

BROADCASTING

combined with

Broadcast Advertising

WASHINGTON, D. C.
MAY 1, 1934

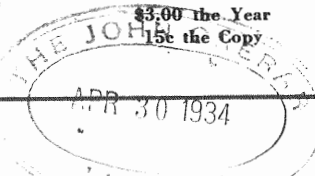
Published
Semi-Monthly

Vol. 6 No. 9

Canada and Foreign
\$4.00 the Year



\$3.00 the Year
15c the Copy



Three Buffalo daily
the week ending March 25 increased 48%
same 1933 week.

New York, N. Y.

Population	City	Retail Area
% U. S. A.	6,930,446	12,081,459
Retail Outlets	5,645	9,840
% U. S. A.	103,623	180,234
Income Tax Returns	476,301	11,634
% U. S. A.	14,033	723,106
Bank Debts (Jan.-Feb.)	increased 11.5%	21,305
Department Store Sales (Jan.)	increased 12.6%	
Factory Employment (Jan.)	increased 4.4%	
Payrolls (Jan.)	increased 7.5%	

over '32—NEW YORK: Bronx, 9.0; Dutchess, 14.2; Kings, 11.6; Nassau, 24.2; New York, 10.9; Orange, 10.0; Putnam, 8.5; Queens, 11.6; Richmond, 15.5; Rockland, 22.8; Suffolk, 15.7; Sullivan, 1.3; Ulster, 8.3; Westchester, 31.5. NEW JERSEY: Bergen, 20.2; Essex, 13.0; Hudson, 10.9; Hunterdon, 11.2; Mercer, 22.1; Middlesex, 20.7; Monmouth, 18.9; Morris, 9.5; Ocean, 1.1; Passaic, 19.5; Somerset, 17.7; Sussex, 4.9; Union, 27.5; Warren, 37.9. CONNECTICUT: Fairfield, 32.5.

The GIANT awakens!

Current Business Conditions

Department stores in the Metropolitan area are rising steadily. During the first two weeks of March the advance over the corresponding period last year was 36% or 33% excluding liquor. New York people are paying their bills more promptly as Spring progresses. Dun & Bradstreet report March collections for New York City 75% better than March of last year and 50% better than last June.

Grocery store sales are somewhat on the upgrade. Estimates by wholesalers show increases of from 15% to 25% in dollar volume for the first quarter over the same period of 1933.

Electrical appliances are moving in steadily increasing volume. Rex Cole, Inc., reports first quarter sales of G-E refrigerators, washers, ironers and cleaners 40% up. Radio sales are rising at higher prices. Auto radios are showing greater popularity. New car registration for the first three weeks of March totaled 4,975 as compared with 3,721 in the comparable three weeks last year. The final 10 days of the month had not been tabulated when this was written, but principal distributors agreed that this period probably added 3,000 more sales which would raise the March total to about 8,000 cars. In March, 1933, sales were only 6,451.

New York City factories showed activity during March even greater than those of the State as a whole. Equipment improved 4.5% over February and payrolls 8.7%.

New York's hotels are running far ahead of the national average in both room sales and meals served. Room sales during the first quarter were 24% and restaurant sales 71% ahead of last year. National averages were 16% and 51%.

Building contracts let in the metropolitan district are steadily increasing. March totals were \$30,000,000 compared with barely \$13,000,000 last March. During the full first quarter contracts totaled \$52,000,000 as against \$44,000,000 for the same quarter a year ago.

Metropolitan newspaper lineage reflects the definite business improvement in New York. Advertising totals for the city dailies show a 15% advance over the first quarter of 1933 and the 31% March upward trend continued into April. Brooklyn papers advanced 13% for the quarter and nearly 23% for March.

Really this Giant (the New York Market) was never quite asleep—just a bit drowsy perhaps. But now he has shaken himself and is rubbing the last vestige of depression from his eyes, as revealed by this glowing report of business conditions in New York, which appears in the current Market Planning Number of Sales Management. (We suggest you get a copy).

When this giant market begins bristling with activity, as it is doing now, it's high time for advertisers to put on extra sales pressure.

The potentialities of the New York Market are so great that you are justified in spending a whole lot more money to cultivate this market intensively. Not that you have to, however. WOR rates are really not high.

WOR

1440 BROADWAY, NEW YORK CITY

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

Chicago: Wm. G. Rambeau, 360 Michigan Ave.
Boston: James F. Fay, Statler Bldg.

100,103
This season!

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

- 1201.9
- SIGNS**
- DL = Day Letter
 - NL = Night Letter
 - LC = Deferred Cable
 - MLT = Cable Night Letter
 - Ship Radiogram

NA27 40 DL=Q DESMOINES IOWA 3 943A

LESLIE FOX, COMMERCIAL MANAGER

RADIO STATION WSM=

CONGRATULATIONS ON PULLING POWER

OF W S M STOP TODAY'S RECORD SHOWS

ONE HUNDRED THOUSAND ONE HUNDRED THREE

ORDERS THIS PAST SEASON

STOP NO OTHER STATION COMPARE S

TO THIS SHOWING=

★ C H GEPPERT.

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE

★ This unsolicited telegram from one of America's leading photo-enlarging concerns, who have used a weekly half-hour over WSM—proves again that if it was shrewd to buy WSM last year, it is brilliant today.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY
Nashville, Tennessee

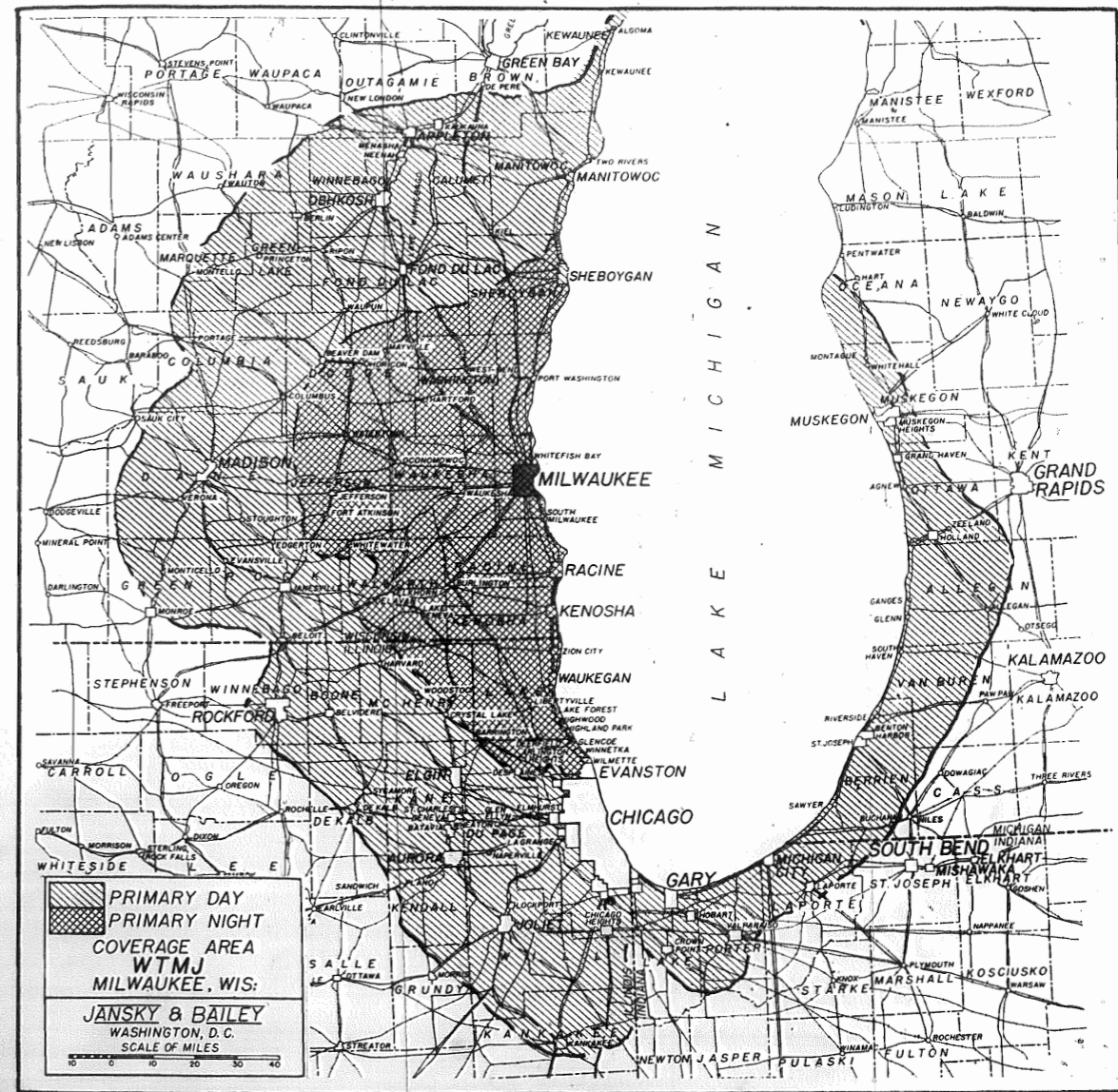
Exclusive National Representatives
EDWARD PETRY AND COMPANY
New York Chicago
Detroit San Francisco

Cleared Channel Unlimited Time

WSM

NBC Affiliate 50,000 WATTS 650 Kilocycles

One more definite proof that
WTMJ thoroughly covers the
rich Greater Milwaukee Area



MEMBER OF NBC NETWORK

WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives EDWARD PETRY & COMPANY, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

"Free & Sleining help us to buy station time intelligently"

W. Hulsebus



H. L. HULSEBUS
Vice Pres. in Charge of Media
Stack-Goble Advertising Agency

STACK-GOBLE ADVERTISING AGENCY has been for several years a leader in the development of successful radio campaigns. Their excellent radio technique, their careful and exacting choice of stations, their merchandising follow-through, have produced profitable results for many clients.

It is in some measure due to their unique success that drugs and cosmetics are now one of the leading classifications on the air.

Mr. Hulsebus has played an important part in this steady growth and continued success. An outstanding example of a skilled space buyer who has learned to use the tools of the new major medium; he knows stations and he knows broadcasting. But he never claims to "know it all." He depends on Free & Sleining, and other good direct representatives, to keep him up-to-date on local situations and to give him fast and accurate information about stations and the markets they serve. Free & Sleining's type of service is helpful to Stack-Goble. And can be helpful to you. Through daily communication with each of our stations by telephone, teletype and telegraph we usually are able to give you instantly any kind of information you require on available time, talent, market data and cost.

We invite you to try our dependable service. You will find you always can choose a Free & Sleining station with confidence.

FREE & SLEINING, Inc.

RADIO STATION REPRESENTATIVES

NEW YORK
Chrysler Bldg.
Murray Hill 2-3030

« « « « » » » »

CHICAGO
180 N. Michigan Ave.
Franklin 6373

BROADCASTING

and
Broadcast Advertising

WASHINGTON, D. C., MAY 1, 1934

\$3.00 PER YEAR—15c A COPY

VOL. 6 No. 9

Trade Board Scans Radio Advertising

By SOL TAISHOFF

Stations, Networks, Transcription Firms Must Submit Copies of Commercial Credits Periodically After June 1

AS PART of a prearranged program to survey the entire advertising field, the Federal Trade Commission, effective in June, will ask all broadcasting stations, networks and transcription producers to send to it periodically copies of all commercial announcements relating to commodities sold in interstate commerce.

Already actively engaged in checking advertising in both newspapers and magazines, the commission's Special Board of Investigation has formulated plans to enlarge the scope of the survey to embrace radio commercial credits. Beginning June 1 the Special Board, which sits as a sort of sub-commission, will check commercial scripts sent in by the various branches of the broadcasting industry in the same fashion that it reviews periodical advertising.

No Assault on Industry

THE STUDY, it was emphasized, is not in the nature of a "fishing expedition" or a direct assault upon the broadcasting industry, but coincides with a plan worked out several years ago to check radio advertising with the objective of eliminating false and fraudulent matter in interstate commerce relating to sales of commodities, as distinguished from services. The commission will not request copies of announcements relating to commodities sold purely intrastate, such as in local retail advertising, bank advertising and the like.

The procedure to be followed was decided upon by the Special Board following a series of conferences with Philip G. Loucks, NAB managing director, acting in behalf of the industry, and a final conference attended by F. M. Russell, NBC Washington vice president, and Henry A. Bellows, CBS Washington vice president. Attending the conferences for the commission were E. J. Adams, chairman of the Trade Commission's Special Board of Investigation, W. F. Davidson, vice chairman, and C. M. Hadley, member.

The Special Board originally planned to require all stations to submit copies of all continuities, and on April 14 sent to the four Washington stations and to the networks the first copies of a letter



TO SCAN RADIO ADVERTISING—Undertaking the task of surveying commercial radio announcements in interstate commerce is this Special Board of Investigation of the Federal Trade Commission. Left to right, they are Clyde M. Hadley, E. J. Adams, chairman, and W. F. Davidson.

Special Board Relents

THE MATTER first was taken up with Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio & Fisheries Committee, and at the time a radio leader in Congress. Mr. Loucks was referred by Mr. Davis to the Special Board, which agreed to accept only the unduplicated and required continuities. It also consented to the suggestion that stations be given ample opportunity to prepare copies of the commercial announcements in their routine station operations.

Following the final conference on April 23, the Special Board tentatively set June 1 as the date for stations, networks and transcription companies to begin submitting commercial announcements. Envelopes bearing government franks will be given all units which sub-

mit continuities. Such matter, it was said, can be submitted once weekly or twice a month, depending upon volume.

By procuring from the networks their commercial announcements accompanying commodity programs and similar material from transcription producers, the board will relieve stations of the responsibility of supplying scripts covering both network and transcribed programs. It is estimated that under this procedure stations will find it necessary to submit to the commission only 8 to 10 per cent of their commercial announcement continuities, while networks and transcription producers, since they operate interstate, naturally will have to submit virtually all of their commercial credits associated with commodity advertising. The independent station estimate is based on the calculation that only about \$500,000, of the average monthly broadcasting revenue of \$6,000,000, is derived from national sources exclusive of networks and transcriptions.

Industry Waives No Rights

A LETTER to all stations outlining the procedure to be followed in submitting the required data was prepared by Mr. Loucks, with the approval of Mr. Adams.

It was made clear by Mr. Loucks, however, that the broadcasting industry is complying with the request for submission of the commercial announcements without waiving any of its rights in the future, particularly in view of the fact that there has never been any court adjudication of the Federal Trade Commission's jurisdiction over radio advertising.

The April 14 letter, mailed only to the four Washington stations and to the networks, but intended for all stations, has been withdrawn. Bearing Mr. Adams' signature, it read as follows:

The Federal Trade Commission, in checking advertising claims and assertions for their truthfulness, is reviewing the field of advertising through radio broadcast. You are requested to send to the Special Board of Investigation, Federal Trade Commission, Washington, D. C., copies of all advertising continuities used in local programs broadcast through your facilities during the month of March, 1934.

Your cooperation in this matter will be appreciated. A government frank is enclosed for your use in this connection.

Follows Tugwell Activity

ALTHOUGH the Trade Commission has watched radio advertising in the past, it was learned that it recently instructed its Special Board to set up a more satisfactory method for surveying the radio advertising field. It has been evident that attention has been focused upon this subject by reason of activity of the Department of Agriculture in connection with the Tugwell-Copeland legislation seeking more rigid regulation of the sale and advertising of food, drugs and cosmetics.

The Trade Commission has insisted that the present Federal Trade Commission Act, promulgated in 1914, is adequate to correct whatever abuses exist in advertising, without the necessity for new legislation, such as that proposed in the Tugwell-Copeland bill, now pending in the Senate. It claims it has been very successful in dealing with cases of false and fraudulent advertising in publications but that in the radio field the lack of precise language has handicapped it somewhat.

The power of the Trade Commission extends only to false and misleading advertising in interstate commerce, rather than to the form, length and context of commercial credits. That there is no conflict between the authority of

the Radio Commission and the Trade Commission in connection with the survey was ascertained by Mr. Loucks in discussing the matter with the former agency before proceeding along the lines suggested by the Trade Commission.

It was pointed out that the commission, in requesting commercial credits, is following the procedure instituted some years ago in the newspaper and magazine fields. In scanning the advertising, the Special Board will single out such matter as it construes unfair and give opportunity to all parties to correct the practices in advance of punitive action.

A study of Trade Commission records reveals that since 1927, when it instituted its first action involving radio as an advertising medium, only about a half dozen cases directly or indirectly involving broadcasting have developed, and all have achieved the same result—voluntary elimination of the alleged abuse by the station. In every case it developed that the advertisers and not the advertising medium has been to blame.

A substantial number of advertisers forced out of newspapers and magazines by Trade Commission action have resorted to radio, according to the commission.

Where commercial credits are held improper, it was said, notice will be served upon these advertisers and the medium, and the stations will be given opportunity to refuse the use of their facilities for the allegedly false advertising.

Commission Procedure
"THE THEORY upon which newspapers, magazines and broadcast stations are made joint respondents with false advertisers," it was said at the commission, "is that they are accomplices of the advertisers in violation of the trade practice statute, and that it is a general rule of law that all parties having a material interest in the subject matter must be joined."

The commission, under the law, can originate cases of its own volition, or on the basis of complaints from the outside. In the latter instance, the complainant's name is kept confidential. As the first step, after investigation, the commission notifies the respondents confidentially of the facts, and, if it sees fit, may give them opportunity to correct the practices voluntarily. If that is done, the case is given no publicity, and the parties enter into a stipulation, with mention made only of the practices complained of in the public announcement. In many cases, however, it does not give opportunity for a stipulation and files an outright complaint.

If the parties given the option prefer to litigate rather than accede to a stipulation, the commission issues a formal complaint in which names are mentioned. Following hearings and the customary legal procedure, the commission may decide to issue formal orders instructing the parties involved to "cease and desist" from the practices complained of. Should the parties fail to abide by the order, recourse is taken to the Federal courts. Respondents also may appeal to the Federal courts for review of commission decisions.

Past cases having radio aspects handled by the commission, but which invariably have been withdrawn insofar as the stations

Daylight Time Starts

THE NATION-WIDE networks and stations in the Daylight Saving Time zones began operating their program schedules one hour earlier April 29, when the Daylight Saving Time change became effective. In most cases, program listings remain unchanged, but some time shifts were necessary. In non-Daylight Saving Time cities network programs which have not changed schedules will be heard one hour earlier, but in the daylight saving cities programs heretofore scheduled under Eastern Standard Time will, for the most part, be heard at the same hour Eastern Daylight Savings Time.

NBC's New Rate Card Resumes Early Hour Cut

APPARENTLY indicating that the general overhauling of its rate structure which NBC is undertaking is as yet not ready for publication, the company issued a new rate card, No. 15, under date of April 23, which is virtually identical with the last preceding card except for the reinstatement of the one-third rate.

As before, the gross rate is taken as that charged between 6 p. m. and 11 p. m., local station time, and there is a 50 per cent reduction after 11 p. m., to midnight, and from 8 a. m. to 6 p. m. The one-third rate which reappears in the new card is for time between midnight and 8 a. m. To guard against the possibility of a sponsor wanting to put on a broadcast at 4:30 a. m., however, the card carries this limitation: "Available only if a regularly scheduled program precedes or follows."

Rates for the several NBC networks, basic and supplementary, together with the rates for individual stations are shown on the card. The station additions since the last rate card was published are WAVE, Louisville, and WSOC, Charlotte, N. C., each at the basic rate of \$190 per hour, \$120 per half hour and \$74 per quarter hour.

Seeks Talent Abroad

I. W. CRULL, vice president of the Campana Corp., Batavia, Ill. (cosmetics), on April 25 sailed for Europe, where he plans to seek new dramatic and musical material for the three radio programs sponsored by Campana Corp. and its subsidiary, the D. D. Corp., over NBC networks.

were concerned after preliminary discussion, involved allegedly false advertising of a mechanical device as a health restorer and cure-all, horsecollars and harness by a western tanning company, a patent medicine for respiratory disease cures, cigarettes involving testimonials, which claimed throat protection and slenderizing qualities, and thyroid obesity cure tablets.

Two years ago, the late former chairman of the Trade Commission, William E. Humphrey, paid high tribute to the broadcasting industry for the "quality and integrity" of its advertising and the ready willingness of stations to cooperate in the elimination of questionable matter.

Fox Placed in Charge Of WMCA Sales Force; Other Changes Effectuated

J. LESLIE FOX, commercial manager of WSM, Nashville, has left that post to accept appointment as vice president in charge of sales of WMCA, New York. The appointment was made by George B. Storer, president of Federal Broadcasting Corp., operating WMCA.



Mr. Fox

Directly under Mr. Fox, who is well known in the broadcasting merchandising field is C. A. Kracht, recently appointed by Mr. Storer as WMCA sales director. Mr. Kracht was formerly identified with newspaper advertising. Mr. Fox has been with WSM for the last year and a half, and prior to that was manager of KFJH, Wichita.

Mr. Storer also announced the appointment of Frank Hennings as program director and of Stanley Chambers as director of sales promotion.

Capt. Robert Wood, publicity director of WMCA, has resigned to join *Radio Guide* in an editorial capacity. Herbert B. Glover, former CBS news broadcast head, who recently joined WMCA to handle news broadcasts, has taken over Mr. Wood's duties.

Montgomery Ward Hear Seth Parker and Wife

PHILIPS H. LORD (Seth Parker) and his wife have been auditioned by Montgomery Ward, Chicago (mail order house), the presentation being piped from NBC, New York, to Chicago, for a five-a-week series. The first four programs would consist of a script built around "Mrs. Parker," and on Friday nights the fifth program would bring in a short-wave rebroadcast from the schooner *Seth Parker* on its around the world cruise.

Another recent audition at NBC consisted of a Viennese operetta (one of a series by Oskar Straus, Franz Lehar, and others on which Frank Black has the American rights) for Lucky Strike cigarettes. So far the network has not cleared time for this program.

KNX Boosts to 50 kw.

EFFECTIVE April 27, KNX, Hollywood, increased its power to 50 kw., the maximum allowable for regular operation, under a decision of the Radio Commission April 20. Heretofore operating with 25 kw., the station, which recently installed a new transmitter plant and is now erecting a new studio plant, was prepared to boost its power immediately. Its clear channel of 1050 kc. is one of the two U. S. waves which Canada has indicated it will use, assigning a low power station in the east to that wave. This is not expected to create any interference.

Government's TV Signs With Agency

Use of Radio Undetermined In Promotion Campaign

DAVID E. LILIENTHAL, director of the Tennessee Valley Authority, announced Apr. 23 that the Authority had entered into a contract with Young and Rubicam, Inc., New York. It is believed that this is the first time a department of the federal government has retained an advertising and merchandising agency for consulting services.

Mr. Lilienthal said that the agency will assist TVA in planning a campaign to promote the greater use of electricity in the home and on the farm. The contract is for a period of four months, but the media to be used remains to be determined.

Young and Rubicam, Inc., is the agency which designed the emblem which Electric Home and Farm Authority will use in its program to promote the use of electrical appliances. The agency will cooperate with EHFA generally.

Mr. Lilienthal said that at the end of the four-month period, Young and Rubicam is to submit to the Authority a plan for its promotional work, which will include a coordination of efforts of manufacturers, dealers and utilities. The contract provides for a broad cooperation between the Tennessee Valley Authority, EHFA and Young and Rubicam.

Negotiations for the contract were carried on by Mr. Lilienthal, George D. Munger and William B. Phillips for EHFA, and by S. S. Larmon, C. L. Whittier and Donald Payne, for the agency. Executives of Young and Rubicam, accompanied by staff artists and merchandising specialists for the agency, were in Knoxville for several days in latter April working on plans with TVA and EHFA officials.

KSO Goes Regional

KSO, Des Moines, goes into the regional class shortly as a result of the Radio Commission's decision April 20 authorizing it to shift from the local frequency of 1370 kc. to the regional channel of 1320 kc. and to increase its power to 250 watts full time. The shift is scheduled to occur 20 days after the date of grant, or on or about May 10. Chairman Sykes dissented from the decision on quota grounds. KSO, which is an NBC-WJZ outlet, is operated by the *Des Moines Register & Tribune*, which also operates KWCR, Cedar Rapids.

Standard Oil Net

STANDARD Oil Co. of Ohio, on May 1 extended its program over WLW, Cincinnati, to include WGAR, Cleveland, and WSPD, Toledo. Featuring the *Sohio Melody Masters*, the program is originated by WLW and will be broadcast Tuesdays, Wednesdays, Thursdays and Fridays, 6:45-7 p. m. The program started on WLW two months ago, and is placed by McCann-Erickson, Inc., Cleveland.

Pittsburgh Utility Sponsors Five Programs

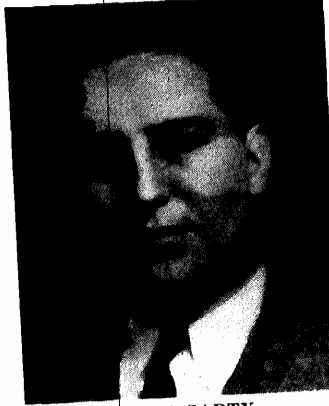
By ROBERT S. McCARTY

Advertising Manager, The Philadelphia Co. and Affiliated Companies

Tests of Varied Types of Broadcasts Leads to Expansion; Service and Equipment Advertised; Good Will Won

DURING the last few years, in which radio has shown a steady gain in importance as an advertising medium, the Philadelphia Co. of Pittsburgh, and its affiliated utility companies, have increased their use of this medium from two afternoon broadcasts to five afternoon and evening periods each week, with presentations ranging from household talks to variety programs.

The value of radio advertising has been recognized by commercial advertisers, especially national advertisers, and they have been quick to realize additional sales made possible by this tremendous contact with the buying public.



MR. McCARTY

Program Types Studied

THE FACT that a large part of every broadcast is essentially good-will advertising cannot be overlooked in considering the potential advantages of radio advertising to a public utility company. The adaptability of radio to institutional advertising, and the desirability of such a contact between a public utility company and thousands of its customers are at once apparent, but its effectiveness depends upon the listener reaction and the efficiency of the radio outlet in reaching them.

With a favorable outlet available for our use in Pittsburgh, we began a study of the types of programs to determine which was most suitable for use in advertising the Philadelphia Co. and its subsidiaries. Several have been tried, and all have proved successful in their fields.

Our first broadcast was designed to appeal to the housewife, and this feature is now in its fifth year on KDKA. The series is conducted by Miss Karen Fladoes, director of Utility Hall—the home service department of the Duquesne Light Co. and the Equitable Gas Co.—and is broadcast under the title "Utility Hall."

Women Listeners Respond

MISS FLADOES is on the air for 15 minutes each Wednesday and Friday afternoon at 4:15, and although the subject of most of her talks deals with cookery, the period occasionally is given over to a timely subject such as house cleaning, home lighting, refrigeration or marketing. Discussion of the subject usually occupies 10 or 12 minutes of each period, with the remaining few minutes used for the reading of recipes.

The women of Pittsburgh and the surrounding district have responded enthusiastically to these programs, and many of them utilize the service of the companies. Requests for information and recipes have continually increased, and in February, of this year, the

home service department answered more than 1,500 such requests. We feel certain that the Utility Hall broadcasts do much to promote the sale and satisfactory use of gas and electric appliances, and the good will aroused among our women customers is of inestimable value.

With the Utility Hall series definitely a success, we planned to extend our radio activities to include promotion of gas and electric merchandising and load building,

and institutional advertising. In October, 1933, we accordingly instituted two quarter-hour evening programs over KDKA.

Institutional Campaign

WE WERE fortunate in obtaining the period immediately following the popular "Amos 'n' Andy" program, and each Tuesday and Thursday evening at 7:15, Miss Lois Miller, popular Pittsburgh singing organist, presents a concert of organ melodies. Continuity promoting our Better Light-Better Sight Campaign, refrigeration, radio and other utility merchandising is interspersed among the musical selections. The value and popularity of this series was attested by the number of requests received for a home lighting chart offered during the Better Light-Better Sight drive.

Radio was given a most important part in an institutional campaign of considerable magnitude which we planned at the beginning of this year. Large scale advertising in the daily newspapers and occasional advertising in the community and foreign language papers was to supplement the radio campaign.

For this series, we chose a half-hour evening program on KDKA to replace one of the already established 15-minute broadcasts of

organ melodies. Thus, in January, of this year, Pittsburgh Varieties went on the air and is heard every Tuesday at 7:15 p. m. Each program presents outstanding Pittsburgh vocal and instrumental talent, a three-minute talk and a short dramatic sketch. Instrumental music is furnished by a 14-piece orchestra, with the occasional use of the pipe organ. Vocal talent includes soloists, trios, quartets and choral groups.

Prominent Guest Speakers

THE GUEST speakers are outstanding representatives of Pittsburgh's cultural, financial, educational, industrial and professional fields, and the educational value of their talks has drawn favorable comment in many quarters. The short sketches dramatizing interesting features of gas and electric service are another feature which aids in building better public relations.

On April 18, we inaugurated another distinctive program promoting electric refrigeration, and broadcast under the auspices of the Electric Refrigeration Bureau. This also is a weekly broadcast, bringing Miss Nancy Martin, popular personality singer and pianist, to the air each Wednesday at 7:15 p. m.

Surveys were conducted for both the variety and the organ programs after they had been on the air for several weeks. These show that the number of listeners on our program ranks high when compared with the listeners on network programs in Pittsburgh.

Secrets of Successful Radio Cooking School . . .

By LAURA JUDD BRYANT*
Director, Service Division, Union Gas & Electric Co., Cincinnati

THE PROGRAM broadcast by the Union Gas & Electric Company is on the air twice weekly, Tuesday and Thursday mornings at 9:45 o'clock for 15 minutes. This is quite an orthodox schedule. We favor the 15-minute program, although we realize that there are various good reasons for using a longer period, as a half-hour broadcast. However, if we were to expand our activity, we would increase the number of weekly talks rather than increase the length of our present programs. We believe that four or five 15-minute broadcasts each week would result in just about the maximum return.

The 15-minute period gives just time enough for four recipes, which, judging from our experience, is about the right number, repeating it aloud as so many people do. Her murmur filled with a sound what would otherwise be a void on the program. The person repeating actually wrote down everything. In this way, we were sure to allow enough time for the listeners to make their notes.

In our WCKY programs, we have found a way of eliminating the complete pauses which so often injure the effectiveness of a radio

cooking school. In planning our program, we first listened to many others, and learned that practically all of them were monologues. The home service expert conducting the program would give one of the ingredients and then pause until the listeners had time to write down what was said. Then another ingredient, and another long wait. Naturally, this resulted in a somewhat jerky program.

We felt that this should be corrected in some way. Finally, we decided to use a dialogue style of program. For instance, in one series of programs, we noted the character of a housewife, none too well informed on the subject of cookery. She would call up the Home Service Division, and I, as director, would answer the telephone. After some preliminary conversation, I would begin to give her the recipes. As I named an ingredient, she would write it down, repeating it aloud as so many people do. Her murmur filled with a sound what would otherwise be a void on the program. The person repeating actually wrote down everything. In this way, we were sure to allow enough time for the listeners to make their notes.

On another series of programs, we created a semi-secretarial char-

acter. She asked me questions about recipes and requests which have come through the mail. In answering her questions, I, of course, gave the recipes to the listening audience. She, too, would copy down all ingredients and instructions, repeating them as the other character had done.

Advertising Made Easy

WE HAVE discovered another great advantage of the two-person type of program. And that is the way it permits the introduction of advertising, naturally, comfortably, and effectively. During the conversation of the two characters, the home service director and the other person on the program, advertising of various appliances can easily be introduced. For example, something can be said about a service offered by the sponsor. In a purely conversational manner, prompted possibly by questions, the home service director can explain the features of the service and how it may be obtained.

It would not be nearly so effective if the regular announcer would say the same things, either at the start or at the conclusion of the program. Moreover, it would be difficult to introduce any advertising

(Continued on page 20)

Code Authority to Draft Reply To NRA Wage Proposal May 2

"Suggestion" Expected to be Held Untenable; Code Eagles Ready; Studio Survey Starts

FORMAL REPLY to the letter from NRA suggesting that the broadcasting industry adopt a substantially shorter work week together with a 10 per cent blanket increase in wages will be drafted by the Code Authority for the broadcasting industry during its meetings in Washington beginning May 2.

It is a foregone conclusion that the Code Authority will hold that the "recommendations" made by Division Administrator Rosenblatt of NRA are untenable in that they would impose upon the industry a burden which many stations would be unable to carry. Roughly, it is estimated that if the recommendations were adopted, a 25 per cent increase in personnel and an annual payroll boost of nearly \$3,000,000 would be necessary.

Would Boost Time Rates

THE ROSENBLATT "suggestions" were made in a letter to the Code Authority under date of March 21 and signature of William P. Farnsworth, deputy administrator in charge of the code. It aroused a storm of opposition from all elements in broadcasting, since the boosting of station and network overhead expenses unquestionably would lead to increased time rates.

An editorial attack on the proposal published in the April 1 issue of BROADCASTING was challenged by Mr. Rosenblatt in a letter published in the April 15 issue, in which the official admitted, however, that he was fully aware of the "splendid cooperation" which NRA has received from the broadcasting industry and that the industry deserves praise for what it has done not only to reach but to pass the 1929 employment and wage peaks.

In addition to the Rosenblatt communication, the Code Authority will consider a proposal by NRA Administrator Hugh S. Johnson that the industry consider a reduction of 10 per cent in the hours of labor without an accompanying reduction in wages. Among other subjects on the agenda are complaints arising out of alleged violations of the trade practice provisions of the code, consideration of a questionnaire having to do with wage and labor conditions of artists and performers and the drafting of the second portion of a report to NRA on the status of broadcast technicians under the code.

President Backs Fees

WITH the new Code Eagle replacing the Blue Eagle as the NRA symbol effective May 1, considerable significance attaches to the executive order issued by President Roosevelt April 14 providing for approval by General Johnson of all budgets and assessments of Code Authorities for financing the administration of codes and making failure to pay code assessments a violation of the National Industrial Recovery Act. In the case of

Osborne Bond Resigns Agency Position to Join Petry Co. in New York



Mr. Bond

OSBORNE B. BOND, for the last two years director of media for Calkins & Holden, New York Agency, has joined the New York offices of Edward Petry & Co., Inc., station representatives.

Mr. Bond's agency activities date from 1921, when he was assistant to the space buyer at McKim, Ltd., Montreal. Coming to New York in 1924 as space buyer for Hanser Churchill Agency, he brought much knowledge of Canadian markets and media with him. For six years prior to joining Calkins & Holden, he was space buyer with Richardson, Alley and Richards Co.

In addition to the usual newspaper, magazine and trade paper lists, Mr. Bond has purchased outdoor advertising and radio—both network and spot. He has spent much time in many cities in an effort to study at first hand the local angles of radio as a medium for spot broadcasting. His appointment is in keeping with the policy of the Petry company to staff its offices with men of wide experience in the advertising field.

and an instruction sheet outlining the procedure to be followed in obtaining an eagle. It was stated that ample quantities of the insignia are being printed and will be in the hands of state directors for distribution as soon after May 1 as applications for them can be cleared.

The code eagle instructions emphasize that "it will not be issued to anyone who is violating a code or agreement" and that "the right to continue to display it depends on continued compliance." The Code Eagle, it is stated, is the property of the United States government.

In line with plans worked out at joint meetings of the code authorities for the broadcasting, motion picture and legitimate theatre industries, Mr. Baldwin on April 23 sent to all stations and networks a brief questionnaire relating to studio audiences.

"It is the contention of some

people," he said in his letter of transmittal, "that the admission of visitors to radio program performances is unfair to the motion picture and legitimate theatre industries. The Code Authority, after considering the matter, agreed that the subject was one on which all broadcasters should be allowed to express an opinion. It was further agreed that the Code Authority was in need of certain statistical information to enable it to determine the full scope of the questions involved.

"For these reasons it is requested that you furnish us with the information requested in this questionnaire on or before June 1, 1934."

Text of Questionnaire

THE QUESTIONNAIRE follows in full text:

1. Do you, directly or in cooperation with sponsor, as a regular practice, admit visitors to witness radio program performances? (This includes program performances given regularly either in your main studios or in special accommodations)

A. What is the average number of visitors admitted to witness such program performances per month?

B. What is the maximum number of visitors you can accommodate at any one performance?

2. If not as a regular practice, do you, on occasion, directly or in cooperation with sponsor, admit visitors to witness radio program performances?

A. What is the average number of visitors admitted to witness such program performances per month?

3. If you do admit persons to witness radio program performances check below your reason for such practice:

- A. At the request of sponsor.
- B. For station good will.
- C. Primarily for the entertainment of visitors.
- D. (Add here any other reason)

4. Are visitors required to pay for admission?

A. If so, what percentage of totals given in:

- 1. A?
- 2. B?

5. If you do admit visitors to witness radio program performances, would the denial of this privilege, in your opinion, interfere with the sale of your station facilities?

Racketeering Charged

COMPLAINTS have been made to the Code Authority alleging employment of racketeering methods in Chicago in connection with efforts to unionize technical employees of stations and networks. The complaints were that a "campaign of intimidation" is being waged and that operators and engineers of a number of stations have been attacked and threatened by purported gangsters with the objective of forcing them to join a trade union. These charges, it is understood, will be transmitted to NRA labor board.

Travel for Sponsor

FLEET-WING OIL Corp., Cleveland, is sponsoring the team of "Al and Pete" on WLW, WTAM, WSPD and KDKA in a campaign recently started. Between their broadcasts the radio team is making personal appearances at clubs, theaters, and dealer meetings. The account is handled by the Cleveland office of McCann-Erickson, Inc.

NBC Reports on its Varied Services

Affiliates Used 331,919 Hours of Net Programs in 1933; Advisory Council Informed of Developments

AFFILIATED stations of the NBC networks broadcast 331,919 hours of NBC programs during 1933—enough material to supply a single full-time station more than 51 years.



During a typical Mr. Aylesworth month, December, 11 hours and 42 minutes of NBC network programs were included in the average broadcasting day of its associated stations. Seventy-seven per cent of these were sustaining programs.

These are some of the facts brought out in the report of M. H. Aylesworth, NBC president, submitted April 18 to the eighth annual meeting of the NBC Advisory Council, consisting of distinguished men and women from various parts of the country.

There were 87 stations associated with NBC at the close of 1933. The number of network programs produced totaled 46,367, an average of 127 programs a day, representing 504,908 appearances before NBC microphones—an average of 11 persons appearing on each program.

Radio Held Indispensable

BROADCASTING has come to be indispensable to the conduct of American life, and especially so in times of difficulty, Mr. Aylesworth stated. A transition has occurred in the country's whole mental outlook during the last year, he said, and broadcasting has played a two-fold role in helping to bring this about: It has reflected the changes which were taking place and it has been the interpreter of these changes and so helped to clarify the issues which have succeeded each other with almost bewildering rapidity.

Members of the Advisory Council of the NBC are: Newton D. Baker, Paul D. Cravath, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, James G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Elihu Root, Mrs. John D. Sherman, Felix M. Warburg and Owen D. Young, chairman.

In his report to the council Mr. Aylesworth referred particularly to radio's part in bringing the government and the people closer together.

Government to the People

"NEVER before," he said, "has the national government been brought closer to the American people. The corollary of this is that never before has there been such a wide and direct participation by the American people in questions affecting the nation's welfare.

This would not have been possible had it not been for the National Broadcasting Co.'s policy, approved by the council, of seeking

always the presentation by representative spokesmen of various points of view.

"While 99 per cent of our correspondence, which runs into millions of letters and telegrams, is of a congratulatory nature, the one per cent of complaint or of unfavorable criticism is looked upon as most important, receiving very serious consideration."

In discussing the trend of sponsored programs, Mr. Aylesworth said:

"The recognition by industrial sponsors of the Metropolitan Opera broadcasts, the leading symphony orchestras and the great artists of concert halls, gives to our people, along with the great diversity of fine entertainment, a complete radio service which is unexcelled in the world.

"In the field of agriculture not only has the National Farm and Home Hour continued to attract millions of listeners who are directly benefited by the service of information and expression of varied views on problems of the farm and the community, but it has been the means of bringing the city and the country dweller together. Here, where a lack of understanding has sometimes existed in the past in our country, they now both find a common meeting ground for mutual discussion and enjoyment."

Educational Programs

THE VOLUME of educational programs over the radio is far greater than the majority of people imagine, Mr. Aylesworth said. "When I speak of radio education," he explained, "I mean the radio programs in the homes of our people—those to the housewife

dealing with the family budget, the care of the home and the training of children; the radio programs dealing with public affairs, governmental activities, the general agricultural discussions and debates on important questions.

"Education by radio in the school room must of necessity be generally localized to the community where the curriculum and local time make possible broadcasts that do not interfere with local school activities or with the established course of study. In other words, radio in the school cannot assume the place of the school teacher in the classroom.

"On special occasions, outstanding national radio broadcasts may be heard in the classroom which serve to put the classroom in touch with the world of public affairs. Instances of this occur where a member of the cabinet or the President of the United States addresses the nation.

Schooling for Adults

"THE PRIME importance of so-called radio education is in programs to adults dealing with a much broader phase of the term 'education' than that known in the classroom or university. It is here that radio can best serve all the people of our country. The programs which are of the greatest value are those that definitely serve the most immediate need. We have learned this if we have learned nothing else over a period of seven years in broadcasting.

"I believe that we should organize the field of popular education so that there should be brought to the American people a well conceived and completely rounded out

project embracing the type of instruction and information which will widen mental horizons, increase individual capacities for self-improvement and tend to be of the greatest ultimate service to the community."

In summing up the activities of last year, Mr. Aylesworth reiterated the improvements in service which radio has given the American people.

Freedom of Expression

"IN NO country in the world," he said, "do we find a freedom of expression, a constant striving for the presentation of both sides of national, state and even community issues, a willingness to perform unselfishly a public service, exceeding our own in excellence.

"The fact that the people of our country have provided themselves with more than 18,000,000 receiving sets (more than all the receiving sets possessed by all other countries combined) is a living testimonial to the hearty approval which the American plan of radio broadcasting is being accorded."

Also submitted to the council during the meeting were reports on agriculture, education, labor, music, religious activities and on women's activities.

Excerpts from these reports follow:

AGRICULTURE

By Francis D. Farrell
President, Kansas State Agricultural College

"That the public is interested in the agricultural broadcasting service and appreciative of it is shown convincingly by hundreds of thousands of letters from listeners and from the officers of the organizations that participate in the program. There is, indeed, an almost embarrassing abundance of these letters so that it is difficult to select a few for special comment.

Private citizens, business leaders, heads of farm organizations, government officials, educators and others

(Continued on page 36)

First Quarter Network Revenues

Following are the comparative monthly receipts of each network during the first quarter periods of 1934 and 1933*:

FIRST QUARTER			
	CBS	NBC-Red	NBC-Blue
1934			
January	1,405,948	1,300,708	988,503
February	1,387,823	1,184,871	902,866
March	1,524,904	1,332,482	1,035,321
	4,318,675	3,818,061	2,926,690
% Increase	51.9	28.6	24.2
1933			
January	941,465	1,031,373	752,052
February	884,977	908,531	744,209
March	1,016,102	1,028,935	859,562
	2,842,544	2,968,839	2,355,833

*These totals do not include billings for broadcasts limited to the Pacific coast, which represent less than 3 per cent of the networks' totals.



NBC'S CABINET—Photograph taken at ninth annual meeting of Advisory Council of NBC April 18. Starting at left and reading clockwise around the table are: Dr. Francis D. Farrell, president, Kansas State Agricultural College; Mrs. John D. Sherman, past president, General Federation of Women's Clubs; Gen. James G. Harbord, chairman, RCA; Dr. Henry Sloane Coffin, president, Union Theological Seminary; Elihu Root, noted publicist and former Secretary of State; Owen D. Young (presiding), chairman, General Electric Co.; Judge Morgan J. O'Brien, former justice, New York Supreme Court; William Green, president, American Federation of Labor; Dr. Walter Damrosch, noted conductor and composer; Dr. Henry S. Pritchett, president emeritus, Carnegie Foundation for Advancement of Teaching; Dr. Robert M. Hutchins, president, University of Chicago; M. H. Aylesworth, president, NBC; and Everett Case, acting secretary of the Council.

Successful Cooking School

(Continued from page 7)

ing without making it perfectly obvious that advertising was being done.

Our programs have been kept as simple as possible. The recipes are given as briefly as possible, and the description of the completed dish is as free from flowery phrases as we can make it. We believe that the average woman who listens to our cooking school broadcast has sufficient intelligence to know whether the recipe will appeal to her family or not. And there is no reason, I believe, why we should not be direct and to the point. After all, a spoonful of butter is a spoonful of butter, and there isn't any reason to call it by some other name, or to describe it.

Permanent Recipe Forms

NO MATTER how carefully we may have planned our program and its schedule, one thing in particular must be done if a Home Service broadcast is to be most effective. That is, the recipes given first over the air must be made available in some permanent form for the housewives who listen in. I believe that all sponsors of Home Service programs do this in one way or another. There seems to be three practical ways in which it can be done.

The first and most common is to print and mail the recipes to all who request them. Many companies like to have these names to add to their mailing lists, and they feel, too, that this gives them a reasonably accurate method of judging how the programs are go-

ing over. There are many variations of this method of recipe distribution. Some sponsors prepare very elaborate copies of the recipes. Some supply a folder in which the recipe sheets can be inserted. Then, at the other end of the scale, there is the sponsor who merely mimeographs the recipes and mails them out without any frills.

While this type of recipe distribution does, perhaps, provide the most accurate test of program interest, it also has the characteristic of being the most expensive. If a program is conducted twice a week, it is quite probable that the costs incident to mailing out the recipes will run considerably higher than the cost of the radio time, and the production costs of the program.

Another method that is widely used is to have the recipes printed and made available at the sponsor's retail store, or at any other point of contact with the public. Naturally, announcement is made during each program that women desiring copies of the recipes may obtain them at the store.

Some of the advantages of this system are: It attracts visitors into the store, and that is one of the things a radio program should do. Then, it does not entail postage and mailing costs, and the number of recipe sheets required will be considerably less than if they are mailed, so that the cost is much lower.

But there are disadvantages, also, and to my mind the greatest is this: In order to keep completely

Rag Man on Air

THE DING DONG of the rag-gather's bell, the clop clop of Old Dobbin and the raucous cry of the old time junk man is now being heard on the air. The Albany Waste Dealers Association has started a series of programs on WOKO asking householders to save old junk and sell it to collectors.

abreast of the home service instruction given on the radio program, a woman must come into the store every time a program is given. This is quite often a hardship, and will frequently nullify some of the benefits expected from the radio.

The third method, the one used by The Union Gas & Electric Company, appears to be the best. Our advertising department has worked out a tie-up with one of the afternoon papers (the Cincinnati Times-Star), and on the day the program is given, this paper publishes the recipes in its women's section in return for a mention of the paper on the WCKY program. A brief paragraph of introduction tops the recipes, and over it all is an attractive heading and the by-line of the home service director, in other words, my name and position. On the programs, reference always is made to the fact that a listener, who misses any part of the ingredients or directions, can find all the recipes in that afternoon's newspaper. We believe that everyone concerned profits by this arrangement. The women can get the recipes without difficulty. The paper benefits by carrying a desirable feature and by getting some advertising on the air. Then we manage to get our recipes into the hands of our listeners with a minimum of expense and difficulty.

How Many Listen?

THE MOST important question, however, in any discussion of radio programs is this: "How many persons will listen?" How does it compare with attendance at "in person" classes?

The Union Gas & Electric Company and sister companies in the Cincinnati district have been conducting cooking classes in the company auditorium for quite a long time. These are the usual sort of affair, lasting perhaps two hours. Naturally, the advertising budget of the Home Service Division never permitted any great advertising campaigns—and we continued these classes with an average attendance of about 125 women each afternoon. Of course, a certain number of these women were "repeaters," who came back time after time.

During the hot months of the year, it has been our practice to abandon these classes, and as a result, the interest in the home service program dwindled away to almost nothing during the summer. So far as the public was concerned, the Home Service Division might almost have been out of existence.

To bridge that gap and to maintain interest in the Home Service Division we adopted the radio program. We felt that by bringing the home service program right into the housewife's home during the summer, we would, at least, retain the friends we had gained

during the preceding winter at the "in person" classes. We might even make some new ones.

This was our original purpose. Since that time, however, we have come to the conclusion that radio is a decidedly broader and more effective means of furthering home service instruction that we had thought originally. We kept all of our old friends, and we made new ones, far beyond our most optimistic hopes.

Through various means of checking the number of listeners to the program, we have become convinced that at least ten thousand women listen to the program twice a week. Compared to the audience of not more than two hundred who attend our regular cooking classes, it is obvious that radio is far superior to the personally conducted classes in putting across a home service message.

Sells "Home Service"

REGARDLESS of how cleverly a program may be planned, how much it may appeal to any individual, how entertaining it may be, there is still the one acid test which it must pass in order to justify its existence.

"Is the program doing any good?" By giving home service instructions over the radio are we merely providing entertainment, or are we actually helping women with their homemaking problems?

So far as Cincinnati is concerned, and the program sponsored by the Union Gas & Electric Company over WCKY, we are satisfied that the program is really selling the idea of "home service." That, we feel, is its primary purpose. The program may or may not have entertainment value. I don't suppose that everyone who hears it enjoys it, but we do know that it is accomplishing its purpose, and that women are becoming more and more interested in the company's home service work.

This is how we know that more and more women are taking the trouble to come to cooking schools. We have far greater attendance at the same type of school than we had a year ago before we began our radio work.

For instance, in the last nine months, I have conducted four newspaper cooking schools. Incidentally, the same newspaper which promoted these schools is the one which prints the recipes given over the air. At the first of these schools, we enjoyed a comfortably filled auditorium for each session. The next school was run in conjunction with a show where 35 cents admission was charged, and, in spite of this charge, we again had a well filled house. This would indicate a greater interest. Then another free school was conducted. In this case, the theatre was packed to capacity each day, and each day, saw some women turned away.

Finally, the fourth school was held in March. The plans were exactly the same as for the other three. All received the same amount of publicity, and the same awards were made at all four. But the crowds for this March school were, by far, the largest that ever attended. The classes were scheduled to start at 2 o'clock, and on one day the theatre was filled to capacity, all standing room occupied, and additional entrants were barred at 12:30. Every day, hundreds of women were unable to gain admittance.

A Story of Dominance

From every angle WGY is the dominating radio buy in the rich markets of the Great Northeast (Eastern and Central New York and Western New England). Serving more than 700,000 receiving sets, WGY gives maximum value in reaching a \$1,680,000,000 retail market. For results in this market use WGY. Contact WGY, Schenectady, or any of the offices listed below.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK
WEAF & WJZ

CHICAGO
WMAQ & WENR

SAN FRANCISCO
KPO, KGO & KYA

Boston • WBZ
Pittsburgh • KDKA

Springfield, Mass. • WBZA
Cleveland • WTAM

Denver • KOA
Portland, Ore. • KEX

Washington, D. C. • WRC & WMAL
Spokane • KGA
Seattle • KJR

Stop, Tune, and Listen to California

If your selling or advertising campaign needs a radio program in California or the Pacific Coast, ask us to show you what our program production department can do for you.

Want to hear a sample?

Here are some of the Coast-to-Coast programs that originate in the studios of our key stations, KTLJ Los Angeles, or KFRC San Francisco. They are on the air now.

- Woodbury—Bing Crosby.
- General Cigar Co.—Burns & Allen with Guy Lombardo.
- Old Gold—Dick Powell & Ted Fio Rito.
- Charis—Louella Parsons' interviews with picture celebrities.
- California Melodies—Columbia sustaining musical feature.
- Peter the Great—Columbia sustaining dramatic feature.

You can listen to them on your own radio set. These programs prove we know how to build entertainment to sell your goods. And we are only a couple of brassie shots away from all of the amazing talent in Hollywood.

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

DON LEE

Broadcasting System
C. ELLSWORTH WYLLIE
General Sales Manager, Los Angeles

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

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

Los Angeles Office... 7th & Bixel Sts.
San Francisco Office. 1000 Van Ness Ave.

Hanley Criticism of Broadcasting Setup Denied by Administration, Colleagues

Commissioner Marks First Anniversary by Advocating Educational Channels, Regulation of Advertising

A MILD TEMPEST was stirred in radio circles during the last fortnight by the first anniversary statement of Commissioner James H. Hanley as a member of the Radio Commission, in which he condemned commercial broadcasting and conditions existing in the industry.

The statement, issued to the press April 14, was repudiated by the Commission itself as well as by high administrative officials, thus contradicting the opinion that it reflected the attitude of the administration. In response to an inquiry, Chairman E. O. Sykes, of the Commission, asserted the statement was not an official expression of the Commission but represented only the individual views of Mr. Hanley.

From high administration sources it was learned that no one in authority had any knowledge of the provocative announcement until it was issued. On such matters as the parceling of channels to educational and religious groups,

and the regulation of commercial broadcasting, Mr. Hanley bolted his Commission colleagues.

In a 12-page statement Mr. Hanley advocated the setting aside of a "liberal number of channels" for the exclusive use of educators; passage of the Copeland-Tugwell bill as a step toward control of radio advertising; vesting of authority in the Commission to regulate radio advertising, and the elimination of many clear channels on the ground that more people would be served if additional stations were assigned to such waves.

The statement contained many quotations from court decisions relating to radio. In the technical field, Mr. Hanley held that recent Commission actions opening the 1500-1600-ke. band and authorizing simultaneous operation of four stations on two clear channels are encouraging. Their success, he asserted, should "reduce the present excessive duplication of chain programs" and alleviate the "woeful waste of radio facilities" under present allocations.

Mr. Hanley predicted that eventually Congress will provide for penalties and punishment of stations which "permit flagrant misrepresentation of goods during sponsored programs." He said that many advertisements over the air "are reeking with superlatives regarding certain mediocre, if not

harmful products," and added that he looked for relief through the Copeland-Tugwell bill. "I sincerely hope it will be enacted into law," he declared.

He continued: "While I firmly believe that the American system of broadcasting is the best in the world, there has crept into our system certain practices and abuses which are very apparent and tend to discredit, if not disrupt, the whole institution. We must correct the present abuses and injustices in our system, otherwise public opinion will demand that we recapture all the government radio franchises and work out a new allocation, using as a yardstick in the New Deal the welfare of all listeners. Under the present setup it is a common knowledge that there is too much concentration of facilities in the hands of a few who have found it financially advantageous to use them in the congested areas. As a result we have an appalling duplication of programs in the congested areas while in the wide open spaces, in rural and agricultural districts, there is a dearth of facilities...."

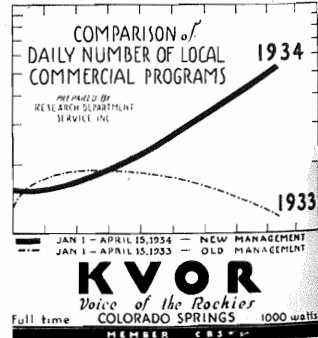
Asks Education Waves

"AGAIN, I believe we should set aside a liberal number of channels for the exclusive use of educators and educational institutions. It has been clearly demonstrated that radio can be used most advantageously as an aid to classroom work and as a means of conveying worthwhile information to the general public. Opponents of that proposal claim that only a limited number of people listen to educational programs, but I contend that it is more in the interest of the public welfare and well-being that 10,000 people listen to a learned discussion or lecture on some important public question or scientific subject, than it is for 1,000,000 people to listen to a great many of the programs that are now being broadcast."

Mr. Hanley urged passage of the communications bill. He said there should be a federal regulatory body to consider interstate rates charged by the telegraph, telephone and commercial radio companies.

EXTENDING to Nov. 1, 1934, the authority of KSTP, St. Paul, to operate daytime with 25 kw., the Radio Commission has ordered a hearing on KSTP's application for full time with that power in lieu of its present night limit of 10 kw.

18 TIMES MORE LOCAL ADVERTISERS!



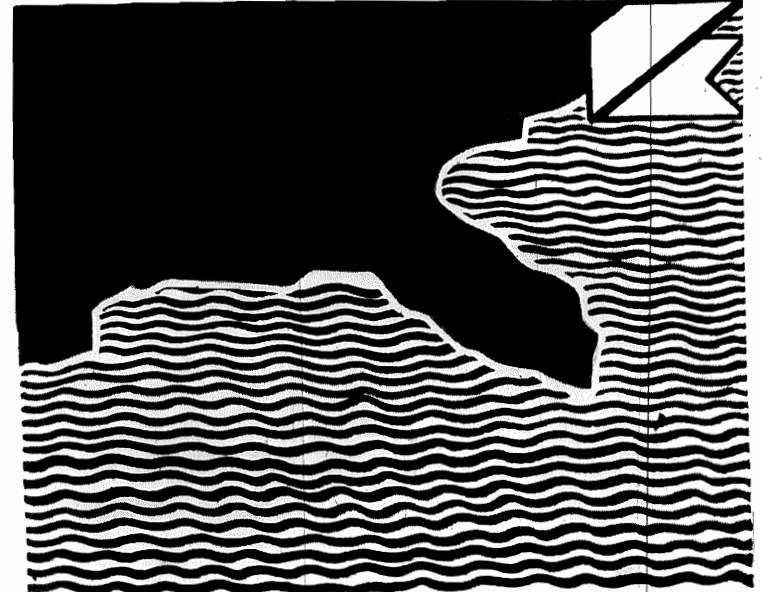
AMERICA'S FIRST STATION

KDKA

PITTSBURGH

Covering the Rich Tri-State Area

KDKA, completely covering the tri-state area (Western Pennsylvania, Eastern Ohio and West Virginia), leads in audience preference and in advertising results. A fifty thousand watt transmitter—the only high powered one in this rich area—plus nearly fourteen years experience in analyzing listener reaction to programs are but two reasons for this station's preeminence. For complete rate, coverage and result information consult the station or any of the offices listed below.



NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ	CHICAGO WMAQ & WENR	SAN FRANCISCO KPO, KGO & KYA
Boston • WBZ Pittsburgh • KDKA	Springfield, Mass. • WBZA Cleveland • WTAM	Schenectady • WGY Denver • KOA Portland, Ore. • KEX Washington, D. C. • WRC & WMAL Spokane • KGA Seattle • KJR

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST LOUIS

With intimate local knowledge of St. Louis stations, the Lammert Furniture Company selected KSD to broadcast its Fall and Winter programs.

To enjoy the largest number of most popular programs St. Louisans

"Set Their Dial on KSD and Leave It There!"

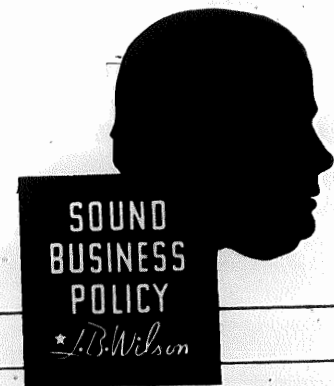
RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

Edward Petry & Co. National Advertising Representatives



WCKY
Cincinnati



DOING THE REAL JOB !

BROADCASTING

and
Broadcast Advertising

MARTIN CODEL, Publisher

SOL TAISSHOFF, Editor

F. C. TAYLOR, Advertising Manager

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

Subscription Price: \$3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.

Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

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Metropolitan 1022

The RADIO BOOK SHELF

EDWIN C. HILL has published another book—a smaller volume than his collection of broadcasts published under the title of *The American Scene*, but a far better one. This one carries the same title as his CBS broadcasts: *Edwin C. Hill: The Human Side of the News* (Walter J. Black, Inc., New York, \$1). It contains about 30 of his choicest broadcast talks, stories that he regards as being most readable and having the most lasting appeal. There is a preface giving a brief outline of the former star *New York Sun* reporter's career. Though each of these articles has been delivered on the radio in Ed Hill's incomparable style, we commend this little volume for an absorbing evening's reading for those who like stories of the unique and adventurous.

BUYING HABITS and brand preferences of 750,000 residents of greater Milwaukee are set forth in tabular and statistical form in the 1934 edition of *Consumer Analysis of the Greater Milwaukee Market*, compiled by the research bureau of the *Milwaukee Journal*, operator of WTMJ. This is the first issue of the brochure (which sells for \$1) published since 1931 and shows many changes in the retail picture. Among several new features is a survey showing how many housewives smoke cigarettes.

all, let alone a "liberal number," of the radio waves?

If, as Mr. Hanley asserts, the American system of broadcasting is "the best in the world," why not let it improve itself without the compulsion of individuals interested primarily in their political aspirations?

Educators' Sincerity

JUST HOW sincere are the educators in their ceaseless fight for a better proportion of the wave lengths? To us it now seems wholly convincing that their militant campaign, for the most part, is simply one of sniping rather than constructive effort. Proof? We have it in the case of the newly opened 1500-1600 kc. band, which opens up three new high fidelity channels for broadcasting.

If the educators really want radio channels, and if, as they so seriously assert, the public is so hungry for their "cultural broadcasts," why did not even one educational institution apply for one of the three new channels? The six private applicants, one of them the distinguished inventor and engineer, John V. L. Hogan, said that at least half the radios now in use could already tune down to 1,600 kc. and all confidently foresee a real future on those waves.

The Radio Commission, at the suggestion of Senator Dill, informed more than 1,000 educational institutions that the channels were available. Only nine had the courtesy to acknowledge its letter. Not one applied for the new wave lengths, which can be duplicated many times throughout the country. Where are those vaunted "pioneers" of radio among the educators?

We Pay Our Respects To—



RICHARD CUNNINGHAM PATTERSON, JR.

IN SEVEN YEARS NBC shot up from an infant idea into a business giant—a trifle soft and clumsy from growing so fast. Richard C. Patterson, Jr. is the man who put this stout stripling into the gymnasium.

The executive vice president of the National Broadcasting Company thinks naturally about fitness, being an athlete himself, and a director of the Y. M. C. A., which stands for physical sturdiness. Recognizing when he joined the company on Oct. 1, 1932, that what the bulky youngster needed was a little training to tie muscle and mind into an efficient unit, he went to work along this line.

There isn't much difference between putting a man or a business into the pink. Organization does the trick for the business, and as operations chief Mr. Patterson has unified and coordinated to a point where results are strikingly apparent already.

The company organization chart which reflects what Mr. Patterson has done is a picture still in the making. But it shows month by month a realignment of functions and a tightening up of the intricate NBC machinery into an effective whole. While there are major accomplishments—a new station relations set-up, a revised management plan for the big and complicated NBC plant, a revamped sales organization—these are only particular items among numerous others ranging from small to great, in the reintegration of company operations for efficiency, economy and punch.

Mr. Patterson won his administrative know-how in the varied fields of business, civic and military endeavor. For five years he was the New York City Commissioner of Correction whom the Prison Association recently called "one of the best commissioners ever identified with the department" and praised for his "high efficiency," "rigorous honesty" and "unusual devotion to the city." This record probably had much to do with the fact that Mr. Patterson was formally tendered the nomination for Mayor of New York on the Fusion ticket last summer.

The military habit is plainly discernible in Mr. Patterson's methods, which is logical enough because he distinguished himself as a soldier both on the Mexican border and again in France, where his administrative abilities and qualities of leadership gained him swift advancement.

He went to the border with Squadron A in 1916 as a private. He wore a captain's bars to France, and later became a major in the Engineering Corps, serving 13 months with the A. E. F. In 1918, he was appointed Administration Officer of the American Commission to Negotiate Peace at the Paris Conference and a year later was made a Lieutenant-Colonel. His promotion to the rank of colonel in the Military Intelligence Service came in 1930.

Part of the business life of the NBC executive vice president was passed with the J. G. White Engineering Corp. and the E. I. du Pont de Nemours Co. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Co.

After the war Mr. Patterson became greatly interested in New York civic and welfare problems. Previously he had served for a considerable period as secretary of the New York Fire Department, and as commissioner of the New York Parole Board.

Mr. Patterson was a member of the first National Executive Committee of the American Legion which he helped to organize in Paris during March, 1919. He has been decorated by the governments of France, Serbia and Panama, and was awarded the Columbia University Medal for Distinguished Public Service. He is a director of the Y. M. C. A. and the Salvation Army, a member of the Council on Foreign Relations, the New York Society of Military and Naval Officers of the World War, the Military Intelligence Reserve Society and the Beta Theta Pi fraternity. Among his clubs are the University, Piping Rock, Downtown Association and the Advertising Club of New York.

Born in Omaha, Jan. 31, 1886, Mr. Patterson attended the Univer-

PERSONAL NOTES

QUIN RYAN, manager of WGN, Chicago, returned April 15 from a month's vacation trip through Mexico. He is now preparing a series of broadcasts from the Century of Progress Exposition to be carried this summer, patterned after his popular "World's Fair Guide" series of last season.

DEWHY DRUM, for the last 12 years advertising manager of the Ed Mellon Co., Charlotte, N. C., has joined the commercial staff of WSOC, Charlotte. Commercial Manager W. C. Irwin announces that this completes his staff.

JACK O. GROSS has been appointed commercial manager of KTBS, Shreveport, La., according to an announcement April 11 by John C. McCormack, manager.

DEAN JOHNSON, Chris Ames, and John Johnson have been added to the commercial staff of WMBH, Joplin, Mo.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected president of the Oklahoma City Advertising Club.

JOHN SHUGARD, of the staff of WSGN, Birmingham, has been named manager of its newly opened remote control studios in Bessmer, Ala., home of the Pullman plant, from which five programs will emanate weekly. Frank Sachs has been named program director.

FRANK G. MULLOY, public relations director of WCAE, Pittsburgh, and Mrs. Mulloy, nee Charlotte Shalenderger, WCAE soprano, are parents of a daughter, born April 11.

HAROLD WHEELER, operator of WSMB, New Orleans, on April 21 celebrated the ninth anniversary of the station with an open house, to which an invitation was extended to all southern broadcasters. Included among those attending were Fred Weber, NBC; Henry Slavick, WMC; Wiley Harris, WJDX; and John McCormack, KTBS.

ALLAN JACKSON, of the sales staff at KFWE, Hollywood, has returned to his desk after a serious illness of six weeks.

G. C. WESTWOOD, Los Angeles business executive, has joined the sales staff of KTM in that city.

HUDSON S. SHARPLESS, former newspaperman, in April joined the commercial department of KXN, Hollywood.

J. D. FONDA, head of Radio Surveys, Inc., Los Angeles, in April joined the sales staff of KHJ, Los Angeles, as account executive. He has been connected with Penzoil advertising in the southwest for several years.

JOHN NESS, the past several years in charge of editorial promotion for the *Los Angeles Times*, on April 10 became manager of KMTR, Hollywood.

Mr. Patterson was a member of the first National Executive Committee of the American Legion which he helped to organize in Paris during March, 1919. He has been decorated by the governments of France, Serbia and Panama, and was awarded the Columbia University Medal for Distinguished Public Service. He is a director of the Y. M. C. A. and the Salvation Army, a member of the Council on Foreign Relations, the New York Society of Military and Naval Officers of the World War, the Military Intelligence Reserve Society and the Beta Theta Pi fraternity. Among his clubs are the University, Piping Rock, Downtown Association and the Advertising Club of New York.

Brisk and direct, with a pair of particularly friendly brown eyes, Mr. Patterson looks the athlete and the soldier. He used to do a lot of first class swimming, as attested by a sizable collection of trophies. He still swims whenever his crowded days permit. He likes to take long walks. Though not an addict, he plays a fair game of golf and wishes he had more time for this favorite pastime.

Mr. Patterson is married to the former Shelley McCutchen Rodes of Bowling Green, Ky., and has one daughter. He lives at 555 Park Ave., New York City.

ON A TOUR of the country, John F. Royal, vice president of NBC in charge of production, arrived on the Pacific Coast in late April. In company of Don E. Gilman, Pacific manager, Royal spent several days in San Francisco, drove to Los Angeles for a quick inspection of the situation there and then flew to the Northwest. He will not return to New York before late May.

QUIN RYAN, manager of WGN, Chicago, has just returned from a month's vacation in Mexico. He is preparing a new series of programs to be broadcast from the Chicago World's Fair this season.

GEORGE H. JASPERS has resigned as manager of WIND, Gary, Ind., effective May 1. He is former manager of WVBZ-WBZA, and of WLAP, Louisville. He has not announced his future plans.

EMIL GOUGH, Hearst Radio Service director, left his San Francisco headquarters for New York in mid-April, leaving Ollie Tuttle in charge there.

C. ELLSWORTH WYLIE, sales manager of the Don Lee network, and Paul Rickenbacker, KJH production manager, were visitors at KFRC, San Francisco, in April. Rickenbacker made the trip to supervise the Guy Lombardo broadcast for White Owl from the KFRC studios.

PHILIP FOX, owner of KDYL, Salt Lake, was in San Francisco during April to confer with Don Gilman, NBC vice president, on network affiliation questions concerning KDYL.

GENE O'FALLON, owner-manager of KFEL, Denver, was in San Francisco in April to contract for new transcriptions and other features.

PETER DELIMA, former assistant manager of the CBS Artists Bureau in New York, on April 16 became manager of the Thomas Lee Artists Bureau, KJH, Los Angeles. The department is named after the son of Don Lee, head of the Don Lee Net.

BEHIND THE MICROPHONE

JOHN EUGENE HASTY, author of such radio sketches as *Eb and Zeb*, the *Dinglebenders* and many *Shell* shows, has taken on the new duties of writing the *Leaders of Tomorrow* scripts on the Don Lee chain, under the sponsorship of Bank of America. William Robson has discontinued writing the serial, returning from KFRC, San Francisco to Los Angeles, where he has several other radio shows. Hasty, who also is associated with the MacGregor-Sollie laboratories in San Francisco, is collaborating with Lucy Cuddy, KFRC drama director, in doing the writing.

HIRAM HIGSBY, formerly of the WLS National Barn Dance, has joined WSGN, Birmingham, as special announcer and entertainer. He also was formerly of the CBS Network team of "Hiram and Henry." WSGN also announces the establishment of a talent booking service with Douglas Horton in charge.

ARTHUR JARRETT, once the CBS "Song Stylist," now working in the talkies in Hollywood, has been signed for the weekly Union Oil Company program over KHJ and the Don Lee-CBS chain. Placement was made by the Leo Morrison booking office.

FORD FRICK, sports announcer and secretary of the National Baseball League, has recovered from a month's illness and is back at WOR, Newark, and has been signed as announcer of the Chesterfield series on CBS.

JEFF SPARKS, former NBC announcer, has joined the announcing staff of WOR, Newark.

JOHN ALLEN WOLF, for the last three years announcer of WSFA, Montgomery, Ala., has been promoted to program director. He succeeds Meador Lowrey, resigned.

**"WE
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THANKS
TO WMT**

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for the splendid success we have had in the past three or four years," says an executive for a group of shoe stores.

"Our seasonal products featured during the summer months over WMT showed the same increase following radio advertising as did those featured during the winter months over WMT," says the advertising director of a large packing firm.

"We stopped our announcements at one time during the summer, and our business, particularly from out-of-town customers, fell off to such an extent that radio was quickly re-contracted," says the proprietor of a large Waterloo cafe.

For recognizing these three summer "Success Stories" in a recent bulletin—and there'll be many more available at the close of the Summer of 1934

WMT

"THE VOICE OF IOWA"

IN

WATERLOO

HARRY CARLSON, formerly associated in executive capacities with broadcasting stations in the mid-west and New York, has joined the staff of WNEW, Newark, in charge of production. Mr. Carlson began his radio career as an announcer at KIZ, Denver, in 1925. He is a graduate of the University of Michigan and was a member of the University of Michigan Glee Club. He has a rich baritone voice and made his professional debut as a singer over KOA, later joining numerous choral groups over NBC.

TRENT MEREDITH has been named orchestra manager of the Thomas Lee Artists Bureau, associated with the Don Lee network on the Pacific Coast. Formerly with MCA, Meredith will handle band bookings, working under Peter de Lima, recently named Los Angeles manager vice Ted Braun.

Just recorded
"CRAZY QUILT"

A mad jamboree of mirth, melody, and nonsense made that way by Elvia Allman, Lindsay MacHarris, while Benny Light and Sidney Cutner, syncopaters on the ivories, hold it together with music that is music.

Ideal for low cost spot broadcasting

EARNSHAW-YOUNG, Inc.

Hollywood

1512 News Building
New York

Detroit, Philadelphia, St. Louis,
Chicago

JERRY HOEKSTRA, well-known concert and radio baritone, who was heard over WOR for over a year, has joined the staff of KMOX, St. Louis. Besides his duties as publicity director, he will be heard on several programs during the week.

MEL WILLIAMSON, remote control announcer at KHJ, Los Angeles, has joined the staff of KKKD in the same city.

PERRY LIEBER, RKO publicity executive in Hollywood, late in April took on the additional duties of program director for the weekly NBC "Hollywood on the Air" program which originates in the NBC studios on the RKO lot.

EUGENE EUBANKS, of Los Angeles, the middle of April joined the announcing staff of KFAC, Los Angeles.

SANDY MEEKS has been appointed studio manager of KPSA, San Antonio, Tex.

A. L. ALEXANDER, of WMCA, New York, is the third New York announcer to be appointed an honorary member of the International Committee on American Speech. The other two are Milton Cross and David Ross.

HOWARD WILEY, former NBC and CBS production man, is now production manager at WNEW, New York. E. Vincent Connolly, Jr., has joined the staff as an announcer.

JOE DE MOND, production manager of WMT, Waterloo, Ia., who has recently been added to the composing staff of the Forster Music Publishing Co., was in Chicago, April 16, making transcriptions at the RCA laboratories.

PETER MOLYNEAUX, editor and publisher of the *Texas Weekly*, has become associated with WOAI, San Antonio, as editorial adviser. He also broadcasts a nightly news report interpreting Texas events.

JACK SKEAVINGTON, formerly with WQAM, Miami, has joined the staff of WDOD, Chattanooga, Tenn. His feature assignment will be the conducting of the B. C. Sports Review, and the play by play broadcasts of out-of-town baseball games.

REG ALLEN has returned to the announcing staff of KGFJ, Los Angeles. He had been an announcer at KRBB, Santa Ana, Cal.

GENE LEWELLYN, soprano and pianist at WCAE, Pittsburgh, and Howard Price, WCAE tenor, plan to marry in June.

LEO KAHN has been chosen musical director of WNEW, Newark. Mr. Kahn, a violinist, is well known in musical circles, having been associated with Eddy Duchin, Leo Reisman, Dick Himber and other well-known musical organizations.

BOB HOLT, announcer at KMOX, St. Louis, has accepted the management of KFRU, Columbia, Mo., effective April 27.

HARRISON HOLLIFAY, KFRC manager, San Francisco, has announced the appointment of Austin Peterson as continuity writer, filling the position vacated by Jennison Parker, when the latter left the end of April to continue as an artist on the Shell Show.

DEAN MADDOX has been added to the announcing staff of KYA, San Francisco, having returned from China, where he was in charge of broadcasting for the Nationalist army.

**IN THE
CONTROL ROOM**

O. B. HANSON, NBC chief engineer, and R. M. Morris, development engineer, are making arrangements to install special short wave equipment in the gondola of the stratosphere balloon which Maj. W. E. Kepner and Capt. Albert W. Stevens will take aloft some time in June under the auspices of the Army and the National Geographic Society. NBC has arranged to cover the event via relays.

JOHN V. L. HOGAN, the New York radio engineer and inventor, who has been granted authority by the Radio Commission to erect a new broadcasting station to operate with 1 kw. on 1550 kc., announces that the station will go into operation within a few weeks after May 11, effective date of the grant.

BURTON BOATRRIGHT, plant operator of KTAT, Ft. Worth, Tex., was married April 4 to Miss Doris Kimball, of Ft. Worth.

PHIL SILVERSON, sound technician of KMOX, St. Louis, will speak on "Radio Sound Effects" before the Engineer's Club of the Union Electric Co., St. Louis, May 10.

CHARLES SUTTON and George Furtney have been added to the engineering staff of KTAT, Ft. Worth.

H. PANGBORN has joined the technical staff of KFAC, Los Angeles, to handle the early morning operating shift.

W. O. WATSON, former engineer with Vitaphone, has become chief technician for the new transcription department of Radioscript Productions, Hollywood.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., is recovering from appendicitis.

FRED EILERS has been appointed chief technician at Hearst's KYA, San Francisco, succeeding T. B. Palmer, who has gone to NBC's plant department, replacing W. G. Martin, who has transferred to Radio City, New York.

LESTER CULLEY, of NBC's technical staff in San Francisco, and Elizabeth Fankhanel, social service worker, were married April 21.

HARRY CARNEY, sound effects expert, who spent 20 years in perfecting his present equipment, has joined the staff of KFRC, San Francisco.

**KNX
NOW
50,000
WATTS**

KNX Gives Greatest Coverage Per Advertising Dollar in the 11 Western States

With only 5,000 watts, KNX gave outstanding coverage on the Pacific Coast, partially due to the peculiarly advantageous position of its transmitter. Last year, KNX jumped farther ahead with 25,000 watts. Now—with 50,000 watts, KNX is the unquestioned leader in low cost coverage of the entire Pacific Coast market.

To attain equal or better coverage than that given by KNX, it would be necessary to use one of the Pacific Coast networks or a carefully

picked group of a score of "local" stations—at several times the cost of KNX. Furthermore, from the standpoint of signal strength and audibility, the chains or "local" stations would have no material extra value. Actual figures prove KNX is consistently the largest mail producing station in the 11 western states.

If you want the greatest coverage per advertising dollar in this market, phone, write or wire for rates and details of time and talent available.



"THE VOICE OF HOLLYWOOD"—Speaking with 50,000 Watts

Hollywood, California

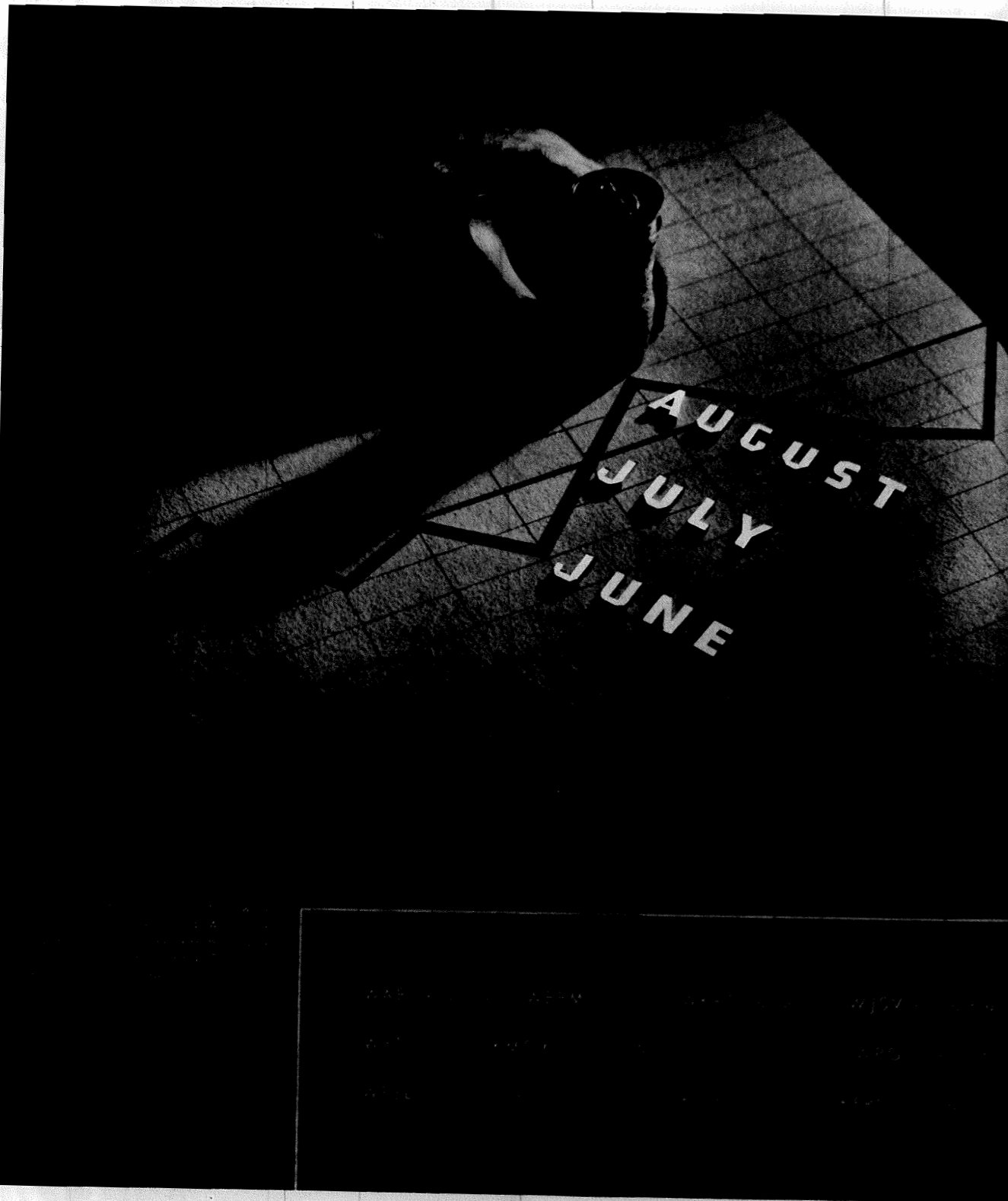
GREIG, BLAIR & SPIGHT, Representatives

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Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

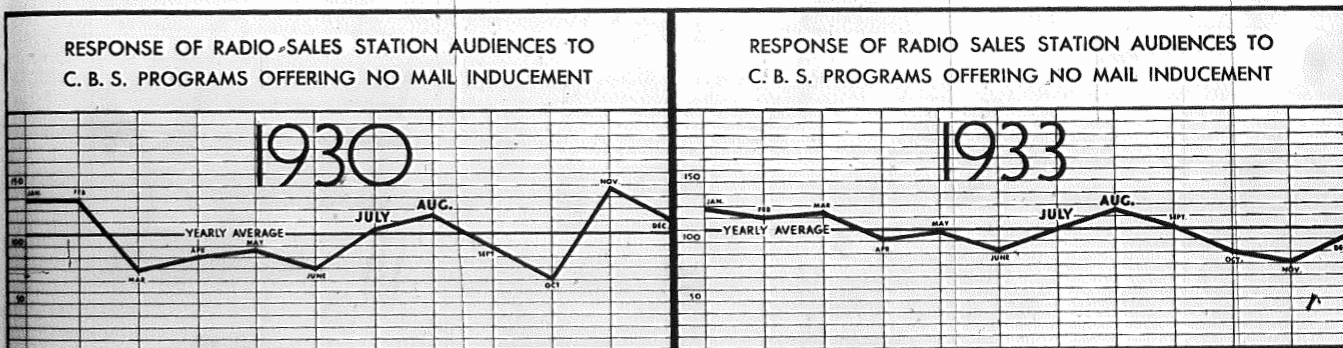
PUT YOUR MONEY ON THE PEAK OF RADIO RESPONSE



SELL THEM in SUMMER

Radio Sales Stations — key outlets of Columbia — will deliver you bigger audiences this summer than in the "peak months" of any previous winter. And for proof of the responsiveness of these listeners, study the charts below — evidence that outweighs all

theory. Computed three years apart, these charts coincide in proving the same thing: that CBS audience response rises in midsummer to a definite peak — well above the year's average. Both charts are based on mail response to programs which offered no "write-in" inducement, involved no variables. Here is a scientific index of CBS audience stability, vitality, responsiveness... In 12 major territories, this rich audience is tapped by Radio Sales Stations, dominant outlets of Columbia, world's largest network. Each of these markets has been accurately mapped and audited by Columbia... each of them is ready to deliver you maximum summer sales at minimum cost. Call Radio Sales, Inc., or any Radio Sales Station.



RADIO SALES, incorporated

485 MADISON AVENUE, NEW YORK CITY

410 NORTH MICHIGAN AVENUE, CHICAGO

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER THE MAJOR COLUMBIA NETWORK STATIONS LISTED ON OPPOSITE PAGE

The Business of Broadcasting

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

STATION ACCOUNTS

WHL, Cleveland: F. A. Richter Co., New York (pain expeller), Polish program, once weekly, 21 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathead Fish), 2 announcements weekly, 13 weeks, thru Street & Finney, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem), time signals, 13 weeks, Joseph Katz Agency, Baltimore; Neal Lutton Co., Chicago, 3 announcements daily, 8 weeks, A. T. Sears & Son, Chicago; Carnation Milk Sales Co., Chicago, participation in Polish and Bohemian programs, once weekly, Erwin-Wasey Co., Chicago; Ayer Co., Boston (cherry pectoral), weather reports, 26 weeks, Broadcast Advertising, Inc., Boston; Scientific Laboratories of America, Inc., San Francisco (Reducoids), announcements 6 days weekly, 21 weeks, Bob Roberts & Associates; Calcium Chloride Association, New York, 56 announcements, N. W. Ayer & Son, N. Y.; Knox Co., Kansas City (Cystex), weekly transcription, 13 weeks, Dillon & Kirk, Kansas City; Smith Brothers, New York (cough drops), 6 announcements weekly, 6 weeks, SHB; Oneida Community, Ltd., Oneida, N. Y. (Tudor plate silverware), 6 times weekly, 52 weeks, A. T. Sears & Son, Chicago; Continental Baking Co., New York, 6 announcements weekly, 5 weeks, Batten, Barton, Durstine & Osborn, N. Y.; Vic Chemical Co., Greensboro, N. C. (Voratone antiseptic), 6 announcements weekly, 10 weeks, Morse International, N. Y.; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS; Carter Medicine Co., New York (diver pills), 156 announcements, Spot Broadcasting, Inc., N. Y.; National Automobile Chamber of Commerce, Detroit, two 5-minute programs weekly, 2 weeks, Campbell-Ewald, Detroit.

WDAF, Kansas City: Standard Oil Co. of Indiana, Chicago, 26 transcription announcements, thru McCann-Erickson, Chicago; Shell Petroleum Co., St. Louis, 53 transcription announcements, J. Walter Thompson, St. Louis; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 15-minute transcription programs, 31 times, Wade Advertising Agency, Chicago; Sears Roebuck & Co., Chicago (raw fur marketing service), 5-minute transcription programs, 14 times, thru Neisser-Meyerhoff Co., Chicago.

KEN, Portland: Knox Co., Kansas City (Cystex), 15-minute electrical transcription programs once weekly, renewed 52 times, thru Dillon & Kirk, Kansas City; Montgomery Ward & Co., Chicago (raw fur marketing service), 17 five-minute transcription programs, Neisser-Meyerhoff Co., Chicago.

WLS, Chicago: Reo Motor Car Co., Lansing, Mich., 13 announcements, thru Maxon, Inc., Detroit; Riverdale Products Co., Chicago (Kod-O-Meat), three announcements weekly, indefinite period, Wade Advertising Agency, Chicago.

WENR, Chicago: Enoz Chemical Co., Chicago (moth spray), 15-minute studio programs, 13 times, thru McJunkin Advertising Co., Chicago; B. F. Goodrich Rubber Co., Akron (tires), 15-minute sports reviews daily, 26 weeks, Ruthrauff & Ryan, New York.

KJR, Seattle: McLaughlin-Gormley-King Co., Minneapolis (Evergreen insecticide), six 5-minute transcriptions, thru Campbell-Mithun Co., Minneapolis.

WGY, Schenectady, N. Y.: Carbola Chemical Co., Natural Bridge, N. Y. (Insecticide), 25 announcements, thru Frank Presbrey Co., N. Y.; Gillette Safety Razor Co., 18 announcements, Ruthrauff & Ryan, N. Y.; Knox Co., Rutland, Vt. (Callouse-Ease), program participation, 39 times, Hays Advertising Agency, Burlington, Vt.; Knox Gelatine Co., Johnstown, N. Y., 52 one-minute transcriptions, Federal Advertising Agency, N. Y.; Niagara Hudson Power Corp., New York, 3 transcriptions weekly, 78 programs, Batten, Barton, Durstine & Osborn, N. Y.; Penn Tobacco Co., New York (Kentucky Club tobacco), twice-weekly sports review, 104 programs, Charles W. Hoyt Co., N. Y.; Reid, Murdoch & Co., Chicago (Monarch foods), 5 days weekly, 130 programs, Philip O. Palmer, Chicago; Shell Eastern Petroleum Products, N. Y., 28 time signals, J. Walter Thompson Co., N. Y.; Socony-Vacuum Corp., New York (Mobiloil and Mobilgas), 13 announcements, J. Stirling Getchell, N. Y.

WCAE, Pittsburgh: Maybelline Co., Chicago (cosmetics), 13 transcriptions, SHB; Knox Co., Kansas City, Mo. (Cystex), 26 transcriptions, Dillon & Kirk, Kansas City; Socony-Vacuum Corp., New York (gas and oil), 13 transcriptions, J. Stirling Getchell, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I. (paint), 30 transcriptions, J. Walter Thompson Co., N. Y.

WEAF, New York: Phillips-Jones Corp., New York (Van Heusen collars and shirts), on April 28 started musical and comedy act with Harold Stern's orchestra, Teddy Bergman, Betty Queen and Bill Smith, Saturdays, 8-8:30 p. m., thru Peck Advertising Agency, N. Y.

WNEW, New York: American Gold-Buying Co., New York, daily quarter hour transcription, direct; Puroator Co., Newark (oil purifiers for autos), six 1-minute transcriptions weekly, 3 weeks, direct; Knox Co., Kansas City (Cystex), weekly quarter hour transcriptions, 26 weeks, Allen Smith Advertising Agency, Kansas City.

WSM, Nashville: Sears, Roebuck & Co., Chicago (furs), 13 five-minute talks, beginning Nov. 5, thru Neisser-Meyerhoff, Chicago; Comfort Mfg. Co., New York (milk of magnesia toothpaste), three weekly one-minute transcriptions, Street & Finney, N. Y.; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore; Shell Petroleum Corp., St. Louis, three daily announcements, J. Walter Thompson Co., St. Louis; Dodge Motor Co., 1 minute transcriptions, daily except Sunday, Ruthrauff & Ryan, N. Y. (renewal); Palmer Match Co., Akron (S. L. K. Little matches), 5 minutes, once weekly, Edward M. Power Co., Pittsburgh; United Drug Co., Boston (Rexall products), 5 quarter hour transcriptions weekly, Street & Finney, N. Y. (renewal); Morton Salt Co., Chicago, 15 minutes weekly, 13 weeks, Wide Agency, Chicago; Pathfinder Publishing Co., Washington (Pathfinder magazine), half hour weekly, 13 weeks, Rhodes & Leisinger, Chicago (renewal); Geppert Studios, Des Moines (photo enlarging), half hour weekly, 13 weeks, Lessing Advertising Agency, Des Moines; Sales Affiliates, Inc., New York (Inecto-Rapid-Notox), 15 minute transcription weekly, 13 weeks, Biow Co., N. Y.; Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy), 15 minutes weekly, 13 weeks, Wade Advertising Agency, Chicago.

WMAQ, Chicago: Good Humor Corp. of America, Chicago (ice cream bars), announcements for indefinite period, thru Mitchell, Faust Co., Chicago; Battle Creek Food Co., Battle Creek, Mich. (health foods), three 5-minute announcements weekly, 39 weeks, Erwin Wasey & Co., Chicago; Gas Appliance Society, Chicago (gas stoves and appliances), daily announcements, indefinite period, Campbell-Ewald Co., Detroit.

KTSA, San Antonio: Maybelline Co., Chicago (cosmetics), 13 one-minute transcriptions, SHB, Chicago; Kellogg Cereal Co., Dallas, 23 announcements, direct.

WJSV, Washington: Continental Baking Co., New York (Hostess Cakes), 5 minutes, 4 mornings weekly, 5 weeks, thru Batten, Barton, Durstine & Osborn, N. Y.; Dodge Motor Corp., Detroit, 11 transcription announcements, Ruthrauff & Ryan, N. Y.; R. B. Davis Co., Hoboken, N. J. (baking powder), 5 minutes, 3 times weekly, 26 programs, Ruthrauff & Ryan, N. Y.; General Cigar Co., New York (White Owl cigars), announcements once weekly, 13 weeks, J. Walter Thompson Co., N. Y.; Gillette Safety Razor Co., Boston, 58 announcements, renewal, Ruthrauff & Ryan, N. Y.; Reid Murdoch & Co., Chicago (Monarch foods), 3 announcements daily except Sunday, Philip O. Palmer, Chicago; Water-Genter Co., Milwaukee (Toastmaster), 3 announcements weekly, 12 times, Cramer-Krasselt Co., Milwaukee; Fred Fear & Co., Brooklyn (Easter egg dyes), 6 announcements, Menken Advertising, Inc., N. Y.; Schluderberg-Kurdle Co., Baltimore (Eskay meat products), 78 announcements, direct; American Stores Co., Philadelphia (chain groceries), quarter hour weekly, 52 weeks, Paris & Peart, N. Y.; Bulova Watch Co., New York, 2 announcements daily, 52 weeks, Biow Co., N. Y.; Stanback Co., Salisbury, N. C. (headache powder), 300 announcements, J. Carson Brantley, Salisbury; Mangels Herald Co., Baltimore (King's syrup), quarter hour weekly, 13 weeks, Emery Advertising Co., Baltimore; People's Drug Stores, Washington, review of Washington Senators' ball games, William Abernathy; Liberty Mutual Insurance Co., Boston, 6 announcements, Spot Broadcasting, Inc., N. Y.; United Drug Co., Boston (Rexal products), 5 quarter hour transcriptions, Spot Broadcasting, Inc., N. Y.; Kellogg Sales Co., Battle Creek, Mich. (Pep), 21 announcements, N. W. Ayer, N. Y.; Dodge Motor Co., 18 transcription announcements, Ruthrauff & Ryan, N. Y. (renewal); Maybelline Co., Chicago (cosmetics), 13 transcription announcements, Cramer-Krasselt Co., Milwaukee; Shell Petroleum Co., New York (Shell gas), 20 announcements, J. Walter Thompson Co., N. Y.; Pennzell Co., Oil City, Pa., 32 five-minute evening transcriptions, Ruthrauff & Ryan, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I., 30 evening spot announcements, J. Walter Thompson Co., N. Y.

KTAT, Ft. Worth: Arcraft Industries, Ft. Worth (Wont-Run), 5 minutes, 3 days weekly, 26 programs, direct; American Airways, Inc., Ft. Worth, weekly program, direct; Berkshire Hosiery Co., Ft. Worth, 300 announcements; Bowen Air Lines, Ft. Worth (air travel), 300 announcements, direct; Hand Medicine Co., Philadelphia (Dr. Hand's worm elixir), 26 announcements, John L. Butler, Philadelphia; Lady Margaret Co., Ft. Worth (cosmetics), 100 announcements; J. W. Morrow Co., Chicago (Mar-O-Oil), 300 announcements, direct; Watch Tower Society, Brooklyn (Judge Rutherford talks), quarter hour transcriptions, three weekly, 156 programs, direct.

WGN, Chicago: A. J. Krank Co., St. Paul (shaving cream) 15-minute studio program, twice weekly, indefinite period, through Reincke, Ellis, Younggreen & Finn, Chicago; Good Humor Ice Cream Corp., Chicago (15-minute studio program, once weekly, 13 weeks, Mitchell Faust Co., Chicago; Procter & Gamble Co., Cincinnati (soap) 15-minute WBS transcription, daily, 52 weeks, H. W. Kastor & Sons, Chicago; D. Hill Nursery Co., Dundee, Ill. (seeds), 15-minute studio programs, once weekly, 5 weeks, Cramer-Krasselt Co., Milwaukee; Electrolux Co., Evansville, Ind. (refrigerators) time signals, indefinite period, Batten, Barton, Durstine & Osborn, N. Y.; Rit Products Co., Chicago (Koolex shaving cream) 15-minute studio program, three times weekly, indefinite period, Earle Ludgin, Inc., Chicago; John R. Thompson Co., Chicago (restaurant), Quin Ryan as World's Fair Inquiring Reporter, 15 minutes daily, 18 weeks, direct.

"You can stop talking, Mr. C I'll buy that"

"I'll buy that. That's the way to use Radio." With but the salient facts of the Group Broadcast plan of radio advertising before him, a certain shrewdly successful automobile manufacturer saw the light. He had only to see to be sold. In the sixty days since the ten original stations organized Group Broadcasters, Inc., twenty-three additional stations in key markets have joined the group . . . keenly interested advertising agents have asked for estimates for their clients to the tune of \$2,250,000.00 . . . and two of the largest national advertisers . . . a food company and an automobile manufacturer . . . have put programs in production to be placed by Group Broadcasters, Inc., over their member stations.

All This in Sixty Days
Group Broadcasters, Inc., an organization of important independently-owned radio stations offers a new method of radio ad-

MEMBER STATIONS IN BASIC AREA

WADC	Akron
WBAL	Baltimore
WBZ	Bangor
WNAC	Boston
WICC	Bridgeport
WGR-WKWB	Buffalo
KWCR	Cedar Rapids
KYW	Chicago
WSAI-WLW	Cincinnati
WHK	Cleveland
WAIU	Columbus
CKLW	Detroit
KSO	Des Moines
WOWO	Fort Wayne
WDRC	Hartford
KMBC	Kansas City
WFPA	Manchester, N. H.
WISN	Milwaukee
WOR	Newark
WOW	Omaha
WIP	Philadelphia
WCAE	Pittsburgh
WEAN	Providence
WHCC	Rochester
WFBL	Syracuse
WMAS	Springfield
KWK	St. Louis
WSPD	Toledo
WIBX	Utica
WOL	Washington
WMT	Waterloo
WWVA	Wheeling
WORC	Worcester
WKBN	Youngstown

The list of stations in other major markets will be published shortly



GROUP BROADCASTERS, Inc.

ROOM 1432 CHRYSLER BUILDING, NEW YORK, N. Y.
TELEPHONE VANDERBILT 3-3425

3300 Union Guardian Bldg.
Detroit, Mich.
Cadillac 7200

410 Wrigley Bldg.
Chicago, Ill.
Superior 3426

Russ Bldg.
San Francisco, Cal.
Sutter 0144



FROM THE NATION'S CAPITAL—This is the crew that handles all Presidential and Congressional broadcasts over CBS from Washington. Photo was taken during broadcasting of Senate hearings on the Wagner labor bill, shortly after same crew handled setup for the Lindbergh air mail and Wirt broadcasts. Wearing earphones is Clyde Hunt, chief engineer, and puffing pipe is Robert Trout, CBS Presidential announcer. At extreme left is William Kriz, assistant to Hunt, and at right is Ted Church, assistant to Henry Bellows, CBS vice president in Washington.

Thar's
Gold and Silver
in Them Thar
Utah Hills



K In that boom year—1929—Utah produced \$9,376,747 in silver and \$4,969,915 in gold. Today gold is selling at 67% above its 1929 price and silver 21% above the '29 average.

D You can reach the people of this leading mining state through KDYL—the station which covers the hills and valleys where the people live—not the snow-capped mountain peaks and barren sage brush flats.

L Eighty-two percent of Utah's half million population earn and spend their money within KDYL's Salt Lake City trading zone. In the remainder of the state there are only 14 persons to each ten square miles.

"THE popular STATION"

Salt Lake City
Utah
**an
NBC
Station**

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles

NBC Reports on Services

(Continued from page 11)

express their interest and appreciation. The company's agricultural broadcasting service enjoys a remarkable degree of public approval.

EDUCATION

By Dr. Robert M. Hutchins

President, University of Chicago

It has become evident that the greatest service we can render the public schools of the land can best be organized through local broadcasting facilities. This is due to the fact that education in our country is definitely given over to various states. I am glad to say that a great number of our American cities have sensed the great value of broadcasting as a new medium of education and are using the facilities of local broadcasting stations which have been given them without cost.

Not with a view toward lightening the responsibility of radio for school broadcasting, but rather with a view toward improving programs for local needs, may I suggest that perhaps recorded lesson programs in individual schools, or a wired system from the central school building may prove to be the most desirable thing? As public time on the air becomes more valuable it may be wasteful to supply time for programs serving so few in the community, particularly when the few are in a position to be served as organized bodies through the school system.

The NBC Music Appreciation Hour, the Magic of Speech and Radio Guild have continued to serve a wide audience of listeners in the schools of the land because in the fields of music, drama and speech we find little or no conflict in the pedagogy by which these subjects are taught.

In radio-education, one audience we should try to reach is the naturally intelligent group, interested in knowledge and culture, which has little or no contact with educational institutions. This field can be developed. From a practical standpoint it can be made an essential part of this nation's culture—because by meeting the masses of the people where they are, you can command their attention and awaken new interests. By presenting materials attractively to people who are without a great background of knowledge, you can lead them to the source-materials so that they will get it for themselves.

LABOR

By William Green

President, Am. Fed. of Labor

The masses of the people are happy over the fact that the management of the NBC has steadfastly maintained the great democratic principle of free speech. No one can successfully charge that the company's administrators have curtailed or abridged the exercise of the right of free speech.

During political campaigns the representatives of all political parties have been accorded the privilege of transmitting political messages and in the few difficult situations which arose great tolerance and fairness was shown by those in charge. It is clearly evident that the extension of the use of the radio under the management of the NBC will be made to speakers on all appropriate subjects regardless of the different opinions or points of view.

I appraise the work of the NBC during the past year, from the standpoint of labor, as most satisfactory.

MUSIC

By Dr. Walter Damrosch
Noted Conductor and Composer

An interesting and highly commendable feature has been the weekly recitals given by some of our greatest pianists, organists, violinists and singers. The fact that many of these concerts of music of the higher class have been sponsored by commercial or-

ganizations seems to prove that a change of heart has come to the officials of our great manufacturing companies and their advertising agencies.

They are realizing that the great American public has awakened to the higher pleasures of art and are demanding real music over the radio. I welcome this change with joyous acclaim of trumpets and drums. . . .

I should be glad to see a concerted movement started by our educators and labor leaders, and all those interested not only in the material but in the cultural development of our young people, towards having radios and loudspeakers placed in every school and college in the country. Because their schools are not provided with radios, there are still millions of students who are debarred from taking advantage of the musical contributions and of other educational activities which the radio offers free of any expense to the schools.

Perhaps such great organizations, interested in the cultural development of our young people, as the Parent-Teacher Association or the National Federation of Music Clubs, could be induced to interest themselves in this movement.

RELIGIOUS ACTIVITIES

By Morgan J. O'Brien
Noted New York Attorney

There is general agreement that the broadcasting of religious programs has:

1. Induced a better understanding between the various faiths and denominations.
2. Increased the religious toleration of individuals.
3. Contributed a stimulating influence to church life.

4. Supplied a religious service to people not associated with any specific faith.

5. Supplied religious services to thousands of homes in localities where, owing to reduced appropriations, the neighborhood churches have been unavoidably closed.

6. Supplied a service to invalids, shut-ins, lighthouse keepers and others in remote places, who would otherwise have been denied any opportunity of participating in religious worship.

7. Created an ever-increasing audience for religious programs.

In short, religious radio, with its invisible reach, is a quiet but constructive force for spiritual well-being.

WOMEN'S ACTIVITIES

Mrs. John D. Sherman

Past President, General Federation of Women's Clubs

Radio has been of incalculable value to organizations of women engaged in public activities of nationwide interest. Until it became available, the extent of the active participation in these organizations was somewhat limited, as the dissemination of information concerning their objectives was confined largely to the membership and such publicity as might have been accorded by the press. Radio has offered the many women's organizations an unequalled opportunity for reaching beyond the ranks of their own members.

WNBR, Memphis, will again broadcast Southern Association baseball. For the fifth consecutive year, Coca-Cola will sponsor all out-of-town games of the Memphis Chicks. No home games will be broadcast but they will be carefully summarized in the regular evening sports resume.

PROSPECTS

MAZER-CRESSMAN Cigar Co., Detroit, will use radio with window displays to introduce its new Tennyson brand cigar in Michigan, Ohio, Pennsylvania, Oklahoma and New Jersey. Radio will also be used to promote its Humo, Florida Man, Dime Bank, Tom Keene, Counselor and Hauptman brands. Quentin Just, sales promotion manager, will direct the campaign, which will be handled by Harold Aarons, Inc., Detroit agency.

ROYAL LIQUOR PRODUCTS, Inc., San Francisco, will use radio with other media in a campaign to be started in the San Francisco Bay area and then extended nationally. Sidney Garfinkel Advertising, San Francisco, handles the account.

SOCONY-VACUUM Corp., New York (Mobiloil and Mobilgas), will use radio spots in a big new spring campaign directed by J. Stirling Getchell, New York.

THE JEL-SERT Co., Chicago (powdered dessert), will use radio and newspapers in a campaign to be handled by Rogers & Smith, Chicago.

H. R. HEYMANN Co., New York (Brill's E-Zee-Freez ice cream powder), has appointed Donahue & Coe, New York, to handle a campaign including radio.

PUBLIC FOOD STORES, San Francisco, will use spot radio in central California, and has appointed the Brewer-Weeks Co., San Francisco, to handle the campaign.

LITALIA, San Francisco daily Italian newspaper, is sponsoring three half-hours weekly, music and drama, done in Italian and English, beginning May 1, on KYA.

Babe Ruth Disk Series Offered as "Give-Away"

THAT the code for the broadcasting industry has not stopped entirely the "give-away" offers by agencies to stations is revealed in a letter written by Helen Wood, of Fletcher & Ellis, Inc., New York, to KWKC, Kansas City, Mo.; WROL, Knoxville, Tenn., and other stations.

Declaring that several stations had requested the privilege of broadcasting transcriptions of the Babe Ruth series, which went on an NBC network April 16 for Quaker Oats, the agency states that it supplied at least one station with 13 such transcriptions to be released weekly on a no-cost-no-pay basis. A similar offer was made to KWKC and WROL. Apparently most non-network stations are being circularized.

Symphony Extended

ORIGINALLY signed for eight weeks, to end April 24, the CBS series of the Minneapolis Symphony Orchestra, conducted by Eugene Ormandy and sponsored by the General Household Utilities Co., Chicago (Grunow refrigerators), has been extended for five additional broadcasts, from May 1 to 29, inclusive. This means holding the orchestra together beyond its usual season for local Minneapolis concerts.

CALL letters of WRAM, Durham, N. C., have been changed to WNCN by authority of the Radio Commission.



James Whitcomb Riley's "Circus Day Parade," when "the bugles played and played" and "the glossy horses tossed their flossy manes and neighed" . . . how it thrilled the youngsters of yesterday, TODAY . . .

All Hoosierdom Thrills to the
"RADIO PARADE"

... across the Radio Stage
with the Stars of WKBF

A full hour of variety entertainment

More of the Many Features
Building and Holding the Audience for

WKBF
IN INDIANAPOLIS

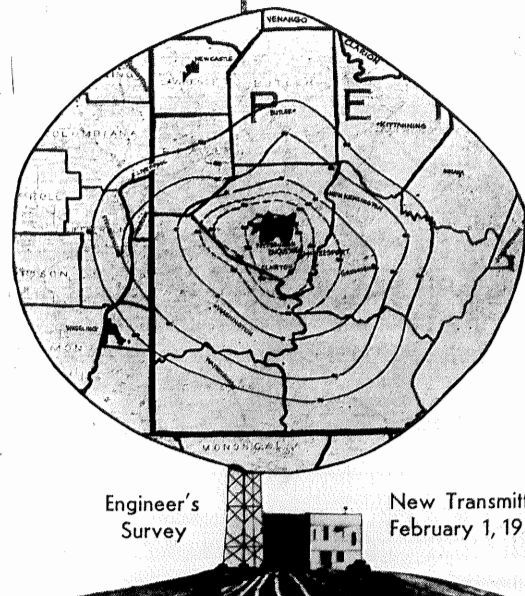
D. E. "Plug" Kendrick
General Manager

L. L. "Jake" Jaquier
Commercial Manager

INDIANA'S ONLY NBC OUTLET
National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

Primary Coverage Reaches

3,298,999 Population



Engineer's Survey
New Transmitter
February 1, 1934
WCAE, Incorporated
PITTSBURGH, PA.

KJR
NBC
KJR listeners are afforded NBC sustaining programs

Everything Considered
KJR
is the best buy
for the National Advertiser
who desires complete coverage
of Western Washington

5,000 WATTS
CLEAR CHANNEL
970 KILOCYCLES

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

Represented by
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

A HAPPY "SPOT" FOR ANY PROGRAM!

One of the good things about spotting a program on Station WAVE is that you get real coverage of a big market, at small station rates. For WAVE is the only N.B.C. Station that has primary coverage in the Louisville market, yet nearly a million people live in that area—450,000 of them virtually within sight of our tower. Representatives in New York and Chicago: Free & Sleinger, Inc.



RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

THREE ADDITIONS to the radio department of the Blackman Company are announced by Carlo DeAngelo, radio director. Randolph Hall, formerly in the radio department of the McCann Erickson Company and later in charge of production of programs on the west coast for Batten, Barton, Durstine and Osborn, is assistant to Mr. DeAngelo in production. Edward Peyton Harris joins the agency as a writer in the radio department. For four years he was an assistant to Ida Bailey Allen, the radio cooking expert. Mary Louise Anglin, who formerly assisted Mr. DeAngelo at N. W. Ayer & Son, has been appointed general office assistant.

LOS ANGELES office of Botsford, Constantine and Gardner has taken over account of Gilmore Oil Co., Ltd., Los Angeles. John H. Weiser has been transferred from San Francisco office to take charge of Los Angeles quarters. A campaign will be launched for Red Lion gasoline. Account was formerly handled by Chet Crank Agency, Los Angeles, with Gilmore Circus on NBC, which was discontinued in March.

HUGH M. FEELEY, for 10 years with the Capper Publications as a member of the sales staff in their New York and Chicago offices and for two years representative of WIBW, Topeka, has been appointed an account executive in the Chicago office by Free & Sleinger, Inc., radio station representatives of New York and Chicago.

THE PAUL H. RAYMER Co., New York, has been appointed exclusive eastern representative for WDOF, Chattanooga, Tenn.

SHERMAN ROGERS, formerly with the Paris office of Erwin Wasey & Co. and more recently radio and publicity director for the Lawrence Fertig Co., and Robert C. Hattersley, lately with Liberty magazine and the McCormick publications, have organized The Rogers-Hattersley Co., with headquarters in the Chanin Building, 122 East 42nd Street, New York. The firm will engage in the advertising business, specializing in radio production and general publicity, serving advertisers direct and cooperating with advertising agencies which do not have organized radio and publicity facilities.

FREE & SLEINGER, Inc., direct station representatives of New York and Chicago, has moved into larger quarters at 180 No. Michigan Ave., Chicago. The company has installed teletype equipment to maintain instant communication between its offices and the stations it represents.

ANDERSON-RYAN COFFEE Co., Duluth, Minn. (Aero Coffee), has appointed the Chicago office of Batten, Barton, Durstine & Osborn to handle its advertising.

LEONARD COX, who formerly wrote and handled the "Main Street Sketches" on WFOR, has been named radio director of the Chicago office of Hanf-Metzger, Inc.

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner), has appointed Kriebbaum-Liggett Advertising Agency, Cleveland, to handle its advertising.

HUBBEL PRODUCTS Corp., Boston (Dr. Hubbel's Formula), has appointed P. E. O'Keefe Advertising Agency, Boston, to handle its advertising.

CHARLES F. MATTLAGE & Sons, New York (orange juice, salad dressing), has appointed Badger & Browning & Hershey, New York, to handle its advertising.

OUTBOARD MOTORS Corp., Milwaukee (Evinrude and Elto motors), has appointed Scott-Telander, Inc., Milwaukee, to handle its advertising.

THOMAS BRUNI & Son, West New York, N. J. (Casa Bruni Vermouth, Cordials, Grenadine, and other liquor products), has appointed the Gotham Advertising Co., New York, to handle its advertising.

GARCIA SUGARS Corp., New York (Bolero Cuban Rum), has appointed the Gotham Advertising Co., New York, to handle its advertising.

MIFFLIN CHEMICAL Corp., Philadelphia (mouthwash), has appointed Howard Law & Co., Philadelphia, to handle its advertising.

H. FENDRICK, Inc., Evansville, Ind., has named Ruthrauff & Ryan, Inc., Chicago, to handle the advertising of Charles Denby and Little Fendrick cigars.

Brewery Plugs Dealers, Avoids Praise of Beer

WEST COAST BREWERIES, new Los Angeles organization, producing and marketing Fleischmann brand beer, on April 15 started a program on KTM from midnight to 4 a. m. daily. The broadcast does not advertise the beer or extol its benefits and uses the Fleischmann name only incidentally. Instead, commercial plugs are used to name and describe the retail places where the beer is available.

First two weeks of the program was in recorded form. Starting some time in May the sponsors expect to use the radio time to present talent from the beer parlors, each place giving an entire program. KTM time will be used as a test campaign for the new brewery. Manager of the West Coast Breweries is Joseph Ricketts, who was formerly manager for San Val Oil and Water Co., Los Angeles, distributors of Tarzana mineral water.

Remington-Rand, Chain Named in Big Libel Suit

A \$250,000 libel suit was filed April 14 in Kansas City, Mo., against CBS, KMBC and Remington-Rand, Inc., Buffalo, sponsors of "The March of Time," because of alleged slander and libel made against Robert J. Coffey, chief of police at Kansas City, during a recent dramatization of the Kansas City elections.

The specific utterance to which Mr. Coffey took exception was a description of the police chief as an "ex-convict" who had "served time in the penitentiary." Mr. Coffey declares this is false.

STUDIO NOTES

KHJ, Los Angeles, observed its twelfth birthday on April 13 with a 45-minute evening program. Originally owned by the Los Angeles Times, Don Lee acquired the station in November, 1927. Increased power and larger quarters, with consequent broadcast of better programs, have marked the station under its present ownership. It is key of the Don Lee-CBS network.

SEVENTY-THREE stations responded to a request of W. W. Behrman, director of WBOW, Terre Haute, Ind., recently to help locate the son of a Terre Haute business man who had left a military school in the east. The boy was located in Texas.

KFAC, Los Angeles, on April 1 started to broadcast 24 hours a day. The so-called "graveyard shift" will consist entirely of phonograph recordings and transcriptions and will be titled "The Serenade."

WCBA-WSAN, Allentown, Pa., is remodeling its three studios and installing an audition room and reception hall, spending \$5,000 for new equipment, chiefly composite.

WDOF, Chattanooga, Tenn., celebrated its ninth anniversary on the air April 14 by holding an informal reception. Radio listeners were invited to visit the studios between the hours of 7 and 10. Approximately 1,000 responded. A large birthday cake made by Glenna Strickland, who conducts the "Cooking School of the Air," punch and cakes were served.

BECAUSE of prolonged use of the radio, the Sanders Clothing Co., Milwaukee, does not mention its name or address in its daily program on WTMJ but merely reminds the listener of the "Dollar Plan." The continuity reads: "The name and address? Why, it isn't necessary to mention it. One company alone leads the field."

"AN INQUIRING microphone" has been set up in front of the Atlas Radio Company's store in Cleveland by WHK and passers-by are asked questions on sports, politics and news topics.

A PERMANENT file of everything said over WBT, Charlotte, N. C., is being kept by order of William A. Schudt, Jr., manager.

ONE of the most extraordinary bits of machinery purchased by a radio station is a Diesel track-type tractor, bought by WTIC, Hartford, to maintain the road between its transmitter at Avon and Hartford.

LOS ANGELES broadcast forces have started out with a baseball league in their own ranks with initial affair scheduled between KNX and KHJ.

WBT, Charlotte, N. C., celebrated its thirteenth birthday April 7 with a show lasting an hour and a quarter.

24,827

Cards and letters in 4 weeks for Pizitz Department Store late afternoon program on

W S G N

BIRMINGHAM, ALABAMA

\$60 buys 4 weeks of daytime spots.

STEVE CISLER
Manager

FULL TIME
1310 KC.

JOS. HORNE Co.

Selected
WJAS
PITTSBURGH

as the only Radio Station to advertise its recent 85th anniversary celebration.

(Year's foremost merchandising event)

WJAS - - - Columbia Basic Network

1,000 WATTS NIGHT

2,500 WATTS DAY



Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE

Opposite the White House



A COMMERCIALY sponsored American radio program was heard in England and continental Europe April 14 when a special broadcast from the Byrd Expedition (Grape Nuts) was transmitted from KFZ, the CBS station at Little America, by short wave to the BBC via Buenos Aires and thence to the radio systems of Austria, Holland, Norway, Denmark, and Sweden.

MISS RADIO of 1934 has been selected in a beauty contest conducted in Ohio, Indiana, and Kentucky by WCKY, Cincinnati, and has been awarded a trip to Miami and \$100 in cash.

WDOF, Chattanooga, Tenn., will again broadcast all of the out-of-town games played by the Chattanooga Lookouts this year. The schedule calls for 77 road games, and the broadcasting of them has been sold to local sponsors. This is the fifth year that these broadcasts have been presented.

WITH eleven of the finest dance orchestras in New York, WMCA is extending its nightly round the town parade to 3 a. m., the curfew hour, thus presenting four and a half continuous hours of dance music.



Probably a good hog-caller could give the local radio folks a run for their money out here where most every home is only a vocal chord away.

The metropolitan trading area of Los Angeles boasts half the population of all California bottled up in 1% of its area.



A Good Loud Yell

would reach 2 1/2 million Southern California People

This photograph peering into the windows of the Nation's fourth largest market was taken from the top of Mt. Wilson which shoulders its way up along the city limits of this Promised Land! Reading from left to right... Long Beach, San Pedro, Los Angeles, Hollywood, Venice at extreme right, Pasadena in foreground, and Catalina Island, swimming out there in the ocean. But what's all this to do with radio advertising?

TWO PROGRAMS FOR PRICE OF ONE
This picture is intended to impress the fact that you don't need the most powerful long-range radio station to get the good word to these 2 1/2 million Southern California people. KFWB, located in the heart of this market, will ring the radio bell in every home at rates that mean two programs instead of one. Full information at your request.

KFWB

LOS ANGELES, CALIFORNIA
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

METROPOLITAN LOS ANGELES: 50% of California's People... 1% of its Area.

THIS SUMMER
more than ever ---



KEEP ADVERTISING GOING TO KEEP BUSINESS COMING



There is no time or place this year for real or imaginary summer let-downs in any branch of business. Things are going ahead. Keep them moving . . . Keep business coming . . . Manufacture . . . Advertise . . . Sell!

A Big Summer For Business

If our business is any indication (and we think it is) there will be no summer slack in sales effort and activity. Here we are in early May with about 80% of our present clients already

signed to continue broadcast advertising during the summer. That means our bookings for the summer months are greater than for any previous summer in NBC history. And it also means that our clients are manufacturing, and people are buying. Advertising is a barometer of business, and advertising appropriations are on the increase. Which emphasizes our point "This summer, more than ever, keep advertising going to keep business coming".

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

Broadcasting Headquarters



..Coordinated Communications that COVER THE WORLD

● Across the town or across the state... across the country or across the seven seas... it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
 or dial your local Postal Telegraph office.
 Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables



All America Cables

Mackay Radio

Two Sponsors Promote Pancakes - Syrup Series

SPERRY FLOUR Co., Los Angeles, and Pioneer Maple Products Co., St. Paul, Minn., in April started to use KTM, Los Angeles, for a combination campaign. The McCord Agency, Tower Bldg., Minneapolis, handles account for the Pioneer firm, with the Los Angeles office of Sperry handling its part direct.

The cooperative program is a half hour weekly with the "101 Ranch Hands," newly recruited group of radio entertainers directed by George Bradbury, of San Gabriel, Calif. Commercial announcements stress the appetizing pancakes cooked with Sperry flour and served with "Bucket Syrup" (Pioneer Maple Products Co.).

Broadcasts also call attention to personal appearances of the ranch hands at open air markets on weekends. Boys appear with chuck wagon and burros.

WFBC
 ALTOONA, PA.
 1310 kilocycles
 100 watts
 AVAILABLE FOR SPONSORSHIP
 "Birthday Greeters" Program
 Big Result Getter
 Write Roy Thompson
 "Voice of the Alleghenies"

YESTERDAY AND TOMORROW
Under One Roof
 The elegance of yesterday and the modernity of tomorrow are yours at the famous Auditorium Hotel — completely modernized at a cost of over \$100,000.
 All the distinctive characteristics of superlative living, the high standards of service, the inimitable food and the distinguished Michigan Avenue location are offered you today in a new dress at a daily rate from \$1.50 single without bath — from \$3 single with bath—double from \$5.
Write for illustrated folder
 ARTHUR J. NEWMAN MANAGER
AUDITORIUM HOTEL
CHICAGO

Lansing Case Appealed

AN APPEAL from the Radio Commission decision granting the application of Harold F. Gross and associates, for a new station in Lansing, Mich., was filed with the Court of Appeals of the District of Columbia April 19, by Herman Radner, an unsuccessful competitive applicant. Both the Radio Commission and Arthur W. Scharfield, Washington counsel for the successful applicant, filed motions to dismiss the appeal as well as the Radner petition for a stay order.

Historical Radio Scripts Go to Museum, College

FROM RADIO script to the State Historical Museum and source material for a class in history—such is the record of 33 scripts used in producing "Pioneers," a program sponsored by the People's Bank & Trust Company, Seattle, Wash., and broadcast over KJR. The series has been discontinued until September.

For two years the bank has sponsored this program. The second year the series, written by David Halpern of the KOMO-KJR continuity staff, consisted of authenticated stories of the Pacific Northwest—Washington, Oregon, British Columbia, and Alaska. W. L. Davis, professor of history at the College of Puget Sound, Tacoma, Wash., and also a trustee of the Washington State Historical Museum, located in Tacoma, requested and received permission from the People's Bank & Trust Company to receive two copies of every one of the 33 scripts, one copy to go into the Washington State Historical Museum and the other to be used in teaching northwest history in the college.

IT'S FUN ON A COASTER DIP but.. TERRIBLE ON A SALES CHART

THE COURSE OF SUMMER RADIO ADVERTISING IS CHARTED NOR' BY NOR'EAST

THE well-dressed sales chart is wearing an up-hill line these days. Progressive broadcasters have found BROADCASTING MAGAZINE the smart way of keeping that line headed Nor' by Nor' east, because it is the medium read by advertising executives. Your best prospects, Mr. Station Manager, are our regular readers. Your advertisement in our columns tells the men you want to reach about radio where they are looking for it. We call that stream-lined selling—it cuts down sales resistance.

BROADCASTING
 Broadcast Advertising
 National Press Bldg. Washington, D. C.

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.

FRED O. GRIMWOOD

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

Chairman Charlesworth of Canada's Commission Will Address Educators

HECTOR CHARLESWORTH, chairman of the Canadian Radio Broadcasting Commission, will be one of the principal speakers at the Conference on the Use of Radio as a Cultural Agency, to be held in Washington, May 7 and 8, under the auspices of the National Committee on Radio in Education. Among other speakers will be Dr. Edward E. Morgan, chairman of the Tennessee Valley Authority, and Dr. John Dickinson, Assistant Secretary of Commerce.

Sessions will be held in the Interior Department Bldg., with the exception of the Monday evening group meetings in the headquarters of the National Education Association. The four general sessions will be presided over by Dr. George F. Zook, U. S. Commissioner of Education; Dr. William John Cooper, his predecessor, now professor of education at George Washington University; Dr. Edmund J. Walsh, regent of the Georgetown Foreign Service School, and Dr. John Henry McCracken, associate director of the American Council on Education.

The staff of the National Committee on Education by Radio comprises Dr. Tracy F. Tyler, secretary and research director, in charge of arranging the conference; Armstrong Perry, director of the Service Bureau, and Eugene J. Coltrane, field service representative. Dr. Joy Elmer Morgan is chairman.



RADIO PRODUCES—As a result of Ipana's radio announcements, photographs are literally swamping the Dental Charm Committee of the Chicago World's Fair which is searching for America's most irresistible smile. Frances Ingram, beauty authority (right), one of judges, is here seen checking some of photos with Nancy Frazer, committee chairman.

THAT the public is always receptive to a novel and new type of radio contest is evidenced by the avalanche of more than 10,000 photographs that reached the Bristol-Myers Co., New York (Ipana tooth paste), after one broadcast announcing the search for the girl most nearly deserving of the title, "The Dental Charm Girl" of the Century of Progress.

An announcement on the Fred Allen "Hour of Smiles," NBC-WEAF program of three round-trip, all-expense tours this summer to the exposition in Chicago for the girls adjudged perfect from the standpoint of dental charm, brought more than 5000 photographs from every state in the union. A second announcement and the appearance of Miss Margery Wilson, charm expert, who is one of the judges, brought the number up to nearly 10,000.

The Bristol-Myers Co. is co-operating with the Century of Progress Exposition in staging this competition and the three girls chosen from a hundred prize-winning finalists will be guests of honor at the Fair. One of them will be chosen as "Miss Dental Charm of 1934," to succeed Miss Lillian Dillard of Birmingham, Ala., who was chosen for that honor last year. Miss Dillard remained at the Fair during the summer as hostess at the Ipana exhibit.

The Other Fellow's Viewpoint

WKBF Independent

To the Editor of BROADCASTING: We notice in the April 15th issue of BROADCASTING that our station is listed in the Splawn report as "a subsidiary of the Curtis Radio-casting Corporation."

The stock of the Indianapolis Broadcasting, Incorporated, was purchased from this company October 1, 1932. We would appreciate very much your correcting this error, as we are in no way connected with the Curtis Radio-casting Corporation.

D. E. "PLUG" KENDRICK, WKBF, Indianapolis, April 23, 1934.

Social Registerite Series

PRESENTING "Cholly Knickerbocker," noted Hearst society columnist, whose real name is Maury H. P. Paul, Elizabeth Arden, New York (cosmetics) on April 24 started a new series with Don Bestor's orchestra on 48 CBS stations. Program is heard Tuesdays, 9-9:15 p. m., EDST, with repeats for 12 CBS-Don Lee stations at 12:30-12:45 a. m. Paul, son of the former Eleanor Biddle of Philadelphia and a social registerite himself, stresses general etiquette and the approach to position in society's "Four Hundred." Blaker Advertising Agency, New York, handles the account.

CLASSIFIED ADVERTISEMENTS

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

Situations Wanted

Well-known announcer seeks position with progressive radio station. Five years experience. One year on NBC networks. Age 26. Married. References. Box 182, BROADCASTING.

Wanted To Buy

Wanted To Buy—Complete equipment (new or used), for 100-watt station to operate on 1370 kc. Box 183, BROADCASTING.



FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.



TALENT PROBLEM SOLVED

HERE'S THE SOLUTION to the local advertisers' talent problem—an opportunity for sponsorship of superior broadcasts, with talent running to upwards of thousands of dollars available at a minimum cost and commensurate in quality with any talent of network broadcasting.

Rates are such as have never before been heard of in radio broadcasting.

These new programs are recorded by the Western Electric vertical wide-range method which has just been perfected by the Bell Laboratories.

Greatest Radio talent.

Popular, up-to-date hits from Broadway and Hollywood.

Every type of music.

KOMO and KJR are now fully prepared with the latest mechanical facilities and a large repertoire of musical selections, to offer local advertisers program arrangements which cannot be duplicated in the Seattle area.

Technically, the new type of recordings are capable of giving a frequency range of from 30 to 9,000 cycles, which is nearly double the span which has heretofore been available in recordings. Audio and in-put speech channels used in the studios through which these will be reproduced are of the latest, wide-range type capable of developing 30 to 10,000 cycles.

Nothing has been left undone, mechanically and artistically, to be able to put on the air programs reproducing with exactness the original talent.

Here's what a few dollars will buy:

Salon Ensembles, Dance Orchestras, Dance Orchestras with Vocals, Tango Orchestras, Concert Ensembles with Vocals, Choir Music, Light Opera, and Specialty Groups, such as Hawaiian Orchestras, Two Piano Bits, Marimba, and Organ Selections.

Presentations are from the world's most prominent and popular artists.

Locally produced programs need no longer suffer by comparison with network programs.

ADVERTISERS, THE DUCK SEASON IS OPEN — and REMEMBER, THE PROGRAM IS THE THING !!

KOMO—KJR, Seattle, Washington, say what they think of the new World Daily Program Service in the April issue of *Striding Forward*. Here is their opinion exactly as they published it over the following heading: "NOW AVAILABLE FOR SPONSORSHIP—WORLD BROADCASTING WIDE RANGE TRANSCRIPTIONS. NEW—REVOLUTIONARY—ONLY SERVICE OF ITS KIND IN SEATTLE." What more can we say!

And Seattle is only one of the EIGHTY-SIX cities where the World Daily Program Service is available to BOTH LOCAL AND SECTIONAL advertisers:

- WAPI Birmingham, Ala.
- KUOA 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.
- WMAZ Macon, Ga.
- KIDO Boise, Idaho
- WGN Chicago, Ill.
- WJBL Decatur, Ill.
- WTAD Quincy, Ill.
- WHBF Rock Island, Ill.
- WTAX Springfield, Ill.
- WGBF Evansville, Ind.
- WLBC Muncie, Ind.
- WBOW Terre Haute, Ind.
- KWCR Cedar Rapids, Ia.
- WOC-WHO Des Moines, Ia.
- WMT Waterloo, Ia.
- GGGF Coffeyville, Kan.
- WLAP Lexington, Ky.
- KWKH-KWEA Shreveport, La.
- WEEI Boston, Mass.
- WTAG Worcester, Mass.
- CKLW Detroit, Mich.
- WEBC Duluth, Minn.
- KSTP St. Paul, Minn.
- WAML Laurel, Miss.
- WQBC Vicksburg, Miss.
- KMBC Kansas City, Mo.
- KWK St. Louis, Mo.
- KGBX Springfield, Mo.
- KFBB Great Falls, Mont.
- KGVO Missoula, Mont.
- KFAB Lincoln, Neb.
- KOIL Omaha, Neb.
- KGGM Albuquerque, N. M.
- WGR Buffalo, N. Y.
- WOR New York, N. Y.
- WHAM Rochester, N. Y.
- WFBL Syracuse, N. Y.
- WSOC Charlotte, N. C.
- WBG Greensboro, N. C.
- WSJS Winston-Salem, N. C.
- WDAY Fargo, N. D.
- WCKY Cincinnati, O.
- WHK Cleveland, O.
- WAIU Columbus, O.
- WSPD Toledo, O.
- KOMA Oklahoma City, Okla.
- KFJI Klamath Falls, Ore.
- WCBA Allentown, Pa.
- WCAU-WIP Philadelphia, Pa.
- WCAE Pittsburgh, Pa.
- WEU Reading, Pa.
- WJAR Providence, R. I.
- WCSC Charleston, S. C.
- WIS Columbia, S. C.
- WFBC Greenville, S. C.
- WOPI Bristol, Tenn.
- WNOX Knoxville, Tenn.
- WREC Memphis, Tenn.
- WLAC Nashville, Tenn.
- WDAG Amarillo, Tex.
- KNOW Austin, Tex.
- KRLD Dallas, Tex.
- KTAT Ft. Worth, Tex.
- KTSA San Antonio, Tex.
- WACO Waco, Tex.
- KGKO Wichita Falls, Tex.
- WEHC Charlottesville, Va.
- WRVA Richmond, Va.
- WDBJ Roanoke, Va.
- KXRO Aberdeen, Wash.
- KOMO-KJR Seattle, Wash.
- KIT Yakima, Wash.

Local and sectional advertisers may now use radio. At its best—and at low cost. Rates on request. Auditions will be gladly arranged at any of our World offices or at the member station nearest to you.

WORLD BROADCASTING SYSTEM, INC.

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

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 1040 North Los Palms Avenue, Hollywood, Cal.
Sound Studios of New York, Inc. Subsidiary of World Broadcasting, Inc. Western Electric Licensee



CHESAPEAKE and OHIO

IS ONE RAILROAD

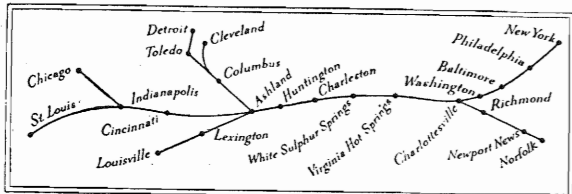
that believes in Radio!

We use radio daily to broadcast the unusual comfort of our genuinely air-conditioned trains. We provide radios in our lounge cars for passengers' entertainment. And we think that you will have sound reason to believe in Chesapeake and Ohio. Genuine air-conditioning—with fresh, clean,

mild air in constant circulation—is only one of its many advantages. Beautifully designed interiors . . . low prices for the finest foods . . . comforts that remind you of an exclusive club—are some of the other features that distinguish the finest fleet of trains in the world. No extra fare.

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

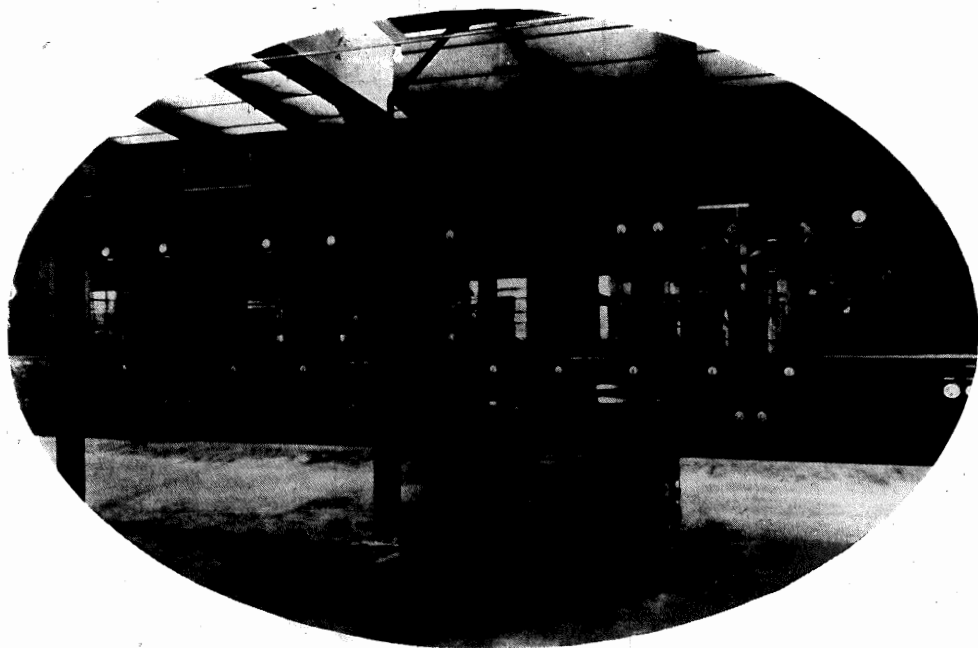
The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.



CHESAPEAKE AND OHIO

THE NEW WLW

HIGHEST POWER RADIO BROADCAST STATION IN THE WORLD



View of the RCA Victor installation at the new WLW

A typical example of RCA VICTOR'S outstanding achievements

WHETHER a giant, voiced to cover a nation—or a 100-watt station for local coverage, the RCA Victor trademark on its equipment indicates the best in design, construction and performance, the highest efficiency obtainable—in short, a maximum of satisfaction for owners and listeners alike. Consult the record and consider the experience of the leaders who have made possible the high quality radio broadcasting of today.

RCA VICTOR COMPANY, Inc.

Camden, N. J., "Radio Headquarters"

NEW YORK: 153 East 24th St. CHICAGO: 111 North Canal St.

SAN FRANCISCO: 235 Montgomery St.

DALLAS: Santa Fe Building

ATLANTA: 144 Walton St., N. W.

