 1220 Kc.

## Would Cooperate With Educators

(Continued from page 22)

governing broadcast allocations that the Commission has under the existing law ample authority to make such changes, or else should request such authority through amendment of the present law.

Unqualified objection is made to proposals for ear-marking of facilities for non-profit purposes or for assigning, by legislative mandate, specified hours over existing stations for the same purposes. In the case of the former, it is stated that "ear-marking of any facilities for future use would involve a general and complete reallocation, which would in turn involve completely destroying or greatly reducing the facilities of many stations, regardless of the fact that they are now rendering an admittedly meritorious service to the public." As to the second proposal, the brief states it would be against the public interest that the Commission should require each commercial station to set aside a specified amount of time, or specified periods, for any type of service.

"The establishing of such a principle would inevitably impose on the Commission the burden of ruling how and for whom such time should be allocated or used, and this would result in an indirect government censorship similar to that involved in the allocation of other broadcasting facilities on any priority basis. \* \* \* The listening public has conclusively shown that it does not

desire more programs of a strictly educational type. There is no indication in the record that any considerable number of non-profit groups are seeking more time than they now have. The record clearly shows that far more time than is now used by such groups is available to them if they want it, and will produce programs of interest to the public and comparable in quality with the average programs now available."

"Unless," continues the brief, "it is seriously proposed to abandon the basic principle of democracy, and adopt a policy of giving the public, not what it wants, but what a small group of government officials or appointees think it ought to have, any governmental effort to deal directly with general program quality or content is bound to result in hopeless confusion and public resentment."

### Some Conclusions

FINALLY, the brief recites the following conclusions:

From a thorough analysis of the record certain definite conclusions can be reached:

1. The facilities for radio broadcasting in the United States are at present definitely limited by physical facts, and are used to approximately their full capacity. No material extension of these facilities through the application of new technical methods seems sufficiently imminent to warrant present consideration. It follows, therefore, that increased broadcasting facilities for any form or type of service can be provided at present, only at the expense of services now authorized to use those facilities. This applies whether the term "facilities" is defined as including all the elements of broadcast allocation, or as meaning broadcasting time only.

2. Broadcasting hours and, in a wider sense, broadcasting facilities of any sort, are of little value without an established and maintained audience. It follows that any allocation of facilities which are not used in the service of a considerable and interested audience constitutes a waste of such facilities.

3. Commercial broadcasting service in the United States is designed to give a widely varied program service to the entire population which is able to receive such service. It seeks to give due consideration to the desires of all significant minorities, while at the same time always considering the tastes and wishes of the public as a whole. In carrying out the policy just outlined, commercial broadcasting has cooperated, and has expressed

## WSGN NEWS!

SIX TIMES DAILY  
At 9 and 11 A. M.  
1, 3, 6.30 and 8 P. M.

Transradio short wave service on national and foreign items. Full time local coverage with E. M. Henderson, Sr., former managing editor, Birmingham News and Age-Herald, and former state manager Associated Press.

Participation at \$60 per month, 26 daytime spots; \$80 evening time.

WSGN  
Selling Birmingham  
FULL TIME  
S. A. Cisler, Manager

willingness to cooperate still further with many and varied types of non-profit organizations, and in most instances has done so to their complete satisfaction.

4. It is impossible to determine the character or value of a broadcast program merely by its origin or sponsorship, and it is manifest from the record that much of the finest service which broadcasting is rendering to the public in the field of education has been instituted and is now maintained by the broadcasting companies themselves.

5. It is manifest from the record that there has been a steady and progressive improvement in the general quality of radio programs, corresponding to a definite improvement in public taste as a result largely of the opportunities which broadcasting has afforded for the enjoyment of good programs.

6. It is clear that any form of preferential allocation of broadcasting facilities, based either on type of program service or on classification of licensees, would involve the federal government in complex problems of determining program service values necessitating a considerable degree of indirect but effective government censorship.

7. The record makes it clear that with the rapid and still unpredictable development of radio communication, the adoption of any governmental policy which would restrict or hamper such development would be disastrous and that greater stability is universally desired.

8. It is apparent that the test of public interest, convenience, or necessity established by law can be properly applied only on the basis of individual cases, when and as applications for licenses or renewals thereof are submitted.

9. It is clear from the record that the interests of public will best be served by closer and more widespread cooperation between the commercial broadcasters and the many groups primarily concerned with public education in its broadest sense, and that such cooperation should be directed toward the development of more effective methods for the use of broadcasting in the general service of education.

### KFKA Changes Setup

OPENING of new remote studios in Fort Collins, Col., Nov. 17 and a reorganization of its staff are announced by KFKA, Greeley, Col., whose managing director, E. E. Green, resigned Nov. 1 to resume the practice of accounting. Howard Bell, band leader and dramatic star, has been promoted from program director to manager. John C. Sweeney, formerly with KIDO, Boise, Iowa, and other western stations, continues as commercial manager, with S. E. DeWitt, as assistant. Crawford Engle, Jr., of Boise, has rejoined the Greeley staff as field and merchandising supervisor, and Herbert E. Albright has been named to the announcing staff.

### Affiliated Net Opening

OPENING of Affiliated Radio Networks, Inc., a regional chain in the Middle West, of which WCFL Chicago Federation of Labor station will serve as key, is scheduled for Dec. 3, according to word received Nov. 27 by the FCC. A dozen stations in Illinois, Indiana and Wisconsin are listed as identified with the project. WTRC Elkhart, Ind., on Nov. 27 procured FCC authority to operate during evening hours on Dec 3 "in order to broadcast program featuring opening of Affiliated Radio Networks."

## Revision of Code Rates Pending

(Continued from page 7)

ments offered by Mr. Kierman and Mr. Nockels had been voted down. The latter had proposed that the investigation be made by NRA rather than the Code Authority, but Chairman Shepard ruled that the Code itself fixed the responsibility for the investigation upon the Code Authority, and that the amendment therefore was out of order.

On the question of studio admissions, raised originally by the code authorities representing the motion picture and legitimate theatre industries, it was agreed that Mr. Baldwin be authorized to complete his report and to submit it, without recommendation, to NRA. Questionnaires on this matter to determine how seriously, if at all, free studio admissions cut into regular show attendances, were sent out by Mr. Baldwin several months ago, and now are being computed.

An investigation by Executive Officer Baldwin of complaints of part-time stations operating on clear channels against the code provision that they pay the same wages and observe the same hour requirements as full-time stations on such channels, was ordered by the Code Authority. Mr. Baldwin was instructed to report at the next meeting of the board.

Also submitted to NRA by the Code Authority was a proposal for rewriting of the administrative

provisions of the code. It would give the Code Authority power to revise methods of raising funds, and to institute legal proceedings for code violations in its own name. Coupled with this was a resolution offered by Mr. Russell, which passed by unanimous vote, asking that the Code Authority apply to NRA for a ruling to require all stations to pay code assessments, even though they may be part of an enterprise which contributes to the financial support of another Code Authority.

The action of Executive Officer Baldwin in exempting seven educational and religious stations from the code provisions was ratified by the Code Authority, and Mr. Baldwin was instructed to reimburse them for any payments made on code assessments. On motion of Mr. Nockels, Mr. Baldwin was authorized to act with Deputy Administrator Farnsworth concerning the formation of such trade practice and labor committees as NRA policies may require.

WJR, DETROIT, will start H. A. Ripley's "Minute Mysteries" Dec. 4, twice weekly. The program starts at 7:45 p. m., lasts a quarter hour during which clues are given, and is resumed at 9:45. Meantime listeners wire in solutions in competition for a \$50 prize and the true solution is dramatized in the final part of the program.



## BROADCASTING EVERY DAY Genuine Air-Conditioning

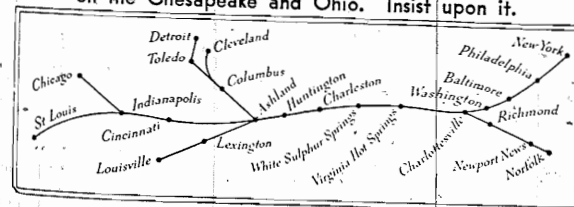
CLEAN, FRESH, SPRINGTIME WEATHER ALL YEAR 'ROUND

RADIO ON ALL THRU TRAINS

## THE GEORGE WASHINGTON

THE SPORTSMAN THE F. F. V.  
The finest fleet of genuinely air-conditioned trains in the world

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

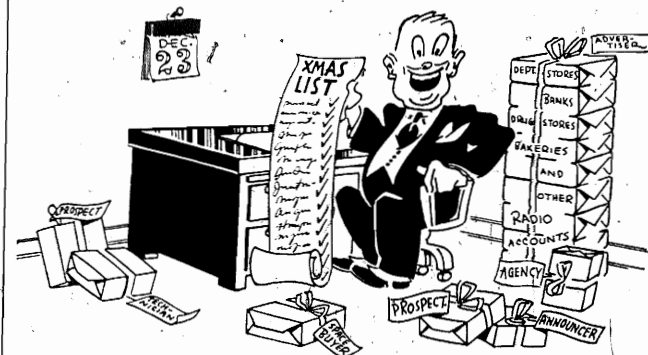


## CHESAPEAKE AND OHIO

# BROADCASTING

Broadcast Advertising

## WILL SOLVE YOUR XMAS GIFT PROBLEM



### THE IDEAL GIFT FOR:

Agency Executives	Advertisers
Advertising Prospects	Station Staffs
	Radio Friends

### BULK SUBSCRIPTION RATES

Over 15 Subscriptions \$1.50 EACH	5 to 14 Subscriptions \$2.00 EACH
2 Subscriptions \$2.50 EACH	Single Subscriptions \$3.00 EACH

Year Book Included in all Subscriptions

(Extra Year Book Copies \$2 Each)

I ENCLOSE \$..... FOR..... SUBSCRIPTIONS

Signed.....  
Address.....  
City.....

I AM ATTACHING LIST OF NAMES TO WHOM THESE SUBSCRIPTIONS ARE TO BE DELIVERED.



**CLASSIFIED  
ADVERTISEMENTS**

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. Forms close 28th and 15th of month preceding issue.

**Help Wanted**

Salesman for local station, small city. Good opportunity, no competition. Box 248, BROADCASTING.

Commercial manager local station, small place. Box 249, BROADCASTING.

Experienced commercial man with small capital to invest who can build up station in new field. Box 250, BROADCASTING.

**Situations Wanted**

Engineer desires to better his position by connecting with growing station. Experienced in all phases of broadcast engineering, including design and construction of high quality composite transmitting and speech equipment. Familiar all Western Electric equipment from 100 to 5,000 watts. Age 31. Best references. Box 244, BROADCASTING.

Young woman with several years experience in radio desires position as private secretary; experienced in all branches of radio including technical, commercial and hostess; excellent references. Box 243, BROADCASTING.

Experienced announcer, entertainer—at liberty. Just concluded five-year engagement at CBS affiliate. Locate anywhere. Box 245, BROADCASTING.

**Wanted to Buy**

250-500 watt, to operate 550 end of broadcast band. Box 246, BROADCASTING.

**WANTED**

By an Exceptional  
Radio Engineer

**A PROGRESSIVE  
MANAGER**

—who is satisfied with nothing less than perfect transmission and who, to achieve this enviable result, will place the operation of his station in the hands of one of the finest Technical Directors in the East.

WRITE

**R. W. BIXBY, Inc.**  
443 Delaware Avenue  
Buffalo, New York

(Intermediaries in  
High Grade Positions)

**The Other Fellow's Viewpoint...**

**Getting Business**

To the Editor of BROADCASTING: A firm foundation and logical adaptation of sound advertising principles is the "result-getter," we feel, for the independent stations throughout the United States. We ask our advertisers to invest their money in advertising, and through numerous original merchandising ideas we obtain results for them not exceeded by any other media with a dollar for dollar expenditure of money. To a great extent, we have eliminated dissatisfaction and cancellation of contracts, due to this same standard advertising formula. Our renewal contracts have increased within the past six months.

The bringing of a return to every satisfied advertiser is accomplished only by hard work and adaptation of merchandising principles to the advertising of the particular client. Our salesmen are requested not to attempt selling an advertiser on the first approach, but to find out the objective of the advertiser, the details of his business and his method of distribution. After this information has been acquired, an advertising campaign is formulated, reaching different types of listening audiences the advertiser is interested in as consumers of his merchandise.

WAIU adapts a program to his particular business. We inject merchandising to assure him of a direct pull. We insist on checking with the advertiser weekly to find out exactly what results he is obtaining for his expenditure with our organization. One advertiser reports that by using this method of advertising an 83 per cent gain shows over the same month of last year, and this organization further

states that the gain is due to coming back on WAIU with a 15-minute daily broadcast. Other advertisers are reporting a like gain in percentage in different lines of business. For the first time in two years WAIU is receiving calls daily from advertisers expressing a desire to invest in radio advertising.

If all station managements would take their work to heart, forget the personal gain and revenues and work with their advertisers, securing results for them, material gain and accumulation of money as profit will take care of itself. Such a procedure would guarantee prominence in each community and result in a tremendous profit-showing for the organization following such a course.

H. H. HOESSLY,  
General Manager, WAIU,  
Nov. 21, 1934 Columbus, O.

**Cold Tablet Spots**

BEAUMONT LABORATORIES, St. Louis (Beaumont 4-Way Cold Tablets), on Oct. 22 started a series of 312 one-minute WBS transcription announcements on WOOD-WASH, Grand Rapids, Mich.; WMBD, Peoria, Ill., and CKLW, Detroit-Windsor. Spot is carried twice daily for 26 weeks, the campaign extending to April 20, 1935. H. W. Kastor & Sons Co., Inc., Chicago, handles the account.

AUTHORITY to install a new 100-watt station to operate on 1420 kc. with 100 watts at Daytona Beach, Fla., was granted W. Wright Esch of that city by the FCC Nov. 27. Action was taken without a hearing.

KONJOLA, Inc., Port Chester, N. Y., (laxatives) is planning to add WLS, Chicago, to its "Nothing but the Truth" program, now on WBBM, Chicago, seven times weekly, and is considering a program on ABS.

Will pay cash for standard 50 or 100 watt W.E. or R.C.A. Broadcast Transmitter with or without power supplies and microphone equipment. Send full details at once to

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**Two Stations in Chicago  
Combing Amateur Talent**

CONTESTS designed to unearth radio material from ranks of the amateurs are being conducted simultaneously by two Chicago stations. WGN, in conjunction with the Phillips Petroleum Company, Bartlesville, Okla., is distributing audition blanks through the Phillips filling stations throughout the Chicago area. The station reports that approximately 50,000 blanks were called for during the last two weeks of November.

The Phillips plan is more properly an audition than a contest, inasmuch as no winners are chosen, no prizes awarded and no compensation given. The sponsor is conducting a series of "amateur night" programs, and from the applicants the most likely will be chosen for broadcasts.

WBBM has offered the winner of its contest a 13-week contract at \$100 per week. The contest is limited to girl singers who have not previously received remuneration for radio work on the air. Announcements and blanks are being distributed among schools, churches and large industrial companies.

A MEETING of the NAB board of directors will be held in New York Dec. 11 and 12, at the St. Regis Hotel.

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**Cleveland Dealers Prefer RADIO**

Seventy-two grocers, druggists, and gasoline dealers in Cleveland were interviewed during a recent nationwide survey made by the Psychological Corporation. Of these, 61% said they found radio the best selling medium for nationally advertised products. The next highest medium received the vote of only 22% of the dealers.

And advertisers prefer WTAM! This 50,000 watt NBC station is daily ringing up sales for Cleveland dealers. Use WTAM to help move your product off dealers' shelves in Northern Ohio markets. Daytime rates are low and there's a large "class" market of active buyers available.



**WTAM  
CLEVELAND  
50,000 WATTS**

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