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BROADCASTING

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Broadcast Advertising

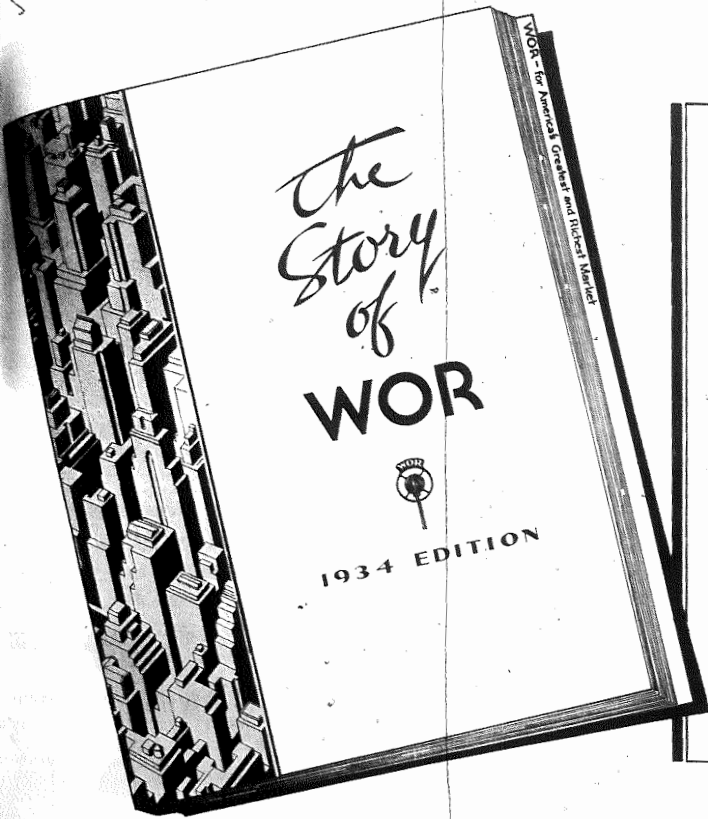
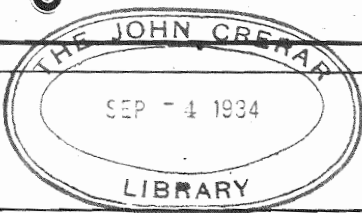
WASHINGTON, D. C.
SEPTEMBER 1, 1934

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Canada and Foreign
\$4.00 the Year

\$3.00 the Year
15c the Copy



Some of the thousand and one questions which this booklet answers

- What is the potential audience of WOR?
- What famous radio stars got their start on WOR?
- What kind of results do WOR advertisers get?
- Who listens to WOR? . . . and where? . . . and why?
- How many liquor dealers in Brooklyn?
- How many chain grocery stores in Yonkers?
- What is WOR's bonus circulation?
- What counties in the WOR area buy the most automobiles?
- What kind of advertising can't be broadcast over WOR?

"The Most Informative Station Booklet ever published"

—says a prominent agency executive of this new "Story of WOR," just off the press. • This comprehensive booklet gives all of the facts you want to know about America's Leading Independent Station and the tremendous market which it serves—sans ballyhoo! • We would like everyone in the radio industry to have a copy. Because of the limited edition, however, we are obliged to restrict the mailing to interested sales and advertising executives. • Send for your copy now.

WOR

1440 BROADWAY, NEW YORK CITY
BAMBERGER BROADCASTING SERVICE, INC. • • • • NEWARK, NEW JERSEY
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • • Boston, James F. Fay, Statler Bldg.

WCCO



HITS BOTH HALVES of this five billion dollar market WITH EQUAL POWER

Wing your selling story through the greatest *double* market of its kind and size in radio. Over 10,000,000 city dwellers live within the measured listening area of WCCO — with Minneapolis and St. Paul at its hub. Nearly another 10,000,000 live on its prosperous farms—with farm income up 30% over 1933 (post-drought figures!). Here are two giant markets at the cost of one. It takes power to reach them—no other station has the necessary 50,000 watts to do it. It takes programs to hold them—no other station in this area taps the full stream of CBS entertainment. It takes prestige to sell them—no other station rivals WCCO's pioneering lead as the first station of this rich Northwest. First in "listening-years"—this month marks WCCO's tenth birthday. First in "listening-ears"—every impartial survey marks WCCO's outstanding popularity. For complete data call WCCO or Radio Sales, Inc.

RADIO SALES, INC.

485 Madison Avenue, New York City · 410 No. Michigan Avenue, Chicago, Ill.

SUPPLYING A COMPLETE SERVICE FOR LOCAL AND
"SPOT" BROADCASTING OVER MAJOR CBS STATIONS



Free & Sleinger stations scoop industry with radio's first practical merchandising plan

Advertisers and agencies have never been able to guess how much merchandising assistance they could get from radio stations . . . or how good it would be after they got it. Even the word "merchandising" lost any definite meaning to the industry. Now, after months of study and research, Free & Sleinger stations have adopted a practical plan and installed merchandising departments to provide certain specific services for advertisers.

Never before has such a plan been available. It gives an entirely new value to station co-operation. With every dollar's worth of station time goes *one unit* of free merchandising assistance. Each of the eight services listed is evaluated on a unit basis and if the service required exceeds the free units allowed, a standard charge is made. Thus, by setting up a definite and exact kind and amount of service given, the advertiser has what amounts to a merchandising rate card.

THESE 8 SERVICES NOW AVAILABLE FROM FREE & SLEINGER STATIONS



1 LISTS . . . Wholesale and retail dealer route lists of specific classifications, such as grocers, drug stores, etc., in the primary area.



2 MAILING service on letters or printed matter, station furnishing letterheads, if desired, mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter.



3 SURVEYS . . . Cross section surveys of retail stores, such as checking sale, distribution, and the standing of advertiser's and competitor's products in local trading area personally or by phone.



4 INTRODUCTIONS to key buyers of department stores, chain stores, wholesalers, etc.



5 DISPLAYS . . . arranging for use of advertiser's window displays.



6 COUNTER CARDS . . . Distribution of advertiser's counter displays.



7 CALLS . . . Personal calls on jobbers, chain and department store buyers, and leading retailers, to announce and explain future campaign.



8 AUDITIONS of radio program for important local outlets.

These are all services which many advertisers have wanted in whole or in part, but which have never been available on a uniform basis. We believe advertisers will find this a constructive and practical step and we invite use of these worthwhile services. You can't afford not to know at once all about this new plan. Complete details are available in printed form. Write, wire or phone to the Free & Sleinger office nearest you for complete and specific information.

** Now prepared to supply these eight services at cost, but have not established Unit Plan.*

WOC-WHO Des Moines	WTCN Minneapolis-St. Paul
*WGR-WKBW Buffalo	WHB Kansas City
*WHK Cleveland	KFAB Lincoln-Omaha
WIND & WJJD Gary and Chicago	WAVE Louisville
*WAU Columbus	KOIL Omaha-Council Bluffs
WDAY Fargo	WMBD Peoria
WKZO Kalamazoo	CKLW Windsor

FREE & SLEINGER, INC. Radio Station Representatives

NEW YORK Chrysler Bldg. Murray Hill 2-3030	CHICAGO 186 N. Michigan Ave. Franklin 6273	DENVER Charles Building Keystone 6028	SAN FRANCISCO Russ Building Sutter 5415	LOS ANGELES Chamber of Commerce Bldg. Richmond 6184	SEATTLE Stuart Building Elliott 6662
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BROADCASTING

and
Broadcast Advertising

VOL. 7 No. 5

WASHINGTON, D. C. SEPTEMBER 1, 1934

\$3.00 PER YEAR—15c A COPY

Regulation Keynote of NAB Convention

By PHILIP G. LOUCKS
Managing Director, National Association of Broadcasters

Freedom of Action of Broadcasters Main Issue on Program; Record Attendance Seen, Many Prominent Speakers



MR. LOUCKS

WHILE federal regulation is the keynote of the twelfth annual convention of the NAB, to be held at Cincinnati, Ohio, Sept. 16, 17, 18 and 19, the program for the meeting has been developed with a view to demonstrating how such regulation may be harmonized with the freedom of action which broadcasters must enjoy under a privately owned and operated and competitive broadcasting system.

Since the last annual meeting of the broadcasters there have been three important developments in the field of regulation. The Code of Fair Competition for the Radio Broadcasting Industry became effective on December 11, 1933; the Federal Trade Commission extended its survey of advertising to broadcasting; and the administration of the radio law was transferred from the Federal Radio Commission to the newly created Federal Communications Commission. While there has been no substantial change in the basic licensing law, the adoption of the code brought hours of labor, wages and trade practices under federal supervision and the Trade Commission's activity brought radio advertising under a scrutiny identical with that exercised by that body over newspaper and magazine advertising. Regulated more than any other American industry, none of the regulatory measures were imposed upon broadcasters.

Limit to Regulation

THE broadcasters themselves sought the 1927 radio law which brought order out of broadcasting chaos and the broadcasters supported the proposal to coordinate regulation of all communications under a central body. The broadcasters themselves formulated the code of fair competition under the National Industrial Recovery Act and the compliance with this code by the industry has won commendation from recovery officials. The broadcasters themselves voluntarily cooperated with the Trade Commission in an effort to stamp false and misleading advertising from radio. And in addition to all of this the broadcasters' code of ethics, formulated in 1929, has

achieved a new meaning during the year.

But there are limits beyond which government regulation cannot go without destroying the so-called American system of broadcasting and it is the duty of the industry itself to determine these limits. Within these boundaries of necessary federal regulation, broadcasters must oppose encroachment upon their freedom of operation. The line of demarcation between necessary federal regulation and essential freedom will be definitely drawn as the program for the three-day convention unfolds.

There is no essential difference between the freedom of the press and the freedom of radio, notwithstanding much that has been said and written to the contrary. President Roosevelt pointed out this similarity in his message to the Radio Manufacturers Association last summer. But just as freedom of press must at all times be jealously safeguarded; freedom of radio can be maintained only through eternal vigilance. Liberties as great as these are constantly in danger.

Lurking behind the broadcasting study thrust upon the new FCC by Congress, stands the first and foremost threat to the American system of broadcasting. Already the NAB has begun a systematic collection of data to be presented to the Commission when the hearings commence on Oct. 1, and a review of this work and an

explanation of the scope of the study will be given during the opening day of the Cincinnati meeting.

Headquarters for the meeting will be established at the Netherland-Plaza, Cincinnati's finest hotel, and all general sessions will be held in the air-conditioned Pavillon Caprice. All general convention arrangements have been made by Edwin M. Spence, WPG, general chairman of the Convention Committee.

Following an address of welcome by Mayor Russell E. Wilson of Cincinnati, on Monday morning, President Alfred J. McCosker, WOR, will give his address, reviewing his second term as NAB chieftain, and the meeting will be under way.

News by radio, a subject which has received his careful study over a period of years, will be the subject of an address by Senator C. C. Dill of Washington, chairman of the Senate Interstate Commerce Committee, and for many years radio leader in the Senate. Chairman Hampson Gary of the Broadcast Division of the FCC is also scheduled to speak at the opening session and his address will be followed by an analytical discussion of radio and human liberty by William Hard, internationally known magazine writer and radio commentator.

The report of the managing director will open the Monday afternoon session, to be followed by the report of Chairman Henry A. Bellows of the NAB Legislative Committee. A report of the NAB Engineering Committee by Chairman Joseph A. Chambers, WLW, will complete the Monday afternoon session.

Commercial Session Important

A more or less serious incident of an advertiser building his own radio program will be reproduced by H. J. Quilliam, KOMO-KJR, at the opening of the Tuesday morning session. This will be followed by a report of the NAB Commercial Committee by Chairman Arthur B. Church, KMBC, which will include a number of important recommendations such as standardi-

zation of units of sale, station surveys, trade practices and merchandising. The report of the NAB Committee on Uniform Cost Accounting will be presented by Chairman H. K. Carpenter, WHK, and the report of the NAB Tax Committee will be given by E. M. Elkin, KDKA.

The Tuesday afternoon session will include a talk by John Shepard III, chairman of the Code Authority for the Radio Broadcasting Industry. The Trade Commission's jurisdiction over radio advertising will be the subject of an address by Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio and Fisheries Committee. An address dealing with coordination among American amusement industries by Division Administrator Sol A. Rosenblatt of the NRA will round out the afternoon session.

The first speaker scheduled on the Wednesday morning session is Fred Willis of CBS, who will offer a conception of the opportunities, responsibilities and problems of education by radio. Following this address, Chairman Edgar L. Bill, WMBD, will present the report of the Program Committee.

Copyright Again on Agenda

MUSIC COPYRIGHT will be discussed during the Wednesday morning session and may possibly continue in the afternoon session. With the copyright problem now the subject of litigation, much of the discussion will revolve around that phase of the problem. Joseph C. Hostetler of the law firm of Baker, Hostetler, Sidlo and Patterson, NAB counsel in the copyright case; Oswald F. Schuette and I. D. Levy, NAB treasurer, will speak on this subject.

Election of officers will be held Tuesday afternoon and ballots will be cast for the offices of president, first vice president, second vice president, treasurer and six directors, five for the three-year term and one for a one-year term. This will be the first election under the new constitution and by-laws adopted at the White Sulphur Springs meeting last year. Newly elected officers will be installed at the Wednesday afternoon business session.

The first meeting of the participants in the NRA code for the broadcasting industry will be held at the Netherland-Plaza immediately following the NAB Con-

POLL THE OPERATORS If You Want Reliable Answers, Suggests WISN Head

being made and the best from the Netherland-Flaza's kitchen and cellar is promised.
A big stag party is promised for Monday night by Chairman Crosley, but details are being kept more or less secret.

Biggest Attendance Seen
EARLY reservations indicate that this year's convention will be the largest ever held by the NAB. The association's membership now numbers 370 stations, representative of 90 per cent of all radio business.

Another matter which will challenge attention of delegates is the necessity for revising the dues system at the forthcoming meeting. Instead of the system put into effect last October, under which dues are based upon one-tenth of 1 per cent of net sales, with a minimum of \$30 per year, it will be proposed that the system be changed to a basis under which the published rate of the station shall determine the dues. It will be proposed that the new dues for each NAB member per quarter shall be the highest quarter hour rate published, whether local or national. The governing rate, except for stations joining at a later date, would be the rate published on or before Sept. 1, 1934.

Camels Returning to Air Over 93 CBS Stations

WHEN the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes) returns to the air over CBS Oct. 2, the hookup will embrace 93 stations. Thus a new record for a regular commercial series is claimed.

Programs will be heard twice weekly, first at 10 p. m., EST., Tuesdays, and it is hoped to clear the same time for the Thursday shows. At first, however, the Thursday presentations will be heard at 8:30, with a west coast rebroadcast at 11:30.

Talent comprises Glen Gray and his Casa Loma Orchestra; Walter O'Keefe as master of ceremonies with a star cast, and Ted Husing dramatizing the commercials, the scenes for these being laid at sporting events. William Esty & Co., New York, is the agency.

Jack Benny is Released To Jello Until Spring

JACK BENNY and his troupe, successful salesman for ginger ale, automobiles and tires, will next undertake to sell Jello for General Foods, Inc., New York. Early in October, date to be announced later, he will start under his new sponsorship with Mary Livingstone and other stars in a series on a nationwide NBC-WEAFF network, Sundays, 7-7:30 p. m. His contract with General Tire & Rubber Co., his present sponsor, expires in October.

According to W. O'Neil, president of General Tire, he has been relinquished to General Foods for 26 weeks until Feb. 26 by mutual arrangement of the two companies. Next spring, he, Mary Livingstone, Frank Parker and Don Bestor's orchestra will return to the air for General Tires, and in the fall will again appear for Jello. Young & Rubicam is handling the account for Jello.

Bellows Joins NAB Butcher Promoted

Vacation Comments on Spot Broadcasting

Resigns CBS Vice President
To Work on Oct. 1 Hearing



Mr. Bellows

manager in addition to his other duties, were announced Aug. 29. Mr. Bellows, who remains as president of WCCO, Minneapolis, CBS outlet, will reside in Washington indefinitely to devote his time to activities of the NAB, of which he is a director and chairman of its legislative committee. He will center his attention upon preparation of the case in behalf of the broadcasting industry to be presented before the FCC at hearings scheduled to begin Oct. 1.

Outstanding Radio Figure

An outstanding figure in the legislative activities of the broadcasting industry since 1925, Mr. Bellows has been chairman of the NAB legislative committee since he resigned as a member of the original Radio Commission in 1927 to return to broadcasting. Mr. Bellows will collaborate with Philip G. Loucks, NAB managing director, in preparing the case for the Oct. 1 hearing scheduled by the FCC pursuant to the provision in the new communications act, specifying that it study the proposal that fixed percentages of broadcasting facilities be allocated to non-profit programs or to so-called non-profit organizations.

In announcing that Mr. Bellows had joined the NAB executive staff, Mr. Loucks pointed out that growth of the trade association and the greatly increased variety and importance of its responsibilities has imposed new and additional burdens upon the Washington headquarters. "The availability of Mr. Bellows' services to the Association in the present emergency period is welcomed by the entire broadcasting industry," he said. "Since his term of service as a member of the original Federal Radio Commission, he has been active in the industry's public relations work, and has won wide recognition as one of the leaders of the broadcasting industry."

May Remain on NAB

Whether Mr. Bellows will remain with the NAB in an executive post following the October hearing probably will be decided at the annual convention of the Association in Cincinnati, Sept. 16-19. Ultimately, it is expected, he will relinquish his post as president of WCCO, which is operated by CBS.

With the resignation from CBS of Mr. Bellows, Mr. Butcher returns to the post he held with the network from 1930 to 1932, before it acquired WJSV under lease. He was made general manager of WJSV at that time, and Mr. Bellows was transferred to Washington from Minneapolis.

Agency Head Finds Real Improvement in Transcriptions And Local Shows; Sees Blatant Blurbs Disappearing

BROADCASTING is still a study in amazing contrasts. To one listener-in on vacation, the interest of a day's programs over stations turned in casually is enhanced by the occasional astonishment that comes from the reflection that a spot program so good as to command thorough-going enjoyment can be followed by one so bad that it almost instantly impels a quick twist of the dial.

Yet, the surprising fact is not that there are so many bad programs—rather that there are so many good ones. A sketchy comparison of the memories of only a year ago with almost any current day on the air, can lead only to the conviction that the producers of spot programs have as a whole progressed splendidly in the development of broadcasting technique.

That this is so amounts to considerably more than a tribute to producers of transcriptions. True, the knights of the recording studios are doing some outstandingly fine work, as many transcribed programs will attest. In fact, some transcribed programs are so perfect technically that they seem inhuman in their mechanical flawlessness. And, again, so many of them are tainted with that curse of the networks—ceaseless imitation of star features. I am a convinced, if unwilling, admirer of Bing Crosby, et al, but I cannot say as much for the third-rate imitator of that gentleman who mistakes his own hoarse and flatted yawping as carrying out the Crosby personality in the grand manner—with variations of his own. Yet I mean no disparagement to the recorders—by and large, they have made great technical strides, with some rich individuality of their own.

Live Spots Much Better

BUT THE REAL improvement has come in the live spot program. To begin with, it is obvious that local stations are developing talent with microphone sense and broadcasting voices. That helps. Even more satisfying, is the evidence that everywhere, creative talent is bringing forth entertainment that has the ring of originality. Not all the good ideas are having their premieres on the networks. One is apt to find that a day with spot programs produces results fully as original in concept as that of the network studios. Of course, the sequence of the programs will be more uneven in quality, but at least there is lacking the frightful monotony of repetition that is born of imitation and the desire to be in the Radio City vogue.

Singers, orchestras, playlets, sketches, "acts," all seem to share this freshness of thought. It may be that broadcasting will free itself of the horrors of repetition through the spot program of the

By H. H. KYNETT
Aitkin-Kynett Co., Philadelphia

THESE WORDS of a leading national advertising agent, written in a ruminative mood while listening-in during a Maine vacation, will be heartening to proponents of spot broadcasting—both transcriptions and live local shows—and to the sponsors using them and stations carrying them. Mr. Kynett sees an all-around improvement in spot technique, with perfect quality from transcriptions and local live spots often freeing schedules of the "horrors of repetition." Exaggerated claims are on the wane, too, he observes. While spot programs dispel the belief that "star" programs are always necessary, Mr. Kynett also asserts that crowding blurbs between station breaks, though profitable, are not always fair to the network program.

NBC Sees 1934 Record As Summer Sales Hold

A RECORD-BREAKING year in time sales is expected by NBC for 1934, on the basis of present and prospective business for the last quarter. At the half-year period, said an NBC announcement Aug. 17, sales totalled 14,126,762, or only about \$1,000,000 less than the 1932 half-year record. June, 1934, was the highest June in history.

Attributed largely to the fact that the old theory about the "summer slump" has been blasted, it was pointed out that time sales during June, July and August have been unusually high. The average increase for the three-month period, May-June-July, 1934, was 41 per cent over the same period of last year in daytime sales and 48 per cent for evening sales.

Hay Fever Schedule

HISTEN Corp., Chicago (Histen hay fever remedy), placed twice daily transcriptions for one week during August on 19 stations in a concentrated "hay fever season" drive, using in addition WGN and WJJD in the Chicago area for two daily 100-word announcements, the latter for four weeks. Ruthrauff & Ryan, Chicago, handled the schedule which was carried by WGY, WCCO, KSTP, KOA, WOC-WHO, WJR, KMBC, KMOX, WGR, WLW, WTAM, WJY, KVOO, KDKA, WFAA-WBAP, WTMJ, WMAQ, WENR and WTWJ.

"ONE MAN'S FAMILY," the NBC series from San Francisco, has been awarded the October Award for Distinguished Service to Radio by *Radio Stars* magazine.

hurried and overstuffed with claims for the product. It is a sad comparison with those minute spot announcements, so carefully planned and executed, that rob no one of time or effect.

There can be little question that spot programs are making rapid strides—let us hope to the satisfaction of listener, broadcaster and advertiser alike. It augurs well for the future of radio entertainment—it seems to dispel the belief that "star" programs are essential to radio success. These things go in cycles—perhaps the current progress of the spot program indicates definitely that the up-strides in broadcasting technique mark the beginning of an era where freshness and originality will outrank in public favor even the prestige and mannerisms of the "name" stars who have so completely dominated studio affairs in the past few years.

Perhaps that is too much to hope—in any event, the "spot" programs of today presage new names, new ideas and less monotony for the future of the big programs. And that is something to write home about—to the glory of those local station men who are working so steadily and intelligently to do a thoroughly good job.

local station. To this writer, this remains more than a hope, even though he has heard "Love in Bloom" at least 20 times on the day this is written.

Not infrequently does one hear new ideas in orchestration, fresh thought in singing and cleverness in dramatics emanating from the spot programs. Some remember that "The Man on the Flying Trapeze" is not the only old-timer worth reviving. Not all label as "Songs of the Gay Nineties" tunes that were written mostly after the turn of the century. Some folks in the local studios (staff man, artist or advertising agent) really are digging into the old material, bringing out worthwhile ideas and creating them anew for a radio public, that I stubbornly refuse to regard as stupid as the purveyors of monotony and the imitative vogue would have you believe.

Lauds Bush-League Announcers

ALL GOOD announcers are not in New York and Chicago. In fact, it might do New York and Chicago some good to draft a few announcers from the bush leagues, if only to rest the sonorous perfection of some veterans who are content to rest on bygone success. Now and again, local stations provide refreshing voices—natural, spontaneous and utterly unspoiled by affectations.

Moreover, commercial credits have done much for themselves with the public. It would seem to this listener that much of the blatant bad taste (to put it mildly) that distinguished broadcast advertising not so long ago has disappeared.

Exaggeration and wild claims do appear to be on the wane. Not infrequently, atmosphere clothes the spot commercial credit with an interest that proves its advertising worth. Whether or not, the much-abused commercial credit will ever



MR. KYNETT

prove entirely acceptable to those gentlemen who have an axe to grind is another question. Yet certainly the results will make themselves apparent to the broadcast advertiser.

Blurbs Still Overdone

NOT THAT we have attained perfection with the commercial credit, all too often the 25 to 50-word commercial is inserted locally between network programs, adding time, boredom and confusion to closing and opening announcements—sometimes giving credit for the broadcast (in the listener's mind) to the spot announcement. It may be profitable to the local station, but is it fair to the network program? Moreover, it is frequently

Mid-west Network Planned by Gygi

Nockels Offers WCFL as Key: 31 Stations Held Committed

PLANS for a "mid-western network" are being made jointly by Edward N. Nockels, secretary of the Chicago Federation of Labor and general manager of WCFL, labor station in that city, and Ora Gygi, former general manager of the ill-fated Ed Wynn Amalgamated Broadcasting System.

Settling rumors about such a project, Mr. Nockels informed BROADCASTING's Chicago correspondent Aug. 22 of his plans for a regional network of which WCFL will be the key. The station has been an outlet of NBC for more than two years, though carrying relatively few commercial or sustaining chain programs.

Mr. Nockels said that no organization could use WCFL as a key station unless it be the key of its own network. "We are not interested in making money," he said. "We are interested in serving the people. In that respect we stand alone."



Mr. Gygi

"We plan first of all to build up our key station, WCFL; then a chain of stations will be in order."

Gygi Would Head Chain

Mr. Gygi will head the network. He is now reorganizing the station and auditioning talent for use when the network becomes a reality.

A tie-up already has been made with WWAE, Hammond, Ind., because of its importance in the Calumet district, and WCFL expects to begin servicing programs to the station shortly. Dr. George F. Courrier, owner of WWAE, will take charge of the farm branch of WCFL.

Present plans are to begin operations in Illinois, Indiana and Wisconsin and later develop Iowa and possibly Ohio. According to Mr. Gygi, commitments have been received from 31 stations in the three states, which will give the network representation in almost every city of importance. The regional midwestern network will be a combination of state networks, which will represent the commercial and industrial heart of the nation, he said.

According to the plans, WCFL will supply every member station 16 hours of programs a day, both commercial and sustaining. The sustaining programs may be sold as local commercials by the affiliated stations.

Claims Big Response

"THE NATIONAL broadcasting chains are here to stay," said Mr. Gygi. "Their business is strictly confined to a national basis, yet it covers only a small need of the advertiser in this country. More and more, the sponsor of today is becoming what we might call 'region-minded'; that is, he would like to advertise through the medium of the radio in certain parts of the country, in certain sections,

TAPPING BEER SALES Merchandising and Radio Tie-In Boosts Sales 100 Per Cent

THROUGH an effective combination of radio advertising and outside merchandising, The Tivoli Brewing Co., of Cleveland, claims a 100 per cent increase in sales volume. The company is sponsoring six 15-minute programs weekly over WGAR, Cleveland, featuring "Pie Plant Pete" (Claude Moye), hillbilly singer.

Upon signing the contract, the problem of the sponsor was to get effective distribution with suitable publicity on the program but without newspaper advertising. In the Cleveland territory some 5,000 cafes, beer gardens, restaurants or hotels selling beer had to be contacted to get the Tivoli product stocked. It was finally decided that on the radio programs announcements would be made telling where "Pie Plant Pete" would appear for that evening. The personal appearances along with the radio program produced a greatly enhanced demand for Tivoli beer, with the sales chart of the company since the program started showing a 100 per cent increase. The radio artist visits an average of four beer establishments each night, and is introduced by his radio announcer with the usual theme song plugging Tivoli beer.

Advertising is Released In the Drought Territory

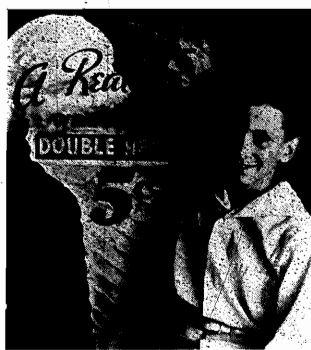
APPARENTLY convinced that the residents in the drought areas will have as much, if not more, money to spend this fall as they did last year, several advertisers released copy in those districts last week, after holding it up for several weeks, reported the *New York Times*, Aug. 26. One company reinstated its advertising in St. Paul and Minneapolis, after having canceled it at the beginning of the month.

At the same time, advertising agencies reported that companies were now taking space in various types of media until the end of the year and were looking forward to a good fall business. In some cases the amount of space bought is as much as 33 per cent ahead of 1933. Very few plans have been laid as yet for next year's advertising budgets, but after the election large advertisers are expected to get started on their 1935 programs.

from which he will derive the most benefit and eliminate those sections which are of no importance to him. According to statistics, 160 of these regional advertisers are to be found for each national advertiser.

"It is then logically surmised that any plan whereby a network is formed along regional lines, which in turn, when combined would give a national picture, is a very desirable and sound one," Mr. Gygi continued.

"We have proceeded along these lines and the response from stations all over the country has been an overwhelming one. We are now in the last stage of completing negotiations and signing contracts for these state networks."



Boy Announcer Sells Ice Cream

ONE OF RADIO'S youngest commercial announcers is George Wood, Jr., 11-year-old commercial announcer of WIL, St. Louis, who takes his turn at the microphone each morning at 8 o'clock on a special program for children sponsored by the Walgreen's drug stores in the interests of ice cream sales. Handling all of the commercial copy, young Wood's program averages more than 2,000 letters monthly from children sending in their requests for birthday announcements during the program. The youthful announcer wishes the children happy birthdays with the ringing of chimes.

In addition to his radio announcing, Master Wood is a stage and radio singer and a tap-dancer. He was a member of the cast of the St. Louis municipal opera "Rip Van Winkle." He is just completing his 15 weeks of announcing before returning to school this fall.

NBC Tightens Up Its Sales Policies

TIGHTENING UP further on sales policies with respect to certain types of programs, NBC has notified its owned and operated stations that hereafter they are to regard as unacceptable accounts such products as body deodorants, or soaps advertised as such, as well as accounts covering undertakers, cemeteries and morticians. Previously the stations had been notified to reject laxative accounts and to consider on their own merits accounts involving investment houses.

Acceptability of accounts, under the newly instituted policies, will be based essentially upon good taste. Any advertising copy that is likely to contain "unpleasant" statements, under this broad ruling, would be regarded as unfit. It is likely that NBC shortly will make public a detailed statement of policies regarding acceptability of programs in every category.

On Aug. 7 NBC notified its stations that use of ordinary phonograph records would be prohibited hereafter, although adequate time would be allowed to permit fulfillment of existing contracts using records. The order applies only to commercial phonograph records, and not to electrical transcriptions made exclusively for broadcast purposes.

TEN newspaper owned and operated broadcasting stations are operating in Canada, comparing with about 100 in that class in the United States.

Beck Bar Report Urges Radio Forum

Hits "Trivial Entertainment," Suggests FCC Action

CALLING radio "the greatest gift to mankind in its cultural possibilities," the Standing Committee on American Citizenship of the American Bar Association, headed by Rep. James M. Beck (R.), Pennsylvania, asks the association in its report to the annual convention in Milwaukee, Aug. 28-31, to foster a movement for greater use of broadcasting as a public forum.

Criticizing the use of radio for "trivial entertainments and more or less commercial advertising," the Beck report suggests also that the new FCC could "profitably ask one or more of the large broadcasting companies to give one hour, on two evenings of the week, for the discussion of public questions."

"Your committee," said the Beck report, "believes that this association can render an effective service in impressing upon the national broadcasting companies that they should not only be a free and open forum for public discussion, but also that they ought not to waste the infinitely potential benefits of the radio in giving too much time to trivial entertainments and more or less commercial advertisements."

"University of the People"

"THE RADIO is possibly the greatest gift to mankind in its cultural possibilities. It is potentially a university of the people, and its results could be of immeasurable advantage, not merely in the education of the people, but in the maintenance of democratic institutions. However, this potentially beneficent asset is largely used as a means of private profit until public opinion requires the owners of the broadcasting companies to give more attention to educating the people and less to amusing them or advertising merchandise.

"The newly created Federal Communications Commission, with its supervisory power over the channels of the air, and the rightful use of them by it licensees, should consider this matter. It could profitably ask one or more of the larger broadcasting companies to give one hour, on two evenings of the week, for the discussion of public questions. As our nation largely functions through two great political parties, it might be well to give one hour each week to the proponents of governmental policies and one hour to opponents. This would insure a balanced discussion, and the forum of the air might well become as significant as was the forum in the times of the Roman Republic. Cicero addressed thousands, but the radio has a nightly audience of millions. Such an opportunity to educate our electorate of many millions should not be wasted.

"Such weekly discussion of current problems, especially in their constitutional aspects, by opposing schools of political thought, would do much to educate the American people, and soon would take the form of a continuous debate which might well interest the American people far more than the debates in Congress."

Local Editorial Policy Adds Listeners

WMBD News Commentator Conducts Municipal Campaigns; Audience-Builder Sustaining; Adjacent Time Sold

By EDGAR L. BILL
President, WMBD, Peoria, Ill.



Mr. Bill

THE first and simplest fundamental of the broadcasting business. At the same time, as every radio man knows, it also offers one of the most difficult problems of the business.

The networks have the resources for building brilliant and elaborate radio shows with which it is impossible for most smaller stations to compete. The opportunity of attracting listeners with local programs lies largely in the ability of the station to emphasize that which belongs only to the station itself; that is, features of genuine local interest.

Community Promotion

SINCE June, 1931, WMBD, a unit of CBS, has been committed to a policy of operating as a community enterprise, stressing many features of purely local interest, such as broadcasts of civic events and a daily chat about news "From the Heart of Illinois," which uses material from correspondents in sixty surrounding towns.

One local feature which has developed to considerable proportions is the local news commentator, started as an experiment about two years ago. The commentator began as a political analyst in the city primary elections early in 1933. At that time he conducted a straw ballot which netted 5,000 votes out of a population of 105,000. He ventured, from this ballot, to predict on the eve of election, the results of the next day's voting. His prediction was correct. Not only was the position of each of seven candidates in the final vote correctly named, but the total number of votes each secured was forecast within 5 per cent. The only error which occurred was attributed to the unprecedented challenging of 1,500 voters at the polls.

Local Start on News

IN THE HECTIC months of the spring of 1933, the commentator drew upon the history-making national events such as the bank holiday, the return of legal beer, and the dropping of the gold standard, stressing in each case only the local results and effects. During the bank holiday listeners were invited to ask for information concerning their money troubles, business men were interviewed, and every effort was made to get all possible information which would be interesting or helpful to the station's audience.

During these days the commen-

LOCAL broadcasters who find it hard to compete with the superior programs of networks would do well to take a cue from WMBD, which has adopted an editorial policy. The WMBD news commentator has broadened his field to include crusading inquiries of sweat shops, the cause of mounting traffic deaths and the like. The result has been to build the station audience, which is what every station manager desires. And, while the commentator is maintained as a sustaining feature, time just ahead or just following the program is in demand by commercial sponsors.

tator began a quiet investigation of rumors that certain factories in the city were employing sweat-shop methods. Months of secret investigation resulted in a sufficient number of sworn statements from women employes to warrant the broadcasting of the information. Wages as low as seven and a half cents an hour in one factory were discovered. These facts, together with the names of the firms which paid these wages, were broadcast.

Until this time the commentator had attracted a fairly large audience. The broadcast of the local wage conditions, however, brought a response from the audience which was sensational. The investigation was the talk of the city. WMBD became a clearing house of information on wage conditions in local factories. Listeners wrote letters, telephoned and came to the station to volunteer information on the subject.

Promotes NRA Parade

A STATION with an editorial policy was something new to the public. They liked it and responded generously with mail and telephone calls. It was clearly indicated by that time that a feature of this type was highly successful in competing with entertainment features.

Early in the fall of 1933, WMBD's commentator began publicly asking questions about the apparent lack of enthusiasm for the NRA movement in the city. Considerable interest was aroused by his proposal to stage a gigantic NRA celebration in the city. Powerful opposition developed and it was another battle for the commentator. Certain groups in the city which, previous to this time, had not been unified, got together and backed the plan and the demonstration and parade which followed proved again that the city was interested in the editorial feature of the station.

On Nov. 7, 1933 the commentator announced to his audience that he was beginning an investigation of traffic violations in the city to determine the causes of 17 traffic deaths in the first ten months of 1933. The total of such deaths in 1922 had been only eight for the entire year. At the beginning of

this investigation he secured the endorsement of the mayor, the chief of police, and the police lieutenant in charge of traffic.

The listener's response again indicated the interest and hearty approval, not only of city listeners, but of many within a radius of 50 miles of Peoria. The traffic investigation gathered momentum slowly and the commentator learned by the last of November that the program, originally planned for one month, would require much longer time. Interest grew throughout December and by the middle of January, had reached its peak.

Heads to Police Drive

THREE TIMES a week the commentator broadcast various phases of the problem, including the names of traffic law violators who had been arrested and fined. He also broadcast and called special attention to the names of those who had been arrested and excused. On one occasion he was given the services of a police officer with whom he cruised about the city, noting the license numbers of cars which were observed in traffic violations. The names of the owners of these cars were broadcast.

Going through police records for three consecutive months, the commentator listed every traffic case which had come before the police magistrate, calculated percentages of different types of violations and of violators who were not prosecuted or were excused. From this data he attempted to analyze the reasons for widespread violation of traffic laws.

During the last two months of 1933, six more traffic deaths were added to the 17 for the first ten months. One month after the commentator began to broadcast his findings, the police department inaugurated a successful drive against speeders and drunken drivers, a drive which was still bringing about many arrests and convictions six weeks later. The interest of WMBD's audience continued at a high pitch throughout the two and a half months of this investigation.

WMBD's commentator is not a reformer or a crusader, although investigations of this kind tend to

give that impression. Many of the talks are devoted to discussions of local events into which no controversy enters. The significant fact at WMBD is that a large radio audience has shown itself keenly interested in this new venture, an editorial policy on the air. This interest has produced for the commentator's talks what comparatively few local entertainments can guarantee; namely, a large, permanent audience, always interested and always tuned in for the talks. For that reason, if for no other, we consider that the commentator experiment has been successful and it is definitely established as a WMBD feature.

The commentator could have been sponsored months ago if the station had been willing to sell it. It was decided, however, that a feature of this kind, from the very nature of it must remain sustaining. Advertisers, quick to realize the audience built up by the commentator three nights a week, ask for time immediately preceding and following the talks and are assured of a large, attentive audience for their advertising.

Northwest Regional Net Set for Early Opening

PLANS for a new regional network to be known as the Pacific Northwest Network were announced Aug. 17 in a statement from J. Elroy McCaw and Robert S. McCaw, of Seattle. Its temporary address is given as the Savings & Loan Bldg., Aberdeen, Wash., and the starting date of the hookup was given as between Sept. 15 and Oct. 1.

The plans call for a basic group comprising KPCB, Seattle; KMO, Tacoma; KRO, Aberdeen; KVOS, Bellingham, and KXL, Portland, Ore. All are 100 watters except KMO, which has 250 watts. Stations, the statement said, will also be added in Olympia, Yakima, Walla Walla, Everett, Wenatchee and Spokane, in Washington, and Salem and Eugene, in Oregon. Seven hours a day of sustaining programs via A. T. & T. wires will be provided, it was announced.

Rocket Oil Starts Serial Over Don Lee-CBS Net

ROCKET Oil Co., Los Angeles, producers and distributors of Rocket brand gasoline to Pacific coast states, on Sept. 3 will drop its military band broadcast from KHJ in favor of a mystery serial drama. Account is handled from the Los Angeles office of Beaumont & Hohman.

Serial will be broadcast five nights a week, in 15-minute episodes, from KHJ to 12 stations of the Don Lee-CBS network.

The serial has been written by Charles Hetrick, and is titled "God of the Moon." It depicts the experiences of four persons marooned on the moon. Broadcasts will not title the individual programs or series. Fans will be asked to enter a contest to suggest and decide a name for the program series. A lengthy list of prizes are offered.

FRANCE, which only recently instituted a radio licensing system, counted 1,554,295 set owners at the end of last May.

Hearst Negotiating For Chicago Outlet

NEGOTIATIONS to acquire one of the existing Chicago stations to replace KYW, when that station is removed to Philadelphia, are under way by the Hearst radio interests, which operate the station, and plans definitely have been made for the future, according to Homer Hogan, KYW manager.

While Mr. Hogan would not divulge what station would be acquired to replace KYW, which Hearst has operated under lease from Westinghouse for several years, he said that present plans are that KYW will sign off one night and that the same staff will open the studios the next morning, operating with new call letters and on a new frequency. Negotiations to acquire WCFL, the Chicago Federation of Labor station, it was admitted, ended in failure. It is known that conversations also were had with respect to WENR, half-time station operated by NBC, and WLS, *Prairie Farmer* station, which utilizes the remaining half-time on the same clear channel.

It was learned that original plans to have KYW operating in Philadelphia by this fall, pursuant to the order of the former Radio Commission, have been deferred until the first of next year. Mr. Hogan said that late in August the complete redecoration of the KYW Chicago studios was begun, and that the entire organization is being operated on a permanent, rather than a temporary basis.

Declaring that last year was the best year in the history of the station, Mr. Hogan said the station has not lost any account "because of the removal propaganda." At present, he said, all of the staff artists are signed for commercial programs—"something that has not happened even in boom times." Negotiations for the new Hearst station in Chicago are being handled by E. J. Gough, executive of the American Radio News Corp., operating company of the Hearst radio organization.

Rochester Store Brings Greetings Across the Sea

B. FORMAN Co., Rochester's largest women's wear store, was sponsor of an international broadcast Aug. 11 when the Mayor of Rochester, in Kent, England, speaking via the BBC and an international short wave relay, greeted the Mayor of Rochester on the occasion of Rochester's "Century on Parade" Exposition. WHEC carried the program and relayed it to crowds at Edgerton Park on the public address system. There were no commercial credits in this broadcast, which was followed by Helen Oviatt Griffin as "Rochester's Social Secretary," explaining the city's social happenings in connection with the big exhibition celebrating the city's original charter of 1834. Mrs. Griffin is regularly on WHEC for Forman's for 15 minutes daily.

KGJF, Los Angeles, which formerly broadcast several daily news periods through co-operation of the news collected by KNX and KFI, has discontinued news broadcasts entirely for the present time.

1934 HOT CHA BOWS TO HISTORY

Sponsor Finds Big Audience Interested in U. S. Heroes, Outsell Competition That Backs Air Frolic

By JERRY CADY
DRAMATIC "shots" of Washington before Congress—of Lincoln at Gettysburg—of Teddy Roosevelt swinging the big stick—

Inspiring panoramas of the American armies on the march—in battle—always triumphant—

These are some of the things "Makers of History" has tried to portray during its protracted run as a 30-minute weekly broadcast over KFI, Los Angeles.

"Makers of History" was inaugurated as a good will sustaining feature by KFI a year and a half ago. Its bow to the air audience occasioned no more than a ripple of recognition. You see it was not a "flash" program. No big names, no elaborate fan fares of publicity, no pretentious claims. It was intended then, and is planned today, to be a simple, straightforward and unadorned recital of events in American history, depending not upon triumphant gestures of showmanship, but upon the stark reality of its scenes, for its success.

Reluctant to Sell

"MAKERS OF HISTORY" was on the air for eight months as a sustaining feature before it was sold. It had been doing such a whale of a job for the station, in building good will and in increasing the mail average, that it actually never was offered for sale.

The first sponsor to whom it was submitted bought it. That was the California Consolidated Water Co., distributors of Puritas distilled water. It was bucking a competitive water distributor who was on the air with a pretentious one hour frolic program. The frolic program was bringing results and the California Consolidated Water Co. at first wanted a similar program.

A packing box full of letters directed to "Makers of History," sold the sustaining feature, however. The letters came from parents, from teachers, from business men, from housewives, from whole schools in the form of round robins, from truck drivers, from patriotic organizations, from bankers, from street car conductors and truck gardeners.

And within six weeks after buying the program, Puritas passed its competitor in sales and has never lost the lead.

Professor Provides Data

THE RESEARCH for the program is provided by Prof. Osgood Hardy, head of the history department of Occidental College. He chooses his own subjects and furnishes the historical data which I transcribe into dramatic sequences and dialogue, being careful not to elaborate on the facts. There is romance and love interest aplenty, as well as adventure, in these historical recitals.

Recognizing the authenticity of the dramas, the United States Army in Hawaii recently requested permission to use our manuscripts to further the Americanization campaign in the islands. We provided them with 17 scripts. They used them and enthusiastically wrote for more.

Puritas has had no difficulty in merchandising the program. The unsolicited mail response takes care of that. Letters are given to delivery men, who use them as "door openers." Once a conversation is started with a prospective customer about the merits of the radio show, the task of selling a 50-cent bottle of water is simple. And each new customer, Puritas reports, shows a \$10 profit in the annual audit.

After its original 18 weeks contract, Puritas renewed first for 36 weeks and then for 52.

Charles Martin to Build Programs for Blackman

CHARLES MARTIN, well-known radio program builder, has joined the radio department of the Blackman Co., New York Agency, as assistant to Carlo De Angelo, radio director.



Mr. Martin

Mr. Martin created two of the most widely discussed radio programs in New York—"Five-Star Final" and "Criminal Court," the former running for two years and the latter for more than two and a half years on WMCA, New York. Mr. Martin resigned as dramatic director of that station to accept the post with the Blackman Co.

Mr. Martin was active both in the Trans-Continental Broadcasting Corp. and with the Royal Broadcasting System before taking up duties as dramatic director at WMCA. He appeared in Eva Le Gallienne's Civic Repertory company and directed a dramatic stock company one summer at Skowhegan, Maine. He has just completed a modern comedy which is being made ready for fall production and is writing a book on "Radio Dramatics."

CBS Technical Service Available to Stations

TO MAKE a technical service available to all owned and operated stations, a General Engineering Department of CBS has been created, to begin operations Sept. 1.

Under the direction of Edwin K. Cohan, the General Engineering Department will plan and coordinate all network development and expansion, and will build an engineering service designed to assist member stations in maintaining high technical efficiency. It will be responsible for the general engineering requirements of the network's stations. Mr. Cohan will be assisted by H. A. Chinn and W. B. Lodge.

A. B. Chamberlain, chief engineer of the Atlantic Broadcasting Corp., which operates WABC, will be responsible for the technical supervision of that station. He, as well as the chief engineers of other owned and operated stations, will report to Cohan on general and network matters.

Philco Arranges Novel Test of High Fidelity Receiver in CBS Period

INTRODUCTION of a new high-fidelity receiver by the Philadelphia Storage Battery Co., Philadelphia (Philco radios) will be signalized Sept. 12 by a special program in the CBS series which features Boake Carter, news commentator. Replacing Carter for that night will be Lucrecia Bori, selected for the range of her voice, which with orchestra will make possible a demonstration of the receiver's sensitivity to a wide acoustic range.

Instead of singing into a microphone wired directly into the network circuit, Miss Bori will sing in a soundproof booth. The output of the microphone will be piped to a high-fidelity loud speaker in the studio, and a microphone placed near this will pick up her songs. Thus the broadcast, instead of having its interest limited to those listening on the new sets, will demonstrate the fidelity of the new set to the entire audience, for the program will not be heard anywhere until after passing through one of the new speakers at least once.

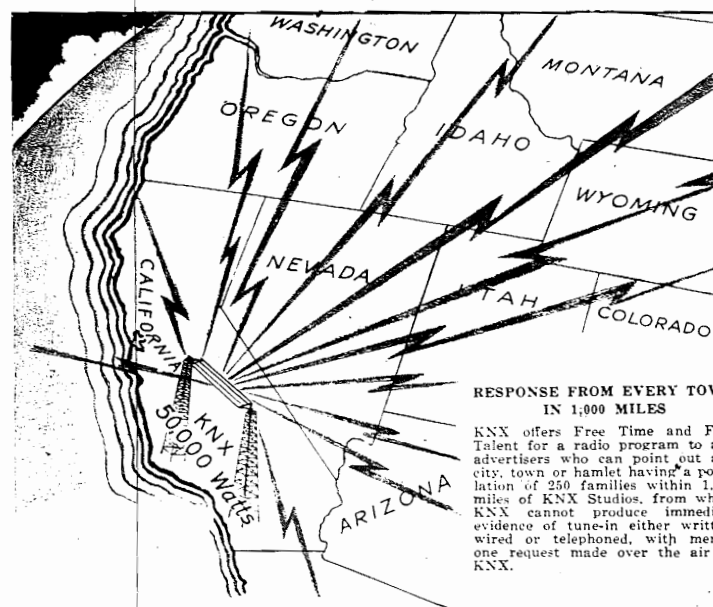
In each station city carrying the program, parties of guests are being invited either to the largest studio or to an auditorium, where a receiver of the type being introduced will be installed. It will operate from a special noiseless antenna, and will pick up the program from the air so that the demonstration will be indicative of the quality that any listener could obtain from such a set—instead of the "artificial" good quality which would be obtained if the program were picked off the network wires and merely piped to high-fidelity loud speakers.

Following are the stations participating: WABC, WNAO, WCAO, WKBW, WBBM, WCAU, WJAS, WJSV, WHK, CKLW, WBT, KMBC, WCCO, KMOX and WHAS. Dealers are invited to participate in the tie-up as far as possible. F. Wallis Armstrong Co., Philadelphia, is the agency.

In addition, Philco dealers will shortly spot a new WBS transcription series, "The Armchair Traveler," who roams the ether on his short wave set. The series will consist of five 15-minute programs weekly, placed through N. W. Ayer & Son, New York.

NBC Denies Coast Rumor

ASSIGNMENT of Harold Bock, formerly in the NBC publicity department in San Francisco and until Aug. 15 publicity manager of KFRC, to take charge of NBC publicity in Los Angeles, effective Aug. 20, has given rise to rumors that the NBC plans to move its San Francisco headquarters to Los Angeles. These rumors are emphatically denied by Don Gilman, NBC western division vice president. Mr. Bock's newly created position, it was explained, has to do entirely with newspaper liaison, and no plans are under way to change the Pacific Coast network setup otherwise. Mr. Bock's new office is Room 821, Richfield Bldg.



RESPONSE FROM EVERY TOWN IN 1,000 MILES

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.

Pacific Coast Coverage at the cost of a "local" program

"Keyed copy" results prove KNX low cost leadership

To approach anywhere near the coverage given by KNX, it is necessary to use a Pacific Coast network or a score of "local" stations—at several times the cost of KNX alone.

Furthermore, from the standpoint of signal strength and audibility, the chains or "locals" would have no material extra value.

As a matter of fact (according to the testimony of Andrew D. Ring, engineer of the Federal Radio Commission), there are over 4 million potential radio listeners in

the KNX market that are dependent upon cleared channel stations, that you could not reach even if you buy 39 "local" stations.

Now 50,000 Watts

At 25,000 watts, KNX had proven by "keyed copy" for every type of advertiser to be the lowest cost producer in this western market. At 50,000 watts, it is more than ever the first choice for advertisers who want to make "dimes" do what others spend "dollars" for.

Proof on Request

Details of actual results accomplished—positive proof of KNX results—will be gladly supplied upon request. Phone, write or wire.



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

Hollywood, California

GREIG, BLAIR & SPIGHT, Representatives

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

Fisher Body's Show

TO FEATURE on the radio its presentations of 24 university scholarships to youths participating in its Fisher Body Craftsmen's Guild, Fisher Body Corp., Detroit, on Aug. 22 used a special hookup of 58 CBS stations from Chicago between 7:30-8 p. m. CST, for a one-time show. Talks by officials of the company and music from the banquet hall were featured as the builders of 16 model Napoleonic coaches received scholarships ranging from \$500 to \$5,000. The account was handled by Erwin Wasey & Co., New York.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

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

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE
JOURNAL STATION
EDWARD PETRY & CO.

U. OF M. RADIO SCHOOL Three Classes, Including Ad Credits Begin in Fall

THREE CLASSES in "radiocasting" will be instituted at the University of Michigan beginning with the fall term, with the studies to include music, speech and preparation of advertising credits in suitable form for radio programs, according to an announcement by Prof. Waldo Abbot, director of broadcasting service of the university. Practical phases of the courses will be given in cooperation with WJR, Detroit.

Prof. Gail Densmore, associate professor of speech at the University, will be in charge of classes for pronunciation, enunciation and delivery, while Prof. Louis Eich, also an associate professor of speech, will handle dramatic readings and presentations of playlets. Prof. Abbot will teach studio technique, studio management and continuity writing. Students, more than 100 of whom already have enrolled, will be invited to view the preparation and presentation of programs at WJR. John Eccles, program director, and Charles Penman, dramatic director of WJL, will lecture regularly at the University and serve as critics on work produced by students.

IRVING KENNEDY, NBC staff artist at San Francisco, has left the network in favor of an African expedition with the Martin Johnsons, whom he will assist in preparing radio scripts upon their return next year.

U. S. Press Agency Plan Seen by Senator Schall Denied by Commissioner

CHARGES by Senator Thomas D. Schall (R.), of Minnesota, in an address over CBS from Washington Aug. 23, that the Administration "Brain Trust" is preparing a recommendation to the FCC calling for a national press service to take the place of existing private press associations, were answered over the same network the following evening by Hampson Gary, acting chairman of the FCC and chairman of its Broadcast Division, as being "without the slightest foundation in fact."

Declaring that Senator Schall's allegations had "startled" the press associations, Commissioner Gary said that the government does not have the power to set up such an agency. Moreover, he asserted that President Roosevelt "has no such thought in his mind," and he quoted two recent statements by the President to substantiate that view.

Commissioner Gary brought out that CBS was not aware of the nature of Senator Schall's radio address, time for which was given at the Senator's request. After Washington CBS officials saw the advance manuscript, it was said, they expressed considerable surprise, but allowed the address to go on the air without change.

President Roosevelt, at his press conference Aug. 24, stated he had called upon Senator Schall for proof of his charges. After receipt of a two-page telegram from the Senator the following day, the President said it offered no proof and said "the incident is closed."

Broadcast Allocations On Lisbon Meet Agenda; NAB to Send McNary



Mr. McNary

DESPITE advance information to the effect that the technical radio conference (CCIR) to be held in Lisbon, Portugal, next month, would deal with matters affecting broadcasting only remotely, it now develops that the official agenda calls for consideration of vastly important matters affecting the allocations of frequencies to particular types of service, including broadcasting.

First information was that subjects relating to wave propagation having bearing upon broadcast transmission would be taken up, but no mention was made of allocations, which involve such questions as enlargement of the present broadcasting band to include additional long and medium wave channels. So important has the NAB construed this matter that it has designated J. C. McNary, technical director, to attend the conference, which convenes Sept. 22 and is scheduled to run through Oct. 10.

Actions Recommendatory

POPULARLY known as the CCIR, the conference is officially called the International Consulting Committee on Radio Communications. It meets every two years to consider progress of the radio art, and draft technical recommendations for the International Telecommunications Conference, meeting every five years. The next international conference having treaty-making powers meets in Cairo in 1937. Actions of the CCIR are purely recommendatory, but the option is given participating governments to adopt its recommendations.

The delegation to the conference was officially named by President Roosevelt Aug. 25. It comprises Dr. J. H. Dellinger, chief, radio section of the Bureau of Standards, will be its chairman. Other delegates appointed are Capt. S. C. Hooper (Navy); Major Roger B. Colton (Army); Gerald C. Gross (FCC), and William V. Whittington (State Department).

Other matters on the agenda relating to broadcasting technique include single side band transmission as a means of conserving the ether, synchronous operation and use of directional antennas as a means of reducing international interference or of increasing the capacities of channels, standards of field intensity measurements, harmonics interference suppression, and radio receiver construction and design with relation to frequency allocations.

In addition to Mr. McNary, other representatives of private organizations who plan to attend the conference include Loyd Briggs, RCA European manager who headquarters in London; R. A. Heising, Bell Telephone Laboratories; Lloyd Espenschied, A. T. & T.; Paul Goldsborough, president Aeronautical Radio, Inc., and K. B. Warner and James J. Lamb, American Radio Relay League.

Senator Wheeler Seen Dill Successor

WITH his retirement from Congress next January, Senator Dill's chairmanship of the important Senate Interstate Commerce Committee, charged with the handling of radio and communications legislation, is slated to go to Senator Burton K. Wheeler (D.), of Montana.

Although outranked on the committee by Senator Ellison D. Smith (D.), of South Carolina, it is expected that Senator Wheeler can have first call to the assignment since the South Carolina Senator is chairman of the Agriculture Committee, which post he would have to relinquish to acquire the post to be vacated by Senator Dill. Senator Wheeler now is chairman of the Indian Affairs Committee, considered a relatively minor assignment and it is logical to suppose that he will accept the call to the major committee.

Senator Wheeler is an influential Progressive who has leanings toward government ownership of certain utilities. Although a member of the Interstate Commerce Committee for several years, he has never displayed any close interest in broadcasting, but has figured in communications aspects of the committee's work. Miss Fanney Neyman, FCC attorney, formerly was attached to Senator Wheeler's office, and is generally regarded as his radio advisor.

Should Senator Wheeler decline the chairmanship, the next majority member in line is Senator Robert F. Wagner, of New York.

Two Stations in Toronto Going to Higher Powers

THE FIRST of the Canadian Radio Commission's proposed high powered broadcasters may be in operation by the end of the year, with the report in August that CRCT, Toronto, is to boost its power from 5,000 watts to 20,000 watts. CFRB, Toronto's present most powerful station, with 10,000 watts, is also understood to have filed application to boost its power to 25,000 watts. One reason put forward by those in the broadcasting business in Toronto for CRCT's increase in power is that the Commission, which operates the station, will solicit commercial sponsors.

CKCL, Toronto, now using 100 watts, has applied for a boost to 500 watts. This station also plans to have a five-meter transmitter ready by Sept. 1, for remote control broadcasts to save on telephone line charges.

"Commodore" Hubbard

STANLEY E. HUBBARD, manager of KSTP, St. Paul, was named Commodore of the fleet of 25 yachts assembled on the Mississippi at Wabasha, Minn., to greet President Roosevelt during his recent return journey from the west coast. Mr. Hubbard's yacht was the flagship of the naval parade. Mr. Hubbard also was an invited guest on the President's special train from St. Paul to Rochester, Minn. Besides enjoying the title of Commodore, Mr. Hubbard is also an honorary Colonel on the staff of the Governor of Kentucky.

To 80,000 PLACES IN THE UNITED STATES AND CANADA

... and all the
World Beyond!



● 95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the sole purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness... with dependability... with accuracy.

Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



All America
Cables

Mackay Radio

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

For 20 Consecutive Months the Advertising over KSD has exceeded the corresponding month of the preceding year.

RFD 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

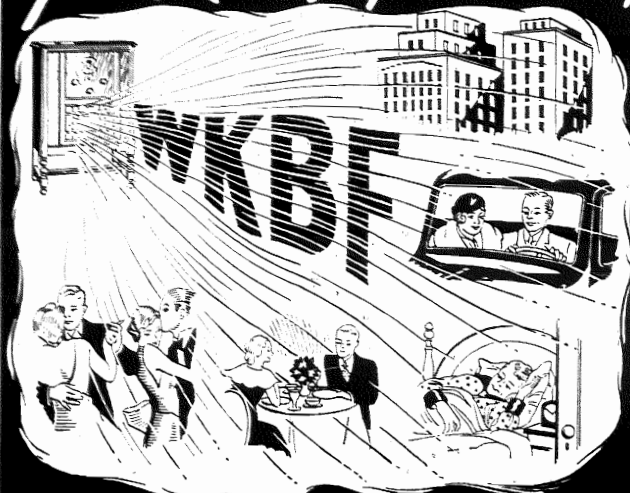
NO drouth in Southern Wisconsin

Crops 85% of Normal and at Higher Prices. Semi-monthly Milk Checks Higher. A Good Market Getting Better.

WCLO

Daily Gazette Station Janesville, Wis.

This is no Pipe Dream



But-AN ACTUAL FACT
IN INDIANAPOLIS

THEY

- Prefer WKBF Programs (69.54%)
- Obtain Best Reception from WKBF (69.34%)
- Prefer Programs Sponsored by Advertisers (93.85%)
- Purchase Radio-Advised Products (61.45%)
- Listen to WKBF Daily (79.62%)

A complete survey of the Nation's 13th Retail Market—Certified by Price-Lundeen—is now available upon request. Write to

WKBF
IN INDIANAPOLIS

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick
Vice-Pres. and Gen. Mgr.

L. L. "Jake" Jaquier
Commercial Manager

or

GREIG, BLAIR & SPIGHT, Inc.
National Representatives

New York Chicago Detroit Los Angeles San Francisco

Stamp Series Renewed
HOBBIES BY MAIL, La Canada, Cal., has renewed its contract with KIEV, Glendale, Cal., and will continue its "approval" sheets for stamp collectors. Sponsor sends an approval sheet of stamps from which stamp collectors who write to the station can make a selection, pay for what they select and return the rest. The sponsor also sends to fans a small packet of free stamps and a small booklet which youngsters may use to paste in their initial collections when they start out to be collectors. Over a period of three months approximately 1,500 were given away. Account is handled direct. Program is a 15-minute spot at 6 p. m. daily of orchestra recordings.

WJIM on Michigan Net

WJIM, Lansing, Mich., was formally opened Aug. 22 with a dedicatory program over the Michigan Radio Network, of which it has become the eighth unit. Featured artists of the network, directed by Brace Beemer, network program manager, participated in the dedication. Telegrams of congratulations were received from Postmaster General Farley, Gov. Comstock, of Mich., and other notables. Owned by the Capitol City Broadcasting Co., WJIM is under the general management of Harold F. Gross. King Bard, former NBC artist, is program director, and Garnet Garrison and Howard Finch, formerly of WXYZ, Detroit, Michigan network key, are announcers.

Kilocycle Announcement Isn't Required by FCC
IN SIGNING on and off for the broadcast day, it is no longer necessary for stations to make the traditional announcement: "This station is broadcasting on _____ kilocycles, under the authority of the Federal Communications Commission." In response to inquiries, the FCC replied that the old Radio Commission rule requiring such an announcement was omitted from the revised rules and regulations of Feb. 1, 1932. The FCC stated it does not regard the announcement as necessary, but it was left to the discretion of the stations whether they want to continue it. It is expected most stations will continue the announcement as a matter of form and for the benefit of early and late DX listeners.

Bank Series Renews

BANK OF AMERICA, California state wide banking organization with headquarters in San Francisco, on Aug. 15 renewed its weekly program on the Don Lee network for a half hour weekly until Dec. 26. The San Francisco office of the Charles R. Stuart agency handles the account, but production and script point is at KHJ, Los Angeles. Renewal of radio contract carries increased appropriation for talent, but with the same list of stations as heretofore. "Treasures of Time" titles the musical program, which is designed to interest youth in savings accounts.

KJR

K J R
SEATTLE

The pioneer high-powered station of the Pacific Northwest will this year have its biggest fall season in history; power, popularity plus guaranteed time.

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

NBC

KJR listeners are afforded NBC sustaining programs

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

KDKA

PITTSBURGH

50,000 WATTS

IN THE PITTSBURGH MARKET

KDKA, America's pioneer radio station, is still leading the way to results in the rich tri-state market of which Pittsburgh is the trading center. The finest in transmitting equipment insures excellent reception. The quality of its programs means preference by listeners in tens of thousands of homes. Advertisers, more and more, are turning to KDKA to carry their sales messages to this market. Detailed information on coverage, rates and results can be obtained from this station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

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

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

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

A RADIO CORPORATION

OF AMERICA SUBSIDIARY

3 OF CINCINNATI'S BIG DEPARTMENT STORES

SAM-

THE MALPIN CO.
FOURTH STREET, WEST
CINCINNATI, O.

August 10, 1934

Mr. L. B. Wilson,
WCKY Broadcasting Studios,
Covington, Ky.

Dear Mr. Wilson:

We have received some very flattering comments, and, what has pleased us more, made some excellent sales as the result of our recent "Nancy and Jane" broadcast series. I am thoroughly convinced that women do listen to WCKY programs, and believe that radio advertising for department stores has a definite place in future promotional plans.

I have an idea in mind at the present time which I may be able to use in a series of broadcasts at some early date. Won't you have your representative drop in and discuss this plan with me?

Very truly yours,

Marion Gross
Publicity Director

MG-AG

THE MABLE CAREY CO.

Aug 1934

Mr. George H. Moore
Radio Station WCKY
Covington, Ky.

Dear Mr. Moore:

You know what we thought of radio as an advertising medium for the retail store.

I think the most satisfactory way to answer your question is to call your attention to the fact that Mable Carey has used radio advertising periodically for five years. We believe that it fits into the advertising program in a unique way - and does a job that other medium can do.

Our participation, has for the biggest part been with WCKY. It has covered the Cincinnati territory with complete satisfaction.

Very truly yours,

Grace Kemper
Advertising Manager

THE JOHN SHILLITO CO.
CINCINNATI, OHIO
August 7, 1934

Mr. L. B. Wilson, President
L. B. Wilson, Inc.
Covington, Ky.

My dear Mr. Wilson:

As you know we have used WCKY at various times to advertise merchandise and events for the John Shillito Company.

A check-back on the effectiveness of this advertising reveals that WCKY is certainly a preferred station for the locality. I find that on spot checking the audience that they get excellent WCKY reception in all of the local territory at any hour of the day or night that this station is broadcasting.

We of course consider this a very valuable asset to any local advertising.

Very truly yours,

Grace Kemper
Grace Kemper - Publicity Director

WCKY IS DOING THE REAL JOB FOR THE ADVERTISER !



BROADCASTING

and
Broadcast Advertising

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

Executive and Editorial Offices: National Press Building, Washington, D. C.
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National Press Building
Washington, D. C.
Tel. Metropolitan 1022

The RADIO BOOK SHELF

THE CONCLUSION that the American Plan of broadcasting under private enterprise is best for America and that the British Plan of government operation suits England better, is expressed by Joseph Hergesheimer, noted author in an article in the Aug. 25 issue of the *Saturday Evening Post*, titled "Daffodils on the Air." The British system, the author holds, would never work in this country because it is too dull and disorganized and a little beyond the taste of the public. "One simple choice, he said, in comparing the two systems, was that of 'sitting up with American music or falling asleep with the English.'"

"Aside from every other consideration," Mr. Hergesheimer concluded, "a government control of broadcasting in the United States must lead only to a heavier burden of political fraud and patronage; there would be fresh national scandals, religious controversy and commercial warfare; the collection of a tax on radios would lead principally to dissimulation and the art of concealing aerials."

APPROXIMATELY half (49.27 per cent) of the \$30,512,271,000 volume of business reported by wholesale establishments is accounted for by four states, New York, Illinois, California and Pennsylvania, it is shown by preliminary returns from the Census of American Business, issued by the U. S. Census Bureau, the summaries of which are available from that bureau's offices in Washington. The addition of another four states adds a third more of total business, go that the eight states with more than a billion dollars worth of wholesale business annually make up 67 per cent of the total volume. New York alone accounts for \$7,863,017,000, or 25.8 per cent of the total in 1933. The other ranking states in the order of importance are: Illinois, California, Pennsylvania, Ohio, Massachusetts, Missouri and Texas.

HOW RADIO's most noted gag men and their ghost writers must delve into the oldest joke books and weave fresh and up-to-date humor out of old lines, is described in an article titled *Furiously Proceeds Radio's Gag Hunt* in the Aug. 26 issue of the *New York Times Magazine*. The author is Orrin R. Dunlap, Jr., radio editor of the *Times*.

ask that specific hours be devoted to specific programs. He was a member of the Congress which enacted the Communications Act of 1934, and he always has upheld the principle of free speech. If the FCC were given powers to specify which programs shall go on the air and which shall not, it would have the right of censorship, which the law properly prohibits.

We would suggest to the learned Mr. Beck a deeper study of the Constitution as it may apply to radio. The Democratic policies to which he alludes talk of government for the people. The people want entertainment over the radio. They also want some educational programs of the nature of which Mr. Beck speaks. They are getting them.

We Pay Our Respects To—



HARRY CECIL BUTCHER

TO GIVE the public a clearer conception of the function of a radio network, chain executives invariably say the network is the radio counterpart of the press association. The network distributes programs to client stations, just as the Associated Press distributes news to its newspaper clients. In journalism, the Washington bureau is the news hub and the Washington bureau chief is usually a newspaper executive who has won his spurs. So, too, with radio—and that brings us to our story.

Harry Cecil Butcher, young, alert, affable and capable, is the new Washington "bureau chief" for the Columbia Broadcasting System. His elevation to that post this month by CBS is a tribute to the enterprise and resourcefulness of this tall, blond young fellow, who numbers among his intimate and personal friends more men high in Washington officialdom than perhaps any other man in radio. As director of the Washington office of CBS, Mr. Butcher also retains the general management of WJSV, the CBS Washington outlet.

"Butch" (even his two year-old daughter calls him that) succeeds Henry A. Bellows as Washington chief of CBS. After nearly a two-year tenure as CBS vice president stationed in the nation's capital, Mr. Bellows has relinquished that post.

When CBS acquired WJSV under lease in 1932, Mr. Butcher, who had been the network's Washington representative for the preceding two years, became head of the station, and Mr. Bellows was transferred from Minneapolis to serve as Washington executive. Under the realignment, Mr. Butcher returns to his former post, but with the added responsibility of directing WJSV. CBS having enjoyed almost phenomenal expansion during the last two years, the task of Washington director is a far more comprehensive one than it was when the office was established four years ago. Then the network was but two years old, and an infant in contrast to the present organization. "Butch" has grown with CBS, so to speak.

The journalistic analogy fits Harry Cecil Butcher to perfection. He came to radio after he had attained real success as a reporter, editor and author specializing in agricultural subjects. He had his first "flirtation" with radio in 1924, when, as publicity director for the Illinois Agricultural Association, he arranged farm broadcasts over WLS, WGN and KYW, Chicago, and KMOX, St. Louis. His introduction to "big league" radio came through Sam Pickard, now a CBS vice president, who a decade ago was radio director for the Department of Agriculture. Mr. Pickard was named secretary of the Federal Radio Commission when it was created in 1927, and a year later became a commissioner. In 1929, he joined CBS as a vice president, and the following year Mr. Butcher became the CBS Washington manager.

It was logical that Mr. Butcher should first have selected agricultural journalism as his career because he began life as a farm boy. He was born on a farm near Springville, Ia., Nov. 15, 1901, the son of Harry C. and Myrtle Abbie Butcher. After attending country grade schools, he enrolled in the Cedar Rapids, Ia. high school, and then matriculated at the Iowa State College of Agriculture at Ames, working at odd jobs to pay his tuition. During his final year, he was awarded the John Clay scholarship, which paid him a monthly stipend for the handling of the school's publicity.

In 1923—a year before he received his college degree—young Butcher embarked on the epochal adventure of his career. He became "chambermaid" to a shipload of cattle bound for Europe. On that voyage he learned the delicate art of manuring steers and acquired that "practical stockyard air." Spending two months abroad, he visited foundation farms and inspected famous breeds of livestock all over continental Europe. He earned enough writing stories and articles about them for farm publications to pay his final year's tuition at college, to marry his "best girl" and college classmate, the charming Ruth Bar-

(Continued on page 46)

PERSONAL NOTES

CHARLES E. PHELPS, night manager of the Chicago NBC studios for the last two years, will be transferred to the New York NBC sales department, effective Sept. 15. His place will be taken by Ed Cunningham, who started his radio career with NBC as a page boy in 1930 and later became night traffic representative.

CLAIR R. McCULLOUGH, Jr., general manager of the Mason-Dixon Radio Group, underwent an emergency operation for appendicitis at the Lancaster (Pa.) General Hospital Aug. 26.

FRANK WRIGHT, Oakland radio advertising executive, has been appointed general sales manager of KTAB, San Francisco, by W. I. Dumm, manager and president of the corporation operating that station.

MURRAY B. GRABHORN, prominent Pacific coast advertising executive, has been appointed sales manager of Don Lee's KFRC, San Francisco, succeeding Arthur Kemp, who was transferred to a similar capacity at KHJ, Los Angeles.

GERALD L. NORTON, of the sales staff of KHJ, Los Angeles, late in August was assigned as inside contact man for the commercial division. After accounts are sold, he will service them from the office during the duration of contracts.

DONALD D. DAVIS, president of WHB, Kansas City, returned to his office in August after an enforced absence of three months due to injuries suffered in an automobile accident on May 27. He suffered a broken jaw, broken arm and severe cuts.

TED WALLENSTEIN, head of the record and transcription department of RCA-Victor Co., Camden, N. J., and E. M. Hartley, head of the service department of the same organization, visited Los Angeles late in August.

HARBEN DANIEL, sales and merchandising manager of WSM, Nashville, will be married early in September to Miss Catherine Murrey, of Nashville.

JACK KELLY, formerly publicity director of WTAM, Cleveland, and later sales manager of WSEN, Columbus, O., has joined the sales staff of WBNS, Columbus.

FRANK SMITH, formerly with Lehman Brothers, New York banking house, and John Galbraith, who comes to radio from outdoor advertising work, have joined the sales staff of WNEW, Newark.

JAMES PATE, of the sales department of KTAT, Fort Worth, has been appointed manager of WACO, Waco, Tex., succeeding Bud Cherrington, who has been transferred to KLRA, Little Rock, Ark.

A. J. MOSBY, manager of KGVO, Missoula, Mont., spent the early part of August contacting agencies and representatives in Seattle and San Francisco.

BARNEY IRWIN, formerly with WEBC, Duluth; Ed Balsam, formerly with WSGN, Birmingham, and Loy Duddleston, formerly with KXYZ, Houston, have been added to the sales force of WIND, Gary, Ind.

ARTHUR KEMP, commercial manager of KFRC, San Francisco, has been transferred in similar position to KHJ, Los Angeles. Murray Grabhorn, KHJ's commercial head has shifted to KFRC.

DON GILMAN, vice president and Pacific coast manager for NBC, acted as m. c. for the transcontinental of Aug. 29 from Hollywood, the first of a series of four broadcasts from the film capital. The purpose of the series is to acquaint the public with the cleanup campaign within the movie industry.

JUDGE E. O. SYKES, FCC chairman, left Washington Aug. 23 for a vacation in his home town of Jackson, Miss., until after Labor Day. Also vacationing in the same town is Paul D. P. Spearman, FCC general counsel. Herbert L. Pettey, secretary, is on a vacation in New England.

B. A. MANRING has been promoted to assistant manager of WAU, Columbus, O., under Harry H. Hoessley, former commercial manager, who was named to succeed Eric Howlett as manager.

JOHN B. BALLANTINE, for two years with KVOI, Colorado Springs, has joined the commercial staff of KFEL, Denver.

N. A. THOMAS, president of WDOM, Chattanooga, Tenn., and Mrs. Thomas are parents of a daughter, Mary Ann, born in August.

RALPH M. COHEN, at one time with WKBF, Indianapolis, and later executive secretary of the Miami Valley Paper Shippers Association, has joined the Keller-Crescent Co., Evansville, Ind., as account executive.

NADINE AMOS, the past several years secretary of the NBC press department in San Francisco, has been transferred to the newly created publicity office in the Richfield Bldg., Los Angeles. She will assist in preparing the news commentator copy for the Richfield Reporter programs daily.

JOHN NESS, former manager of KMTR, Hollywood, and connected with Hearst radio activities in San Francisco this summer, on Sept. 1 joined KXN, Hollywood, in connection with outside exploitation work.

CHARLES R. RAMSEY, Hollywood business man, on Sept. 1 first became commercial manager of Radio Release, Ltd., Hollywood transcription firm.

BEHIND THE MICROPHONE

WILLIAM B. HANLEY, Jr., dramatic director of NBC, was married to Madge Kennedy, the actress, at Kingman, Ariz., on Aug. 13, it was disclosed Aug. 26, when they returned to New York. Mr. Hanley has been with NBC since 1930 and directs the current Fred Allen shows.

JOHN F. McNAMARA, announcer, has been named program manager of WBZ-WBZA, Boston-Springfield, to fill the vacancy created by the resignation of John L. Clark. Announcement of McNamara's promotion was made by John A. Holman, NBC general manager in New England, who also named John H. Wright, widely known production expert, to the program department staff.

WALBERG BROWN, former WTAM, Cleveland, has joined WGAR, Cleveland, as musical director, succeeding Earl A. Rohlf, who will devote full time to training soloists and vocal groups for the station.

WILLIAM A. FARREN, chief announcer of WNEW, Newark, who formerly was with KDKA, Pittsburgh, has been named production chief of WNEW.

GLENHALL TAYLOR, former announcer with KTAM, Los Angeles, and KTAB, Oakland, has joined the production staff of KHJ, Los Angeles. Pat Weaver, KHJ producer, has been transferred to KFRC, San Francisco.

JAMES UBLEHART has been appointed chief announcer of WAU, Columbus, O., in its new reorganization, with James Weigel, Blair Stewart and Charles Lake retained as announcers.

A. W. STONE has joined the staff of KFOX, Long Beach, Cal., as press representative.

SYLVESTER VAN WEAVER, Jr., who has been a production manager and script writer at KHL, Los Angeles, has gone to KERC, San Francisco, to serve as supervising production manager in charge of commercial programs. Arnold Maguire, known to radio listeners through his role "Albino Pontoon" on the Don Lee network, is now production manager in charge of sustaining programs.

THOMAS ASHWELL, former director of the Morgan Productions, Inc., radio school, author and radio continuity writer, has been appointed program manager of Hearst's KYA, San Francisco, by Edward McAllum, KYA general manager. He succeeds Lynn Church, who has taken over other duties at KYA.

MEREDITH WILLSON, NBC western division general musical director, with Mrs. Willson, leaves San Francisco Sept. 20 for a three weeks' vacation in New York City.

GENE LAVALLE, formerly of WOR and WMCA, New York, has joined WJAR, Cleveland, and is presenting each week day morning a program titled "Voice of Hope and Cheer." He answers listeners' questions relating to business, domestic troubles and problems of the heart.

PAUL PIERCE, staff announcer of KFWB, Hollywood, and Mrs. Pierce are parents of a daughter, born in August.

GEORGE MCGARRETT, western program director for CBS in Los Angeles, and Mrs. McGarrett are parents of a daughter, Patricia, born Aug. 20.

JOE DUJOND, production manager of WMT, Waterloo, Ia., has been informed by his song publishers, Forster Music Publishers, Inc., Chicago, that his "Your Song for Today" will be sung by Arthur Tracy in recordings being produced for the BBC. Mr. DuJond is also preparing two books, "Josh Higgins by the Bend of the River," and "Josh Higgins Hymns" for publication this fall.

GEORGE MCGARRETT, west coast program director for CBS with headquarters in Los Angeles, left for New York the last of August, with J. P. McEvoy, writer, for conferences with Campbell soup executives of their program which starts from Los Angeles and Hollywood Oct. 5.

JACK CARRINGTON, one time announcer at KGFJ, Los Angeles, but lately free lancing, has joined the announcing staff of KMTR, Hollywood.

CHARLES BENSON, formerly a Hollywood radio announcer, has been added to the staff of KPAC, Los Angeles, to announce a sponsored program twice daily.

PARKER WHEATLEY, program manager of KYW, Chicago, is nursing a badly infected right hand.

RUTH SEANOR, Chicago NBC hostess, resigned effective Aug. 15. She will be married Sept. 20 to John W. Hubbell of New York, advertising manager of the Simmons Bed Co. Miss Seanor was replaced by Mary Franke Lemon, a Northwestern University coed.

HARRY MCTIGUE, formerly of WIND, Gary, Ind., has been added to the announcing staff of WJJD, Chicago. Before coming to the Gary station, he was connected with the old WFIW, Hopkinsville, Ky.

HOUSE JAMESON, formerly an actor with the Theater Guild and also formerly on the stage in Australia, has been named chief announcer and dramatic director of WEVD, New York.

JIMMY FIDLER, who does the film gossip for the NBC Shell Show on the west coast, returned late in August from New York with a contract to do an inside picture broadcast weekly over NBC from Hollywood for Tangee, lipstick manufacturers, starting in December.



"Hollywood Hotel" Lead Chosen

WINNER of the role opposite Dick Powell, film star, in the "Hollywood Hotel" series to start on a nation-wide CBS network Oct. 5 under sponsorship of Campbell Soup Co., Fridays, 9:30-10:30 p. m., EST, was Miss Rowene Williams, Minneapolis soprano, a former opera singer who for five years appeared alternately on WCCO, Minneapolis, and KSTP, St. Paul. She is here shown at the right, with Fay Bainter, the actress, left, and Gene Buck, president of ASCAP, center. Miss Bainter and Mr. Buck were among the judges at the final eliminations of the 12 regional audition winners in the New York Studios of CBS Aug. 16. It is estimated that 20,000 girls competed in the local contests held at all CBS stations. The Campbell account is handled by F. Wallis Armstrong Co., Philadelphia.

DON BERNARD, formerly with NBC in Chicago and New York in production work, late in August was named program director of KHL, Los Angeles, and the Don Lee-California chain. The station has been operating several months without a program director, but with a program committee functioning. The committee will continue to supervise KHL programs, with Mr. Bernard functioning mostly for programs originating at KHL for the network.

ROLAND KIBBE, continuity head of KGFJ, Los Angeles, resigned in August to free lance. His place was taken by Harry Vincent, onetime head of Radioscript Productions, now out of existence.

JACK CARTER, on the announcing-artists staff of KXX, Hollywood, is recuperating at the Hollywood Hospital from a broken knee-cap received when he slipped and fell while playing ping-pong.

DON THOMPSON, producer-announcer for NBC in San Francisco, left Los Angeles via plane Aug. 15 to vacation with his wife who is studying at the university in Mexico City.

CONNIE FROGLEY has become secretary to Al Pearce, of the NBC coast network. A brother of the radio editor of the *Los Angeles Illustrated Daily News*, at one time she was with the office staff of KRKD, Los Angeles, and KMPC, Beverly Hills.

NICK KENNY, radio editor of the *New York Mirror*, arrived in Hollywood late in August to do script work on a picture for one of the studios.

FORREST BARNES, the past several years producer at KMPC, Beverly Hills, Cal., has been added to the continuity staff of KFI, Los Angeles, to write and produce "Makers of History" and other weekly features.

WALTER MCCREERY, former commercial manager of KMPC, Beverly Hills, Cal., but more recently a radio broker in Los Angeles, has retired from the general radio account field and will hereafter specialize only in the promotion of sports events over the air.

ROCKY WOLFE, sports announcer, has returned to WIND, Gary, Ind., to handle boxing and wrestling broadcasts.

A. CLOYD GILL, director of radio for the NRA in New York on Grover Whalen's committee, who has conducted his "30 Club" on WJAL, Washington, and WMCA, New York, has been signed by the ABS-WMCA network as its nightly news commentator.

ROBERT DE HAVEN, formerly with WTMJ, Milwaukee, has joined the announcing staff of WTCN, Minneapolis.

DAVID GLICKMAN has been appointed publicity director of KERC, San Francisco, succeeding Harold Bock, who has gone to Los Angeles to take charge of NBC publicity there.

CLAIR SHADWELL, announcer of WBT, Charlotte, N. C., has taken over the "Morning Musical Clock," replacing Lee Egan, transferred in August to WJMV, Washington, as production manager.

EARL WITHROW has been added to the WJJD horse-racing program with Buell Patterson, as master of ceremonies. The program is sponsored by the National Distilling Co., Milwaukee, and is handled by Klau-Van Pieteron-Dunlap Associates, Milwaukee.

ARTHUR GUTOW, noted organist of Chicago and Detroit, first heard on WMAQ, has joined the musical staff of WMCA, New York, and the American Broadcasting System.

EDWARD H. SMITH, who formerly was with NBC and WTAM, Cleveland, has been added to the WMCA-ABS staff in New York as a continuity writer.

ALBERT ROTH, orchestra conductor and violinist, on Oct. 1 will join KMOX, St. Louis, as musical director, bringing with him an orchestra of 14 pieces. KMOX also announces the signing of "Dr. Pratt and Sherman," famous comedy team from KYW and WMAQ, Chicago.

IN THE CONTROL ROOM

EDWIN K. COHAN, technical director of CBS, had his car badly damaged but escaped injury himself when it caught fire near Westbury, Mass., Aug. 18. He was en route to New England, checked Columbia reception. With the aid of the local fire department, the car was saved, and Cohan drove the surviving half of the vehicle back to New York.

GEORGE SHIELDS, formerly WHN, New York, has joined the engineering staff of WNEW, Newark. Shields, a radio amateur of many years' standing, has also been associated with the Electrical Research Products, Inc.

A. C. McCLELLAND has been appointed chief engineer of WAH, Columbus, O., succeeding Ralph L. Dyer.

DOUGLAS D. KAHLE and Mel Foegel have joined the operating staff of KFEL, Denver, under Chief Engineer J. Peyton Veatch.

GILBERT A. MONRO, transmitting engineer of WBT, Charlotte, N. C., will be married Sept. 1 to Mrs. E. Akers Lowe, of Charlotte.

CARL BISCHOFF, control and construction engineer of WBNS, Columbus, O., was married recently to Lois Holt, of Marion, O.

GEORGE FURTNEY, formerly of the plant staff of KTAT, Fort Worth, Tex., has been transferred to the studios as control operator. A. B. Tinsley and Burton Boatwright have been made full-time plant operators.

GEORGE REYNOLDS, engineer of WSM, Nashville, and Mrs. Reynolds are parents of a son, George, Jr., born July 29.

Skelly Air Races Linked With Discs, Draw Big Crowds

Jimmie Allen Contest Proves Natural Promotion Stunt

A MERCHANDISING promotion scheme that aroused the active interest of 125,000 persons in 11 cities was staged this summer in connection with the popular transcription series, "The Air Adventures of Jimmie Allen," sponsored by the Skelly Oil Company, Tulsa, Okla.

Model airplanes, which were sold by Skelly service stations, participated in the air races, attracting adults as well as children. The planes were designed after the pattern of the "Jimmie Allen Thunderbolt" of the WBS radio disc series.

Publicity Is Easy

THE RACES started July 1 in Kansas City and occupied the next fortnight in the following cities: Tulsa, Des Moines, Denver, Wichita, Cedar Rapids, Dubuque, St. Louis, Peoria, Minneapolis and Omaha. W. G. Skelly, president of the Skelly Oil Co., personally directed the race at Tulsa.

Newspaper publicity came easy because of the widespread interest in the contest. Pictures and stories of planes and contestants were carried before and after the event. Civic organizations jointly sponsored the races, and prizes were donated by local business men.

The success of the Jimmie Allen Air Races can best be understood by referring to the merchandising history of the program. During Christmas week of 1933 Skelly Oil Co. offered over the air a free picture of Jimmie Allen at any Skelly service station. In little more than five days, 350,000 of these photographs were given away. In subsequent weeks, additional pictures of Speed Robertson, Jimmie Allen's pal in his recorded adventures, The Monson 800, with which Jimmie Allen won the Vanderpool Cup race, and Jimmie Allen with Barbara Croft, the romantic of the program, were offered. The demand for these exceeded the mark set by the picture of Jimmie Allen alone. Even as late as Aug. 1 the Skelly offices in Kansas City were receiving mail requests for the whole set of pictures.

400,000 Join Club

ON APRIL 13, the creation of the National Jimmie Allen Flying Club was announced. During the eleven weeks preceding the Jimmie Allen Air Races nearly 400,000 boys and girls in Skelly marketing states enrolled in Jimmie Allen's Club—more than four times as many as enrolled in a similar club in the 1933 spring and summer. During the broadcasts of the "Jimmie Allen Air Adventure," local squadrons of the Jimmie Allen Flying Club were announced. More than 2,500 of these squadrons had been organized when the program went off the air on June 29. It will be resumed in the fall.

To assist in carrying on the activities of its Jimmie Allen Flying Club, Skelly offered the "Jimmie Allen Club News" through its service stations during the weeks following April 13. This was a single sheet of newspaper size, folded twice. The inside carried a sep-

Cuss-Words Taboo

ALL-WAVE radio receivers used by the public are cramping the style of Uncle Sam's forest rangers. Strict orders against "cuss words" in radio conversations among the forest fire-fighters have been issued by the Forest Service in Washington and will apply to the more than 600 short-wave radio stations which have been installed for emergency communication in the national forests this summer. Since short-wave receivers have become so popular, it was said, radio gives far less privacy than even the old-fashioned party telephone lines. Thousands of listeners, according to the Forest Service, occasionally tune in on the Forest Service stations to get a real insight into the many difficulties foresters have to meet in quelling fires in the woods.

FCC Members Are Feted At Capital Radio Dinner

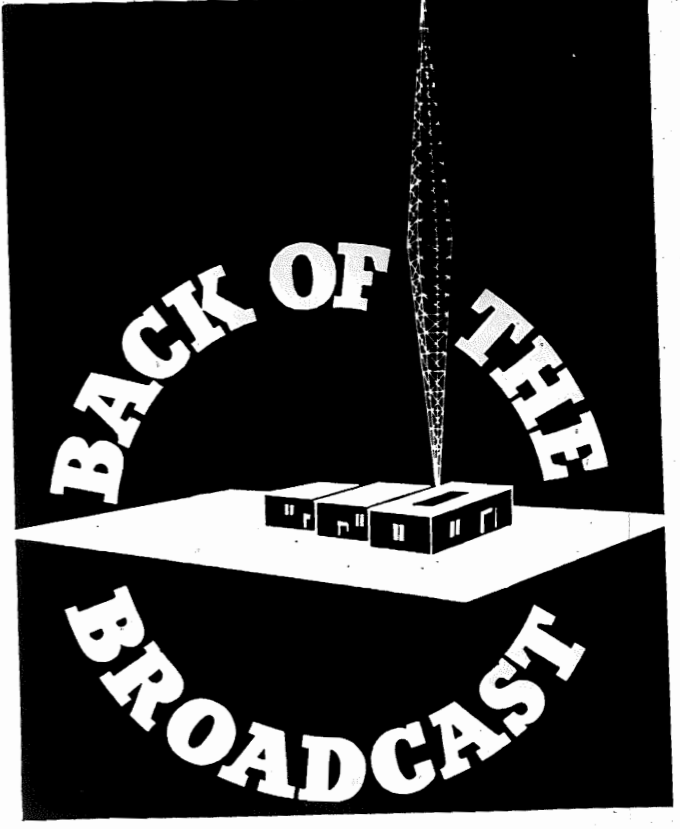
MEMBERS of the FCC, with the exception of Commissioner Paul A. Walker, who was out of town, were the guests of the American Section of the International Committee on Radio at a dinner-meeting Aug. 21 at the University Club in Washington. A portion of the session was broadcast over an NBC-WJZ network, including a short address by Chairman Sykes.

In addition to Judge Sykes, who discussed the functions and objectives of the new Commission, speakers included John W. Guider, Washington attorney and vice president of the American Section, who presided in the absence of Senator Wallace White, Jr., of Maine, president; Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards; William R. Vallance, State Department, and Fred J. Guthrie, Washington manager, RCA Communications, Inc. Approximately 100 of Washington's radio fraternity attended the dinner and session.

Radio Mourns Rainey

THE DEATH of Speaker Rainey of the House of Representatives Aug. 19 lost to radio one of its staunchest Washington friends. The late Speaker of the House made radio history on March 9, 1933, when he authorized the broadcasters to install microphones on the rostrum and floor of the House for the first time in history during the special session called by President Roosevelt to deal with the banking crisis. He was always cooperative with the radio men whereas previous regimes had refused to permit the broadcasting of congressional debates.

arate serial air adventure of Jimmie Allen, while the outside was devoted to news of the club and squadrons, with comic strips to add interest. Throughout the entire eleven weeks of the Flying Club broadcast, nearly half a million persons each week called at Skelly stations to secure the current issue of the "Jimmie Allen Club News."



MUSIC and speech come out of the ether into the homes of the nation's radio listeners. But back of the broadcast lie thousands of miles of special telephone wire that go to make up the networks . . . expensive equipment such as repeaters, power plants, testing apparatus, and control rooms . . . highly trained personnel whose function it is to see that the programs are dispatched to the farthest corners of the country on the scheduled moment, and are transmitted clearly and without interruption.

From the earliest days of radio, the Bell System has recognized its responsibility in helping to develop this important medium, so that it might be placed within the reach of millions. Today it has a plant investment of more than twenty million dollars for program transmission. In the final analysis, the success of a network program depends largely upon the fidelity of its transmission.

It is the aim of the Bell System to provide facilities of the highest quality at all times.



While ATLANTA

is leading the South to greater prosperity

WGST

is leading both local and national advertisers to bigger sales, better profits

because

Recent survey by Ross Federal Service proves WGST to carry largest consistent local radio audience of any Atlanta station.

WGST offers the most economical coverage of Georgia's largest trading area—(37% of state's population).

WGST completely covers an area which represents 71% of retail sales in Georgia.

1000 WATTS DAY
500 WATTS NIGHT

WGST—ATLANTA, GEORGIA
National Representative
PAUL H. RAYMER
New York Chicago San Francisco

COMPLETE N. B. C. SERVICE

25,000 WATTS TULSA, OKLA.

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

TRANSCRIPTIONS

WORLD Broadcasting System reports the following new accounts and schedules:

Richfield Oil Co. of California, Los Angeles; "Jimmie Allen" series on 9 Pacific coast stations, 5 times weekly, starting Sept. 3, thru H. C. Bernstein Advertising Agency, Los Angeles.

Zenith Radio Corp., Chicago (Zenith radios); 13 fifteen-minute programs from World Program Service library, schedule being drawn.

Kopper's Cakes Co., Brooklyn, N. Y.; 15-minute program, featuring "Les Quirk" in commercial dialogue, 5 times weekly on WOR, thru N. W. Ayer & Son, N. Y.

Studebaker Sales Corp., South Bend, Ind.; 13-week extension of Richard Humber and Studebaker Champions on KFSM, El Paso, thru Roche, Williams & Cunningham, Chicago.

Phileo Distributors and dealers; "Armchair Traveler," 15-minute feature five times weekly, thru N. W. Ayer & Son, N. Y.

Ford Dealers of America has extended WBS transcriptions of CBS program featuring Fred Waring's Pennsylvanians to total of 18 stations.

Armand Co., Des Moines (cosmetics); resumes Armand program Sept. 9 on 17 stations, thru N. W. Ayer & Son, N. Y.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
 568 Chamber of Commerce Bldg., Los Angeles
 601 Cass Bldg., San Francisco
 1325 Stuart Bldg., Seattle
 619 Charles Bldg., Denver

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:

Boston American, Boston (newspaper);
 Continental Baking Co., New York (bread & cake);
 General Baking Co., New York (Bread);
 P. Lorillard Co., New York (Old Gold cigarettes);
 Union Pacific Railway, Omaha (rail and bus transportation);
 The Western Co., Chicago (Dr. West's toothpaste).

SAMPLE recordings of NBC's third series of Recorded Program Service releases have been sent to stations; it was announced Aug. 15 by Lloyd C. Egner, NBC manager of electrical transcriptions. "Radio Revels" features Max Dolin and his music, Irving Kaufman, Peggy La Central, Cameron Andrews and others. It is a variety show, specially written and produced by Frank Chase, author and director of NBC's program staff who is devoting a large amount of his time to producing Recorded Program Service releases. The average length is 13 minutes, which allows for advertising credits at the beginning and at the conclusion of the program. If desired, two of these transcriptions may be combined to make a half-hour program.

NATIONAL Starcasts, Inc., formed recently in Hollywood as a transcription firm, has taken over studios and offices at 1265 North Vermont Ave. in the quarters formerly occupied by Imperial Sound Products Co., now out of business. Directors are Robert P. Crane and Walter C. Monroe, who are in charge of sales and advertising. Gus Weber will head the music activities; Gordon Tevis, public relations; Gus Inglis, production, and Edward Lynn, continuities.

STANDARD Radio Advertising Co., Hollywood transcription producer, has issued an 8-page brochure for its new program series, "Sons of the Pioneers," hillbilly vocal and instrumental tunes. Series has already been sold direct to KSTP, St. Paul; KGU, Honolulu; WRC, Washington; 2GB, Sydney, Australia, and Federal Outfitting Co., Los Angeles (direct), with the sponsor doing own spotting on stations in San Diego, San Francisco and Berkeley. Pioneer transcriptions include 12 titles recorded separately and are outright to stations. No announcements are used on the discs, space being provided for station announcements to insert commercial plugs. Technical work is done at Recordings, Inc.

LOS ANGELES radio talent has been signed for photograph recordings by Decca, British firm for which Joseph Perry, former Brunswick sales executive, is coast representative. Radio name talent includes Bing Crosby, Orville Knapp's Orchestra, now heard on KILJ; "Sons of the Pioneers" KFWB quartet; and Stuart Hamblen and his "Covered Wagon Jubilee" KMTR hillbilly act. Recording, Inc., will do the technical work.

WORLD Broadcasting System announces the addition of WGBI, Scranton, Pa., and KGMB, Honolulu, to the list of stations contracting to the World Program Service.

TECHNICAL Service Laboratories, 8100 Melrose Ave., Hollywood, operated by A. Paul, Jr., has opened a division for transcription and check activities.

TITLED "March of Time," like its radio series which resumes on 40 CBS stations Oct. 5, a series of motion picture shorts built around news pictures will shortly be produced by *Time Magazine*.

★ Ask for WTAR
 Certified Coverage and
 Market Data Studies
 by Jansky & Bailey

are you passing up a BET?

The Fleet is here! Uncle Sam's fleet of 35,000 men. They came off the ships like bees—with their pay checks. And they're buying out the town. *Boosting trade to the sky—boosting spending!*

And these pay checks are in addition to the payrolls of WTAR's regular guaranteed population of 377,781 (daytime) and 314,458 (nighttime).

This great Tidewater Virginia Market (including Virginia's largest Metropolitan area) depends solely on WTAR.

Are you passing up a bet? Come in and get your share!

WTAR

NORFOLK, VIRGINIA

35,000 EXTRA PAY CHECKS

!

★★★★ VIRGINIA'S
PIONEER STATION

Affiliated with the
NATIONAL BROADCASTING CO.

National Representative
EDWARD PETRY & COMPANY

WSM

will shortly make what it sincerely believes will be a significant contribution to radio and radio merchandising.

The attentive ear of all executives now concerned with the cultivation and spread of present markets is therefore seriously solicited.

WATCH YOUR MAIL!

Cleared Channel Unlimited Time

WSM

NBC Affiliate 50,000 WATTS 650 Kilocycles

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

Exclusive National Representatives
 EDWARD PETRY & COMPANY
 NEW YORK CHICAGO
 SAN FRANCISCO DETROIT

While 'twas **HOT** we **DUG!**



And here are the **FACTS**
and **FIGURES** we mined
for you!

BRIEFLY

1. Of the Radio Sets in Minnesota
58.3% are in the area
DOMINATED BY KSTP
2. Of EVERY Retail Sales Dollar
in Minnesota
74.3c are spent in the area
DOMINATED BY KSTP
3. Of the Five Leading Media,
during the past 7 years,
RADIO GAINED 1250%
of the total advertising expendi-
tures, while the 4 other media
lost from 22.5% to 73.5%

**ERGO: THE WISE MONEY IS
GOING RADIO!**

All this Sales-Boosting information is contained in our new
CHARTS which are **FREE** to advertisers and
Advertising Agencies
PROMPTLY ON REQUEST

National Representatives

NEW YORK—Paul H. Raymer Co. CHICAGO—Greig, Blair & Spight, Inc.

MINNEAPOLIS **KSTP** ST. PAUL

DOMINATES THE NINTH U. S. RETAIL MARKET

PROSPECTS

WINE TRADING Co., Los Angeles, operators of retail wine outlets known as "The Wine Barrel," having completed the organization of stores in California, will now organize in Illinois and later follow with franchises and stores in other states. Present radio account, and new broadcasts for new stores, will be placed through Fred Wesley & Associates, Los Angeles agency in the Commercial Exchange Bldg.

JENNY WREN, Lawrence, Kan. (flour), is making up lists for 40 markets, using daily announcements. The account is handled by R. J. Potts, Kansas City.

STOCKMAN FARMER SUPPLY Co., Denver (harness goods), plans to sponsor a series of twice-weekly programs on KOA, Denver, and WFAA, Dallas, for a period of 10 weeks, beginning early in September. The account is handled by McCann-Erickson, Inc., Denver.

FAULTLESS-STARCH Co., Kansas City, Mo., is planning a limited radio campaign in the Kansas City, Nashville, San Antonio and Dallas markets, using three quarter-hour programs weekly for 13 weeks. The account is handled by the Russel C. Comer Advertising Agency, Kansas City.

A. H. LEWIS MEDICINE Co., St. Louis (Natures Remedy and Tums), makes up lists during October. Radio with other media will be used. Ruthrauff & Ryan, Inc., Chicago, handles the account. W. P. Littell is the account executive.

SUN-MAID RAISIN GROWERS ASSN., Fresno, Cal., makes up lists during October. The account is placed through Lord & Thomas, San Francisco.

FOREST LAWN MEMORIAL PARK, Los Angeles, will use radio this fall in a new campaign to be handled by the Los Angeles office of Hanff-Metzger, Inc.

COLEMAN LAMP & STOVE Co., Wichita, Kan., will use a series of one-minute dramatized announcements in a nation-wide radio schedule to be handled by the Chicago office of Ruthrauff & Ryan.

VOGELER BROTHERS, Newark (mayonnaise), will use radio in an advertising campaign starting in September, to be handled by the Charles Dallas Reach Advertising Agency, Newark.

FEATURES

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

**Diversified industries make
TACOMA-SEATTLE prosper**



**TAP THIS RICH MARKET THROUGH KVI, PIONEER
COLUMBIA STATION ON PUGET SOUND**

NATIONAL FRATERNAL CONGRESS of America, of which the chairman is John C. Snyder, Crawfordsville, Ind., president of the Behur Life Association, is planning a \$1,000,000 national advertising campaign, including radio, in which its members will cooperate.

AUTOMATIC HEAT INSTITUTE, Boston, will use radio in a campaign to be handled by Keystone Associates, Inc., Boston.

OHIO VALLEY DAIRY COUNCIL, cooperative organization of milk distributors around Cincinnati, will use radio in a campaign to be handled by Procter & Collier Co., Cincinnati.

Net Program Sponsored By Eight Local Bakeries

A **NEW ANGLE** of sponsorship was inaugurated on the Pacific coast with the opening broadcast recently of the Sunday night "Hi Jinks" from Los Angeles over the CBS-California chain, 8-9 p. m. PST. Emanating from the Figueroa Playhouse, the variety show is sponsored on the Don Lee network by eight different bakeries in as many towns and goes to the remainder of the CBS chain as a sustaining program, with network sales officials hopeful of getting sponsors in other key cities.

In Los Angeles the Franco-American Baking Co. is the sponsor; in San Francisco, it's the People's Baking Co., a home delivery firm; in Sacramento, it's the Pioneer Baking Co. In San Diego, Fresno, Santa Barbara, Seattle and Portland other bakery houses are sponsoring the show.

Quit 24-Hour Clock

THE APATHY of the public which neither supported nor opposed the idea, has impelled the British Broadcasting Corporation to abandon its "24-hour clock," the system begun last April whereby hours were numbered and radio programs listed by designations from one to 24 o'clock. The system was introduced in April, but it was abandoned on Aug. 19. Now the conventional a. m. and p. m. designations are used up to 12 noon and again up to 12 midnight.

COMMISSIONER Norman S. Case, of the FCC, is serving temporarily as a member of the Broadcast Division, in addition to his assignment on the Telephone Division, during the absence from Washington until Sept. 4 of Commissioner Thad H. Brown.

KFD M
1000 WATTS TO LOCAL SUNSET—500 WATTS THEREAFTER
SABINE BROADCASTING CO.
MAIN STUDIOS AND OFFICES: ROOF GARDEN HOTEL BEAUMONT

P. O. BOX 2950
BEAUMONT, TEXAS
AUGUST 24, 1934

OFFICE OF THE
PRESIDENT

Mr. F. G. Taylor, Advertising Mgr.
Broadcasting Publications, Inc.
870 National Press Building
Washington, D. C.

Dear Mr. Taylor:

We have been using, as you of course know, a one-fourth page in your publication **BROADCASTING** for about six weeks, and are pleased to report that the results have far exceeded our expectations.

Please let us know by return mail whether or not you would give us the 24-time rate should we decide to increase our space to a half page.

We feel that your publication is making a great contribution to commercial radio, not only in its pulling power as an advertising medium, but in information and general news contained therein.

The writer is not very strong on recklessly writing letters of this character, but I am a firm believer in recognizing and supporting anything of merit pertaining to the promotion of radio advertising; and I consider the small amount of \$75 per month that we have been paying you one of the best investments we could make.

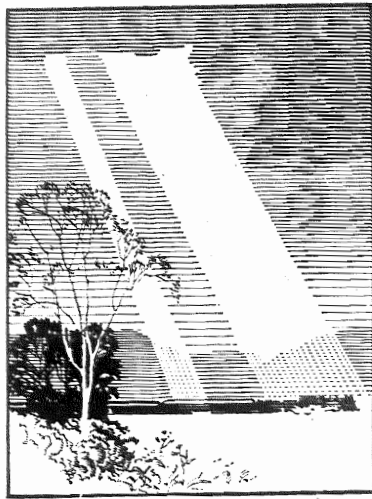
Whether or not we contract for half a page in the near future, we feel confident that we will give you a half page for your September 15th issue, and would like to know the latest date you would have to receive copy for same.

With best wishes, we are

Yours sincerely,
J. M. Gilliam
President
SABINE BROADCASTING CO., INC.
J. M. Gilliam, President
SABINE BROADCASTING CO., INC.
PORT ARTHUR, ORANGE, TEXAS AND LAKE CHARLES, LA.

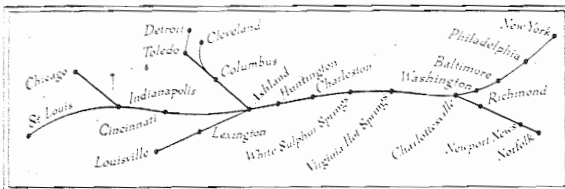
JMG:EA
REMOTE CONTROL STUDIOS

*here's a
result story
to be proud of!*



Take the royal road to CINCINNATI
and the
N.A.B. CONVENTION
September 16-17-18-19

**THE GEORGE WASHINGTON
THE SPORTSMAN - THE F. F. V.**
the finest fleet of air-conditioned trains in the world



Chesapeake and Ohio is the only eastern railroad progressive enough to use radio as an advertising medium for its service, and as an entertainment medium on passenger trains.

The annual N. A. B. Convention at Cincinnati gives you an opportunity to sample Chesapeake and Ohio's famous air-conditioned trains. We know that once you have experienced their luxurious comfort you will want to ride on THE GEORGE WASHINGTON—THE SPORTSMAN—or THE F. F. V.—whenever you can.

SLEEP LIKE A RITTEN



IN AIR-CONDITIONED COMFORT

CHESAPEAKE and OHIO

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

1,500,000 Auto Radios

LATEST estimates by radio manufacturers of the total number of automobile sets sold during the first six months of 1934 range between 400,000 and 600,000, the average compiled from figures furnished by 18 producers being 486,000. It is reliably reported that the actual number manufactured was 600,000. These figures, supplied to the Market Research Department of CBS, indicate that there are now approximately 1,500,000 sets installed in automobiles. By the end of the year it is expected that the 2,000,000 mark will be passed.

College Courses in Radio

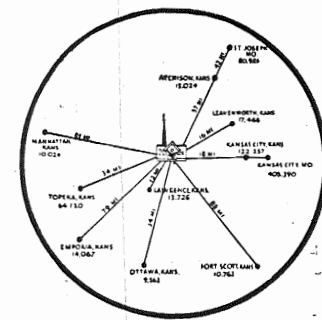
UNIVERSITY of Southern California, Los Angeles, will add a course in radio script writing, the technique of radio plays and the preparation of continuities by George Turner, formerly with Earnshaw-Young, Inc., where he did the script for several radio successes. Jose Rodriguez, head of news and press for KFI, will continue his course given a year ago as an advanced course in radio production, and will repeat the preliminary course in management and technique of radio broadcasting. All courses will be given during evening sessions.

1933 Set Manufacture Shows 3,500,000 Units

MORE THAN 3,500,000 broadcast receiving sets were manufactured in 1933 by the 145 factories engaged wholly or principally in the manufacture of radio apparatus, phonographs and their accessories according to the preliminary report of the U. S. Census Bureau census of manufactures issued Aug. 20. Valued at \$112,279,566 at the factory, this output represented a 40.2 per cent decline from the last census taken in 1931.

The 1933 production included 788,467 broadcast receiving sets, 30,092 combination radio-phonograph, 57,042,409 receiving tubes, 662,645 auto radios, 108,000 all-wave sets and only \$301,000 worth of phonographs whose number is not stated. Only 108 broadcast, aircraft and ship transmitters are listed, valued at 900,000. Microphones valued at \$198,000 are also included, though the number is not stated.

THERE were 707,625 licensed radio sets in use in Canada when the fiscal year 1933-34 ended last March 31, although it is believed that nearly as many more operate sets without paying the required \$2 annual license.



- 11 cities with a population of 761,535 ...
- In addition to a vast, responsive rural audience of more than two and one-half million.
- At the lowest cost of any Advertising medium.
- ★ Kansas City, Mo., Kansas City, Kans., St. Joseph, Mo., Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Topeka, Manhattan.

NBC Basic Blue Network

1000 WATTS
17 Hours Daily

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

BROADCASTING • September 1, 1934

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

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

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

A RADIO CORPORATION

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

OF AMERICA SUBSIDIARY



BUY-WORDS

Buy-words in Chicago. WMAQ and WENR offer advertisers flexible service in Chicago and surrounding markets. For the advertiser desiring coverage principally in Chicago's metropolitan market there's WMAQ with 5,000 watts. To secure coverage over a larger area, the advertiser can pick WENR with 50,000 watts. Both of these stations, because of their specialized coverage and program popularity, make advertiser's commercial credits buy-words in America's second market.

The Druggist Knows Best

and he votes for Don Lee Stations

The Secretary of the Southern California Retail Drug Association asked his 700 members these questions:

"Which method of advertising do you consider the more effective for a MANUFACTURER to use in merchandising a drug or cosmetic product—newspaper or radio?"

Their Ballots read:

Radios 56%
Newspapers 40%
No Choice 4%

"What radio station would you prefer to have used?"

The Los Angeles Metropolitan District answered:

Don Lee Station . . . 47%
2nd Station 25%
3rd Station 13%

Southern California answered:
Don Lee 41%
2nd Station 34%
3rd Station 12%

(Local stations in smaller cities naturally received votes of loyal citizens.)

Send for the complete detailed report of this important survey; it is unbiased, impartial, secret, and will tell you how the druggists of Southern California are thinking about manufacturers' advertising programs and the media they should use for effective selling.

It is yours for the asking.

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

DON LEE Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

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

(Northwest Unit)

Portland, KOIN Seattle, KOL
Tacoma, KVI Spokane, KFPY

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

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. FRANK JOHNS, well known in Chicago and midwest advertising circles, has joined the Chicago staff of Free & Seiminger, Inc., radio station representatives. During the last 17 years he has been associated with the Chicago Tribune, Chicago Daily News and other Chicago newspapers.

VIRGIL REITER, Jr., former western manager of Scott Howe Bowen, Inc., has opened his own office in the Wrigley Bldg., Chicago, as radio station representative. Myron A. Reek has joined the organization, which will limit its activities to selling the facilities of WLW-WSAI, Cincinnati, and WCAU, Philadelphia.

JOHN FIELD, for the last two years with Scott Howe Bowen, Inc., and formerly with the New York Times and New York World, has joined the staff of Edward Petry & Co., New York. Don Miller, for the last year with the New York office of Cleveland Chase, program producers, has also joined the Petry organization.

HENRY H. PATTEE, secretary-treasurer of Associated Broadcasting Corp., radio station representatives with headquarters in Kansas City, has resigned and plans to continue in the representation field.

ALLEN B. WRISLEY DISTRIBUTING Co., Chicago (Olivillo soap), has placed its advertising account with Behel & Waldie, Chicago. The account executive is S. T. Chafin.

GEORGIE PORGIE Co., Council Bluffs, Ia. (cereals), has named Haynes Advertising Co., Omaha, to handle its advertising.

MCCANN-ERICKSON, Inc., Los Angeles, has started a campaign for Los Angeles Gas & Electric Corp., Southern California Gas Co., Southern Counties Gas Co., and Santa Maria Gas Co. While the original plans contemplated radio media, the campaign about to be launched will not use broadcasting. Future campaigns, however, will probably incorporate certain radio angles, according to agency staff members.

NATHANIEL H. SPERBER, former advertising manager of the Franco-American Corp., and at one time conductor of the Enna Jettick orchestra, has joined the commercial department of Kasper-Gordon Studios, Boston station representatives for New England.

FRANK WHITING has been appointed director of the San Francisco office of Paul H. Raymer Co., station representatives, in the Russ Bldg.

WILBUR EICKELBERG, for several years San Francisco manager of Scott Howe Bowen, Inc., station representative, early in September moved to Los Angeles to set up his own offices as station representative. His temporary address is 525 South Gramercy Place.

CHARLES H. MAYNE has opened an agency in the Petroleum Securities Bldg., Los Angeles, under the name of Charles H. Mayne Co. He had previously handled radio accounts for the local staff of Emil Brisacher & Associates. His new accounts include the Hancock Oil Co., which has been a radio advertiser for many years. The new Mayne organization will do a general agency business, including radio.

C. F. BLANKE TEA & COFFEE Co., St. Louis, has named Budke & Connell, St. Louis, to handle its advertising.

INTERNATIONAL SALT Co., Scranton, Pa., has placed its advertising account with Paris & Peart, New York.

NATIONAL Radio Advertising Agency has been organized with headquarters in the Hollywood Center Bldg., Hollywood, by D. D. Crawford, Sam Shapin and H. R. Jacobs. Both formerly were on the sales staff of KDYL, Salt Lake City. They will engage in transcription activities and also in certain phases of agency placement. Transcription activities will be confined entirely to series of twenty-six 15-minute discs for various retail businesses. Initial effort, already produced and ready for distribution, has been designed for the retail furniture trade.

GARRY & Co., Inc., New York (Stylset), has placed its advertising account with Williams & Saylor, Inc., New York.

JULIUS GROSSMAN, Inc., New York (Peledmode shoes), has appointed Cramer-Tobias Co., New York, to handle its advertising.

CURTICE BROTHERS Co., Rochester, N. Y. (canned foods, preserves), has named N. W. Ayer & Son, New York, to handle its advertising.

NEW YORK LIFE INSURANCE Co., New York, has appointed Ribbardon, Alley & Richards, New York, to handle its advertising.

NORTHAM WARREN SALES Co., New York (Cutex and Odorono), has named J. Walter Thompson Co., Inc., New York, to handle its advertising.

WADHAMS OIL Co., Milwaukee, has placed its advertising account with Scott-Telander, Inc., Milwaukee.

SPOOL COTTON Co., New York (threads), has appointed Young & Rubicam, New York, to handle its advertising.

Film Company's Spots

WARNER BROTHERS, film producers and owners of KFWE, Hollywood, have recognized that individual stations, like newspapers, have a certain clientele of their own. Besides using their own station to plug forthcoming Warner-First National Pictures at the Warner theaters in Hollywood and downtown Los Angeles, they have also started to use eight Los Angeles stations to call attention to forthcoming feature attractions. To insure uniformity, the various spot announcements will be transcribed at the Burbank studios of the film producers. Placement was made by the theater department of Warner Brothers.

FLATTENED remains of the little 8-watt radio transmitter used so successfully in the recent stratosphere flight have been placed on exhibit by NBC in its Radio City studios.

ANA Survey Shows Radio Best Media Buy

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

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

★ from BROADCASTING AUGUST 15, '34

HERE'S THE SHOVEL, BROTHER...

DIG IN!

If ever a natural sales argument for radio was produced it is the result of the survey of the Association of National Advertisers, showing the marked superiority of radio over other media as an advertising buy.

The facts are there, Mr. Broadcaster. It is up to you to pound them home as they relate to your particular market. What better way to complete the job than to use space in BROADCASTING MAGAZINE, to completely cover advertising agencies and national advertisers placing radio accounts?

BROADCASTING



NATIONAL PRESS BUILDING

WASHINGTON, D. C.

The Only Network Station in Western Montana



BUTTE

ADD BUTTE TO YOUR WESTERN NETWORK PROGRAM! N B C WILL NOW ALLOW YOU TO PURCHASE KGIR WITHOUT TAKING ANY OTHER STATION.

SEE N B C RATE CARD 16

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

BUTTE **KGIR** MONTANA

1000 Watts NBC Western Montana Outlet

WFBC

ALTOONA, PA.

1310 kilocycles
100 watts

The Ideal Outlet for Central Penna. Coverage

Write Roy Thompson
"Voice of the Alleghenies"

WAVE an NBC Station) BLANKETS THE NATION FALLS CITIES!

America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't. . . . If you want the 900,000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price. . . . And the other 121,798,000 Americans who are not within real listening range won't cost you a cent!

National Representatives:
FREE & SLEININGER, INC.

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

STUDIO NOTES

OAKITE PRODUCTS Co., New York (cleanser), sponsors of the Martha Deane hour at WOR, got two big breaks in August. First, a broadcast on the hour in which the Byrd Expedition was mentioned was picked up and replied to by Stevenson Corey, supply officer of the Byrd Expedition, a distance record for WOR. Second, in checking this South Pole broadcast the Standard Publicity Service, who handle the exploitation on the hour, secured an order for 1,200 drums of Oakite from the Byrd Expedition which filled every bit of available space on the City of Winchester, which is taking emergency rations to the expedition. All of this was accomplished within the short space of 24 hours. The landing of the Winchester will serve as a new picture campaign for Oakite.

SIMULTANEOUSLY increasing its full rate by approximately 45 per cent, and making this rate applicable for all time sold, without distinction between morning, afternoon and evening periods, WINS has issued a new rate card, effective Sept. 1. The new card shows a basic rate for one hour of \$120, half an hour being \$75 and 15 minutes \$50.

CLUB WOMEN of Detroit and Michigan are being entertained Tuesdays and Fridays during the half hour before noon by WXYZ, Detroit, offering a half hour of what it calls "visual broadcasting" followed by a light luncheon in the "Radio and Exposition Room" of the downtown Empire Shops Bldg. Guests stars for the regular broadcasts are placed on the air from this special studio.

WEVD, New York, reports that June was the most successful month in its history in point of volume of commercial business.

WROK, Rockford, Ill., claims the honor of broadcasting the first complete encampment of a state national guard division. The activities of the 33d division, Illinois National Guard—peace-time strength 9,500 enlisted men and officers—were broadcast daily from Aug. 4 to 13, direct from Camp Grant, just south of Rockford. Starting with troop trains arriving, WROK was on the ground, describing the activities, interviewing officers and men, and giving a colorful account of the opening of camp. Then, every day throughout the encampment, WROK broadcast a 5-minute news summary at 5:30 p. m.

XEBC, Agua Caliente, resort near Tijuana, Mexico, operating on 700 kc., has announced that it will immediately erect a new 5,000-watt transmitter. Baron Long, official of the resort organization, announced that the station will hereafter be operated entirely by the hotel company. Programs will be largely from native Mexican talent on the entertainment staff of the hostelry, including remotes to the patio, supper room and other places at the spa. Preliminary plans contemplate use of the station primarily to advertise Caliente, but also with a few other sponsors.

RADIO CHAUTAUQUA, sustainer over KFAC, Los Angeles, has moved its locale to the Wilshire Boulevard Christian Church because of demand from fan audience to attend the affair. The hour program is woven in similar fashion to oldtime Chautauqua programs with various talent and lectures.

SUMMER alterations at KFVB, Hollywood, have reorganized the physical setup of office quarters in Warners Theatre building. New arrangements provide new quarters for Gerald King, general manager, with space for regular staff meetings. Entire program staff, rehearsals and broadcasts now use sound stage quarters at the picture lot on Sunset Boulevard.

ETIQUETTE is discussed in a recent staff memo bulletin issued to employees at KHJ, Los Angeles. Among the "musts" is a statement that the radio and office employees must use the titles "Mr." and "Mrs." while on duty. The production department drew up the rules and regulations.

"RUN OF SCHEDULE Announcements" sold to several local accounts on a cash-with-order basis in quantities of 500 have provided an additional source of revenue for KFEL, Denver, and have kept a considerable number of commercial accounts on the air during the summer season, reports Frank Bishop, commercial manager.

"SNEAK and Snoop," a combination of detective fiction, burlesque humor, mystery and weirdness, is proving a successful children's program on KGW, Portland, Ore. It is broadcast late every afternoon.

WJJD, Chicago, has completed a new studio in conjunction with offices at 201 North Wells St. This gives the station four studios, in addition to the organ studio in the Wurlitzer Bldg.

"THE OLD HOME TOWN" is a new program from the studios of WKY, Cincinnati, every Friday from 7:30 to 8 p. m., EST. The scene is laid in a village school, where the weekly community entertainment is held. Sid Ten Eyck has the role of the small town boy who made good in the big city and returned home for a visit. He has a microphone installed and puts the entertainment on the air.

KSD, St. Louis, has taken over the only available space in the eight-story Post-Dispatch building and will build three modern studios, to be completed by Nov. 1. This space was formerly occupied by the Cunard Steamship Lines.

TRUSCON STEEL Co., Youngstown, O., is installing a new tubular-steel vertical radiator for WDOD, Chattanooga, Tenn. It will stand 350 feet high.

A MODERN antenna system, with a vertical radiator rising 420 feet, is being installed by the 50,000-watt WBT, Charlotte, at a cost of \$25,000, reports William Schult, Jr., manager. In addition WBT engineers will install revolving beacons on the top of the transmitter house. It is expected the job will be completed by Sept. 20.

SO MANY visitors have sought to inspect the new 500,000-watt transmitter of WLW at Mason, O., including many from foreign lands, that Joseph A. Chambers, technical supervisor, has been forced to limit visiting hours to Saturdays and Sundays. During the last six months more than 30,000 visitors have inspected this most powerful station in the world.

KIEV, Glendale, Cal., recently conducted a "popularity survey" over the air for the "best liked" orchestra leaders. Ray Noble placed first, with Ted Fiorito six votes behind and Lombardo running a not-very-close third. Two thousand fans registered their likes and dislikes.

THE COLUMBUS DISPATCH is sponsoring a musical memory contest over WBNS, Columbus, O., on Sundays, giving away \$100 weekly in prizes. Letters average 10,000 after each broadcast.

COUNTRY CHURCH of Hollywood, during the last year on KFAC, Los Angeles, on Aug. 6 moved to the Don Lee-CBS chain as a sustaining program at 8 a. m., PST, week days and 9:30 a. m., Sundays, both for 30-minute periods. Idea was originated by W. B. Hogg, ex-army chaplain. Radio fans have contributed to building the replica of a Tennessee circuit church in the heart of Hollywood.

GEORGE BURNS and Gracie Allen, vacationing in Europe, were guest stars in the "Variety Hour" of the British Broadcasting Corp., Aug. 11. Their part of the program was also carried on the CBS network. The "Variety Hour" is considered one of the outstanding programs of the BBC. Burns and Allen will return to the United States early in September for their new program, "The Adventures of Gracie," which starts Sept. 13, sponsored by General Cigar Co.

A NOVEL half hour show has been built by WBT, Charlotte, N. C., by using baseball scores, Press-Radio news, weather reports, temperatures at the seashore and mountains, all interspersed with local talent and spot announcements.

THE PANHANDLER, a familiar character of the American street scene, went on the air for the first time in "Flotsam" on the ABS-WMCA network Aug. 4. The program is broadcast Saturdays 9:15 to 9:30 p. m., EDST.

Production Man Sues

SUIT has been filed in Los Angeles by Tom Breneman against Warner Brothers Broadcasting Corp., owners of KFVB, with damages of \$162,500 asked for in the action. Nearly a year ago the plaintiff, employed by KFVB as a producer, was injured when he reached for the telephone and brought down a heavy curtain rod on his head. It had become entangled with the 'phone cord. He asks \$50,000 actual damages, \$50,000 as exemplary damages, \$50,000 as loss of future earnings, \$10,000 for loss of time, and \$2,500 for medical services, plus court costs. He also claims that he suffered the loss of his vocal chords.

FROM Natal, South Africa, NBC received and granted a request of broadcasting authorities there to use Ernest LaPrade's "Alice in Orchestra" series on the NBC-WEAF network because of its great educational value.

Remington-Rand Places Radio School of Typing

"RADIO TYPING Club," over KFAC, Los Angeles, for five late afternoon periods a week, will again be sponsored by the Los Angeles office of Remington-Rand, Inc., Buffalo, N. Y., starting Sept. 10. The program was sponsored by the same organization last winter, the account being handled direct. When the sponsor withdrew its support for six weeks during the summer season, the station kept the feature on the air as a sustainer because of its popularity.

With Miss Helen Richards at the microphone, the various exercises are set to march music. Listeners write in for a typing and practice charts. As the exercises are given over the air, beginner-listeners practice on the home chart, while more advanced pupils use a typewriter.

KNX Keeps Quarters

KNX, Hollywood, has signed a year's lease on its present quarters in the Olsen Building. The station moved there shortly after the first of the year from its former quarters on the Paramount lot. The decision of the station to remain in its present quarters at least another year will mean the gradual enlargement of the space which it now occupies on the third floor. Plans call for the removal of the Olesen Sound Studios downstairs, with the additional space thus available being taken up by KNX for studio and office quarters.

"Show Must Go On"

THAT THE "show must go on" tradition of the stage has carried on to radio, was evidenced Aug. 19 by Harry Kramer announcer of WNEW, Newark, who now lies home in bed receiving well-deserved plaudits. He was struck by a hit-and-run driver while crossing one of New York's busy streets at 3 a. m., and while bleeding profusely, made his way to the Kings Terrace Restaurant with but a minute and a half to go on the air for the remote band broadcast. He staggered to the mike, opened the program and then collapsed.

New Publicity Service

A NATIONAL publicity service for radio advertisers and artists was inaugurated recently by Tom Fitzdale, who on Aug. 1 resigned as night and photo editor of NBC in Chicago after three years with that network. He will handle publicity for the new Johnson floor wax series for Needham, Louis & Brorby, Chicago agency; the Real Silk program handled by Erwin, Wasey & Co., Chicago; Phil Baker, star of the Armour program, and the Commodores Quartet on the Carnation program. Connected with him will be John F. Ryan, until recently in the publicity department of Portland Cement Association. Fitzdale Service is located at 32 W. Randolph St., Chicago.

In The Toledo Territory

IT IS

WSPD

A Basic Columbia Station

WSPD is the only broadcasting station in Toledo and Northwestern Ohio, and its exclusive position in this great market places it in a class by itself.

The covered area consists of concentrated industrial districts, surrounded by rich agricultural communities; a market of 1,000,000 people who are ready to listen to your message and buy your product.

Be sure to include WSPD when planning your Fall Advertising Campaign

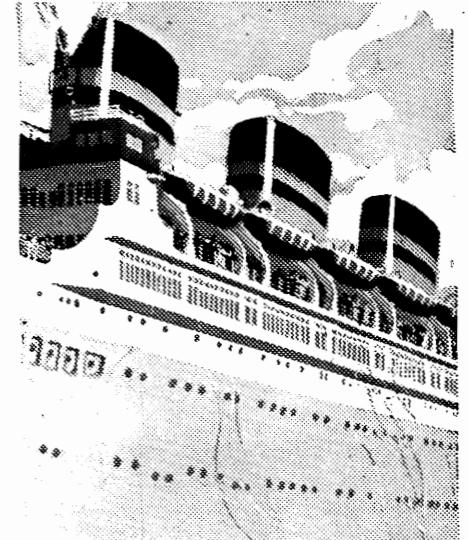
WSPD

Jos. H. McGillvra
Room 1703
485 Madison Ave.
New York, N. Y.

Commodore Perry Hotel
Toledo, Ohio

John Kettlewell
634 Palmolive Bldg.
919 N. Michigan
Chicago, Ill.

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

**1,941
CONSECUTIVE
DAILY
BROADCASTS!**

"That," says the President of a chain of Iowa clothing stores, "is what we think of WMT advertising."

**250
CONSECUTIVE
WEEKLY
BROADCASTS!**

For a half-hour each week is what Iowa's largest independent bakery thinks of WMT advertising.

These are but two of the outstanding programs, in the point of time on the air and actual sales results, that are being carried by WMT. Both of these firms have checked carefully the value of their programs, and are just as enthusiastic about WMT as WMT is about their broadcasts.

These advertisers have found, throughout the years, that it pays to use WMT. Now, with an increase to 2500 Watts day-time and 1000 Watts night-time, WMT offers even greater dividends to its advertisers.

*September 1, 1934.
*September 21, 1934.

WMT
"The Voice of Iowa"
In Waterloo

AIR PROGRAM FOR JAPANESE
Los Angeles Society Aims to Persuade Orientals
To Patronize 'Little Tokio' Stores

JAPANESE Cultural Broadcasting Society, Inc., Los Angeles, has observed its third anniversary of weekly programs over KRKD, Los Angeles. A non-profit group, it admits only to the Japanese agencies which make up its membership. Fees are just high enough to pay for station time, talent and overhead administrative expenses.

The Japanese Chamber of Commerce, three Los Angeles Japanese newspapers, the Japanese Y. M. C. A. and other similar groups are the cooperating agencies which compose the membership in the society. Yaemitsu Sugimachi, formerly editor of a Japanese daily, heads the executive board as chairman.

The hour program is entirely in Japanese with native talent and some recorded music. Opening and closing announcements, in English, invite English-speaking listeners to visit the "Little Tokio" section of Los Angeles. Twice during the period on the air commercials are given in Japanese with straight commercial announcements for two or three of the cooperating members of the society which present the program of the evening. Asia Company, Dry Goods Stores Association, Tomio Department Store and other similar retail establishments are among the commercial agencies of the society.

When the program was launched, the Japanese radio stores of "Little Tokio" reported sales of 500 radio

sets within a 45-day period. They were principally for Japanese truck garden families, produce men, valets and house servants.

Seth Parker's Sustaining

SHORT WAVE rebroadcasts from the schooner *Seth Parker*, now anchored off Perlas Island in Panama Bay, were started on an NBC-WEAF network Aug. 20 on a sustaining basis, carried Monday nights. The outfit is now engaged in making a motion picture, after which it will weigh anchor for a voyage to the Galapagos Islands, Samoa, Tahiti and Christmas Island in the Pacific. The unusually clear reception on the RCA Victor set used aboard the ship with directional antenna is expected to attract a sponsor to the later adventures of Phillips Lord and his crew.

Favors Long Waves

THE USE of long as well as intermediate wave lengths for broadcasting purposes is recommended in a report of the Australian Radio Research Board to the Commonwealth Postal Department, which supervises Australian radio. It was pointed out that long waves formerly were used effectively in Australia, and that over a period of years both the medium and long waves will be tunable on sets of modern manufacture.

**Novel Questions Raised
By WREN With FCC Suit**

A SUIT raising two novel questions affecting rights of broadcasting stations was filed in the Supreme Court of the District of Columbia, Aug. 17, by WREN, Lawrence, Kan., seeking an injunction to restrain the FCC from holding a hearing on the application of WHB, Kansas City, for experimental authority to operate evening hours on 1120 kc. WREN, regularly licensed as a day-time station.

Filed by Paul M. Segal and George S. Smith, counsel for WREN, the bill of complaint brought out that the Commission had denied WREN the right to intervene in the WHB hearing first set for Aug. 27. A preliminary injunction is sought to forbid the Commission to hold a hearing during the pending of the petition for a permanent injunction.

Following filing of the suit, the FCC deferred the hearing on the WHB application until Sept. 2. Mr. Segal announced he would press his petition for a preliminary injunction until Sept. 5, during which time the FCC might act on his petition to allow WREN to intervene.

The bill contends that WREN has the right to intervene in the FCC hearing because of economic grounds, bringing out that if WREN is permitted to increase its operating hours it will adversely affect the investment, audience and revenue of WREN. Secondly, it is contended that while the WHB applicants is labeled "special experimental," it "is in truth and fact an application for regular authority to permanently and regularly operate evening hours insofar as the defendants are by law authorized to permit the same." Also denied the right to intervene were WDAF and WLBF.

Nazi Damage Station

ABOUT \$5,000 in damage was done to the headquarters studios of Ravag, Austria's broadcasting system, during the July putsch when Nazis raided the place and at pistol point, forced an announcer to broadcast a false report of the government's downfall. Several officials of the radio organization were killed in the seizure of the plant, which led to the killing of some of the raiders and capture of the others, several of whom have been hanged. The Austrian government also is reported in European dispatches as busy ferreting out unlawful broadcasting stations being conducted by the Nazi rebels.

WMCA
NEW YORK

"Since the advent of your radio talks, there has been a marked increase in the sales of our apple juice. One distributor with only 17 outlets has purchased from us in the past thirty days about 15,000 quarts."

(Name on request)
FEDERAL BROADCASTING CORPORATION

**F.D.R., Johnson, Borah, Wallace, Perkins
Voted Radio's Best Political Speakers**

PRESIDENT ROOSEVELT is the first choice among the nation's five best political speakers, in the opinion of Washington's broadcasting executives. The selection was made in a secret ballot inspired by the *New York Times*.

The other choices, in order, are General Johnson, Senator Borah, Secretary of Agriculture Wallace, and Secretary of Labor Perkins. The selections, it was said, were made on the basis of "audience appeal" and technical perfection.

The *New York Times*, in a special article from Washington on August 1, said the broadcasters chose the President because he "has personality, sincerity, an excellent voice" and is "easily understandable."

Commenting further on the poll, the *Times* said:

Telephone calls and telegrams pour into the studios when General Johnson takes the air.

Senator Borah "has a little trouble with radio technique, but is almost as good on the air as in person."

Secretary Wallace "has a very natural manner and a pleasing Midwest accent," while Miss Perkins, who "adlibs," is logical and to the point, appealing to men as well as women, the broadcasters decided.

Among others discussed by the broadcasters were Senator Harrison, who has on the radio "a delicious old-time southern platform voice"; Secretary Ickes, one of the most popular speakers, is inclined to become excited, and his voice sounds "just a

bit rough." Dr. Rexford W. Tugwell, Under Secretary of Agriculture, speaks in a monotone according to the broadcasters. Postmaster General Farley reads too much, the late Speaker Rainey "sounded pompous," and Secretary Hull "precise."

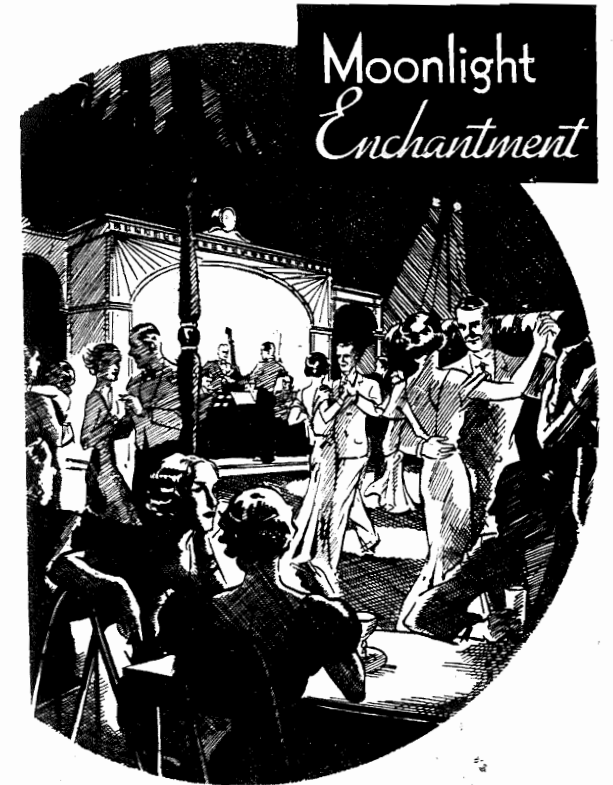
Senator Long has "microphone appeal" and "the ability to hit the subject on the nose," while Mrs. Roosevelt holds her audiences, although her radio technique is felt by the broadcasters to leave something to be desired.

Among the Republicans, Representative Britten, of Illinois, was voted the best radio speaker, with Representative Snell, the House leader, also rated high.

"But when it comes to radio campaigning, the Democrats have it all over the Republicans," the broadcasters decided.

Canadian Press Objects

THE CANADIAN Weekly Newspapers Association in convention in Montreal on Aug. 17, drew up a resolution to be forwarded to the government urging that government subsidized broadcasters be debarred from broadcasting commercial advertising. They took the attitude that such "bonused competition" was unfair. The resolution read in part, "Asking governmental authorities for recognition of the principle that radio stations in receipt of government grants or beneficiaries of the Canadian Radio Commission's operations in the form of subsidies or services, be debarred from broadcasting commercial advertising."



AGAIN, WJAS



exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S
LARGEST DRUG STORE CHAINS

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

SUN Drug Stores are located throughout the Pittsburgh trading area.

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

SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.

THE musical roar of the ocean—wail of a 'Bama saxophone—ship's lanterns swaying in the salt sea breeze—the stars above for a roof—and a moon.

This enchanting setting is not a dream. Each evening finds the Cavalier Beach Club and its entertainers lifting the cares of business from its guests. Dinner and supper dancing right on the Beach. It's all part of the real vacation you can have at the Cavalier.

SIDNEY BANKS, Managing Director

The Cavalier Hotel, operates the Beach Club exclusively for its guests and members. New low tariffs—beginning at \$8.00 American plan (with meals) include Beach Club privileges. Write for interesting booklet.



Radio Helps Store Increase Business During Depression

Employees Prosper as Program Draws Many New Buyers

AN OUTSTANDING example of radio success among retail advertisers is Proctor's. This woman's ready-to-wear firm, which recently moved into a new establishment in the center of Seattle's retail shopping district, owes its phenomenal success to radio, according to Harry Proctor, its president.

Business at Proctor's steadily increased during the depression. Not a single employee was released, nor was a single person's salary cut during that time. This could not have been done without the help of radio advertising, says Mr. Proctor. This, in itself, is a remarkable showing, as Proctor's has 132 persons on its pay roll and not one of the 125 girls is paid less than \$25 a week.

"We determined," said Mr. Proctor, "at the outset of the de-

pression to be helpful to every human being with whom we came in contact. We held a meeting with our salesgirls. I told them there would be no panic in the store. We would attempt to reverse the process. I promised them we would dismiss no one and would cut no salaries. I determined that this store would live according to principle and tell the people of the Northwest about it. The question was, how could we impress the people with our sincere desire to be helpful in satisfying human needs in a human way?

"Radio has proved to be the prime factor for our success. I know the facts concerning our store are hard to believe considering the depression we have been through. The only way I can explain it is the fact that we have believed wholeheartedly in radio and we have had a radio personality in 'Mary of Her Friendly Garden,' which has clicked day in and day out. Our radio program has informed the people that we are alert to meet their needs when they come in and we prove it to them as soon as they step inside the door.

Can't Keep People Away

"HOW CAN I prove that our radio program is a success? Why we can't keep the people from the store. When Mary began broadcasting again over KOMO after an engagement with NBC at San Francisco, results came in immediately. We have had a steady stream of people coming in. They tell us they are members of Mary's family. Just yesterday an 80-year-old lady came in. She said she lived on the outskirts of Tacoma and that she had fed her chickens, watered her cow and had left at 4:30 in the morning to come to Proctor's to buy a coat. She says that she listens to Mary every day and that it is a daily comfort to hear her."

Mary conducts her "Friendly Garden" program over KOMO from 9 to 9:30 a. m., daily except Sunday; "Tea Time Tales" from 1:15 to 1:30 p. m., daily except Saturday, and "For All the Family," Sundays from 12:15 to 1:15 p. m.

TWO 700-foot masts are being built for the new 100,000-watt British Broadcasting Corp. radio station at Droitwich, near Birmingham, about 100 miles from London, designed to serve the north of England and Scotland.

Harry C. Butcher

(Continued from page 27)

ton, of Des Moines, and to get a start in the business swirl.

Among his articles, published in such journals as the *Prairie Farmer*, *Wallace's Farmer* and the *Iowa Homestead*, were: "A Voyage to Scotland in a Cattle Boat"; "My Impressions of Farming in Scotland"; "The Isle of Golden Milk"; "Where the Jersey Home Fires Burn"; "At Home with the Jerseys"; and "Le Perche, the Cradle of the Percherons."

After his marriage and graduation in 1924, "Butch" settled in Chicago, becoming director of publicity for the Illinois Agricultural Association. His rise was rapid. He became a delegate and secretary to the Governor's Commission appointed to represent Illinois at the All-Agriculture Area Conference at Des Moines in 1926. The same year he moved to Washington, and was appointed to the staff of the National Fertilizer Association and managing editor of *The Fertilizer Review*, official organ of the trade association. In 1927 and 1928 he was secretary of the National Fertilizer Conferences.

It was from this position that he moved into radio as a career. On Jan. 16, 1930, he became the first CBS Washington director. In June, 1932, CBS negotiated the lease for WJVS as its full-time Washington outlet, and Mr. Butcher took a fling at practical broadcasting. Bubbling over with enthusiasm, he soon demonstrated his ability to launch new program ideas and develop dollar-puller commercials. His success as a station manager has been little short of phenomenal, for the station went to the right side of the ledger almost from the start of his supervision. He developed such attractions as Elder Michaux, which was graduated to the network. Always stressing civic interest programs, he has staged broadcasts from orphanages to find home for foundlings—has even broadcast from the dog pound to secure homes for stray pups. Once he put on a campaign for a heating plant for the Children's Hospital and got it.

Since he entered radio, "Butch" has been most active in the industry's trade association work, serving on many committees of the NAB. Possessed of an analytical mind and having a keen insight into legislative and regulatory problems, he has been very helpful in working out industry problems which constantly arise in Washington.

He is a member of Sigma Delta Chi, national journalistic fraternity; Sigma Phi Epsilon, national fraternity; Burning Tree Country Club, and the National Press Club. While golf is his diversion, his hobby is his auburn-haired wife and his two-year-old adopted daughter, Beverly. He also indulges in an occasional fishing expedition, and is a charter member of the RPCA (Radio Poker Club of America) which holds periodic sessions and is made up largely of members of the Washington radio fraternity.

JOHN M. HENRY, manager of KOIL, Council Bluffs-Omaha, is gathering material for a book titled *The 1934 Wit of the American Press* which will be published later this year.

Applications . . .

(Continued from page 45)

of 250 w. night amended to request an additional power of 1 kw. D. KSD, St. Louis—Modification of license to change hours of operation from starting with KFUP to unlimited, facilities of KFUP amended to omit request for facilities of KFUP.

KGGM, Albuquerque, N. Mex.—CP to make changes in antenna system and station locally.

NEW, San Diego, Calif.—CP to operate on 1420 kc., 100 w., unlimited time.

WGL, Fort Wayne, Ind.—CP to make changes in equipment, change frequency from 1370 kc. to 1300 kc. and increase power from 100 w. to 250 w. night, 50 w. D.

KOOS, Marshfield, Ore.—Modification of license to change hours of operation from D. to up to 7 p. m., PST, during month sunset occurs prior to 7 p. m. with power of 100 w.

KGB, San Diego, Calif.—Modification of CP authorizing changes in equipment and increase in D. power requesting further changes in equipment and extension of commencement and completion dates.

KHL, Los Angeles—Same as above.

KPRC, San Francisco—Same as above.

Examiners' Reports . . .

KTAR, Phoenix, Ariz.—Examiner E. (Report No. 1-2; Docket 1679); conclude that while some interference would result from the granting of an increase in night power from 500 watts to 1,000 watts, from a practical listener's standpoint the interference would not be destructive.

WIS, Columbia, S. C.—Examiner Walker (Report No. 1-3; Docket 2506) recommends that Commission affirm its grant of June 15 for CP to move station locally, change frequency from 1010 kc. to 560 kc. and increase power from 500 w. night, 1 kw. LS, to 1 kw. night, 2 1/2 kw. LS. Protests of WFI and WLIT withdrawn.

PROFESSIONAL DIRECTORY

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

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

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

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

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
For 24-hour Service
Phone GREENWOOD 2134
Washington Institute of Technology
Washington, D. C.

A World Revolution VERY CHEERING TO THE BUSINESS MAN

THE World Program Service offers to radio advertisers advantages which hitherto did not exist. These advantages are in terms of dollars saved, more selling, finer programs, more flexibility—and they are obtainable by all—whether local, regional or nation-wide advertisers.

Cost of production for a first class program is reduced to a nominal sum. Those who have ever tried to

engage topnotch talent will appreciate this. Moreover, this new way to use radio makes this program item not only nominal but definite. The advertiser knows exactly where he stands, and can budget his broadcast to the penny.

An ideal way to broadcast in separate markets. With this new method you can broadcast with equal quality anywhere, anytime. This means that full advantages can be taken of variations in local time and taste. The sales message can even be localized for each station without any added cost. Some network users find this an excellent way to supplement their advertising and give dealers the benefit of a radio campaign who would otherwise be neglected.



103 STATIONS! PICK YOUR MARKETS:

WAPI Birmingham, Ala.—KUAO Fayetteville, Ark.—KFPW Fort Smith, Ark.—KLRA Little Rock, Ark.—KIEM Eureka, Cal.—KNX Los Angeles, Cal.—KLX Oakland, Cal.—KVOR Colorado Springs, Colo.—KGHF Pueblo, Colo.—WTIC Hartford, Conn.—WRUF Gainesville, Fla.—WQAM Miami, Fla.—WCOA Pensacola, Fla.—WTFI Athens, Ga.—WGST Atlanta, Ga.—WRDW Augusta, Ga.—WMAZ Macon, Ga.—KIDO Boise, Idaho—WGN Chicago, Ill.—WJBL Decatur, Ill.—

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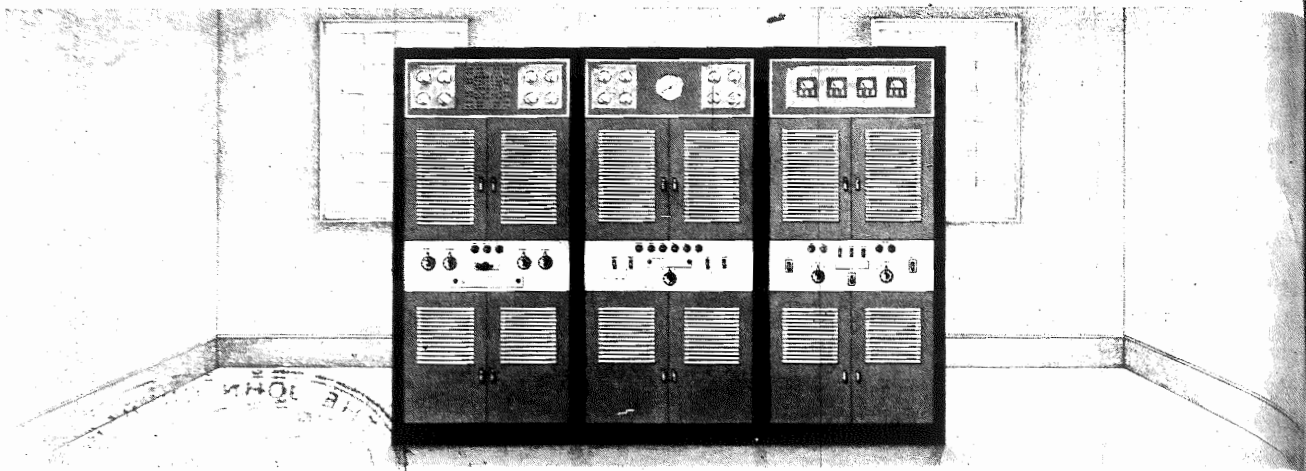
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