Front Page Punch!

There's power in repetition, so we repeat this advertisement here which appeared in the February 1 issue of BROADCASTING because it is a most forceful testimony of WWVA's "FRONT PAGE PUNCH."

* "Let me take this opportunity to congratulate you on the especially strong showing made by WWVA in the Listening Area Study. No other station drew as many returns, over and above the quota. This response was as gratifying to us as it must have been to you."

*Quotation from unsolicited letter received from the sales promotion department of the Columbia Broadcasting System.

THE COLUMBIA BROADCASTING SYSTEM called upon the radio stations which make up "C.B.S" to determine the listening area of the respective territories, and the collective coverage of the entire chain. The plan was definitely set up by Columbia in advance and "going in" each station was equal from the standpoint of time allotted to the Listening Area Study, number of announcements broadcast and offer made to listeners. Quotas were set, and the Columbia stations went to work. When the returns were in and counted, WWVA stood out among all the stations of the entire Columbia chain with this distinct honor—MORE RETURNS OVER AND ABOVE ITS QUOTA THAN ANY OTHER COLUMBIA STATION!

Clerks spent four weeks breaking down the enormous volume of WWVA Listening Area Study returns, and here are the results of the compilation:

- Returns from 816 cities in 55 Counties in Pennsylvania
- Returns from 375 cities in 56 Counties in Ohio
- Returns from 250 cities in 50 Counties in West Virginia
- Also returns from 373 cities in 32 other States, and three Provinces in Canada.

Indeed, such a job is gratifying to us, but still more gratifying is the job we are doing for a record number of WWVA advertisers.

WEST VIRGINIA BROADCASTING CORPORATION

Studios and Offices:—Hawley Building
WHEELING, WEST VIRGINIA

The most welcome radio station in Eastern Ohio, Western Pennsylvania and West Virginia

SALES REPRESENTATIVES:
New York—Joseph H. McGillvra
485 Madison Avenue
Chicago—John Kettlewell
Palmolive Bldg.
If you have not yet seen a copy of LOST & FOUND, or would like extra copies for your files, let us know.

www.americanradiohistory.com
MYSTERY...SOLVED!

Strange figures kept popping up—here, there and everywhere across the map. Behind the scenes in radio, they turned up without regard for the 'official' counts of set ownership.

MYSTERY IN SAN DIEGO—Two summers ago, Station KGB listened incredulously to a visitor who brought a tip. The visitor: Dr. Broom of San Diego University. The tip: "9 out of 10 San Diego homes now have radios." (His students had just finished a city-wide survey.) But where had they come from? 'Official' counts stopped at 7 out of 10 homes. 90% radio ownership? Impossible. So, KGB put its tongue in its cheek—and Dr. Broom's figures in a deep file.

MYSTERY FROM PORTLAND (Ore.) TO WORCESTER (Mass.) — The R. L. Polk Co. made house-to-house surveys of every big city in America. Seattle, back in Summer-1932, showed 76% radio ownership. ('Official' figures said 60.) When Polk came to Hartford and Bridgeport the figures showed 79% ownership. (65 was 'official.') And across the continent, the mystery deepened—in cities as far apart as Portland, Ore. and Worcester, Mass.

MYSTERY...SOLVED! What else to do but cut through the mystery? Not in a scattering of map-points, but in complete cross-section of the country. In all sizes of cities. And on farms. Columbia put Dr. Daniel Starch on the job. Told him not to stop until he finished—even if it took 100,000 house-to-house calls to do it.

He didn't stop. And he made 125,000 interviews—by far the biggest 'sample' of its kind. In 321 communities from coast to coast, he uncovered the biggest, most factual story in radio.

And solved a mystery!

The complete story is told in the CBS booklet: LOST & FOUND. How 2½ million "hidden" radio homes were found by Dr. Starch. And a net total of 21,455,799 radio homes in the U. S. (January 1, 1935)—analysed by income levels and size of community.

COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE, NEW YORK • 410 N. MICHIGAN AVENUE, CHICAGO
Now on...

**MBS**

Barbasol
Chocolate Products
Consolidated Cigar Company
General Mills
Gordon Baking Company
M. Hohner, Inc.
Horlick's Malted Milk
Thomas Leeming & Company
The Lutheran Church
Philip Morris & Company, Ltd.
Scholl Manufacturing Company
Wasey Products

Friends of Mutual say this network is a "natural."

- intensive coverage in four major markets
- plus a powerful advertising pressure which does a real sales job in the richly productive sales areas adjacent to these markets
- at a cost less than half that of the major networks.

The best "proof of pudding" answer we can think of to the question—

"How good is Mutual?"

is that our business is exactly as good as that of these twelve Mutual clients. All are doing business with us—NOW.

**Correction** — "doing business" not only with us but thru us with a tremendous number of people in our market who have taken both to Mutual and to its advertisers with gratifying alacrity.

Ask any member station representative for full details about the

**MUTUAL BROADCASTING SYSTEM**

WGN — Chicago  
WLW — Cincinnati  
WOR — Newark  
WXYZ — Detroit
The DON LEE Chain

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

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

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

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

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

- Quite a sizeable Sales Plum—isn’t it?
  Your share of these annual sales depends entirely upon yourself... your product... and your advertising.

California is not steeped in old world tradition. If you have something new to sell, the people of California will gladly give it a trial... if you tell them what it is and where to buy.

California, too, is a compact market, its population being concentrated in the “Great Valley” and surrounding its three major seaports (see map).

Therefore, not only is California a most profitable market to cultivate, but an easy one as well.

A “Don Lee” Station in Each Market*

The eight major distributing areas of California account for 91% of the state’s entire population.

Don Lee releasing stations are located in each of these areas, thus enabling its advertisers to “blanket” California with their sales messages with ONE medium.

If desired—LOCALIZED commercials may be given on a chain broadcast in each city, simultaneously through special production facilities, an exclusive feature of the Don Lee Broadcasting System.

*Each of these stations releases all of the feature programs of the Columbia Broadcasting System. Audience preference, day or night, is an established fact which surveys will attest. If you want proof, write for folder “What Three Surveys Said.”


DON LEE BROADCASTING SYSTEM

Affiliated with COLUMBIA BROADCASTING SYSTEM

C. Ellsworth Wylie, General Sales Mgr., Los Angeles

San Francisco Office, 1000 Van Ness Avenue

KGB, San Diego

KMJ, Bakersfield

KOL, Seattle

KOP, Portland

KVI, Tacoma

KFPY, Spokane

March 15, 1935 • BROADCASTING
Out of 25 Stations ranging in power from 1,000 watts to 500,000 watts, WREN proves the best buy for IOWA PEARL BUTTON COMPANY

BEECHER ADVERTISING COMPANY
1706 OLIVE STREET
SAINT LOUIS, MO.
February 26, 1935

Mr. Vernon H. Smith,
Radio Station W R E N,
Wren Bldg.,
Lawrence, Kansas.

Dear Mr. Smith:

The radio campaign that we are now conducting for the Iowa Pearl Button Company of Muscatine, Iowa, has produced some unusually good results on most of the twenty-five stations that have been employed. The most outstanding example of mail pull on the basis of cost per inquiry was the response received from your station on the one-minute spot announcement broadcast February 5th. We received a total of 700 pieces of mail addressed to Bluebird Pearl Buttons. This was a cost per inquiry of one cent, which I presume is a record of some sort in lower pulling power. Considering the fact that this announcement was made on a straight, one-minute spot announcement in the day time, with no elaborate build-up or expensive talent to enhance its effectiveness, this not only was the lowest cost per inquiry that we have obtained from twenty-five stations, but it also is the second largest response from the standpoint of total mail received. The only station exceeding this produced 1543 pieces of mail which was a little over twice as much as W R E N, but the cost was ten times as much for the same announcement.

From any basis of calculation, W R E N must have a tremendous day-time listening audience of people who not only listen regularly to the programs, but have confidence in the statements made by your advertisers.

Mr. O. A. Hamner, president of the Iowa Pearl Button Company has instructed me to thank you in behalf of Bluebird Buttons for the splendid results we have obtained and the interest that you have taken in insuring success for this campaign.

Cordially yours,

LEW HAGEN, Director of Radio

NOTE—The Federal Communications Commission has authorized WREN to increase its daytime power to 5,000 watts. New RCA high-fidelity transmission is being installed.

For dominant low-cost coverage of the Western Missouri and Eastern Kansas Market, including the two Kansas Citys, Topeka and St. Joseph—tell it to the audience of WREN.

NOTE—The Federal Communications Commission has authorized WREN to increase its daytime power to 5,000 watts. New RCA high-fidelity transmission is being installed.

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

Vernon H. Smith, Manager
Main Offices and Studios
WREN Building
Lawrence, Kansas
FCC Reorganizes With Prall As Chairman

By Sol Taishoff

Broadcast Control to Be Tightened Under Revised Setup; Case Replaces Brown on Broadcast Division

IN A MAJOR shift in broadcasting regulation dictated by the White House, Anning S. Prall, since Jan. 8 a member of the FCC, has been appointed chairman of that agency by President Roosevelt as the first step in a reorganization plan designed to tighten FCC operations and minimize criticism of its activities.

Promptly following the Prall appointment, the FCC of its own volition revamped the personnel of the Broadcast Division by transferring to it Commissioner Norman S. Case, former Republican Governor of Rhode Island, replacing Col. Thad H. Brown, Ohio Republciian, who was carried over from the former Radio Commission.

Gov. Case serves as vice chairman, and Mr. Prall as the third member, as well as Chairman of the full FCC, and as ex officio member of each of the two other FCC divisions.

Executive Order Issued

JUDGE SYKES' resignation as chairman and Mr. Prall's appointment were announced March 8 by the White House in an exchange of correspondence between the former and President Roosevelt. In his letter, Judge Sykes stated that the organization of the FCC, which took office last July 11, now has been completed and he wished to relinquish that post. In his reply, President Roosevelt expressed his appreciation of Judge Sykes' services, and gratification over the fact that he had decided to remain as a member of the FCC.

In the same letter, the President announced appointment of Mr. Prall, who is highly regarded in administration circles, as FCC chairman, effective March 11. The appointment is for one year from that date, which automatically provides for Mr. Prall's reappointment when his present term expires July 1. An executive order was issued by the President.

In taking over the FCC helm, Chairman Prall made it clear that lax practices, particularly as they relate to activities of the Broadcast Division, will not be tolerated and that all regulations will be strictly enforced. The effort, he asserted, will be to place the FCC, in all its departments, on an equal footing with such regulatory bodies as the Interstate Commerce Commission and the Federal Trade Commission.

Criticism aimed at the FCC and the predecessor Radio Commission in the handling of broadcasting matters, contributed to the decision to effect a reorganization. While no other changes in the personnel of the three divisions are contemplated at this time, it is highly probable that there will be deletions or shifts among members of the staff. The Legal Department may feel the brunt of this action. The Engineering Department, on the other hand, is considered well organized.

Rules to be Enforced

"RULES and regulations of the Broadcast Division," Chairman Prall declared Jan. 11, "will be strictly adhered to in the future. Stations which fail to observe the letter of these regulations will be penalized under the punitive provisions of the law, even to the extent of their removal from the air in cases of flagrant violations."

A letter shortly will go to all station license holders informing them that the regulations will be rigidly enforced in every particular. Experimental grants, involving temporary awards of increased power or frequency shifts, will be continued only upon proper showing that they are in fact experimental, and not regular grants made under the guise of temporary authorizations. Moreover, it was indicated that such items as special authorizations to broadcast beyond regular hours will be granted only in cases where the regulation requiring ten days notice is observed. Despite this ten-day clause, the majority of the stations here to have been restoring to eleventh-hour telegraphic requests for these authorizations — a practice which the newly organized Broadcast Division plans to break up.

Reorganization of the Broadcast Division was effected March 9, a day following Judge Sykes' resignation as chairman. Col. Brown, who left Washington March 5 on a trip to the Southwest and the Pacific coast, during which he will hold hearings on broadcasting applications, was notified of the change while in San Antonio, Texas. In the general meeting, however, the FCC adopted a resolution directing to Col. Brown the powers of a Broadcast Division examiner, to qualify him to hold the broadcast hearings and complete his trip. He is not due back to Washington until early in May.

Mr. Prall's appointment to the chairmanship is expected to bring about a closer relationship between the FCC with the White House and Congress. Highly regarded for his administrative ability and vast legislative experience, he will have more or less a free hand in the reorganization. A veteran of a President Roosevelt in the House, where he represented the Staten Island district of New York City, he joined the FCC as chairman of the Broadcast Division last January. He had been appointed to the old Radio Commission by President Roosevelt on Feb. 22, 1934, but had elected not to finish his term in Congress.

When the FCC took office last July, Hampton Gary, former Minister to Switzerland and a native Texan, was named to serve for one year with the understanding that he would resign the post if Mr. Prall became eligible to serve with the convening of the new Congress. (A constitutional provision specifies that one FCC member may serve on an agency created by a session of which he is a member until that Congress expires.)

Judge Sykes, who takes over the chairmanship of the Broadcast Division, finds himself in the same position that he occupied before the creation of the FCC last July. He had been chairman of the old Radio Commission for more than a year, and had been one of its members since the original agency was created in 1927. A Mississippi Democrat and a former member of the Supreme Court of that state, he is mentioned for a federal judgeship if such a vacancy occurs. Pending legislation for the creation of an additional judgeship on the U. S. Court of Appeals for the District of Columbia, if adopted, would open such a place, and Judge Sykes has been strongly recommended to the White House for this Portfolio.

Task of Reorganization

THE ARDUOUS task of organizing the FCC, upon its creation last July, fell on Judge Sykes. Assignments of the various members, including Mr. Prall as one of the two "carryover" members, he found it necessary to sit as a member of all three of the FCC divisions as well as direct the
Acquisition by Hearst Of Los Angeles Stations Is Sustained on Appeal

PURCHASE by the Hearst interests of the KLOS and KELW, Burbank, Cal., 500-watt time-sharing stations on the Pacific Coast which were a part of the case decided by the U. S. Court of Appeals of the District of Columbia on March 11 when the court sustained the decision of the Federal Communications Commission authorizing the transaction. Unless an appeal to the U. S. Supreme Court is attempted, the acquisition will be consummated. The two stations will become final in 15 days.

The principal reason for the improved comparative showing was the listing of local broadcast advertising which stood at a level of 27.7% in December, compared to a 16.6% gain during December.

In the national non-network field, live talent programs continued to show stronger exhibition in the last eight or nine months. Volume of this type of program was 46.5% greater than during the same period of 1934. Total transcription volume was 2.1% under January 1934, while announcement business was 12.7% greater. All of this showed slight gains in the local advertising.

Marked Retail Gains

THE MOST marked gain of the month occurred in the retail broadcast business. The December-January decline was less than usual, being only 4.0% as compared with 13.5% in 1934. Total December-January decline was greater in January than during the same month of the preceding year. For the first time, however, the December-January decline was approximately double that of last January. Other important retail gains as compared with the December of 1934, were made in the following categories: Gasoline stations, garages etc., 150%: clothing and apparel stores, 44.6%; beverage retailers, 60%; drug stores, 65%; and radio retailers, 77%.

Several improvements have been made in the annual NAB convention which begins with the January issue. Ratio charts have supplanted the arithmetic charts previously used, thus providing a clearer picture of the relative increase and decrease of items from month to month.

National network data have been modified to eliminate the inclusion of Mutual Broadcasting System figures. This has been done in an attempt to make the series more closely corresponds to the common usage of the term "national" in modern speech, thus eliminating the term "regional". Improvements also have been made in terminology by the elimination of terms such as "Kings" and "Kings" and the announcement and national non-network classifications, while the sample of contributing stations has been materially increased.

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Broadcast Receipts Expand 20% Over Volume Last Year

BROADCAST advertising in January continued to show the gains experienced in recent months. Gross time sales during the month, July 1, to June 30, 1935, of the Association of Broadcasters, totaled $7,387,825 and were 19.8% greater than during the same month of 1934. The December volume was compared to a 16.6% gain during December.

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New Census Shows 21,455,799 Radio Homes

BY GILBERT CANT

Seven Out of Ten Homes Have Sets, Survey for CBS Shows; Number of Listeners Is Estimated at 71 Million

COMBINING new data obtained from 125,000 personal interviews, with all earlier data on radio set ownership and distribution, CBS on March 4 published a report showing there were 21,455,799 homes in the United States equipped with radios on Jan. 1, 1935, or 64.9% of all the homes in the country.

In addition, there were 2,256,770 homes with two or more sets and 1,800,000 automobiles making a grand total of 25,551,569 sets.

Cutting the U. S. Census Bureau's estimate of 4.1 persons per family down to 3.3 listeners per home to include only those 10 years of age or older, it is estimated that there are 70,894,157 radio listeners in the United States out of a 126,425,000 population.

The new census report comes exactly five years after the government's census of radio homes taken as part of the 1930 census of population. Like the federal census reports, which were broken down not only by states but by counties and cities in each state, the new CBS report will shortly be supplemented with mimeographed sheets containing this additional data. These will soon be available upon request from the CBS market research department.

Upward Changes

THE 1935 census reveals that marked upward revision also have been made in all the categories into which set ownership is divided. The most striking increase is recorded in the classification about which least has been known—people who had radios when the 1930 census was taken but who were not so reported by the U. S. Census Bureau.

From this group alone, 2,450,000 radio homes never previously counted have been added to the previously accepted total of slightly more than 19,000,000 at the end of 1933. The government's 1930 census showed 12,048,762 homes with radio, or 40.3%.

Various attempts have been made in the last four years to fill the gaps in the radio statistics gathered by the census takers, but it has never been claimed that the count was by any means complete. Definite proof that the census figures, even with corrections made for new set sales, were still totally inadequate came to the attention of broadcasters and advertisers in curious ways.

The CBS publication, titled Lost and Found, quotes the example of a small Middle Western community who made up a mailing list from his radio returns, and found that more families in a nearby county had heard and responded to his radio program than there were radio homes, supposed to have been counted. Other dealers in other communities, broadcasting stations, and research organizations had similar experiences. They found that there were 19% more radio homes than had ever been claimed even by optimists.

An Explanation

TWO THEORIES are advanced by CBS to explain this disparity, with the suggestion that the true explanation is probably a combination of both theories:

1. That census takers were told "we have no radio set" in 1930 because the taxation of receivers was being discussed then (the North Carolina Legislature even had passed a measure providing for such taxation). Many owners did not want to put themselves on record, fearing a tax on radios such as foreign countries impose.

2. That when set-sales figures have been broken down into new sales and replacements, the proportion estimated for the latter has been too high. In 1932 the proportion was estimated by CBS and McGraw-Hill at 50-50; in 1933, they put it at 63% replacements and 37% new radio homes, and in 1934 it was 68.1% and 31.9%.

A factor which is not brought out in the publication, but which many dealers point to as having great importance, is the disposition of old sets by purchasers of "replacements." By no means all of the former sets are taken in trade, sold to second-hand set dealers or junked. Many of them are given to other members of the family not living in the same house, who have not previously owned a set. The purchase which appears to the dealer as a "replacement," or might be marked off as an addition to the radio homes of two or more sets, actually adds one more to the total of radio-equipped homes.

To gather the sufficiently representative

(Continued on page 47)
AAA Upholds Commissions; Condemns Rebates as Illegal

Present Formula Should Stand Until a Better Method Is Found, Reply to Haase Report Says

STUNG by the ever-mounting barrage of criticism directed at the advertising agency commission system, in which it was held that the commission system of compensation is breaking down and that a new system will have to be devised, Mr. Benson, president of the American Association of Advertising Agencies, has called for consideration of the controversy by the national agencies and media. The opinion was expressed Nov. 18 in a report titled Analysis and Criticism of the AAAA study, popularly known as the Haase report.

The latter study, which was made by Mr. Benson as a "time-tested institution," in the spirit of having "worked" in advertising as one who has never done. "But there is nothing which or sacrosanct about it," he adds. Like any other commercial practice, it is always subject to such revision as changing conditions may require.

The AAAA answer opens with a recitation of the six formal conclusions reached in the Haase study. These were:
1. The advertising agency is the agent of the advertiser only.
2. It is the advertiser and not the publisher who actually pays the agency commission.
3. Agencies themselves and not publishers fix the rate of agency compensation.
4. Major fault of the "discount" system is its seeming rigidity; does not permit of agency compensation being adjusted to needs of individual agency or advertiser.
5. "Discount" system has been used in actual business practice.
6. Advertiser is free to make any terms he wishes with advertising agencies and may relate commissions if they like.

The report then goes into a catalogue of refutation of all these conclusions, making criticisms and suggestions. Practically all of the "evidence" cited by the Haase study is questioned, with much of the interpretations derived from the ANA survey held to be "fallacious".

About Rebates

ON THE SUBJECT of rebating, the AAAA answer contends that the Haase study shows nothing intolerable about either the amount of the charges or degree of rebating or, in fact, whether any exists. That portion of the AAAA study dealing with consumer media which are commissionable to agencies, such as newspapers, magazines, radio, outdoor and farm papers, all at national rates, shows how many advertisers are billed at card rates, how many at a fixed percentage on net or gross billings, how many on a fee basis— the speculative basis being negligible, says the AAAA answer.

"But none of these figures," the AAAA states, "indicate what percentage is added to the net or gross rate, and the same thing is as impossible to tell to what extent there is any rebating."

"Covering all five major consumer media, the fee basis averages less than 4% of reporting advertisers; the percentage basis less than 11% and the card rate or better basis over 85%. Even if we were to assume the highly improbable contingency that all the fees and likewise all the percentage charges on total net or gross amount to less than card rates, the table would show less than 11% of rebating. By any possibility receiving a rebate, however slight. It might be much nearer 10%, if the factors were different." After analyzing the ANA findings on this score, the answer holds that actually there is "vastly less rebating now than there was 20 years ago. Many of the rebating agencies have gone out of business and clients have not paid because, advertisers have changed to full rate service, as agency records would substantiate."

The Conclusions

CONCLUSIONS contained in the AAAA answer, based on its comprehensive analysis, are given as follows:
1. The "general dissatisfaction" on the part of advertisers, claimed by the Haase report, is not substantiated by the facts. The agencies, on the other hand, would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
2. The "general dissatisfaction" is a minor complaint, and is not substantiated by the facts. The agencies, on the other hand, would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
3. The advertising agency is not, in effect, the agent of the advertiser. The report states that it is the agent of the advertiser, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
4. "Discount" system has been used in actual business practice. The report states that it has not been used, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
5. Advertiser is free to make any terms he wishes with advertising agencies and may relate commissions if they like. The report states that the advertiser is not free to make any terms he wishes, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
6. Agencies themselves and not publishers fix the rate of agency compensation. The report states that publishers fix the rate, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
7. Major fault of the "discount" system is its seeming rigidity; does not permit of agency compensation being adjusted to needs of individual agency or advertiser. The report states that this is not a major fault, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
8. "Discount" system has been used in actual business practice. The report states that it has not been used, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
9. Advertiser is free to make any terms he wishes with advertising agencies and may relate commissions if they like. The report states that the advertiser is not free to make any terms he wishes, but the agencies do not accept this view. The agencies would agree that dissatisfaction is prevalent, but they do not accept the Haase report as showing a general dissatisfaction with the system.
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JUNE 9-12 have been fixed as the dates for the 1935 annual convention of the Advertising Federation of America to be held in Chicago.

From the New Yorker.

"Tarnation damn! It's them that Yancey Boys from WABC!"
Trimming the Rough Edges Off Commercial Claims Urged To Temper Criticism and Bring Better Results

The radio diet served the American listener is a luxurious one, but a few refinements are in order, says Mr. Gannon, who, besides his agency post, is chairman of the National Radio Council of the AAAA. Although annoyed at the crudity of some commercial announcements, he recognizes the rapid progress of broadcasting that creative minds have made possible. Going right to the heart of the question, he lays down a formula which he believes will remove much that may be objectionable to the discriminating auditor, yet will prove even more effective as an advertising medium.

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A Notable Record

That room for complaint exists is certain. That complaint thus far bears the hallmark of self-interest and unconstructiveness is equally certain. In the present abbreviated recital of broadcasting's headway and a little consideration of the criticisms leveled at it is to be provided, this habit of bearing and caution and advertisers have shown courage by their support of improved methods. The behooves of better programs have been the national advertising agencies, out of which have come both the conception and the execution of most grade A programs. Research has begun to lay its steady hand upon radio science.

Critics of Radio

The fabric of radio is well knit, but there are seams, and some of them are not to be covered by Broadcasting's sins, however, are not those charged by its professional critics. Let us see who are parties to the indictments.

One group is a handful of educators who charge that radio in its present state is restrictive of cultural programs and that more time should be allocated to educational and religious institutions. Foremost in this is Mr. Gannon. He is a few men who are seeking wave lengths for themselves, and whose charges therefore have at least the complexion of selfish interest. This subgroup has kept a fairly active lobby in Washington. It has circulated quantities of rambling criticism to legislators, colleges, newspapers, and so forth, and it has probably been the fusil action behind the current Federal investigation of radio.

The next complainant, who also has a personal stake, is the American Academy of Political and Social Science which has served with fine equity our political welfare. It has laboriously searched to ascertain and meet public taste. It has achieved super mechanical power and quality. There is glory in this record, and it is the common share of many minds. The station and network executives have fashioned sensible principles of broadcasting, but they have not been flexible enough to stand the shocks of high speed; the engineers have met great challenges; the Government has shown wisdom and пон- treason and caution; and advertisers have shown courage by their support of improved methods. The behooves of better programs have been the national advertising agencies, out of which have come both the conception and the execution of most grade A programs. Research has begun to lay its steady hand upon radio science.

Nationally Programmed

If we turn to the larger phenomenon of radio, the picture looks even more favorable. The steps by which radio has reached the point where it can nationalize its commercial medium are still being made, but they are no less essential. The first step is the willing cooperation of the networks, which is already being given. The second: the creation of central programming agencies, which is being done in some areas. The third: the development of a national network organization, which is also in progress.

The American Radio Manufacturers Association, the National Broadcasting Company, and the Columbia Broadcasting System have all played a role in this development. The former is responsible for the establishment of the Columbia Broadcasting System, which is now the dominant force in radio programming. The National Broadcasting Company, on the other hand, has been more active in the development of local networks.

In conclusion, it can be said that radio is on the threshold of a new era of excellence. It is now ready to take its place as a major force in American life and culture. The future belongs to those who seize the opportunity to build a better radio.
Joint Radio - Educational Plan To Be Tested Soon in Chicago

Cooperative Venture Conceived by Allen Miller Of Chicago University to Have Endowment

Mr. Miller

THE LONG-STANDING controversy between broadcasting and educational groups appeared to be approaching a solution during the last week as definite plans for a cooperative radio-educational venture were evolved. The funds to be raised from philanthropic groups along with contributions from both schools and stations, began to take form.

As a result of these conversations, first broached by Allen Miller, director of radio of the University of Chicago, it is likely that four major Chicago stations and four large universities will test the plan that has had radio and education working closely. The funds that would prove successful, similar projects will be undertaken in other parts of the country.

This broad plan calls for the pooling of local or regional radio and educational interests, with funds to be raised from philanthropic groups and from stations which would contribute time based on card rates. The contribution of the funds would be based on certain factors, such as the size of the station, and the type of programs it undertakes. In no phase of the project is the use of other than commercial stations proposed.

Favorably Received

DURING the last fortnight Mr. Miller has conferred with officials of the FCC, with U. S. Commissioner of Education John T. Studebaker, and with the NAB and the networks. In behalf of the broadcasting industry, Philip C. Loucks, NAB managing director, has indicated his approval of the basic plan as one that should achieve amicable solution of the educational radio problems. Both Commissioner Prall, as chairman of the FCC and Judge H. O. Tyson, have told Mr. Miller that the plan appears to be worthy.

In New York, Mr. Miller conferred with M. H. Aylesworth, NBC president; Franklin Dunham, NBC educational director; Frederick C. Willis, assistant to the president of CBS; Levering Tyson,-secretary-director of the National Advisory Council on Radio in Education, and E. H. Stone, chairman of the Board of Education, in addition to several other educational forces. The cooperation of these educational leaders was important to the success of the plan. By the time the plan was ready for presentation, the media had been broached to leaders in the fields of both education and radio to obtain their approval. The favorable response of those educational leaders is noteworthy, as is the response of the stations. Substantial agreement has been procured for the Chicago experiment.

Availability of Funds

A SUBSTANTIAL endowment, sufficient to carry on the Chicago experiment for several years, is practically assured, it is understood. Presumably the preliminary results of the tests in Chicago will be made available to the national conference on radio education to be called later this year by the FCC.

which promised such a general meeting in its report to Congress last January relating to the so-called "25 per cent" hearings in connection with proposals for class allocations.

The plan was drafted by Mr. Miller in collaboration with his associates at the University of Chicago, and now has the implied approval of all those who have been consulted. Mr. Miller, who returned to Chicago last week, had a series of conferences in the East, had reduced the plan to writing, and it is abstracted briefly in the following paragraphs.

Holding Interest

AFTER reviewing the problem of educational broadcasting, Mr. Miller said the solution is to establish machinery for the production of educational programs and training of local staffs in interest-holding qualities as well as educational standards. This can be done only in local areas, where close guidance and supervision of programs is possible. "This means locally that there must be pooling of interests and, nationally, that the good programs of the future will be developed in well organized local regions," he asserted.

To illustrate the workings of his proposal, Mr. Miller set up a theoretical arrangement for Chicago, which has many educational institutions, several stations of high power and a dense population. The four major universities are Chicago, Northwestern, De Paul and Loyola. There are a half dozen stations with power in excess of 20,000 watts.

One institution alone, he said, is unable to finance an adequate program, and also has too few faculty members with radio ability sufficient to maintain adequate and diversified programs.

Mr. Miller's plan, in the Chicago case, would provide for a central "University Broadcasting Council" to coordinate the interests of several schools and stations. It would supervise, construct, and schedule programs for certain cooperative schools and stations, experiment with and develop programs, and conduct research in education by radio. Stations and schools would be on the board of directors, with financial responsibility being that of distributing programs originated on the several campuses among the several stations.

Would Rent Lines

THE PHYSICAL equipment of the council would consist of a central studio, connected by broadcast lines with studios on the several campuses. The studio line would be as separate as that of each of the participating stations. Thereby each station would be able to carry regular and special programs from each of the universities. Offices for the supervising and clerical staff would be in the center.

"The budget needed annually," said Mr. Miller, "is estimated at $25,500 for the year. "This comes from philanthropic organizations or individuals, in addition to $10,000 for the costs of initial installation. Additional money is to be raised from the educational institutions and stations in the Chicago area. The division of financial responsibility shall be (1) for the stations, that of commercial rates for time; salaries are considered. mean indices of station wealth, power and audience; (2) for the schools, that of tuition fees which are considered and provided for in the wealth, power and reputation, and quality of potential programs.

The number of stations make direct annual expenditures ranging from $2,500 to $4,500 for rental of lines to one or more universities. The stations welcome university programs. (Continued on page 49)

DOROTHY DEAN

The program clicked. Those 18 periods were so highly satisfactory to the sponsor that the daily periods were continued and are still on the air.

But here's the sad part of the story as far as KFJZ is concerned. Dorothy Dean continued to do such an outstanding job for her clients that the client offered her a full-time job and hired her away from KFJZ. The station still gets the business, but Dorothy Dean is now director of public relations for the station. She continues her intimate radio talks to women and doubles in brass by talking to civic groups, parent teacher associations, and handles various types of promotion. She even gets many requests for personal advice from her listener public. And if you once meet the

charming Dorothy Dean you'll find her listeners always get cordial and intelligent replies.

Dorothy Dean says there are three necessary points to accomplish in conducting a successful retail store broadcast: Sell the store on the effectiveness of radio; sell the right station; have proper personality in charge of the program.

Appeal of the Voice

TO SELL, the effect of radio's a job of salesmanship, she says. Her basic arguments are: The voice is the most powerful influence on people. Miss Dean leans to small, low-power stations, although she qualifies her preference with a statement that the available appropriation has much to do with the matter. To Dorothy Dean the program is the all important thing. She says power, chain affiliation and publicity are little without the program. For over six years Dorothy Dean has conducted daily department store programs from 15 to 30 minutes in length and she still has her listener audience. In fact, her career is improving in volume, since we has a larger audience now than before.

if you're passing through Fort Worth, you'll want to look up the charming Dorothy Dean, don't look for her in the telephone directory. Look up the number of the station. But to Fort Worth she's Dorothy Dean, the dean of women in radio.
Food and Drug Legislation a Toss-up

Has 50-50 Chance With Congestion in Congress' Docket
And Mounting Opposition From Many Quarters

A Tenth of Congress is present during the early summer of 1935, as a pending bill which would have as a principle provision that the Food and Drug Administration is an independent Federal body and bill (S. 5) is now given only a 50-50 chance of enactment at the current session.

The view of seasoned observers at the hearings on the Copeland-Tuggill bill, held by Senate Commerce subcommittee during the last Congress, was unanimous in their opposition, representatives of affected industries offered many amendments and, on the whole, were passively against.

Some were openly antagonistic, including Chairman Ewin L. Davis, of the Federal Trade Commission, who opposed usurpation by the Department of Agriculture of that body's authority over false and misleading advertising, and warned the House Agriculture Committee against radio, and offered a series of amendments to the advertising provisions. The Association of National Advertisers and the American Newspaper Publishers Association offered far-reaching amendments, while the Advertising Industry Federation likewise pressed its support of the measure.

The American Association of Advertising Agency with the bill, except for suggested amendments relating to advertising.

Legislative Jam

Advertising media appeared to be a unit in supporting the Trade Commission view that authority over the advertising of foods, drugs and cosmetics should not be vested by the Department of Agriculture, but should be retained by the Trade Commission. Judge Cope and the committee offered a few simple amendments to the Trade Commission Act, broadening its authority, could not be seen as the Cope-land measure and more effectively, economically and efficiently.

In view of the jammed docket in Congress, it was rather generally agreed that unless President Roosevelt steps in with a message to the Senate urging passage of the Copeland bill, the body will pass that bill during this session.

There have been intimations that the President will follow such a course if urged by Senator Copeland (D. N.Y.). This would follow the procedure of last year, although two separate drafts failed to pass.

Should the bill pass the Senate, there is extreme doubt about its getting through the House. However, if there is little or no interest in the bill, Copeland's bill, as well as a pending bill, are pending legislation for the regulation of food, drugs and cosmetics. The Copeland bill (S. 5) is now given only a 50-50 chance of enactment at the current session.

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Continuance of ABC Uncertain; Network Is Confined to East

Arde Bulova Says Present Plan Is to Operate Only
On Seaboard; Mr. Storer Retreats as Manager

WHETHER the American Broad-
casting Co. and its accompanying
businesses altogether was being debated by
officials of the network as Broad-
casting went to press March 15. Conflicting reports were being given
since the proposal after the network had
dropped 13 stations constituting its
western and southern ranks on Jan. 1
were to go under a new setup providing service
to only 10 stations in nine markets as a
result of a network realignment.

With curtailing of the network, George B. Storer, founder and
guiding spirit of the project since its inception last fall, announced
his resignation as general manager.

He remains as president, however, and is retaining his finan-
cial interest.

A losing proposition since it was inaugurated, it is understood that one group of the ABC board
wants the cessation of network operations altogether. Good outlets in
major markets are lacking, it was pointed out, and they felt it was
sensible to cut the network to a network of that nature has
proved difficult.

Contacted on March 12, Arde Bulova, new link watch
and part owner of WNEW, ABC key station, who recently ac-
quired WJZ, New York, the controlling interest in ABC, declared his
present intention was to continue operation of the eastern
mountain stations. He, however, had no comment to make.

With deletion of the Western and Southern stations, it is understood that the remaining
will be moved from 711 Fifth Ave., for-
merly occupied by NBC, to the
WNEW quarters at 501 Fifth Ave.,
after a month in the former build-

Storer to Detroit

ECONOMIC factors, coupled with the deletion of stations, caused Storer to return to Detroit to resume active
charge of his business interests there. The latter statement was made by Mr. Storer, opens CKLW, Detroit-Winds-

New, as well as Tubeweld Inc., a steel manufacturing company in that city. He announced March 4 that
because of the serious illness of an executive of the latter firm, it had become necessary for him to return to Detroit and take active
charge of the business.

Although not officially an-
ounced, it is understood that the
decision to delete the Western and
Southern stations was reached be-
cause it was decided a network comprising
the 10 stations and those in the populous centers of the East is not economically feasible.

As a result, the nine markets remaining on the chain
was made public.

Stations not constituting the network are WNEW, New York,
key; WHDH and WMEX, Boston, alternates; WPFO, Providence; WIDD, Philadelphia; WCBS, New York; WOL, Washington, and WDEL,
Wilmington. Night rates for the full network are quoted at $280 per hour, $562.50 per half hour and $351.50 per quarter hour. Day rates
were quoted at $470 per hour.

$281.25 per half hour and $175.75 per

Stations deleted from the net-
work as of March 6 were WERR, Buffalo; KQW, Pittsburgh; WL, St.

ton; WBNJ, Atlantic City; WJ

WJW, Akron; WCOL, Columbus; WFBE, Cincinnati; WJBK, Detroit;

WBBM, Chicago; WBFB, Rock Island, Ill.; WMBR, Memphis, and KARK, Little

Rock.

Personnel details were not completely available, but it was indicated that the WNEW executive
staff would fill in most of the spots. Charles Stark, sales manager of WNEW, has taken over the exec-
utive sales duties for ABC.

American Broadcasting System, predecessor of ABC, was inaug-
urated Oct. 14 with 21 stations in 18 cities. It was later organ-
anized, at which time WMCA, New York, key station, returned to its original management under
Donald Stotz. Discovery and WNEW became the key outlet under a pro-
gram arrangement. Most of the executive staff, with the exception
of Mr. Storer, then was released. It was at that time that Mr. Bulova
joined the project.

McAadoo’s Radio Plan

CREATION of a new Committee on Avionics and Radio in the Sen-
ate, with 15 members, was pro-
nounced at a meeting offered March 12 by Senator McAadoo (D.), of
California. The resolution was
referred to the Rules Committee for
consideration. Senator McAadoo, who is president of the National
Aeronautical Association, said he
thought that these two new arts of
transportation and communications
should be given special considera-
tion by a separate committee rather than be secondary to other
matters on other committees. He said that he was not particularly
concerned with broadcasting as
a matter of interest, but he would have the proposed committee handle
communications insofar as it
relates to aviation as a safety of
life factor.

Selling Good Eggs

THE first three programs of
Poultymen’s Cooperative Asso-
ciation of Southern Cali-
ifornia, Los Angeles, do not mention the name of the
program. These it is urged to write to their nearest
grocer and join the Good Egg Club. The Association, in an effort to
attract new members, recently
started a 15-minute pro-
gram three weekly on KFWF Hollywood. A discount is handled direct. Club
members may obtain prizes by sending in the tops of egg boxes to contain eggs to the

ers to name the program was started March 1.

Leading Agencies

RATED by Total of

Network Business

Blackett-Sample-Hummert 1st,
Leading J. Walter Thompson

BY THE slight margin of about $3,000, Blackett-Sample-Hummert Inc., nosed out J. Walter Thomp-

son Co. to head the list of ad-
vertising agencies doing business on the NBC and CBS networks in 1934. The lead-
er’s total amounted to $4,104,412, or $986,174 more than the second ranking agency.

More than a million dollars be-
low these two is Lord and Thomas,
which placed third place in 1934.
The fall in network business placed by this agency attributable to the cessation of the American To-

barco Co. campaigns for Lucky Strike cigarettes. Two agencies which improved their rankings are

Benton and Bowles Inc., which jumped from ninth to fourth, and

William Esty & Co., Inc., which

ranks 13th instead of 51st as in 1933.

Of the 15 leading agencies, 13 are carried over from the first 15 of 1933; the newcomer, in addition to

Blackett-Sample-Hummert, is R. C. Ryan Inc.—up from 21st place to


The total of $28,744,084 placed by the top 15 with the two nation-
wide networks represents an in-
crease of 38.9% over the volume
placed by the same agencies in
the previous year.

Accounts now on the air which help to make up the large billing for Blackett-Sample-Hummert are:


Boyle Co.; Kolyos Sales Co.;

Moshaw Carpet Mills Inc.; Sterling Products Inc., for Phillips Dental

Mfg. Co.; S. M. C. & Co.;

Stewart-Warner Corp., and Wyeth

Chemical Co. On NBC they have General Mills Inc.; Procter and Gamble Inc.;

Foster & McClean; and

Folger Co.; American Home Prod-

cts Co.; Sterling Products Inc. J.
J. C. Penney Co. places accounts

on NBC for Andrew Jergens Co.; Kraft-Phenix Cheese Corp.; L e v e r Brothers; Am-

nual Life Insurance Co.; Langen-
dorf United Bakeries Inc.; Shell

Co., and Swift & Co. On CBS they have dream of West General Cigar Co.; Libby, McNeill & Libby; Shell;

Other Placements

LORD & Thomas places with NBC business for Negroes Social Service Co.; RCA Radiotron and RCA-Victor Co.;

Armour & Co.; Kleenex; Lu-

xor, Ltd., and Pepsodent.

Two agencies represent the NBC advertising for General Food Inc., and Colgate-Palmolive-
Peet Co.

Erwin, Wasey & Co. has on CBS the Hecker H-O Company; Mack-

fadden Publications Inc.; Wasey

& Co.; and NBC. An office of the same agency has the Carnation Co., Hoover Co. and

Ro-Silk Hosery Mills.

The 15 leading agencies, in

volume of business placed on CBS are: Blackett-Sample-Hummert Inc.; Wasey & Rubicam Inc.; Newell Emmett


Thompson Co.; Frances

Hooper Adv. Agency; Stack Goble

Adv. Agency; Lennen Mitchell


The 15 leading agencies on NBC accounts are: J. Walter Thompson Co.; Lord & Thomas; Benton &

Battmann Inc.; Blackett-Sample-Hummert Inc.; McCann-Erickson Inc.; Rutherford & Ryan Inc.; N. W.

Ayer & Son Inc.; Erwin, Wasey &

Co.; and Goble Adv. Agency; Roche, Williams & Cun-

nyzham; Campbell - Ewald Co. Inc.; Starks & Law Warwick & Cecil Inc.; Blackman & Lennen Inc.

Pacific Account

MYRNOL; Products Co., Los Angeles (Myrnol Drug Co.) on March 1 started sponsorship of the

noontime daily news broadcast on KFWF Hollywood, the account handled by the Mayers Co., Los

Angeles. It is the first radio effort of the organization and the company says it will be continued to other West Coast stations.

G. A. COCK, with the British Broadcasting Co., since 1925 and recently outside broadcast director, has been named director of television
for BBC.

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www.americanradiohistory.com
Refined Notes That Sell Raw Products

Armco Music Rides the Upward Curve of Radio Popularity
And Sponsor's Sales Volume and Prestige Are Enhanced

By H. V. MERCER
American Rolling Mill Co.

1E HAD just finished his turn. His face and hands were grimy and his eyebrows were so thick that, judging from the way he knew that he worked in the mill, he is one of the many boys not one of the few boys who selected Armco as a good company to work for. Why do they come to Armco? That question usually is answered most readily by the young men good to hose in the advertising department, but this story isn’t to prove that advertising brings good men to Armco.

This young man, however, asked as an interesting question: “I haven’t been an iron and steel man very long,” he said, “but considering the product we make, I can’t understand how radio advertising is so successful. After all, it’s a matter of fact, there are a lot of people who ask the same question. They think only of the sheets and plates of Armco, of course, and not of the thousands of products made by our customers from Armco products. I suppose they think how helpful it is to the Armco salesmen to have their customers and prospects continually interested in Armco activities. People just naturally like to do business with an outstanding company.”

Building Prestige

Armco’s advertising isn’t designed to sell directly the products of our mills. That, strictly speaking, is the salesman’s job. Once you stop to consider what really happens when you buy certain things, you can readily understand why Armco’s radio programs are building prestige for everything Armco makes the way they do.

Radio programs must entertain, because that is the primary purpose of radio advertising. But they are also striving to leave a very definite impression of quality and confidence with the listener. Letters frequently receive the compliments: “Your radio is so fine that I am sure your product is good.”

The one-minute sales talk at the end of each radio program is designed to generate two impressions: First, that anything made of Armco sheets is a better product; second, that Armco makes a special grade of metal for every conceivable use.

Armco blazed a new trail in the advertising world in 1914 when there appeared a double-page spread in the Saturday Evening Post advertising a new kind of pig iron—Armco. Armco Irons...

Value of Radio

THE CHART shows that radio advertising really got under way in 1928, and it is interesting to look back and see that Armco early sensed the value of radio advertising. For we started in 1928. We picked up radio just when it started to “zoom.” The depression brought certain retrenchments in our advertising and radio was given the entire responsibility for keeping Armco’s name, products and succeeding in the front of the public.

Armco has ridden the upward curve of radio popularity with a program that has been distinguishing itself, and the Band is considered by many the finest concert band on the air today, while the Ironmaster’s friendly chats are increasingly popular with the great radio audience.

We believe the Armco Iron Band is doing a most creditable job of building wide recognition for Armco and Armco products. The ideal advertising combination for Armco is undoubtedly radio and national magazines. We are continually keeping an ear to the ground and we look forward to future spread of Armco with the kind of advertising and publicity that will continue to build Armco’s name in the public’s mind.

Ten guest conductors were presented on the March 10 Armco broadcast, arrangements having been made at the recent American Bandmasters’ Association convention at Cincinnati. The program is keyed from WLW, Cincinnati.

Dr. Brinkley Now Active Over Station in Mexico

AFTER desultory efforts to come back via midwestern stations, including a special hookup and other programs, by John R. Brinkley, the former Kansas and Mexican medico-broadcaster, is reported to have resumed advertising his Del Rio, Texas, hospital over XEAW, Reynosa, Mexico. The station operates with 25,000 watts on 960 kc.

Carrying clear channel on which KFY, Wiborg, is operating, Brinkley is reported to be going on the air himself for DX reception between 11 and 1 AM...

Curtiss Candy Co. Widens Its Market By Spot Campaign

TO INCREASE the consumption of candy by teaching housewives to consider it a staple food instead of a luxury, the Curtiss Candy Co., Chicago, is sponsoring an extensive radio campaign in Kansas City. Special six-bar boxes for two of its leading candy bars, Baby Ruth and Butterfinger, were registered. When these stations are used, each broadcasting from one to 25 announcements daily, usually in connection with time signals, weather reports or station breaks.

The central theme of the campaign was summed up by Otto Schnering, president of the Curtiss Candy Co., in the following statement, which is also carried by all of the company’s sales literature and letterheads: “Baby Ruth and Butterfinger and other similar candy products are food in its most palatable form—as such they possess a potential value not limited only by the food-consuming capacity of all the people.”

Widening the Market

“IN OUR RADIO broadcasts,” Mr. Schnering stated, “we tell our listeners new and interesting ways to enjoy radio, with the thought of securing consumer recognition of candy as a wholesome, nourishing food, so as to broaden candy consumption and developing new uses for our goods.”

To tie in with the radio campaign at the point of sale, the company is introducing a new six-bar “Curtiss Radio Home Box,” which makes it easy for people to buy candy bars for home or office consumption. With each box is packed a counter card with the words: “As advertised on the air.”

“Many candy bars are bought on impulse, in the moment of decision,” Irving M. Tuteur, vice-president of the McJunkin Advertising Co., agency in charge of the campaign, stated. “The major purpose of this campaign is to get people into the habit of taking candy bars home and using them to make desserts and in other unusual ways, a number of which are described on the cover of the Radio Home Box.”

Why Radio Is Used

MR. TUTEUR said that the choice of radio for this advertising campaign was due to its overwhelming popularity with housewives, salesmen and retail candy dealers. “Radio is not only the most receptive to the power of radio,” he said, “and the salesmen’s calls just before the programs went on the air enabled us to unusually large orders.”

“The first announcements were broadcast over a few stations in December, and the campaign started it in January and the list completed in February, and the contracts are to run for a year. We expect it to go to a point where results although all reports have been encouraging.”
Kobak Says Radio Helps Other Media
Circulation Data on Equality With Others, He DECLARES

QUOTING Adam and Eve as the first experimenters with ear ap- peal, Mr. Kobak, vice-president and chairman of the board of the AFA, reviewed the field of broadcasting as an advertising medium March 12 before the Advertising Club of Cincinnati.

Mr. Kobak reiterated the belief that radio does not replace other advertising, but that it enables a new and more effective advertising—a point he made as the introduction of photographic illus- tration or color plates. Broadcasting advertising has increased confidence and reduced fear, and has done its share toward return- ing the public to radio stations. It has a faster rate than would have been possible before, said Mr. Kobak.

Aids Other Media
HE MAINTAINED that broadcast advertising has new accounts for other advertising media by developing the new advertising medium. Some examples quoted were Lady Esther Face Powder, Kraft Miracle Whip Salad Dress- ing, Mayonnaise, and Tasteyeast. Speaking from his past experience in other advertising media, Mr. Kobak stressed the importance of cooperation and support, by all groups in the advertising business for the benefit of the whole. One of the most important contributions that radio has made to advertising generally, he said, has been the encouragement of more exact circulation measure- ments.

During the last five years program-checking in radio has thrown the light of truth on the membership of a well-known group of advertisers analyzing not merely the circulation of a medium but also the num- ber of families definitely reached with the advertising message. Sage and Kobak pointed out that radio now is equipped with facts and figures as exact as those available through the older advertise- ment media. In this connection he referred to the latest publica- tion of NBC, "National Audience and Airwaves," which gives base figures of potential radio circulation for the first time.

Since his entry into the broad- cast advertising field, Mr. Kobak has been particularly interested in the improvement of the broadcast advertising copy on the air. The institution of a continuity acceptance depart- ment by NBC is indicative, he said, of the positive action now being taken to regulate and improve radio advertising copy as regards good taste, simplicity, truth, free- dom from competitive disputes, etc.

The necessity for extreme care in preparing broadcast advertising copy is emphasized by the delicacy of Radio's mechanism, he said. Also, because of the immediacy with which a radio message reaches the public, the reaction to such an appeal is felt by the sponsor a short time after the broadcast. The fact that a radio advertisement is not a program, but that no listener stays tuned-in to a program unless it meets with his approval, has not only forced ad- vertisers to consider the tastes and preferences of customers and poten- tial customers, but also has re- emphasized importance of good writing staff (also at table)

Radio circulation being concen- trated in homes where the stand- ard of living is at least sufficient- ly high to permit the ownership and operation of a radio set, has made it possible for radio advertise- ments to reach a proportion of consuming families able to buy and maintain payments on their purchase, said Mr. Kobak.

Still another important angle of broadcast advertising, according to Mr. Kobak, is its dealer accept- ance. Recent surveys have indi- cated that the dealer is actively conscious of the effectiveness of radio in influencing purchasers. This dealer consciousness of radio, he said, can benefit the entire ad- vertising campaign of a broadcast advertiser, since it makes the problem of educating the dealer much simpler and by enlisting his support, adds to the effectiveness of the national advertising.

A TAX of not more than 5% on radio and newspaper advertising, collectable by the media, is being considered by the Quebec Legisla- ture. The plan is to be used to raise $8,700,000 for the City of Montreal.

HEARTS PROMOTION
Program Ideas Are Supplied
By Stations in Rotation

HEARTS RADIO Inc. has put into effect a plan for mutual promotion of programs by the five Heart- owned stations—WBAI, Balti- more; WCAE, Pittsburgh; KYA, San Francisco; WISN, Milwaukee and WINS, New York.

Two periods each week on each station are allocated to a program idea that has proved successful on the schedules of another member of the Group. The first such broad- cast took place March 5 when except KYA offered a program enti- tled San Francisco Presents. In each case the programs are heard at 4 p.m. local time.

Other stations are supplying the program ideas in rotation. Since there is no wire link between the four outlets carrying these fea- tures, individual productions are arranged.

Don Lee WINS VERDICT

A VERDICT in favor of the Don Lee Broadcasting System and Rio Grande Oil Co., Los Angeles, was issued in Los Angeles Superior Court Feb. 13 by Judge L. D. Bur- troughs in the $200,000 libel action brought by Richard Cordona Jr. Cordona, a member of the Long Beach program group, had alleged that the oil company's Calling All Cars program on the network had identified him, under a fictitious name, as a "firebug", leading to his dismissal from the force. The defendants testified that Cordona, member of a well-known circus family, had been an inmate of the insane, and denied that they had sought to iden- tify him as a police character.

TED HUSING, CBS star sportscaster, is writing a book to be titled Ten Cars Before the Mike. It is now running serially in Cos- mopolitan Magazine.

BROADCASTING • March 15, 1935

Network In Texas Has 43 Sponsors
More Commercialized; Members Adopt New Name
FORTY-THREE 15 and 30-minute commercial programs a week are being carried on the Texas Quality Network, it was disclosed at the bi-annual meeting of the mem- ber stations in Dallas March 5. These programs, all using live tal- ents, are scheduled for 4 and 15 minutes. Several additional programs are scheduled to begin by April 1, and two advertisers have contracted for the service "if and when available" basis.

The network began operating on a full-time schedule Sept. 10, 1934. At present the group has determined that telephone lines would be necessary to do a quality job. Accordingly, a contract was signed with the Texas Ice Dealer's Exchange, Inc., for lines on an 18-hour a day basis.

New Name Adopted
AT THE MEETING it was de- cided to change the name from Texas Quality Network to Texas Quality Network. Plans were made to begin feeding sustaining programs to member stations, in ad- dition to the regular schedule of commercial presentations.

Present at the meeting were Hugh Halff, vice president and manager of KERR, Austin; Don Blanton; Ingham S. Roberts, man- ager of KPRC, Houston; Harold L. Finney, manager of WAGN, Dallas; and J. M. Moroney, vice presi- dent, Martin Campbell, general manager, and W. C. Ras- cranton, director of WABF, Fort Worth; J. M. Moroney, vice presi- dent, Martin Campbell, general manager, and W. C. Ras- cranton, director of WFAA, Dallas.

Among advertisers now using the Texas Quality Network are: Hicks Rubber Co., Waco, Tex. (tires), five 15-minute programs weekly.

Ideal Co., Waco (ideal built-in furniture and allied products), six 15- minute programs weekly.

Hyrail Distributing Co., Fort Worth, Tex. (tooth powder), seven 15-minute programs weekly.

Gebhardt Chili Co., San Antonio, Texas (chili products), one 15-minute and one dealer program.

Burrus Mill and Elevator Co., Fort Worth, Tex. (flour), six 15-minute programs weekly.


Greyhound Bus Co. (transporta- tion), one 15-minute program.

Lumberman's Association of Texas and Oklahoma (lumber and allied products), one 15-minute program.

Employer's Casualty Co., Dallas (insurance), one 15-minute program.

Dr. Pepper Co., Dallas (soft drinks), one 15-minute program.

The Back of the envelope (flour), six 15-minute programs.

The Southwestern Drug Co., Dallas (drugs). six 15-minute programs.

WFAA, Dallas (flour) and KCRP for the 15-minute programs weekly.

In addition to these regular presentations, an electrically trans- mitted program, The Ice Cold Show, has been announced for 11:30 a.m. each Monday morning.

The Ice Cold Show has been added to the schedule. Texas Ice Dealers are the sponsors.

UNITED DRUG CO., Boston (Rex- all, Puretest) will use some 200 stations this spring to advertise its "one-cent" sales, with Street & Finney Inc., New York, handling the account.
The Threat of Libel and Slander Laws

Unstates Are Checked, Says Mr. Bellows, Radio And Public Will Lose Many Valuable Features

By HENRY A. BELLOWS
Chairman, Legislative Committee, NAB

THE PAST two months have witnessed an unusual number of proposals in the legislatures of various states to extend the libel and slander laws to cover specifically the "publication" of defamatory statements. Both the public and legislators are impressed with the realization that statutory matters are of more immediate concern to every broadcaster than this, because the basis of practically every proposal thus introduced is that the broadcaster is jointly liable with the speaker of the defamatory words.

How far some of these proposals go is indicated by Washington House Bill No. 531, which provides "that the person injured by, or against whom the libel has been published shall have a civil action not only against the persons participating therein but the place where such transmission originates is declared to be a public nuisance and the injured party shall have also a right to institute civil proceedings to abate the place where such transmission originated, as a public nuisance."

As this bill likewise makes every person participating in such a transmission potentially liable, either directly or indirectly, guilty of a gross misdemeanor, it is evident that if this bill is enacted any broadcaster in the state of Washington, through no fault of his own, finds himself involved in the broadcast as a defamatory statement is in a bad way.

Parallel With Press

IN GENERAL, the legislative proposals which have been introduced are based on the statutes applying to newspaper publication. In the case of a newspaper publication, it is a clear assumption that the publisher and everybody responsible for the preparation of the paper itself, whether that employee be an editor, a reporter or a typesetter, if anyone can charge that the newspaper is guilty of any of the acts committed by the printer, is guilty. The same assumption is carried in the case of radio in a slightly modified form. The same is true for all other types of communications and broadcasting.

A SECOND point at which the parallel breaks down is the fact that any speaker over radio may at any moment deviate from his prepared manuscript. A defamatory statement may be uttered even though the broadcaster has taken every possible precaution to see in advance of any of what he expects the speaker to say. Since a defamatory statement may be uttered in two or three seconds, the control operator, even if he has strict instructions to switch off the speaker instantly upon any deviation from the prepared text, cannot always do so before the mischief is done.

Third, and in many ways most important of all, the parallel between broadcasting and the press completely breaks down in view of the specific provision of Section 315 of the Federal Communications Act of 1934. Under this section any broadcaster who permits a candidate for public office to use his facilities is absolutely prohibited from exercising any censorship over such a speech.

One can easily imagine the outcry that would arise from the newspapers if they should be confronted with a federal statute compelling them to publish complete and undisguised the speech of every political candidate if they gave space to any political speeches at all. It is manifestly preposterous for state laws to hold a broadcaster liable for utterances over his station which the federal law specifically denies him the smallest measure of control.

If the states enact legislation of the general type now under consideration, the only possible result will be that the broadcasters will be forced to use the facilities in practically all cases where they cannot be absolutely certain as to what is going to be said. Since broadcast of this type is precisely the ones most valuable and interesting to the public, it is clear that the public would be the principal loser if such a policy had to be adopted. Such a situation appears to lie in framing state legislation to provide that the broadcaster shall not be liable, either in criminal or civil law, to have any complete case of broadcasts over which he can have no adequate control. In some instances the following specific provision of making stone: Provided, That no broadcasting station shall be held liable in the case of any defamatory statement uttered in the course of the introduction, audience or initiate public notice for the purposes of a publication for public notice, though such speech falls within the scope of Section 315 of the Federal Communications Act of 1934, nor in the case of any such statement made in the course of a radio broadcast, nor in the case of any such statement made in any program wherein the broadcasting station cannot, by the exercise of reasonable precautions, know what is to be said and thus prevent such utterance.

A second phase of this subject is the proposal that broadcasters shall be held liable for any complete written transcriptions of every utterance broadcast. In one instance it has been carried to the extent of suggesting that even the words of every song must be made a matter of record.

Filing of Scripts

THE MANIFEST difficulty with any such proposal is that the submission and filing of manuscripts would provide no definite proof as to what is actually broadcast. As has been pointed out, a script prepared by a speaker with a manuscript, and it is precisely in such deviation that defamatory utterance is most likely. Furthermore, in the broadcasting of any public event, most of the material is extemporaneous, and no advance manuscripts are available. This applies also to the graphic or mechanical transcription of an entire broadcast scheduling. It would manifestly be prohibitive. In certain cases the prudent broadcaster would undoubtedly desire such a transcript for his own protection, but so far as libel or slander is concerned, broadcasting, like a certain brand of soap, 99.44% pure, and the burden of proof lies upon the party alleging the injurious publication question would be obviously unjust.

As in many other instances, broadcasting is suffering from the tendency to extend existing laws to cover conditions for which these laws were never designed. The essential thing is to make clear to those in charge of state legislation the peculiar conditions which apply to broadcasting, so that any legislation which may be adopted will meet really the conditions. Unless these defects, broadcasting is in danger of losing some of its most interesting and valuable features, and the public will suffer a serious and perfectly avoidable loss.
BROADCASTING • March 15, 1935

Fate of Radio-Press Situation
Awaits Meeting of Publishers

Controversy Marked by Watchful Waiting Attitude;
Sponsors Taking to News Bulletin Programs

ALL PARTIES interested in the radio-news situation appeared to be settling down to a period of "watchful waiting" during the last fortnight, with another airing of the broadcast news situation by publishers and press association executives plainly due at their April meetings in New York City. The Associated Press board meets April 22 and 23 and the American Newspaper Publishers Association opens its annual convention April 24.

On the outcome of the New York meetings, particularly the sentiments expressed at the ANPA convention, may depend the fate of the Press-Radio Bureau and perhaps a decision whether the United Press or International News Service will sell their news reports, without restrictions, directly to radio stations.

Meanwhile, radio again demonstrated its ability as a news distributing medium during the big blizzard of March 4 which cut off Duluth, Minn., and Superior, Wis., from the outside world, with the A.P. and U.P. both turning to broadcasting stations to deliver their news reports not only to the Head of the Lakes newspapers but the isolated public. (See story on page 47.)

Meantime, Transradio Press Service, continuing to profit by the recent errors of the Associated Press (see Broadcasting March 1), continued to expand its independent service to radio stations and sponsors, delivering worldwide news gathered by its own correspondents and by Reuters of London via teletype and wireless. Continental Baking Co., New York (Wonder Bread), through Batten, Barton, Durstine & Osborn, its agency, continued to purchase two specially edited 5-minute news flash periods direct from Transradio, delivering them via teletype to selected stations for sponsorship by its local baking subsidiaries. To the five stations carrying the news periods between 12 noon and 1 o'clock and 6 to 7 p.m., as reported in the March 1 issue of Broadcasting, Continental was planning to add other outlets and even was considering the possibility of buying the flashes for placement on stations in each of the 66 cities in which it has plants.

In addition, E. I. du Pont de Nemours & Co., Wilmington, Del. (Brush Duco division), through the same agency, was planning to start April 1 to sponsor news flashes on the Yankee Network as participating spots in its regular daily 6:15 p.m. news periods. Yankee Network is one of the chief clients of Transradio. The du Pont account is for eight weeks. The same concern is also making announcements before and after the regular 9:30-9:40 p.m. Transradio News periods on KWX, St. Louis.

Sponsors are interested in news periods was also evidenced by the fact that Wait & Bond, Newark (Blackstone Yankee Clipper) and Transradio were considering renewal in the same Yankee Network news participations for another year, plus buying announcement periods between the Reading Tomorrow's Tribute and Quin Ryan's Headlines of Other Times on WGN, Chicago, 9:15 p.m. five days weekly.

Biding Their Time

INQUIRY among the press associations as to the reports that they might enter into competition with Transradio in selling their news reports direct to stations, with no restrictions as to sponsorship, met with a casually silent attitude on the part of the United Press and Hearst's International News Service. The Associated Press, which has the other two furnishes the material for the Press-Radio Bureau's non-sponsorable news periods, is not likely to consider selling news to radio because it is a mutually-owned concern dominated by the majority of its membership.

U.P. and I.N.S., however, are under no such constraints, being privately owned, and both are known to have surveyed the possibilities of radio revenues. United Press indicates that it will be guided by its clients, who are largely newspapers, and I.N.S. probably is in the same position. On the other hand, I.N.S. is known to be dissatisfied with the Press-Radio Bureau arrangement, particularly in view of Hearst's ownership of five broadcasting stations, and it is not improbable that it will break away after the ANPA meeting next month.

The attitude of the networks, who are the moving forces with the press associations in setting up Press-Radio Bureau, also is one of "watchful waiting." Since 112 radio stations are newspaper-owned or controlled (see Broadcasting Year Book) there are many publishers who want unrestricted rights to broadcast news — and there are others having favorable local relations with radio stations who want the bars let down so they can use radio news for promotion. The networks have not favored Transradio's establishment so its support has come largely from independent stations and sponsors unwilling to be tied down by the restrictions of the Press-Radio Bureau.

The networks furnishes two sustaining 5-minute news flash periods daily to subscribing networks and stations, and presents them with flashes on news deemed to be of transcendent importance.

BAKER'S CONSULTING BUREAU, 228 N. LaSalle St., Chicago, is drawing up a plan for cooperative national advertising by wholesale and retail bakers to be presented to the industry about May 1. It proposes wide use of radio among other media.
Is there any important change in the Iowa radio situation?

Shifting about of low-powered transmitters—or juggling of call-letters—may make radio news-of-the-moment. But on the basic Iowa radio situation, these gestures have little effect. From the viewpoint of the advertiser seeking the most economical way to sell Iowa—

The fundamentals are unchanged

And what are the fundamentals of the Iowa radio situation? These, to be specific:

1. Selling Iowa by radio is distinctly not a low-power job, because Iowa is too broad a market, stretching over 200 miles north to south, and over 300 miles east to west.
2. Iowa trade is not dominated by one or two big cities. Des Moines, home of WHO, is Iowa’s largest city, yet it has less than 6 per cent of Iowa’s population (1930 census). Iowa commerce flows through more than a score of trading centers.
3. Some of these centers have smaller radio stations—some do not. Trying to cover them with smaller stations is expensive—and you still don’t cover them all. The sound, economical way to sell Iowa by radio, is through the one station with power enough to cover all Iowa—Station WHO.

Remember, WHO broadcasts full-time on a cleared-channel with 50,000 watts power. No other Iowa station has evening power of more than 1000 watts. Through results for spot-advertisers, WHO has earned recognition as one of the most profitable media available today, not just in radio alone, but in the entire field of advertising.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. DES MOINES, IOWA Phone J-7147

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

March 15, 1935 • BROADCASTING
THE LANGUAGE OF THE AIR

University of Washington Experimenting With a
Course in Writing for Broadcasting

By HECTOR L. CHEVINGNY
KOL, Seattle

WITH the approval and cooperation of Dr. Dudley D. Griffith, executive officer of the Department of English, and of Prof. Glenn Hughes, who heads the Division of Drama of the University of Washington, the writer this season inaugurated a year's course in radio writing in the Extension Service.

The two-hour lecture is being given weekly open to credits in advanced English composition.

Following the custom at Washington, the year's work is divided into three quarters. In the absence of precedents the course was planned as follows: The first two quarters are occupied exclusively with radio drama, the structure of the radio play, factors that create interest, writing technique, relationship to other popular narrative forms (the stage play and the short story), production and sale.

The third quarter will be devoted to other forms of radio writing—exercises in musical continuity, spot announcements, station practices.

The University seems to consider the class a successful one. Registered late and therefore unadvertised in the University's regular bulletin, it nevertheless has more than its quota of students. The course is considered a branch of English Composition, and not among the technical-vocational courses, such as newswriting or advertising writing are customarily considered. The decision to classify the course as has been done was motivated by Dean Griffith's opinion that radio-drama writing strengthens what is the average writer's weakest point—his tendency to indulge in "author summary" instead of thinking directly in terms of active scenes between people rising to crisp climaxes in which the turn ing-point of the narrative-action has been achieved through pure dialogue. There is no doubt but that radio-writing forces the writer to make his clashes concrete rather than abstract; forces him to strive for good, convincing, clear, natural dialogue.

There is a second reason why writing for radio is an auxiliary to sound training in writing. The rigid time limitations imposed by American radio force thought into a very hard mold. Much to my surprise, I find the experienced writers in my class have the greater difficulty here. Acustomed as they are to "fudging" an extra paragraph or an additional thousand words to complete a story, they find "timing" is extremely difficult. Showing that here, at least, they are being forced to use mental muscles which long had been inactive. It has been my experience that when trained writers assume a radio "job", they at once think in terms of the one-set play. As time goes on and more and more experiences are "pooled" on this subject, our concepts will no doubt clarify, but it seems to me that five years of intensive work in radio drama, that there is a far greater affinity with the short story from the structural point of view.

To begin with, the short story and the radio story must attract attention and interest at once, even at the expense of possibly losing some of the suspense in the body. The theatre need not do this, but a radio writer can afford to accommodate these complex motivations for some time during the first and possibly the second acts, as the dramatist can—and the audience will not. If they are going to at all, much before the second or third act.

Commercial Aspects

This being the case, and the American short story already having evolved a well-defined technique for capturing interest, I believe it "sound radio" to adopt the methods bodily, and to carry them over into the studio. Accordingly, I make a great deal of structure, insisting on clear plot-development and endeavor to have the students convey their thoughts by means of the most easily understood type of story—the story of accomplishment.

But all this does not mean that the course is purely academic in its purposes. The commercial aspect of American radio is accepted as a basis, and the fact kept continually in mind. Sponsorship is accepted as a limitation, but the fact is also accepted that, like all limitations, it has its certain advantages as well as disadvantages. Inasmuch as my own training has been in the thick of commercial radio, I would find it difficult, if not impossible, to treat it purely academically. A number of dramatic programs on KOL (CBS) and on KOMO (NBC) are systematically followed by script. Dramatic work on these stations is followed from the inception of the idea, its sale, the changes made thereby and its final expression in terms of reception.

The radio-writing course is being given under the University's downtown Extension Service, and is open to non-credit-taking auditors. The Extension Service is the University's testing-ground for new ideas. Should the work prove to have the merit in practice we have assigned to it in theory—worthy of being considered in importance to workshop-study in stage drama—it will become part of the daytime work offered to drama and speech majors on the campus, and may even be made compulsory, so important has this medium apparently become as a means of dramatic expression.

The average training in the field of radio has been made on the part of a group of educators and religious leaders to assume control of a portion of the nation's facilities, the University's attitude in all this is worthy of study. The University has no desire, at the present time, to enter broadcasting. It believes that radio must be accepted as it is, and any teaching of its writing must take into consideration its commercial aspect.
From no distribution to 4400 wrappers clipped and mailed in one week!

A year ago, agents Edward M. Power Company forwarded to this station a contract which signified that, with practically no distribution in the WSM market, the Palmer Match Company had decided to test WSM's ability by contracting for a five minute program, once a week, on Strikalite Matches. That was all. No other medium was to be used. If the product went over, fine. Otherwise—

With the agency, a program was whipped into shape to do the job. For 4½ minutes, once a week, a WSM entertainer by the name of Robert Lunn, who makes up funny songs, was to play a guitar and sing. At the end of the 4½ minutes, an announcer would discuss briefly the merits of the product, would state that anyone who wanted a copy of the words of the song featured could get it by sending in two covers, each taken from a box of Strikalite Matches. (A box of Strikalite Matches retails for 5c.)

That was a year ago. With practically no change, the program has run week in and week out, was renewed December 27th on an "until forbid" basis. Distribution is practically 100%, and repeat sales are excellent. Top "pull" for one week (as of Feb. 8, 1935), 4400 wrappers. The moral is obvious: Get the right program on the right station and you'll get results!
Bands in New York
Deleted by $3 Rule
Networks Go to Other Cities
For Dance Orchestras
NEW YORK remote dance orchestras have been abandoned, though not noticeably, from the networks since March 5 because of a ruling by the local musicians union to enforce a $3-per-man fee for such broadcasts originating in hotels and restaurants in the metropolitan area. Musical broadcasts from hotels were cancelled by the networks which keyed dance music from other cities or filled in the spots with different program material. New York stations not affiliated with the networks have reported to other program material to avoid difficulty with the musicians.

The $3 rule had been on the books for two years, but the money had not been paid in to the union. In most cases it had not been paid to the orchestra men either, and in the exceptional instances where the hotels had lived up to the rule, the $3 had been simply a bonus for the players.

Up to the last minute it had been generally expected that a compromise would be arrived at, and the impasse added. The union men were confident of their ability to enforce their demands, and the hotel men and other employers were equally confident that this would not be the case.

Stations and networks were not directly interested parties but they bore the brunt of the inconvenience.

Soap Merchandising
DISPLAY cards which tie in with the program of Fels & Co., Philadelphia (Fels Naptha soap) with the program on WFBL, Syracuse, contain a picture of Jack Buckland, singer and announcer, at the microphone and are distributed by Buckland himself. In making personal contacts with dealers, he checks on sales and displays. The twice-weekly programs are directed at the housewife.

The absence of competitive stations insures a maximum and undivided audience.

MISSISSIPPI'S ONLY NETWORK OUTLET

The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

WHAT GOOD IS DEMAND
WITHOUT SUPPLY?

In other words—why spend money creating demand—IF YOU HAVEN'T THE SUPPLY TO SUPPLY IT? Obviously that kind of advertising expenditure is practically wasted—BUT—there's ONE solution for the manufacturer who WANTS MICHIGAN'S RICHEST MARKETS! The solution is the Michigan Radio Network—with its eight stations—AND—its MERCHANDISING SERVICE. With this setup there is not only a demand created for your product—but also an outlet—DEALERS! The merchandising service GETS DISTRIBUTORS—CHECKS CREDITS—ACTUALLY TAKES ORDERS FOR MERCHANDISE—HANDLES DEMONSTRATIONS—PLACES DISPLAYS! Don't make the mistake of stopping at merely creating demand! Finish the job! Use the Michigan Radio Network MERCHANDISING SERVICE available to its advertisers without additional cost. Write or wire for details.

KUNSKY-TRENDELE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)

CHICAGO
William G. Rambeau
316 N. Michigan Ave.

DETROIT, MICHIGAN
San Francisco
Douglass S. Nowell
Russ Bldg.

MEMBER MUTUAL BROADCASTING SYSTEM
WOR, New York; WLW, Cincinnati; WGN, Chicago; WXYZ, Detroit

A dependable station—one that dominates its market and consistently produces.

Since 1922 KJR has been a leader—an example for the others to follow.

Guaranteed time.

Highest power in Washington.


For information consult Edward Petry & Co., Inc.

New York: Chicago: San Francisco

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www.americanradiohistory.com
Chosen the 1935 member to Duluth's Hall of Fame!

Apparently, the old adage that a prophet is not without honor save in his own country, doesn't apply to Duluth. Duluth has just chosen Margaret Culkin Banning to the Hall of Fame. The Northwest appreciates its noted author, novelist and lecturer. Also appreciated by the Northwest is the well-balanced program of entertainment, news and education broadcast by WEBC. This appreciation takes the form of 'round-the-clock fixation of radio dials at 1290 kilocycles.

March 15, 1935 - BROADCASTING
Challenges of the Mystery

By BARKLEY SCHROEDER

THE Ken-Rad Unsolved Mysteries program on WLW has a popular appeal. More than that, it is selling radio tubes for its sponsors at an unprecedented pace. Mystery stories have always challenged the ingenuity of all classes, young and old, rich and poor. The manner in which these stories are presented is both unique and interesting. An invented character, Dr. Kenrad, and his stooge "Skeets" play the principal parts. The stories are told with all the hair-raising episodes of real thrillers. The sound effects are particularly thrilling. The sound man is in his glory. From the tap, tap of the murderer stalking his prey, to the crash of an infernal death-dealing machine, the audience is given thrill after thrill.

The story is acted up to the climax when a gang is sounded and the announcer tells the listeners to send in solutions, giving their versions of who the murderer was, the motive for the crime, and how it was done. The solutions must not exceed 100 words. Ten complete sets of Ken-Rad radio tubes are awarded to the ten best solutions. The following week the correct solution is given, together with a new mystery. In this way, the detective ability of the listeners is challenged, and the audience is held from week to week.

The Dealer's Part

THE PART that the dealers play in selling Ken-Rad radio tubes is given utmost consideration. The audience is told to have their radio tubes tested by their nearest Ken-Rad dealer. It is advised that replacement be made with Ken-Rad tubes. However, a closer association with the dealer, and one which carries a great deal of weight is the manner in which the prizes are awarded.

After the names of the winners are announced at the conclusion of each radio mail, lucky ones are advised by mail of their good fortune and asked to give the types of Ken-Rad tubes they need for their radio receivers. They must send in the name and address of the radio dealer from whom they ordinarily buy supplies. The tubes then are sent to that dealer to install in the receiver of the winner.

The dealer is also sent a check for the profit he would have made, had he actually made a cash sale of the tubes. It is the fact that he is not a Ken-Rad dealer makes no difference. It is needless to say that this sets well with the radio merchant and often through this method a new Ken-Rad dealer is made.

Some Real Results

RECENTLY a questionnaire was sent to dealers through whom sets of Ken-Rad tubes had been delivered to winners in connection with the Ken-Rad Unsolved Mysteries during the past year. Remarkable as it may seem, 70% of those dealers who replied had become Ken-Rad dealers as a result of this program.

In one instance, a radio dealer in a large city delivered several sets of Ken-Rad tubes to prize winners, as was described. He became so interested that he asked the Ken-Rad representative to call. As a result of the call, the dealer became a new outlet and he business to date indicates that he will sell approximately 1000 Ken-Rad tubes per week.

The program is considered one of the most unique on the air. WLW, with its super-power, has given it a vast audience. Returns are mounting weekly. Every state in the Union has been heard from; seldom less than 42 states are represented in the weekly mail. The program is selling Ken-Rad tubes and establishing Ken-Rad outlets in most desirable spots. The program is heard over WLW every Thursday, 9:30 to 10 p. m. (EST).

Bill Blocked in Alabama

To Protect News Source

EFFORTS of Alabama newspaper interests antagonistic to radio to have the state legislature enact a bill which would permit newspapers to withhold sources of information from juries, were blocked last month as a result of activity by the Alabama State Committee of the NAB. After introduction of the measure, S. G. Persons, state committee chairman and president of WSFA, Montgomery, appeared before the committee to which the measure had been referred and requested that it be amended to include radio stations as well as newspapers.

As a consequence, the measure died in committee as the state legislature recessed for 60 days. While its reintroduction is expected at the coming session, Gov. Graves has indicated that he desired radio to be included in the measure on a par with newspapers.
CLEAR, pleasing and persuasive, the voice of each of these stations is surely the Voice of Experience.

Alert, successful broadcasters, their experience has taught them the importance of knowing who and where their audience is and how to please it—how to sell it.

Experienced, successful advertisers know these stations—know from their own experience that they are the pullers, the producers, in their markets.

The advertising Voice of Experience calls for these stations on Spot Broadcasting schedules destined for the greatest success.

*Indicates stations located in same city under same management.

Represented throughout the United States by

EDWARD PETRY & CO., INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

March 15, 1935 • BROADCASTING
Call Report System For Salesmen That Works Effectively

WHB Has Perfected a Plan That Is Simple to Operate

THE RADIO business being what it is, and salesmen being what they are, the average station sales manager has a group on his hands only slightly less temperamental than a string of Metropolitan Opera Stars. They agree with acerbity to any new call report system, and follow it faithfully for all of two or three days. Then either a new man must be hired to follow up the follow-up, or—and this is usually the case—another beautiful plan dies stillborn.

Don Davis, president of WHB, Kansas City, believes that part of the fault lay with station management. Usually the plans have been too complicated, and no salesman is friendly toward detail work. Any system which involved more bookkeeping than the salesman himself would ordinarily go through would be doomed to failure, as well as any system which required the salesman to make a daily oral report.

How It Is Done

THE SOLUTION lay in a set of pocket-size envelopes 4½ by 6½ inches. Each WHB salesman is given one of the envelopes for each day’s work. Divisions printed on these envelopes, two on the front, three on the back, allow space for reports covering service calls on clients, call-backs on prospects, first calls on new prospects, telephone contacts, and “failed to see.” The salesman is given added incentive to use the sales-report envelope because it is handy as a pocket file for newspaper clipping, publicity matter, notes, and any other material he may wish to carry around with him.

It takes about one-fifteenth of a secretary’s time to keep this call report system going. In the morning, when the salesman comes in, she gives each man an envelope bearing his number and the date. From previous envelopes she has gathered follow-up dates, and if Salesman No. 1 said he was going to see Mr. Jones on the 15th, his name appears in the call-back section. Similarly, the “failed to see” from the previous day is also switched into the call-backs. A swift check-up for complaints on station service can be gained at any time by thumbing through the envelopes. The items in the envelopes are number-ordered, and so are the days of the month.

Market With MONEY!

Among the fifteen largest markets, Milwaukee ranks—

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

Covered Thoroughly ONLY by

WJM THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

WBBM to Synchronize With KFAB Nighttime

A NEW kind of international hook-up was broadcast recently by WJBC, Bloomington, Ill., under sponsorship of Au B. Leb and Department Store, when a telephone conversation between a Paris fashion expert and a French teacher in a Bloomington dining room was put on the air.

The transatlantic call had been worked out in advance, and both parties to the telephone conversation, in French, were taken from the wires and broadcast. All steps in establishing the phone connection between Bloomington and Paris were aired and reception was described as excellent.

After the conversation had been completed, the WJBC announcer read a translation of the conversation. The store used newspaper space as part of its advance publicity, as well as spot announcements. After the broadcast, the fashion trends were featured on local window displays and the conversation reproduced in a local newspaper.

Peter Gets RCA Post

THIRD of the NBC executive staff to be transferred to the parent company, RCA, is Paul Peter, formerly the NBC chief statistician, who on March 1 went over to RCA in the same capacity. Mr. Peter was the organizer of the NBC statistical department in 1938.

H. M. Beville, like Mr. Peter a graduate of Syracuse University and for the past five years Mr. Peter’s assistant, has been promoted to the post. During the last few months H. K. Norton, NBC treasurer, has offered to be assistant to President Sarnoff, and Frank Mullken, NBC agriculture director, was named RCA public relations director.

noticing if any squares are opened.

This is the system as far as the salesman is concerned. In beginning the call report system, WHB asked each salesman for a list of call portions of the envelopes and

no penalties for spot broadcasting in the Southern California market...if you use KFWB in Los Angeles. In fact, among the four major Los Angeles stations KFWB offers "spot" rates from 50 to 60% lower and a record of results that is spotless! It's a top station in a top market. Regarding available spot time write to...

KFWB LOS ANGELES

-Money-

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

www.americanradiohistory.com
A BIG CROWD
YES!

BUT YOU REACH A THOUSAND TIMES LARGER CROWD THROUGH
WTIC

Try this experiment on your imagination. Think of this photograph hanging on your wall. Then imagine it surrounded by 999 similar pictures—and you can form some idea of the tremendous audience you reach through Station WTIC. A population of 1,580,000 in the primary coverage area alone (Jansky & Bailey survey figures). And 680,000 more in the secondary coverage area.

Now look at the people in the WTIC Communities from a quality standpoint. One out of three paid an income tax last year. Per capita savings bank deposits are over 500% greater than for the country as a whole. High buying power plus low distribution costs (for the area is less than 100 miles square) make the WTIC Communities America's No. 1 test market—a market that consistently justifies intensive advertising.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skillful staging of any type of program. Full particulars on request.

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, General Mgr.  JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET  J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE  C. C. WEED, Manager

March 15, 1935 • BROADCASTING
A short time ago the manufacturer of a well-known household product wanted to broadcast with the best and most authentic music from Spain, Italy, France, England, Germany, Scandinavia and South America as well as the latest American music. This proposition looked like an impossibility. The cost of assembling and rehearsing such a variety of talent and instruments would be prohibitive. Then this advertiser heard of the World Program Service. He found that this Service contained every kind of music which he wanted, ready for instant use. And best of all, into such a program could be woven all the commercials or special features desired. The result was a thoroughly individual studio job. And because all the music was available in World Program Library, it was one of the most economical musical programs ever built for a national advertiser.

Needless to say, the manufacturer was delighted. He was able to accomplish with the World Program Service what would have been impossible in any other way.

The programs were shipped from World studios and broadcast over sixty-five stations for 20 weeks.
Will you be the station to qualify for a new World Program Service franchise in your territory?

This was a boon for the advertiser and a boon for the stations: Nothing else like this had ever been done before.

And now other national advertisers are taking it up enthusiastically. Today the manufacturer of a well-known brand of paint is preparing in World studios forty 15-minute programs to use over many stations throughout the United States. The manufacturer of a drug product that is a household word has just completed a highly successful campaign of four broadcasts per week for thirteen weeks over FIFTY-TWO stations. A women's wear broadcast started with fourteen stations and after two weeks is adding new stations every week. And so it goes!

The affiliated stations of World Program Service are given exclusive rights in their territory to these wonderful programs of national advertisers.

Grasp these possibilities!

WORLD BROADCASTING SYSTEM, INC:
50 WEST 57TH STREET, NEW YORK, N. Y.

Other Offices and Recording Studios at: 400 W. Madison St., Chicago, Ill. · 555 S. Flower St., Los Angeles, Cal.
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

March 15, 1935 · BROADCASTING
Man and Maiden About Town turn their footsteps Gotham-ward as instinctively as they select the smartest shops, the cleverest diverte-
ment. Is not graceful living the sum total of many familiar trusted things? An environment and an atmosphere correctly luxurious... a manner flavored by the habits and tastes of cultivated New Yorkers... facilities congenial to a precise mode. Most simply expressed, perhaps, by guests of the Gotham as the comfortable feeling of belonging there... the easy assurance a well-fitted coat imparts. For instance... the Alpine Grill, now air-conditioned, with the dean of New York bartenders, Joe Hentschel, presiding... luncheon or dinner in the beautiful Renaissance Room... or the Ladies' Bar during the Cocktail Hour. Attractive rooms from $4.

Graduated Scale of Fees Fixed by Artists' Group In Planning Radio Raid

FEES of from 5 to 30 cents per run of a phonograph record, with the rate depending upon station power, will be sought by the newly formed American Society of Recording Artists, Inc. for the performance of their records, according to replies received from Holly-
wood March 4 by BROADCASTING. (The scope and purpose of this organization, as defined in letters soliciting the membership of recording artists, were outlined in the March 1 issue.)

Claim is made by the organization, which has not proved its right to collect tribute of any kind and has no court decisions to substan-
tiate its action, that some 25 million hours of phonograph music are broadcast annually. Thus, it is held, the record royalties would gross between $5,000,000 and $8,000,000 annually, as against some $2,000,000 now collected by the American Society of Composers, Authors & Publishers from stations as a music performance fee.

The new organization claims a membership of some 500 phonograph recording artists, including Crosby, Vallee and John Charles Thomas. Al Jolson is said to be head of the membership commit-
tee, with George Hall, formerly Hollywood manager of the RCA-Victor Co., Inc., as executive or-
ganizer, with headquarters in the Guaranty Building, Hollywood. The group has no dues, with the or-
ganizing expenses subscribed to by "big name stars".

Transcriptions are not involved, since transcription producers pay the artists a straight fee for record-
ings for the exclusive broad-
casting use.

In broadcasting circles it is felt that the recording artists cannot enforce their royalty plan for a number of reasons. First, there is no legal right for such collections. Secondly, broadcasters now pay ASCAP for the right to perform the musical compositions in its catalogue, whether by phonograph record, live talent or remote pick-
up.

Chandu Brought Back

A TEST campaign, bringing back the Chandu the Magician series, formerly sponsored by Beech-Nut Packaging Co., Canojahanie, N. Y., was started March 11 over WGN, Chicago, and will begin March 25 over WJR, Detroit, under the ban-
er of Sterling Products Co., New Y

ork, in the interests of Caf-Aspirin. The 13-week series will be heard for 15 minutes, five nights weekly on each station, WGN carry-
ing it at 9:15 p. m. and WJR at 6:15 p. m. Blackett-Sample-Hummert Inc., New York, handles the account, which may extend to other stations later.

Three stations have been assigned call letters by the FCC, the station at Pecos, Tex., being assigned KIUN; that at Hutchinson, Kan., KWBG, and WMFP, Ashland, Ken., changed to WCML.

All Aboard For the SHOPPERS SPECIAL

STARTING every weekday with the "Shopper's Special" at 8:00 A. M., and continuing 'til midnight. WDRC offers advertisers a potential market of OVER A MILLION people within a 30 mile radius of Hartford... a market tested and proved by critical ad-
vertisers who buy only RESULTS. There are a few periods still available between well-known national programs... time that will produce SALES for you, as it is continually doing for others.

2500 Watts Daytime
1000 Watts Nights
Hartford, Connecticut
WDRC
Basic Network Station of the Columbia Broadcasting System

Page 30
Did You Get The 1935 YEAR BOOK?

AVAILABLE TO ALL SUBSCRIBERS [Without Extra Cost]

BROADCASTING

National Press Bldg., Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEAR-BOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions YEARBOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year

Name

Address

City

State

Firm Name

Your Position

Including the American Radio Historical Society 1935/36 Yearbook.

www.americanradiohistory.com
Your Year Book is about as complete as anyone could hope for. I knew you were tackling a big job, and I knew you would do a good job, but honestly I did not expect one as good as that which you actually produced. Congratulations.

Edgar Kobak,
Vice-President in Charge of Sales,
National Broadcasting Company, Inc.

"You have started something here that should be an annual institution in the broadcasting industry, and a constant reference of valuable information. The day I received my copy I had a call for names and addresses of all Western recording laboratories. Before your directory was published this information would have been difficult to assemble on short notice."

Lindsay Spight,
Greig Blair & Spight, Inc.

"On your Your Book my heartiest congratulations. For years the broadcasting industry—and that includes our advertisers and agency friends as well as the broadcasters—have needed just that sort of guide-book. May its success be such that it will grow in value with the years; I doubt whether it could be much better."

Philip C. Loucks,
Managing Director,
National Association of Broadcasters.

"It is a wonderful collection of information, and so well indexed as to make it a pleasure to use."

Fred Baer,
Fred Baer & Associates.

"It is the first and the best assembly of such information and a splendid job every way."

Bowl Coddies,
Executive Vice-President,
Radio Manufacturers Association.

"Very thoroughly done and certainly right up to the minute."

Robert Diergen,
Vice-President,
Campbell-Ewald Co., Inc.

"Congratulations for splendid achievement in the production of radio broadcasting's first comprehensive Year Book."

H. N. Stovin,
Western Program Director
Canadian Radio Broadcasting Commission,
Regina, Sask.

"That splendid Year Book of yours has left me speechless that this is the first chance I've had to find the words to convey my enthusiasm. I can't conceive of how anyone anywhere could have packed more valuable information into a publication."

Curtis Mitchell,
Editor,
Radio Stars Magazine.

"I think it is a most complete compendium of information, and I don't see how anyone interested in radio broadcasting can get along without it."

L. C. Probert,
Vice-President—Advertising Manager,
Chesapeake & Ohio Railroad.

"The Year Book fills a long felt want. It is convenient and in the office I find that several of our have had occasion to consult it for specific information and generally have found the answer to our questions."

Harry C. Butcher,
Washington Representative
Columbia Broadcasting System, Inc.

"Congratulations on the Year Book. It certainly is great. And to think you only started 3½ years ago!"

Glenn Snyder,
Manager,
Radio Station WLS, Chicago.
"After perusing your excellent Year Book, I have come to the conclusion that if all the essential basic data relating to broadcasting as an industry in all the files scattered in radio establishments throughout the country were computed in one volume, it would contain little more than the data you have congregated in your Year Book. My heartiest congratulations."

Anning S. Pratt,
Chairman
Federal Communications Commission.

"It is a most comprehensive piece of work, and you may be sure it will be in constant use in our offices."

Douglas Coulier,
Vice-President
W. Ayer & Son, Inc.

-Year Book is a comprehensive education as well as a valuable record for anyone interested in radio. The collaboration and arrangement reflect an experienced, well-trained organization. The book is a convincing exhibit of your willingness to cooperate, convincingly with all branches of radio. Congratulations."

George M. Burbach,
Advertising Manager
St. Louis Post-Dispatch,
Director, KSD.

"A very creditable job. Congratulations."

A. L. Ashby,
Vice-President and General Attorney
National Broadcasting Company, Inc.

"Your 1935 Year Book is a most useful publication. We feel that Broadcasting is entitled to expressions of appreciation for its service in making this book available."

Armstrong Perry,
Director, Service Bureau
National Committee on Education by Radio

"Four Year Book is a corker and I congratulate you on it."

Roy S. Durstine,
Vice-President
Batten, Barton, Durstine & Osborn, Inc.

"It certainly is the whole radio picture under one cover."

Frank Smith,
Assistant Advertising Manager
General Foods Corporation

"My congratulations and thanks for so complete and valuable a reference volume. I hope you will find it possible to continue this idea each year."

Robert O. Brooke
Post Department
National Broadcasting Co., Inc., Hollywood

"A very complete tome of facts of unassailable value not only to persons engaged in the broadcast field but other arts relating to radio. The compilation of data required keep research and you and your staff should be complimented."

Jack Poppele
Chief Engineer
WOR.

"Many attempts have been made to institute annual reviews of the radio industry, but none has succeeded so well in compiling and presenting the statistics that are in everyday demand as this Year Book."

The New York Sun

"A most valuable compendium—useful to everyone engaged in broadcasting as a business."

Edward Petry,
Edward Petry & Company, Inc.

"A wealth of reliable information of incalculable value to all connected with broadcasting, advertising agencies and radio advertisers."

A. F. Planter,
Sales Promotion Manager
World Broadcasting System, Inc.

BROADCASTING
combined with
Broadcast Advertising
NATIONAL PRESS BUILDING WASHINGTON, D.C.

www.americanradiohistory.com
Honesty... We SPEAK ENGLISH!

SOMEHOW the idea has got around that Buffalo is pretty much of a foreign city... that you almost need an interpreter to make yourself understood... and that for these reasons other markets present greater sales opportunities.

Nothing could be farther from the truth. Buffalo is a typical American City. Only 20.6% of our people are foreign-born.* Only 7.9% of these Buffalonians do not speak English... more than one-third of our foreign-born population comes from English speaking countries.

And Buffalonians are prosperous. We weathered the depression without a single bank failure. Our industries are on the up-turn with employment and payrolls showing decided increases. We’re buying new cars... new clothes... new furniture... trying new kinds of toothpaste... doing our part to keep Buffalo the tenth major American Market.

You’ll go a long way in getting your share of Buffalo’s business by telling Buffalonians about yourself over the Buffalo Broadcasting Corporation stations. WGR and WKBW, Buffalo’s pioneer broadcasters, divide Columbia Broadcasting System and Buffalo Broadcasting Corporation production between them. This division enables you to pick desirable, guaranteed time... to get your message across in a way that’s impossible when a single station carries network programs.

WGR and WKBW cover the Buffalo Area intensively... they’re the wisest choice if you want to get the cream of Buffalo Dollar.

* The average for the fifteen largest cities in the Country is 20.3%.

WMCA Builds Staff

SIDNEY FLAMM has been appointed assistant to the president of WMCA, New York, since management of the station reverted to Donald Flamm, and several executives formerly with the organization have returned. These include A. L. Alexander, as chief announcer, and Harry Pascoe, as continuity director. A staff of announcers to replace those who remained with American Broadcasting Co. when the latter separated from WMCA now includes: Alfred Hall, from WOY; Thomas Coates, from CBS; Leslie Marcus, from WNAC; Howard Butler, from WNEW; James F. Clemlinger, from Byers Recording Laboratories and Paul Gregory, from WHAS. Helen Hancock, formerly in charge of daytime programs, has been appointed assistant program director to Lewis Read. George Houston, formerly with World Broadcasting System, is studio director, and Carl Fenton, from Brunswick Recording Co., is musical director.

New Series on Network Boosts Sales of Pebeco

By 80% Within a Month

AN 80% increase in sales of the new Pebeco toothpaste for 1935 to date as compared to 1934 has been definitely traced to network advertising by Lehn & Fink Products Co., sponsors of Pebeco’s CBS Sunday night series starring Eddie Cantor. The program, which marks Pebeco’s most extensive use of radio, went on the air Feb. 3 to introduce the new Pebeco toothpaste and toothpowder. Featuring the Eddie Cantor Magic Club, the series in the first five weeks produced 50,000 new users of the new Pebeco, with a weekly total already at the 15,000 mark.

Commenting on Pebeco’s reaction to the series, Miss Dorothy Cocks, Lehn & Fink advertising manager, said: “We are delighted with the results of the program to date. Pebeco sales now stand 80% ahead of last year, an increase which we believe is largely due to radio. At the factory unit in which, Pebeco is produced we are operating with twice the force used last year.”

Lehn & Fink have been using radio and the Columbia network to promote their various products since 1931. For Hinds Honey and Almond Cream, Lehn & Fink advertising manager, said: “We are delighted with the results of this program which we believe is largely due to radio. At the factory unit in which, Pebeco is produced we are operating with twice the force used last year.”

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WHAT ABOUT the DAYLIGHT HOURS?

If you are looking for a profitable spot for your program, study the daytime schedule of WHAS. By using a day schedule on this station you can reduce your time cost one-half and your message will reach a wide audience of urban and rural listeners who prefer WHAS day and night because it brings them the cream of Columbia Chain nationally cleared channel of 820 kilocycles programs and because its 50,000 watts and assure them of consistently good reception.
COME INTO THE KITCHEN

Come into the kitchen while breakfast is under way . . . but you won't stay long. For the modern housewife has much to do, knows how to do it well, and she doesn't waste time or extra steps.

Ask her how she manages so capably and effortlessly and she'll tell you that her radio is particularly helpful. Along with entertainment that brightens the working day, it brings her household hints, housekeeping short-cuts, cooking recipes and shopping information. As she works she listens, she learns, and, according to the success stories of NBC daytime broadcasters, she enthusiastically responds to potent advertising messages at shopping time.

In the Denver area, KOA reaches and influences the buying habits of this special daytime audience. With studios popularly known as "Denver's Own Radio City", with sufficient power to serve a wide group of listeners, it offers broadcasters both the prestige and the facilities important to effective selling in this rich, radio-minded market.
Rebates and Rackets

THE BROADCASTING industry finds itself sitting on the sidelines in the battle between the Association of National Advertisers and the American Association of Advertising Agencies, over methods of compensation. Radio cannot plunge into the fracas, despite the fact that it is vitally concerned.

Irrespective of the reasoning by the major combatants, it boils down to a situation wherein in the advertising medium relinquishes 15% and 2% of its rate for the placement of business through an agency. The ANA contends the agency works for the advertiser, and the AAA argues that it is a free agent, working for both advertiser and publisher or station owner. Regardless of who wins, the percentage comes out of the medium's rate.

The ANA says the rigid 15% commission should go by the boards and that the advertiser should be free to make any terms he wishes, including rebates from the agency. We submit that rebates of any kind smack of the unethical and breed distrust, for if the agency rebates to the advertiser, why shouldn't it rebate, for example, to the station in cases where the broadcaster himself sells the advertiser, builds the program and puts on the show, as occurs in many, many cases in radio.

As a medium, broadcasting has been perfectly willing to pay the 15% commission to legitimate agencies, and presumably will continue to feel that way. Although sometimes wondering why it should pay the ANA when an agency doesn't turn a hand in developing the account or building the program, it nevertheless is willing to concede that. What radio does not like, however, is the placement of business through racket agencies or bogus house agencies of advertisers, when they contribute nothing to the development and servicing of the accounts.

The FCC New Deal

ONE of the greatest but least apparent dangers to commercial broadcasting has been the loose regulation of the industry by a weak licensing authority. The old Radio Commission was all too prone to jump through the hoop to satisfy political whims and demands. The result was that the law and the regulations were evaded with impunity. The big fellows, and even the little ones with loud political voices, got pretty much what they wanted. The old Commission was viewed with contempt by the very persons who curried favor and got it, for it is axiomatic that no one respects a weakling.

The FCC came into being last July and there were sighs of relief and high hopes. But all of the old practices were not broken up, especially in the Broadcast Division, which for all practical purposes simply began where the old Radio Commission left off.

Another "new deal" has been effected on the FCC. It is felt that a change in personnel and positions will make possible the clean-up that obviously has become necessary. This is not necessarily a reflection upon the present FCC personnel or that of the Broadcast Division. Rather it is an effort to change the system on the theory that new brains, with fortitude, can start with a clean slate. It is something akin to an auditing firm taking over a business establishment and analyzing its books to set it on the right course.

Judge Sykes has done a praiseworthy job in setting up the new FCC, and his wide experience as a member of the Radio Commission for all of its seven years served him and his government in good stead in laying the framework of the new structure. He has stepped aside to turn over the helm to another, but remains as chairman of the Broadcast Division, where his background and training should prove valuable.

In former Congressmen Anning Prall, the President has selected a man whose capabilities as an executive are well known to most of the men on Capitol Hill, where he served for a dozen years. He takes over that post with an open mind and with nothing to gain but a good record. He has set as his goal the moulding and functioning of a regulatory body that will command the respect now accorded to such contemporary agencies as the ICC and the Trade Commission. That he will brook no trifling with the law is already known to the FCC staff, the key members already having trod the carpet in the new chairman's office.

Vice Chairman Case is another whose purpose is that of wiping out the unsavory past of the radio regulatory body. His background as governor of Rhode Island, and his distinguished service as U.S. Attorney, means that he knows the law, and will enforce it.

It may prove difficult for some stations to hew to the line. But in the long run a politics-puaged regulatory board is industry insurance. Looking ahead, it means that there should be security for every bona fide license holder with a proper concept of public service, for it is well to make sure to break down an honest, reputable fraternity of broadcasting stations which maintain their position by merit and service. 

The RADIO BOOK SHELF

THE FASCINATING mystery of Radio is clearly and simply described in *The Beginner's Story of Radio* (Radex Press Inc., Cleveland), written "for the millions who, interested in radio, desire an intelligent understanding of what goes on within their receivers". Such terms as resistors, intermediate frequency and others equally baffling to the layman are described and charts depict the devious course of a radio impulse through the receiver.

21,500,000 Radio Homes

FROM THE PROLIFIC researches conducted by the "little brain trust" of CBS under the able guidance of Paul Kesten and John Karol comes another penetrating report of incalculable value to the broadcasting and advertising field. Dr. Sydney Samuelson, CBS's Advertising Manager, in five years ago, CBS has sponsored a survey by Dr. Starch of radio sets ownership in the United States that is revealing and gratifying. The findings published in this issue, show seven out of every 10 homes in the United States now have radios—a total of nearly 21,500,000, not counting second and third sets in many homes and 1,800,000 auto radios in use. The ratio compares with two out of five radio homes counted by the federal census takers in 1930.

This is the third supplemental radio census report prepared by CBS to bring up to date the federal count of 1930, a count known to be inadequate because so many failed to report owning radios for fear of possible taxation. The 1935 report, like the others, uses the 12,000,000 federal count of five years ago as a base; then it adds the known radio set sales in each state since that date, deducting those from a substantial proportion going into use, as replacements. To strengthen these findings, it takes into account the actual door-to-door sample counts made by Dr. Starch's staff among 125,000 homes in 321 representative communities.

It was a gigantic task, and there can be few who will dispute its findings. With CBS we agree that if it errs at all it errs on the side of conservatism, for who is there who does not believe there are vastly more radios in use in the United States than the 21,430,000 passenger automobiles and the 10,600,000 residence telephones?

To CBS all credit for doing a splendid job in compiling figures that can be used as standard in measuring potential audience. All the more credit to CBS for its announced purpose of breaking down its state-by-state calculations by counties and cities, and for making these state reports available in mimeograph form to all who want them—whether or not they are CBS clients or member stations.
We Pay Our Respects To—

CARLYLE STEVENS

THE PSYCHOLOGY of advertising has many wrinkles and they can't be mastered at one sitting—three or four, for that matter. But the day-to-day plugging at customers and copy and schedules that the agency man experiences proves an effective medium for instruction in the gentle art of persuading people to see things your way.

It was with this experience under his belt that Carlyle Stevens mastered a liberal supply of fortitude back in 1928 and undertook to exercise some persuasion over the powers-that-be at WXYZ, Detroit. Under his arm were a number of short stories and plays that his nimble fingers had tapped off when the advertising ranks in the motor city had nothing further to offer him at the moment.

And at the very moment he entered the sound-proof studios of WXYZ, he bet his hat and his advertising professional talker. While that persuasive talent failed to sell any of the early Stevens comes to the public eye through some courtship and courtship, a nickel at the door is the way to the grass.

The nearest Carl ever came to following his father's engineering footsteps was his first job, which was a part-time educational diet offered by Walker College School at Windsor, Ont. That job was in the Ford automobile industry, for he was working on the assembly line. But it was a job that was cut off for young Carl, when he entered the university of the United States and was graduated in 1931.

Dreaming over figures and more figures failed to stir the latent ambition in the young accountant's soul and soon the rolls of a Detroit advertising agency contained a name that was nearing the Detroit market—Carlyle Stevens, who was starting at the bottom. Not for long did he stay at the bottom, though, and one day his door was labeled "As-" and "Mr. Stevens" is now the proud owner of a business of his own, to the benefit of the advertising public.

After a period of work with WXYZ in Detroit and the Detroit Star, he was able to devote his time to the radio industry full time. And that's where he's been for the past five years.

And that's where radio enters the picture, for he found himself without the pleasure of a regular pay envelope, in fact any pay envelope. The next turn in the road to success proved to be a fleet on writing and the visit to WXYZ followed.

Until 1931 Stevens talked and wrote and produced dramatic programs and even came a sound effects expert. The latter achievement recalls the time that somebody forgot to supply sound effects for a flying chicken as special effects for a flying chicken as special effects for a flying chicken. And the alert Stevens snatched a package of cigarettes from his pocket, tore the carton to shreds,celophone, and winked it under the microphone—a bit of drama that the audience never realized when the next show was broadcast in the radio skilet.

Still seeking new worlds to conquer.

(Continued on page 44)

PERSONAL NOTES

A. E. BENNETT, managing director of 2GB, Sydney, Australia and president of the Australian Federation of Broadcasters, will arrive in this country April 20, with Los Angeles, New York and Washington on his itinerary. He is one of 412 Perth, Western Australia, arrived in Los Angeles late in February for an American visit.

GEORGE M. BURRILL, Jr., for the last year has engaged as associate editor of the Broadcasting Magazine, has been named chairman of the annual Radio-Television convention to be held at WXYZ, Detroit, March 29 over a 412-city NBC network.

JULIE FELMIAR, former WOR announcer, Newark, is seriously ill in French Hospital, New York.

JOHN HOHART, has been named radio editor of the San Francisco Chronicle, replacing James Adam. The newspaper has an NBC-KGO affiliation and on March 1 closed its Chronic building to broadcast its daily features from NBC headquarters.

JACK KINNE, CBS production manager, Knoxville, Tenn., has been appointed to the new post of Los Angeles.
New Reproducer Out

A NEW portable "playback" re-producer, supplementing its regular recording apparatus, has been introduced on the market by Presto Recording Corp., New York. It is specially designed for broadcast station salesmen, program builders and radio advertisers. The lightweight apparatus operates on both AC and DC current, and can be used for demonstrations of studio-recorded artists and programs as well as for the playing of all kinds of records and transcriptions.

New Minnesota Local

A NEW local station at Rochester, Minn., to operate on 1310 kc. with 100 watts, unlimited time, was authorized March 5 by the FCC in a decision sustaining Examiner R. H. Hyde. The licensee is the Southern Minnesota Broadcasting Co.

MOTION PICTURE ACADEMY awards for 1934, recently announced in Hollywood, include a certificate of merit to Electrical Research Products, Inc., for its vertical cut disc recordings.

Four Broadcast Awards

By Women's Committee

Will Be Made in April

FOUR AWARDS, one each for the best musical and non-musical program in both sustaining and commercial classifications will be made April 10 by the Women's National Radio Committee, New York. The awards, which are given by the FCC broadcast division, have accepted an invitation to present the awards, which will consist of illuminated parchment scrolls. No public announcement of the winning programs will be made before the luncheon at which the awards are made.

The committee of judges to pass on programs comprises: A. Walter Kramer, editor of Musical America; Yolanda Merro-Iron, pianist; Eva LeGallienne; Fannie Hurst; Walter Naumburg; Mrs. Oliver Harriman; Mrs. E. James Othaway, past president of the National Federation of Music Clubs.

In judging the commercial features, special attention will be given to the length, good taste, unobtrusiveness and general "appeal" of the sales talk.

The Women's National Radio Committee was organized to try to improve radio programs through constructive action rather than mere criticism. Its headquarters are at 113 W. 57th St., New York.

WHAT! NO MIKE—They called it the "Little NAB Convention," these broadcasters who got together Feb. 23 at Virginia Beach as guests of WTR, Norfolk. Left to right, they are (at top) Campbell Arnoux, WTAR general manager; Keith Kiggins, NBC station relations; Henry Slaviek, WMC, Memphis, general manager; (top row) John New, WTAR sales manager and George I. Jones, engineer of Janaky & Bailey.

HARRY R. LONG, formerly program director at KPCB, Seattle and other stations, has been named program director of KRLC, Lewiston, Idaho.

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FLORENCe MARKS, in private life Mrs. Bosley Crowther, who has been a member of the CBS publicity staff in New York for five years, resigned March 9. Nora Drummond has joined the publicity department of CBS in New York. A native of Norfolk, Va., she has worked on several newspapers in the Old Dominion as well as the New York Evening Post.

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Nora Drummond has joined the publicity office of WOR, Newark, and Marie Spence, former CBS engineer, has joined the executive staff of WOR, Newark, and Marie Spence, former CBS engineer, has joined the executive staff of WOR.

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More people listen to WLW than to any other radio station in the world

This explains why WLW advertisers make such tremendous progress in establishing and increasing brand preference for their products. One food product, for example, increased its brand preference 156.6% in four months. We will gladly give any advertiser a picture of what WLW can do for him.
Music Publishers Code Probhibits Song Plugging

A BAN on song-plugging as an unethical trade practice is specified in the code of fair competition for the music publishing industry promulgated March 5 by the NAB after more than a year of bickering among various elements in the industry. Business leaders, singers and others, in any form whatsoever, to get them to perform numbers over the air or otherwise, is prohibited. The code sets up separate code authorities for popular and standard publishers and a coordinating committee to settle matters between the two, solving a problem that caused much commotion during hearings held before the NAB last year. At the request of the NAB, the code includes a provision that the code or any subsequent amendments should not be construed as approving any of the acts against music publishers alleged in the Department of Justice anti-trust suit now pending against ASCAP and some 130 co-defendants in the federal district court in New York.

Food and Drug Bill in Doubt

(Continued from page 13)

Women's Viewpoint

HE ARGUED that the Trade Commission has no scientific organization which therefore cannot determine whether the commodities are harmful or dangerous and whether the advertising is improper. He advocated a unified administration of the proposed new law in the Department of Agriculture. H. H. Hirst, vice president of Bristol-Myers Co., and a past president of the Association of National Advertisers, who favor the industry, would welcome action to limit the activities of "cheap manufacturers." He added, however, that the provisions of the proposed law are drastic, and favored retention of advertising control in the Trade Commission.

Among representatives of women's organizations who supported the measure, as well as Depart- ment of Agriculture spokesmen on advertising, were Alice L. Edwards, American Home Economics Association; Mary I. Bannerman, superintendent of parents & Teachers, and Mrs. Harris P. Baldwin, National League of Women Voters. At the session on March 8, number of other association women took a new tack on the bill, and advocated inclusion of alcohol among list of habit forming drugs." This would mean that under the labeling provisions every bottle of alcoholic beverage, boldly inscribed the words "habit forming." Walter P. Jacobs, executive man- ager of the Institute of Medicine Manufacturers, vocally attacked the Copeland bill. He said it made the Secretary of Agriculture a dic- tator, that the Congress could not add that forcing disclosures of formulas would ruin the busi- ness of many medical manufacturers. He likewise declared that the bill would duplicate the Trade Commis- sion's authority over advertising. Certain provisions had been described as unconstitutional. He proposed that the Secretary of Agriculture should report to the Trade Com- mission all cases of false advertis- ing, rather than handle that function itself. Finally, he urged that the Copeland bill should be offered as an amendment to the Food and Drug Act of 1906, rather than as an entirely new act.

Stand of Publishers

FOR the National Publishers Asso- ciation, C. C. Parlin, of Philadel- phia, supported the basic measure, but pointed out that mooted ques- tions on a number of issues provisions have arisen. "We shall be pleased," he said, "if the committee will report out favorably S. 5 either as it now stands or with substitutions from S. 580 (Mead bill) or H. R. 3972 (Mead bill). We would, however, be unanimo us and strongly opposed to the introduc- tion into the bill of any restrictive provisions of the original Tugwell bill, to which we voiced objection at the original hearing on Dec. 8, 1933.

J. Schwenk, chairman of the legislative committee of the Na- tional Wholesale Drug Association, told the panel that "publishers were not ready to offer a revised bill at this session in the form of amendments to the ex- isting law, rather than an entirely new act." He favored Trade Commission jurisdiction over ad- vertising.

On behalf of advertising agen- cies, John Benson, president of the American Association of Advertising Agencies, said he felt the new legislation is sound, and added that he desired to see a measure that will not handicap or interfere with legitimate business and advertising. Through the panels, he recommended that the advertising provisions had been clarified. He favored a slight change in the definition of false advertising, by substituting the word "supported" for "sustained," and the word "supported" by medical opinion.

AFA Opposition

"I DESIRE to place on record the Advertising Federation of America as urging passage of S-5, as re- vised, and that the conference of the additional constructive amendments suggested by others," said A. T. Falk, research director of the Federation, "in support of the measure.

As was the case last year, the opening day's hearings were en- livened when Arthur Kallett, secre- tary of Consumers' Research, took the stand. His testimony was cut short by Chairman Clark, after Kallett had attempted to mention in a disparaging way, the "opposition" of Senator Copeland. Senator Clark said he would not permit witnesses to in- volve themselves in politics, but the judge's patience was limited. It was then that the chairman told the witness that he could not continue as he chose to dress himself in a rather extraordinary manner. "The right," said Kallett, "if you want to act like an American prototype of Hitler, you have thousands of Americans in jeopardy. I want the record to show that I haven't been able to make my whole statement.

The young co-author of "100,000,000 Guinea Pigs" had objected to the Copeland bill as one that did not protect the consumer. He went into a detailed summary of what he described as fraudulent advertising of dangerous products, and did not expect Con- gress to pay any attention to his testimony. He asked the members to think of the public health, rather than the Department of Agriculture, be given jurisdiction and that the measure be made more stringent.

Called Objectionable

THE COPELAND bill was des- cribed as "more objectionable than others" by Clinton Robb, counsel for the United Medicine Manufacturers Association. He said it would make the Secretary of Agriculture dictatorial powers, and prohibit the right of self-medica- tion, thereby making possible "con- fiscation of a great industry." He advocated Federal Trade Commission, rather than Agriculture con- trol over advertising.

On the floor of the Associated Manufacturers of Toilet Articles, Hugo Mock, attorney, said he felt there is no need of advertising. He indorsed the measures in the proposed legisla- tion. He objected to certain of the provisions, including labelling and record keeping. He did not favor the Trade Commission jurisdiction over adver- tising.

As the session March 8, Chairman Davis of the Trade Commis- sion declared that the Copeland bill infringes upon the jurisdiction of his organization. About 70 per
ent of the cases coming before it, he asserted, deal with forgeries of advertising, with advertising involving foods, drugs and cosmetics. He reviewed the manner in which the Commission investigated cases involving advertising of harmful products. He said the Commission had rendered a great public service on unfair practices, but that was not equipping the health features of advertising, Judge Davis asserted that as he interpreted the bill, it does not take the character of a labor bill or anything as an instrument of its jurisdiction over false and misleading advertising, but provides a duplication of effort.

Changes Proposed

THE BILL, he added, would have to be amended. Like many of the courts already have held that false advertising is unfair competition and unfair trade practice, whether the commodity be a deal drug or a piece of furniture. He declared that the Commission in the past has called upon the Food & Drug Administration, Pubic Health Service and Bureau of Standards to perform the labora-
tory work in connection with foods, drugs and cosmetics, while it undertakes the regulatory phases as specified in the Federal Trade Commission Act.

"I believe the Trade Commission is infinitely better equipped to make the field investigations," he said. "It has trained lawyers who make the litigation, and the Copeland bill would deprive us of the enforcement simply because we do not have the regulatory facilities." He said that the Commission could just as well establish the laboratory facilities, but that it would be much more economical and efficient simply to amend the existing Trade Commission act and Food & Drugs law to give its organization the necessary added authority and allow it to delegate the scientific undertakings to organizations already established.

"Congress," said Judge Davis, "could leave advertising out of the Copeland bill altogether and give the Food & Drug Administration the right to seize and destroy and stop the sale of improper and harmful products. With that function," he continued, "there would be no occasion for the Departmental Agriculture to exercise any jurisdiction over advertising."

Other Amendments

FOR THE Proprietary Association, James F. Hoge, its general counsel, first made clear that his organization favored the Mead bill (which he was instrumental in writing) now pending in the House. Nevertheless, he offered a long series of amendments to S. 5, and after speaking for some 40 minutes, was asked by Chairman Clark to insert the balance of his statement in the record. He said he supported the Mead bill because it avoided the scheme to defraud or to obtain money by means of false or fraudulent representations, to a fine of not more than $1,000, or imprisonment of not more than five years, or both.

"If the Secretary of Agriculture has cause to believe that an advertisement which has been published in a newspaper is false or fraudulent, insofar as its representations the value of a food, drug or cosmetic are concerned, he can start his proceedings in the courts under the postal statutes, he can subpoena the publisher of the newspaper or the distributor of the advertising, or the owner of the radio broadcasting station which has disseminated the information, and compel the giving up of any information which this paragraph requires without any difficulty."

Discussing the Copeland bill pro-

visions, Mr. Hanson said in his opinion the definition of advertising is "too loose". The purpose of an advertisement, he said, is merely an effort to create interest in the thing advertised. It may be something that will make the product on the idea, but it does not directly, as a result, result in a sale. "Therefore," he continued, "while I dislike the substitution of a definition of mine for that of some else, I submit the following:

"The term advertisement includes representations of fact or opinion disseminated to the public in any manner, or by any means, for the purpose of creating an interest in or a demand for, drugs or cosmetics." He suggested a number of other changes affecting advertising provisions. Among those who testified at the closing hearing on March 9 in support of the measure as drafted were Erwin Funk, member of the legislative committee of the National Editorial Association, an organization of small daily and weekly newspapers, and Dr. W. G. Campbell, chief of the Food and Drug Administration. Both urged speedy endorsement of the measure. Following the hearings Senator Cope-
land indicated that the full committee might consider the measure within a week or 10 days.

Some FIREWORKS!

....and a Report....

... The Southwest, where business has boomed above the national average for many months, touches off more firecrackers as Texas starts spending millions on its coming 1936 Centennial Exposition.

... Booming? YES! ... During the month of February, SBS added one-and-three-quarter hours of night-time network commercial programs. Some report for a regional!

... Too ... SBS carries six full evenings of programs, weekly, supplementing CBS on eight of its thirteen stations, ripening programs for sponsorship.

... Here's a tailor-made network doing a tailor-made job. Sell the Southwest from start to finish with SBS!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

GREG, BLAIR & SPIGHT, Inc., National Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES
THE FREQUENCY'S THE THING—Coincident with the dedication on Jan. 9 of WWHO, the Dayton Daily News, affiliated with the station, published a special 16-page section devoted to the new broadcasting outlet. To popularize the frequency upon which WHO operates, the cartoon shown above was published with the caption "It's '1260' Day in Dayton Today!"
THE WORLD-TELLY "tells all"!

The New York World-Telegram's radio-preference poll sets "em up in OUR alley! -... disclosing why WRVA's audience is lb.-at-large; we just give 'em the most of the best programs! WRVA carried 13 of the 20 picked best programs--including the three lead-off named first: Jack Benny, Fred Allen, and the Valleri

9 out of 17 "firsts" on RVA

In nine of the seventeen different categories included in the poll, the most popular features. Film character shows, are WRVA features! Frinestone: Best program--Jack Benny's; best comedian--Jack Benny; most popular song--Jean Ford; best dance orchestra--Guy Lombardo; best musical program--Waring's Pennsylvanians; best drama--Alfred Lunt and Lynn Fontanne; Best Hour; most popular actress--Mary Pickford; household feature--Ida Bailey Allen; studio announcer--Wallington!

A perfect double 36 figure!

72 of all the most popular features are on WRVA--more than a third--nearly a half --of 'em! And not only does WRVA carry 13 of the seventeen first choice programs, but also; 7 of 14 of the comedian class; 7 of 15 in the Popular Song group; 7 of 16 in the Dance Orchestras; 8 of 13 in the Musical Programs; 3 of 6 in the Drama Group; 3 of 5 in the Householder features; and 5 of 8 Announcers!

Another "Best"!

The World-Telly did not survey local shows or it would certainly select "Secrets", WRVA's morning participation program; designed especially for women. This program makes radio dollars do double duty because it gives you a lot for a little. Wire or write for full information!

Represented by Paul H. Raymer Co.
New York Chicago San Francisco

"DOWN WHERE THE SOUTH BEGINS"

March 15, 1935 • BROADCASTING
An INTERESTED AUDIENCE IS A PRODUCTIVE AUDIENCE

An INTERESTED AUDIENCE IS A PRODUCTIVE AUDIENCE

C K L W PRESENTS
THE MOST BRILLIANT PARADE
OF STARS ON THE AIR

Day and night — night and day — an endless parade of STARS of the stage, screen and radio — all that you W listeners. It doesn't look as if it can be by accident — but because they're interested! No wonder time on CKLW is so very productive!

C K L W, Member Columbia Basic Network. 5,000 Watts Windsor Studios: Guarantee with your bidger. Sales Offices: Union Guardian Bldg.

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WILLIAM G. RAMBEAU Co., Chicago station representatives, have opened a Pacific Coast office in the Russ bldg., San Francisco, with Doug- las A. Norwell in charge. The office will serve WBS, Michigan Network and WOR, Newark, WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Mich.

C. M. STROM has resigned from the staff of A. T. Sears & Sons, Inc., station representatives, to join the sales staff of Billboard magazine. He former- ly was with Home Circle Maga- zine and with the Nelson Sherman Adv. Agency.


H. C. VOGEL Co., Milwaukee, has been organized by Hugo C. Vogel, former vice president of Freeze-Vogel-Crawford Inc., Milwaukee, which has been liquidated.

DE'ELYN & WADSWORTH Inc., San Francisco advertising agency, has effectuated an affiliation with the Ferry- Hark advertising Co., maintaining its offices in New York, Chicago and Kansas City.

EDWARD HOWARD Agency, Clevel- and, has been changed to Howard & Gummer, with Mr. Howard and Fred- erick E. Gummer as principals.

GORDON HAMMBERGER of the radio department of Blackett-Sample-Hummet Inc., Chicago, is conducting a special in radio advertising recently assigned to him by the curriculum Central Y. M. C. A. College, Chicago.

RADIO ADVERTISERS

C Y R I L G. F O X, advertising manager of Feh & Co., Philadelphia (Feh & Co. want to make sure that the Los Angeles late in March in connec- tion with West Coast programs placed in Los Angeles.

S T R A S K A L A B O R A T O R I E S, Los Angeles (toothpaste) has placed its ads in the Chicago Herald Adv. Agency Inc., Los Angeles, Hix- son-D'Onnella Inc., Los Angeles, will come to the program to sponsor will start a new program March 22 with orchestra and imper- sonal announcements on the Don Lee- CBS network.

G E O R G E W. L U T T Co., Inc., London Island City, N. Y. (Tangye con- sumers) has announced its sponsor- annunciations on XEW, Mexico City; WSMAP, Manila, radio, and WSL, San Jacinto, Puerto Rico, thru Broadcast- ing Abroad, Inc. The orders consist of three daily announcements for 12 weeks.


R E L I A N C E MFG Co., Chicago (Big Yank shirts), has placed its account with the radio advertising Clear through Blue.


P E N N S Y L V A N I A R E F I N I N G Co., Philadelphia (better same type of products), has placed its account with Paris & Pearl, N. Y.

S T R T H N I C H O L O S & Co., Brook- lyn (Lon John whiskies) has placed its advertising with Charles M. Storm Co., N. Y.

E T N A C H E M I C A L Co., New York (Johnson's Anodyne) is advertising through Kelly, Nason & Roosevelt Inc., N. Y.

A L L I E D M I L L S Inc., Chicago (Co- brand, Kvennes flour) has placed its account with Louis E. Wade Agency, Ft. Wayne, Ind.


W H I T E K I N G S O A P Co., Los An- geles, is advertising thru Barnes-Chase Co., Los Angeles.

K N O X G E L A T I N E Co., Jamestown, N. Y. (Knox sparkling gelatine) has placed its medical advertising with Murray Bresser Associates, N. Y.

Charles Daniel Frey Co.

N ames Klein Radio Head

H E N R Y C. KLEIN, formerly of the radio department of J. Walter Thompson Co., Chicago, and for twenty-two years CBS western di- vision continuity chief, has joined the Charles Daniel Frey Co. as di- rector of radio. Among programs handled are the Clark, Caryl, and Draper, Paul Whitteman's Musical Hall, Jolly Bill and Jane, The Warden, E. W. Ford, Jack Pat- ri and the Love Wolf Tribe. At the same time Charles Daniel Frey Co., announced the appoint- ment of L. P. Weis, for seven years director of radio for the company, as director of the copy department. Mr. Weis was formerly a copy editor on the Chicago Trib- une and instructor in English at the University of Illinois.

B R O A D C A S T I N G • March 15, 1935

Programming Idea

Of Women's Group

Suggestions Are Offered for Improvement of Broadcasts

ALTHOUGH agreeing in general with suggestions made by Roy S. Durstine, vice president and gener- al manager, he is resistant to William Durstine & Osborn Inc., for the improvement of radio programs (see Broadcasting Jan. 15), the Women's National Press Club meet- ing offers several more ideas on the subject.

The committee includes educational, patriotic, civic, religious, social, philanthropic, busi- ness, professional and cultural groups and aims to improve the image of the radio industry and organized womanhood. It desires to encour- age the “better things that radio is doing without losing sight of the fact that there is room for improvement, and much that is inferior and inferior is still broadcast.”

Ideas advanced by the committee, in addition to those offered by Mr. Durstine, include:...
TRANSCRIPTS

ADDITIONAL transcription accounts placed on various stations are reported as follows by the WBS Advertising Service:

American Stores Co., Philadelphia (chain grocers)
Armour & Co., Chicago (meats)
Bulova Watch Co., New York
Carey Salt Co., Hutchinson, Kan.
Chocolate Products Co., Chicago (chocolate drinks)
M. C. Klein & Co., Atlanta (Mentho Mullion)
Deep Rock Oil Corp., Milwaukee (gasoline & motor oil)
Emerson Drug Co., Baltimore (Bromo Seltzer)
Garry & Co., New York (Styletex hair lotion)
Hick's Malted Milk Co., Racine, Wis.
Independent Milwaukee Brewery, Milwaukee, Wis.
Kolynos Sales Co., Chicago (toothpaste & toothbraces)
La Gerardine Inc., New York (hair preparations)
MB & Co., N. Y. C. (coffee)
Onion Ring Co., Chicago
Phillips Packing Co., Cambridge, Md. (canned foods)
Pioneer Maple Products Co., Minneapolis (maple syrup)
Piso Co., Warren, Pa. (dough syrup)
IX Products Co., Detroit, I. X. (anti-septic)
Amonon Co., Chicago (auto polish)
Spoon Cotton Co., New York
Standard Oil Co. of Ohio, Cleveland (gasoline & oil)
Star Brewing Co., Vancouver, Wash.
United Artists Corp., New York (motion pictures)
Vacuum Oil Co., Chicago
KOLN, Portland, Ore., has taken the Sunday Players transcriptions series of Bible stories for six months with Lincoln Memorial Park as sponsor. KSL, Salt Lake City, has taken the series for 32 weeks, with South East Furniture Co. as sponsor. The series is produced by Funeral Foundation, Inc. Los Angeles. The conductor has just named Joseph A. Hennessy, Chicago, as its Midwestern representative.

CRAZY WATER Co., Mineral Wells, Tex., on March 1, began recording his hillbilly discs at the Hollywood studios of Freeman Lang. They will be used on 40 stations and will be heard by state distributors.

PITTSBURGH PAINT PRODUCTS Co., Milwaukee, is utilizing forty 15-minute programs from the WBS Sustaining Library on behalf of neighborhood druggists, the account being placed on the following stations by W. N. Ayer & Son Inc., Chicago: KOIL, Omaha; KTRK, Phoenix; WBTB, Rock Island; WGN, Chicago; WHO, Des Moines; WREC, Memphis; WBIB, Rockford; WHAM, Rochester; WQX, Miami; WMBR, Jacksonville; WFLA, Clearwater, Fla.; WDBO, Orlando, Fla.

STERLING REMEDY Co., Des Moines, is utilizing six WBS Program Service on staggered schedules on the following stations: WVL, Baltimore; WFAA, Dallas; WBTB, Rock Island; KDKA, Pittsburgh; WDRB, Birmingham; WBF, Buffalo; WHK, Cleveland; WTIC, Hartford; WABC, New York; WMC, Philadelphia; WOR, New York; WBTW, Nashville; WRVR, Richmond; Heath-Seeboh, Inc., Chicago, handles the account.

WALKER REMEDY Co., Waterloo, Ia., through Western Barnett Inc., Waterloo, has spotted one minute WBS transcription announcements on the following stations: WGY, Schenectady; KDKA, Pittsburgh; WM, Charlotte; WSM, Nashville; WTIC, Hartford; WABC, New York; WMC, Philadelphia; WLAC, Nashville; WRA, Richmond; Heath-Seeboh, Inc., Chicago, handles the account.

ARTHUR E. McDONALD, sales manager of Standard Radio Advertising Corp., has added ten transcription contracts, all March 4 on a three-month trip to contact stations. The new releases will be released April 1 with some 30 titles available "in bulk" and 20 or more new releases ready early in April.

A NEW SERIES OF weekly news transcriptions, prepared by WBS and offered direct to stations together with 30 and one-half minute news programs, will be sponsored by the News Week weeklies with headquarters in Baltimore and New York. Politically advanced in the origination of the March of Time, this series is a feature of the New Magazine of the Air.

Payments of Royalties To ASCAP in Argentina Are Increased Ten-fold

That the American Society of Composers, Authors & Publishers is not concentrating its royalty-grabbing activities to the United States is shown in a report from Buenos Aires received March 8 stating that, on the eve of the March of Time, containing its own representation of ASCAP, that society increased its payments "ten times".

"Two years ago," wrote A. B. Doughall, manager of L.R. Radio Excepcion, at Buenos Aires, "the Argentine Broadcasters Association, of which I am a member, signed an agreement with the organization that ASCAP has presented the ASCAP interests in the Argentine Republic, whereby all the stations agreed to pay fixed royalty for every month for the term of two years. This obligation contracted by the broadcasting stations in the Argentine Republic has been continued without in any detail by all the stations, but on the eve of the expiration of our contract, which comes to an end on the 29th of the present month (February), we have been advised by the new broadcasting stations that they claim to represent ASCAP interests in the Argentine Republic that it has been decided to increase the new quota payable by the broadcasting stations, ten times.

This new organization, known as 'Argentores', insists that all the broadcasting stations should pay as from the list of March, a quota which is actually ten times as great as that which has been paid up to the present by all the radio stations in the Argentine Republic. Apart from this exorbitant quota, which is far and above the means of the normal broadcasting stations, 'Argentores' insists upon other restrictions which seriously handicap the normal working of broadcasting stations in this country."

Keystone Net Officers

ELECTION OF July S. Mathis, manager of WRAK, Williamsport, Pa., as president of the Keystone Network Inc., headquartered in that city, was announced March 6. Paul Hoffer, former director of WJKC, Lancaster, Pa., was elected vice president and Herbert R. Carroll, Williamsport lawyer, secretary. The network plan, it was stated, is a series of a state-wide chain of stations, presumably in the local, independent category.

WCAU AIRS FILMS 'Radiofilm' Is Regular Feature

In Philadelphia

"RADIOFILM," another program in the experimental series announced by Stan Lee Broza, program director of WCAU, Philadelphia, becomes a regular weekly feature on that station, starting March 15 at 10:45 p.m.

For several months the WCAU engineering department under John G. Leitch, in cooperation with the RCA-Victor Co., and motion picture producers, have been conducting experiments in sound transmission from motion picture film. A large sound projector has been installed in one of the WCAU studios, and the film will be run through this and the output of the projector will be fed into the studio speech input equipment and then sent by telephone lines to the transmitting station.

Present plans are for Powers Gouraud, WCAU dramatic critic, to review the outstanding picture of the week and cuts will be taken directly from the production and presented over the air, thus making possible the reproduction of the dialogue of the picture on the air. This new series offers unlimited possibilities and opens a new field of radio programs which will feature all the leading stars of Hollywood, it is stated.

KPLC are the call letters assigned to the new 1000-watt station on 1500 kc at Lake Charles, La., licensed to Calcasieu Broadcasting Co.

There Are 6 "R's" in Broadcast Advertising!

1. RADIUS — WFAA is unparalleled, thorough coverage of 7 southwestern states, a rich and developing section.

2. RADIOS — WFAA's primary area contains 303,589 radio families that control the purse strings of the Southwest—and every accredited survey shows the vast majority tune regularly to WFAA.

3. RECEPTION — Undistorted, clear channel transmission insures perfect radio reception—popularity of programs guaranteed interest attention to your advertising message.

4. RELATIONSHIP — WFAA is affiliated with NBC and a member of the Texas Quality Group.

5. RATES — WFAA's cost to advertiser is exceedingly low on cost per listener basis.


800 K. C. WFAA 50,000 Watts
DALLAS, TEXAS
Represented Nationally By Edw. Petry & Co. Inc.
STUDIO NOTES

J. H. UHALT, president of WDSU, New Orleans, has organized a program board of five staff members to replace the position of program director, on the theory that five heads are better than one. The board meets once a week to prepare programs and ideas are offered for new programs as well as criticism of current programs. At the meeting, the board listens to auditions for several hours and votes on each. Members are: Charles P. Ewing, vice president of WDSU; Fred Castle, in charge of programs; Lionel King, announces; and Jimmy McGowan, office manager.

EIGHT programs which have been features on the schedule of WXYZ, Detroit, were extended to the Mutual Network starting the week of March 14. They are: The String Band; The Gertskamps; The Escorted, a quartet; Melody Makers, orchestra; Rex Battles orchestra, from Toronto; The Captains, orchestra; The Aristocrats, orchestra; The Three Tunes, a harmony trio; Jack Silver's orchestra.

THE FIRST birthday of Yankee Network News Service was observed March 12. This week with a birthday party in the studios of the network's key station, WNAC, Boston. The service presents the first to broadcast a dramatic telecast of dramatizations of biggest stories of the year.

INSTALLATION of a new 1000-watt transmitter has been started by WHIS, Bluefield, W. Va. New high fidelity studio and transmitter equipment is being furnished by J. M. Temple. Pittsburgh radio engineer.

VISITING celebrities are interviewed as fast as they arrive in the city by WFAA, Dallas.

WHB Power Doubled!

...and on March 1, 1935, this famous pioneer among American radio stations became "High Fidelity"

More good news for radio advertisers! The Federal Communications Commission has granted WHB authority to increase its power from 500 to 1000 watts. A new transmitter was installed during February, and on March 1, 1935 WHB began to operate at double its former power.

Already a marvel among American radio stations for its wide coverage and strong signal, WHB became even more efficient March 1—and now delivers to advertisers an even greater, widespread audience.

At the same time, WHB became a "High Fidelity" station—with the latest-type equipment, capable of transmitting any sound in the wide field from 30 to 10,000 cycles of frequencies. WHB's programs are familiar to all American station's regular broadcast audience. WHB was the first Western American station on the regular broadcast band to become a "High Fidelity" station. WHB in 1922—it is pioneering again today!

But WHB believes in delivering its advertisers more than mere quality, kilowatts and watts! Its programs, personality and popularity deliver results!

SUNDAY PLAYERS, Los Angeles drama group, recently returned to the air with a 5:30 p.m. program Sundays on KFWB, Hollywood. The series of Bible plays is handled through Funeral Foundation, Inc., advertising counsel for moribund, with local sponsorship of seven funeral parlors.

6:30 EXPRESS labels a new early morning daily feature on KXX, Hollywood, under the direction of Bill Lawrence and Stuart Buchanan, former KXX announcers but now free lance. They also arrange the sponsorship.

A NEW WEEKLY educational feature, Congressional Opinion, has been announced by CBS to start March 17. Programs will originate at WJSY, Washington, and will use the 11:15 p.m. period Sundays. Speakers on the first program will be Rep. Maury Maverick, D., Texas, and Rep. Will Rogers (D.) of Oklahoma.

WITH installation of new 250-watt equipment, WIBY, Green Bay, Wisc., on March 25 will operate its tenth anniversary. The St. Norbert College station started in 1927, grew, to 100 watts in 1928. It is managed by the Rev. James A. Wagner.

SEVEN stations within the last two months have ordered new Western Electric 5 kw. broadcast transmitters after having received increased power from WCBL, according to an announcement March 13 by Western Electric Co. The stations are KFRC, San Francisco; WSPD, Toledo; WJAS, Pittsburgh; KLZ, Denver; WOW, Omaha, and WTV, Seattle. In addition, it said, KMBC, Kansas City, has arranged for installation of amplifying and controlling equipment from the same type of transmitter.

KGMB, Honolulu, started March 1 to rebroadcast KGU programs weekly from KNN, Hollywood. The arrangement was made upon the recent visit to Hollywood by Mr. Wesley Edwards, manager of KGMB.

For the first time, all four Denver stations—KOA, KLZ, KFEL, KVOD were connected for a contest on "What the Tourist Means to Denver" as part of the Dividends for Denver program. Staff members from the four stations participated.

WROL, Knoxville, Tenn., has taken over The Jack Benny Hour, for several months a daily feature of WLW, Cincinnati, and it is now sponsored by the Southern Coal & Coke Co. Bob Drake and Jimmy write the script and play some 26 parts.

WXXN, new Kansas City station on 5000 kw. will install a four-way directional antenna system to increase the signal to the Kansas City area and the four major directions. The station has just purchased a ROB from General Communications Laboratories.

WITH installation of new Class B modulation, 5000 watt transmitter, KNX, Los Angeles, and KALX, Dallas, Texas, this station, have remodeled studios to provide additional space and improved facilities for programs andauditions.

A NEWly acquired program on WJAR, Providence, The Voice of Public Opinion, in which a microphone is carried into restaurants, on street corners, other public places where impromptu interviews on the day's news are staged.

KFWB, Hollywood, on March 4 observed its tenth anniversary. Harry Warner, president of Warner Bros. Pictures Inc. is guest of honor.

CFRB, Toronto, is rebuilding one of its fledgling penthouses on Bloor Street, one of the city's most luxurious, will be able to see broadcasts from the street.

Sales of radio receivers

Set New Record in 1934

RETAIL sales of radio sets soared to a new record in 1934 when 6,968,000 receivers were sold, according to the current issue of Radio Retailing. At an average consumer selling price of $45.40 each, 4,084,000 sets were sold for the domestic market, and averaged $4.4 billion set. The total dollar volume of radio products sold at retail was $235,072,000, marking an increase of $22,000,000 over the 1933 figures. Of the receivers, 280,000 were batteries operated and 6,080,000 for automobile use, 56,000 over 1933 for the latter. Tube sales in the domestic market, at an average retail of $23,000,000, amounted to $55,548,000 for 55,192,000 units, the magazine states, and the total tube sales were $64,882,000. The number of automobile radios in use is estimated at 2,000,000. On a basis of 21,500,000 auto registrations the penetration points out, the market saturation is only 9.3%.

www.americanradiohistory.com
Radio Fills Breach in Wisconsin Storm

HEN both Press Associations and Public Utility Concerns

As a blizzard of unusual proportions demolished telephone, telegraph, and power lines at Duluth and Superior, Wis., the night of March 4, radio leaped into the breach and broadcasting stations kept the only contact with the outside world for 12 hours. All by March 5 WCCO, Minneapolis, had relayed Associated Press reports to the Duluth and Superior newspapers and transmitted emergency messages to telephone and telegraph companies.

WEBI, Duluth-Superior, relayed reports from WCCO, using two transmitters — its new tower in Duluth Superior and its auxiliary station downtown. With the permission of John M. Sherman, WC radio inspector in St. Paul, two-way communication was established with WCCO, including the Press Association's news flashes both to Duluth-Superior and Superior, which were able to get in contact with the public against damaging power lines and other emergency repairs.

No Network Programs

ELEPHONE lines being down, WECB for 3½ days was without its usual NBC programs, but it stayed on the air during the day and night with its own programs and the relays from WCCO. The station's engineers had built a special aerial atop the hotel to maintain this situation.

 embraces the head of its associated newspapers with their thanks to Earl Gammans, WCCO manager, and Walter Strobel, WCCO manager. The stations are in the same range district, which depends upon radio for news and information to the public and to the local newspapers.

Sponsor Not Named

A PROGRAM, The Romantic Bachelor, that has no formal commercial announcements and does not mention the name of its sponsor, was launched March 12 over WGN, Chicago. A quarter-hour program, three mornings a week, the show is broadcast with the housekeeping adventures of a bachelor who tells his audience where he goes and what he does. Casual conversations with his cooks and other house details are of the sort usually broadcast by women. The program is handled by Needham, Louis & Brorby, Inc., Chicago, maker of egg cartons.

Census of Radio

A sentive set of data to show by what amount the accepted cates of set ownership should be written up, CBS was advised that 50,000 interviews would be necessary. To make assurance doubly sure, 125,000 such calls were made under the direction of Dr. Daniel Starch, properly proportioned in each income level and divided according to time zones. All were made in person, without any telephone. Interviews were taken by questionnaires. Only interviews with members of the family were accepted, and not those with servants. The calls were made in 321 communities, of which more than 200 were in the less-than-5,000 population class, while 129 had less than 1,000. The scope of this research into the situation in rural districts is important, since it is in these areas that the extent of set ownership is believed to have been underestimated most seriously.

The percentages of set ownership in proportion to the total number of families in each state, which appear in the last column of the table reproduced herewith, show a national average of 49.4%. Only 11 states appear with less than 50% set ownership.

Another table in the booklet incorporates data gathered by CBS, NBC and the McGraw-Hill Publishing Co. on sales of radio sets in 1934. It shows that the states with the lowest percentages of set ownership last year were the ones with the highest percentages of new set purchases, as distinct from replacement purchases. In other words, the gap between the wealthier and more populous sections of the country and the rural areas is gradually being closed. The payments made by the AAA in agricultural districts, which for the first time are attaining a financial position comparable to that of industrial areas, may be largely responsible for this. Last year was a record one since the 1929 peak of radio sales, 3,504,000 sets having been sold, of which 68.1% were replacements and 31.9% went into new homes. During 1934 there were also 780,000 new automobile radios marketed, bringing the total to 1,800,000 called by CBS a "plus" in radio circulation of special interest to summer broadcasters and a "pluses" which in itself rivals the total circulation of many leading magazines.

Senior White Reelected Head of ICR Committee

SENATOR WALLACE WHITING (R.) of Maine was reelected president of the American Section of the International Committee on Radio at the annual meeting held March 4 in Washington. Other officers include: Louis Caldwell, vice president; Howard Le Roy, treasurer; Paul Segal, secretary. The executive committee consists of A. E. Vallance, State Department chairman; Dr. J. H. Dillingham, Bureau of Standards; A. L. Ashby, NBC; Henry A. Towns, NAB; FCC Commissioner; Thad H. Brown, and F. P. Guthrie, RCA Communications Inc.

Senator Wheeler, chairman of the Senate Interstate Commerce Committee, in the principal address wondered communications companies to increase their serviceability rather than strive for profits. Otherwise, he said, public ownership is in the offing. He reiterated his opposition to any network or telegraph consolidation. Mr. Caldwell urged the American Section to send to the International Committee's convention next summer in Paris a complete report on broadcasting and radio activities in this country if it could not have a delegate present at the gathering. Dr. Dillingham described the work of the CCR at the Lisbon parley last year.

INTRODUCING to the public its lather-free liquid shaving cream, Soap Products Inc., New York, took to the air March 4 over WJZ and WEAF immediately following the 6:30 p.m. news programs, thrice weekly.

Sitting Disc

THE HTF of a portly lady visitor at a recent studio program of WBT, Charlotte, was too much for a transcription turntable when she sat on it, so from now on visitors are excluded from the station's sustaining programs. For some time the station had been bothered by the disappointment of those who were cut out of studios. On commercial programs, visitors will be admitted when the sponsors sanction it.

数千 families answered during the 7 consecutive days of this survey taken between 7 A.M. and 11 P.M. See a Certified Copy of this Survey at our General Sales Office, Minneapolis, Minn., or with our National Representatives: NEW YORK, Paul H. Raymer Co.; CHICAGO, D. R. T. S., SAN FRANCISCO: Greig, Blair & Spight, Inc.

www.americanradiohistory.com
H.B. McNaughton Named As Manager of WTBO

HENRY B. McNAUGHTON, assistant manager of WTAM, Cleveland, has resigned that post to assume general management of WTBO, Cumberland, Md., which recently passed from the control of Herbert Lee Blye, of that city, to new interests which purchased control of the Associated Broadcasting Corp., according to announcement March 7 by the station. The new owners will meet later this month, it was stated, to elect officers. New studios and other improved facilities are planned this fall.

Mr. McNaughton has been in radio for 10 years, half of which were spent with NBC. Prior to becoming WTAM assistant manager he was a studio engineer and night traffic manager at NBC in New York. He has served on the production and engineering staffs of WTMJ, Milwaukee, WIBO, Chicago and WHAS, Louisville.

DEAN JOHN T. MADDEN, of New York University's business school, announces that John S. Young, NBC staff announcer and holder of a doctorate from St. Benedict's College, will offer a course in public speaking during the present semester.

**WFIL adelphi**

Only Philadelphia outlet for N. B. C. Basic
Blue Network

560 Kilocycles
1000 Watts

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Utilizing Radio's "Clock Space"

(Continued from page 11)

The medicine man who came to the crossroads, raised his umbrella, and chanted the praises of snake oil is a figure of the past. By force of personal magnetism and a simple message, he was able, it is true, to sell his wares. But times have changed. The radio is crowded with "medicine men," selling not only medicine but everything on earth. There is no longer any fascination in the art of the bold, boastful claims. Even the majority, radio listener instinctively reacts better to the more modest and unpretentious advertiser. Such is the case with the NBC in announcing plans for this fall.

Some of the more objectionable aspects of commercial programs seem to me so easy of correction as to inspire wonder why nothing is done about it. No advertiser would think of going into a friend's living room and shouting over and over again that "Uncle Harry's corn cure restores latent energy, relieves pain, dispels gloom, and delays old age!" But that is an exaggeration of what takes place on any number of radio programs. How infinitely less offensive and more effective it would be to let good taste the announcer would quietly suggest that "Uncle Henry's corn cure is a time-tested remedy composed of reliable ingredients and offered as a safe, helpful application in the treatment of ordinary foot ailments."

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1 of the 2 High Ranking States in Bank Clearings Gains is NEBRASKA

Omaha Outranks 22 of the Largest Cities

Here's proof that Nebraska folks DO have the money! While the average increase in Bank Clearings among the largest cities was only 7.5% last year, Omaha's increase was 37.9%—only 1.3% less than the leader!

Big advances in grain and livestock prices have helped Nebraska incomes. Money is freer—and advertisers are being more richly rewarded—than in 4 years!

Get Your Share Through Spot Radio Advertising

Throughout Nebraska, 9 live radio stations are ready to deliver your messages to large, prosperous audiences. May we supply you with actual examples of outstanding results?

Just wish the association office, or any station listed below.

MISSOURI VALLEY BROADCASTING ASSN.

Omaha, Nebraska

WOW
Kol
Omaha, Nebr.

KFAB
Lincoln, Nebr.

WJAG
Clay Center, Nebr.

Kaka
Omaha, Nebr.

KBE
Norfolk, Nebr.

KGN
York, Neb.

KGM
North Platte, Nebr.

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FCC Tightens Its Rules Governing the Issuance Of Construction Permit

TIGHTENING of requirements for construction permits has been announced by the FCC in notice to all holders of such permits. Hereafter, all construction permits will be issued for six months, in lieu of the one-year period which has prevailed in the past, with licenses to follow prior to expiration if construction is completed properly. In addition, the commission will give, but in others expiration or permits will mean that new construction or new applications must be filed. The announcement follows:

It has been observed that in many cases the estimated period of time required for construction necessitates the filing of a such permit as a technical prerequisite of the permit to authorize a late completion date. Frequently, such application is filed in conformity with Rule 113, and the permit prior to action by the Commission on the application for more facts.

Effective immediately all construction permits granted by the Commission will specify a completion date not less than six months subsequent to the date of commencement which specifies the date of completion, that is, regardless of the date of completion shown in the application. The permit, however, may actually complete the installation and file forms to authorize the license or modification of license at any time within the designated period of construction. The Commission will consider such cases.

Applications for extension of the completion period, which are not filed in accordance with Rule 11 and as a result thereof, are not present the Commission for action unless the applicant can show that the date of expiration of the permit has, in the Commission, will not be considered by the Commission.

The applicant, however, may file application for a new construction permit, which may be acted upon by the Commission as provided by Section 319 of the Communications Act of 1934.

Lewellyn Reinstated

GEORGE LEWELLYN, former supervisor for Savings and Loan Radio Commission, who was dismissed from the service more than two years ago, on March 1 was ordered reinstated in the latter's payroll at a salary of $7,290. He will take office in April.

LOCAL spots may be used with newspapers in the future by the Johns Manville Corp., automotive division to promote its brake lining. J. Walter Thompson Co., New York, handles the account.
Chicago Education Plan
(Continued from page 18)
while not maintaining such lines. In any comparison with present and proposed costs, it should be remembered that poorly produced educational programs may be very costly indeed, reducing as they do the value of time preceding and following them. The cost to stations has been calculated to furnish programs from four universities at approximately the same volume as that of maintaining a course from one school at the present time.

Overcoming Trouble
MR. MILLER maintained that the four basic reasons for the slow development of educational broadcasting in the past will be obviated by the proposed central organization, if used in different local areas, such as $1,000,000 in Chicago. He recited these as follows:

1. Educational programs have been poorly designed for radio consumption. Thus, the efforts of the Council in the adaptation of techniques and the care with which programs are selected will afford a remedy to this situation.

2. Expert guidance and supervision of educational features have been lacking. This will be met by the staff of the Council which will include experts in the various fields of production, continuity and program management.

3. Educational broadcasting has received inadequate financial support. By pooling of funds from the schools and stations, supplemented by grants from philanthropic organizations, this difficulty will be overcome.

4. Cooperative efforts between institutions and stations have been the exception, rather than the rule. With the Council serving as an agency to effect the closest possible cooperation, this confusion will be eliminated.

Annual budget for the Council, according to Mr. Miller, would be allocated as follows: Salaries, $30,000; line rentals, $10,700; office and studio rentals, $3,000; office expense and travel, $5,000; equipment maintenance, $1,000; honoraria, $8,000; professional programs and professionals in educational dramatizations $2,000. Total of this financial responsibility would be $25,000 to be procured from philanthropic organizations, $16,000 from universities, and $14,000 from stations. In allotting the financial responsibility among the universities on the basis of relative tuition fees, the following:

<table>
<thead>
<tr>
<th>Station</th>
<th>Tuition Fee</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>$1,000</td>
<td>12%</td>
</tr>
<tr>
<td>Northwestern</td>
<td>$5,000</td>
<td>62%</td>
</tr>
<tr>
<td>De Paul</td>
<td>$10,000</td>
<td>26%</td>
</tr>
<tr>
<td>Loyola</td>
<td>$15,000</td>
<td>18%</td>
</tr>
</tbody>
</table>

Endowment Basis
"IT IS HOPED," he concluded, "that the council can be placed upon an endowed basis after it has demonstrated its effectiveness. If this were done, the burden from the stations and schools would be lessened or entirely removed." Before advancing his specific plan, Mr. Miller analyzed the radio-educational situation, declaring it as one of the most perplexing problems of radio today. He concluded, requires cooperation of the two groups.

"Certain minority groups of educators, $5,000 operating on the hypothesis that education is sufficient unto itself in radio, have agitated for paternalistic legislation to increase the facilities of schools for the use of education and to fix the total percentage of available facilities allotted to education at the increased level," he said. "The ill-fated Fess and Wagner-Hatfield bills were tangible results of such agitation. Ignoring the fundamental causes of the present condition in educational broadcasting, as these proposals did, it is not surprising that the FCC in its recent report to Congress did not favor disruption of the status quo at least until the present operators were granted a reasonable opportunity to effect close cooperation with educators."
Applications...

FEBRUARY 27

WMMI, New Haven—Modif. CP new station 900 kc 500 w d to extend coverage.

WMPG, Lapeer, Mich.—CP change equip., increase from 100 w to 100 w 300 ft.

NEW, Homer York, Larklin, Tex.—CP 1450 kc 100 w untd., amended to 1350 kc and spec hours.

NEW, Florida Capital Broadcasters Inc., Tallahassee, Fla.—CP 1310 kc 100 w untd., amended.

WAIM, Anderson, S. C.—Modif. CP 1200 kc 100 w untd., to request changes in spec hours.

WJAX, Jacksonville, Fla.—CP new equip., increase from 1 kw to 1 kw 5 kw d.

KSD, Des Moines—CP move transmitter locally, amended to change equip.

KWEZ, Kansas City, Mo.—CP move transmitter and studio from Cedar Rapids, change equip., extend complete, amended, re effective.

WTAD, Quincy, Ill.—Modif. license from 1440 to 900 kc, hours from shares-WMHQ to D.

WTPQ, Wenatchee, Wash.—License for CP move station locally, increase D power, change hours.

KWOY, Sheridan, Wyo.—Vol. assign. license to Big Horn Broadcast Co., Inc. D to D.

KWEZ, Kansas City, Mo.—New CP move transmitter and studio from Cedar Rapids, change equip., increase from 1 kw 2 kw D to 1 kw 5 kw D.

KQLT, Seattle—CP change from 570 to 310 kc, hours from 500 w to 500 w 5 kw, change equip., move transmitter locally.

APPLICATIONS RETURNED—NEW, W. C. Miner, Rock Springs, Wyo., CP 950 kc 300 w D.

FEBRUARY 28

WLW, Cincinnati—Modif. exp. auth. 500 kw LS to 6 a.m. using directional ant. system without reduction in signal in Nicaragua, re extended.

WPRR, Petersburg, Va.—License for CP new equip., increase from 250 w D to 100 w 500 w.

NEW, Eugene DeBogory, d/b Dallas Radio Co., Inc. D to D. CP 1550 kc 1 kw, amended to 1570 kc.

KFTM, Paragould, Ark.—Modif. CP as modified to extend completion to 1-31-45.

KWDA, Shreveport, La.—Vol. assign. license to Dry Goods City Co., Wichita, Kan.

KUXL, Seattle—Lic. for CP as modified to move station from Paragould, Ark. to Springfield, Mo.

KWRU, Griffin, Ga.—License for CP move transmitter, change hours, change equip., change hours.

NEW, Dubuque Brstg. Co., Dubuque—CP 1500 kc 100 w untd., amended to 10 kw to 5 kw.

WTRG, Elkhart, Ind.—CP change equip., increase from 500 w D to 1000 w D.

WPRR, Petersburg, Va.—CP change equip., increase from 250 w D to 100 w 500 w.

WMMI, New Haven—Modif. CP new station 900 kc 500 w D to extend coverage.

WMPG, Lapeer, Mich.—CP change equip., increase from spec. to spec., power from 1 kw 2 kw D to 1 kv 5 kv D.

WJAX, Jacksonville, Fla.—CP new equip., increase from 1 kw to 1 kw 5 kw D.

KSD, Des Moines—CP move transmitter locally, amended to change equip.

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APPLICATIONS RETURNED—NEW, W. C. Miner, Rock Springs, Wyo., CP 950 kc 300 w D.

MARCH 1

NEW, Paul Sullivan Andrews, Lewiston, Me.—Modif. CP 1550 kc 500 w D to 1550 kc 100 w untd.

WJHD, Boston—Modif. license from 830 to 865 kc 3 kw D to untd.

WJNT, New York—Modif. license from 250 to 500 w D.

WJLL, Little Creek—CP change equip., increase from 50 to 100 w, move transmitter.

WLVA, Lynchburg, Va.—CP change equip., increase from 500 to 100 w D.

WRBC, Canton, Ohio—Modif. license for CP to espec. to untd., facilities of WNHO.

WPTF, Greensboro University, Ga.—Vol. assign. license to J. W. Woodruff & S. A. Cloer D to D.

KFRG, Houston—Extension exp. auth. 5 kw D to 10 kw D.

WAGA, Rome, Ga.—Modif. license for CP move transmitter, change hours, change equip., increase from 1 kw 2 kw D to 1 kw 5 kw D.

NEW, Eugene DeBogory & Mildred English—CP 1550 kc 1000 w D to 1550 kc 100 w untd., amended re hours.

KTRU, Houston—CP change equip., increase from 500 kw 100 w D to 1 kw 5 kw D.

WOR, Newark—License for CP as modified to install new equip., increase power, move transmitter.

KXPT, St. Paul—Extension exp. auth. added 15 kw LS to 11-31-45.

NEW, Radio Chapel of the Air, Rev. R. M. Johnson—CP1570 kc 1 kw D D to 1 kw 5 kw D.

KFWI, Hollywood—Exp. auth. new equip., new kw D to 4-1-35.

NEW, Oregon Oregon Publishing Co., Roseburg, Ore.—CP 1500 kc 100 w untd., amended.

APPLICATIONS RETURNED—NEW, Pampa Daily News Inc., Pampa, Tex., CP 630 kc 100 w untd. NEW, Donnie W. Barnes, Alexander City, Ala., CP 1000 kc 100 w D.

NEW, Plainview Brstg. Co., Plainview, Tex.—CP 1500 kc 100 w D.

WEEL, Boston—CP new equip., change from 1 to 5 kw D & N, to amended to use directionality.

WJBO, Baton Rouge, La.—Modif. CP new equip., increase from 1 kw to 5 kw D.

WIBW, Topeka, Kan.—License for CP increase from 1 kw to 5 kw D.

WDZ, Tuscola, Ill.—CP change equip., increase from 100 to 250 w, change hours.

KPMQ, Minot, N. D.—Consent transfer control to Northwest Radio Service Int.

WGN, Chicago—Granted renewal license with auth. 1 kw to LS Sunday; auth. dismissed from hearing dock.

SPECIAL AUTHORIZATIONS—WOC, Des Moines, Minn., granted temporary auth. temp. 4 expense hours during unaid. pending operation: 30 days; WOBM, Boise, Ore., granted temp. auth. remain silent pending operation: 15 kw.

SET FOR HEARING—WCAO, Baltimore, Md., app. CP move to Chattanooga, Tenn., change hours to unaid.; NEW, John Brown University, Silvan, Ark., app. CP 1560 kw 100 w unaid. to: WTRC, Elkhart, Ind., app. CP change equipment, increase from 5 kw to 25 kw.

RATIFICATIONS—WHIO, Dayton, O., Granted extension temp. auth. for hearing ally and CP for 6 to 1-30 (March 4).

WLS, Mason, 0., Granted modif. exp. auth. 200 kw LS to 6 a. m. using directional antenna (March 1).

Examiners' Reports


20% of U.S. BROADCASTING STATIONS EMPLOY CREI STUDENTS or GRADUATES

Over 160 of America's broadcast stations employ CREI men. Proof that Technical Training is valuable. Our graduates go to Columbia, Westminster, St. Louis, Stanford, and many other leading educational institutions. Residence Course and Home Study courses offer you a well-balanced training in essential mathematics—theory—practice and practical engineering problems. Write today for complete details.

FREE! 44-Page Illustrated Booklet, with pictures of equipment, laboratories, and information on courses, costs, faculty, etc.

Capitol Radio Engineering Institute

DEPT. B-M
14th and PARK ROAD, N. W.
WASHINGTON, D.C.

San Antonio, hearing scheduled for March 18 continued; WEBB, Superior, Wis., denied petition reconsideration action setting for hearing apply. change equipment, increase from 2 kw to 5 kw D; WCLS, Juliet, Ill., reconsidered and granted appl. unaid. D operation and denied appl. unaid. night opera. WEBL, Chicago, denied motion asking denial of appl. of Journal Co., Milwaukee, for default; John G. Curtis, Eric, Pa., denied request continuance on hearing D, app. CP new station 125 kw 100 w; Brothers & England, Wellington, O., denied request continuance on hearing D, new station 1370 kw 100 w; KSTP, St. Paul, sustained motion dismiss protest of KSTP against appl. Minn. Brdcstg. Corp., location transmitter site etc.; WCOB, Scranton, Pa., denied petition reconsideration action setting for hearing apply. CP change equipment, increase from 250 kw to 1 kw.

ARE YOU BETTER THAN YOUR JOB?

Being better than the requirements of your job is the most important step toward success! A Technical education combined with your own experience will equip you to take advantage of every opportunity to advance yourself. There are too many "pretty good" men in radio...but not enough TECHNICALLY TRAINED men for the many responsible, well-paid positions.

How to answer the demand with an "RV3" microphne

Your audience demands true fidelity—clear cut tones—sparkling notes.

Hold your listener's attention by answering this demand with the "RV3"

WGE8, Chicago—Granted renewal license with auth. 1 kw to LS Sunday, app. dismissed from hearing dock.

SPECIAL AUTHORIZATIONS—WOC, Des Moines, Minn., granted temporary auth. temp. 4 expense hours during unaid. pending operation: 30 days; WOBM, Boise, Ore., granted temp. auth. remain silent pending operation: 15 kw.

SET FOR HEARING—WCAO, Baltimore, Md., app. CP move to Chattanooga, Tenn., change hours to unaid.; NEW, John Brown University, Silvan, Ark., app. CP 1560 kw 100 w unaid. to: WTRC, Elkhart, Ind., app. CP change equipment, increase from 5 kw to 25 kw.

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FREE! 44-Page Illustrated Booklet, with pictures of equipment, laboratories, and information on courses, costs, faculty, etc.

Capitol Radio Engineering Institute

DEPT. B-M
14th and PARK ROAD, N. W.
WASHINGTON, D.C.
NBC Now Is Full Owner Of Civic Concert Service

NBC has taken over Civic Concert Service Inc., organized in 1922 to promote concert courses throughout the country, as a completely owned subsidiary. It had been partially owned by NBC since 1931. Executive offices were moved from Chicago to NBC headquarters in New York March 11 where it will function as a division of NBC Artists Service under George Engles, NBC vice president. O. O. Botorf, formerly assistant manager of Civic Concerts, has been named general manager of the reorganized corporation.

D. S. Tuthill, business manager of the Artists Service, has been promoted to assistant managing director, effective March 4. He will continue to direct sales, promotion and general departmental personnel, coordinating the activities of the management and sales divisions. Dema Harshbarger, founder of Civic, has been appointed manager of the Hollywood office of the Artists Service and will arrange cinema appearances for NBC artists and watch for potential radio talent.

WMBD Gets Full Time

AFTER a two-year effort, WMBD, Peoria, was granted full time on 1440 kc. by the FCC March 5, taking over the half-time used by WTAD, Quincy, which was shifted to day operation on 900 kc. WMBD uses 500 watts at night and 1,000 watts day, while WTAD has 500 watts on its new assignment.

AUTOS AND RADIOS
Sales of Sets for Cars Boosted by
WSYR Announcements

AGAIN WSYR, Syracuse, is cooperating with automobile and radio dealers to promote the sale of radio sets for automobiles by running sustaining announcements during the heavy buying season urging the public to buy cars equipped with receiving sets, or buy sets for their present cars.

That the idea succeeds is shown by the fact that the rate of sale of auto radios in Syracuse is far above the national average. Dealers aid by offering bonuses to salesmen and by urging salesmen to push sales of auto receivers. In addition, a larger allowance is given on trade-ins when the machines are radio equipped. The net result of this campaign has been a big increasing in summer listeners. The station has adopted the slogan "summertime is broadcasting time in Syracuse".

A sample continuity reads like this: "Spring is just around the corner. To most of us, that means picnics and outdoor roasts. Take your favorite radio programs into the open with you. Install a radio in your car!"

Kleenex Shifts

"THE STORY of Mary Martin", currently broadcast over NBC in the interests of Kleenex cleansing tissues, on April 1 moves to CBS, where it is to advertise Quett, a new deodorant. The International Cellulotton Products Co., Chicago, maker of Kleenex, Quest and Kotes, made the move after NBC officials discovered an old ruling barring deodorant advertising from their chain. Lord & Thomas, Chicago, is the agency.

Control of Broadcasting By Canada Through Tax Is Opposed by Listeners

A SUBSTANTIAL majority of Canadian listeners favor the United States' broadcasting system as against their own system of governmental control, with a receiver tax, according to a poll of the Canadian audience taken by Radex, published by the Radex Press, Inc., Cleveland. The results of the magazine's poll are:

In favor of the governmental system with a tax—2,052.

In favor of commercial system with advertising—2,502.

Scanning the replies to its Canadian questionnaire, a strong unemployment protest is found by the magazine to "a governmental body trying to force upon the listening public educational or cultural programs in lieu of lighter entertainment". Also emphasized is the belief that no reasonable receiver tax would provide sufficient revenue for the government to put on the high-priced artists and features that are possible under the competitive commercial system. Canada's annual radio set tax is $2.

While some fault is found by Canadian listeners with advertising continuities of American programs, yet it is recognized that the advertising message is being made less conspicuous and frequently is both interesting and instructive. Improvement also is noted in spot announcements of many stations, although some Canadian listeners feel that these short programs "rub the fur the wrong way".

INCREASED COVERAGE . . . . . . . . IMPROVED FIDELITY

with the new General Radio transmission monitoring equipment, which has these indispensable features: continuous high-speed program modulation monitor — automatic, positive and instantaneous over-modulation indicator — measures carrier noise and hum-levels and levels of amplifiers, wire lines and all associated equipment — measures harmonic distortion of modulated envelope and distortion in all a-f amplifier equipment.

Simple to operate, direct reading, easily installed and moderately priced. Transmission monitoring equipment is required in all 'high-fidelity' stations.

GENERAL RADIO TYPE 730-A
TRANSMISSION MONITOR . . $462.00

Detailed Specifications in Bulletin M-82

GENERAL RADIO COMPANY
30 STATE STREET
CAMBRIDGE A, MASSACHUSETTS

Page 52
International Copyrights Under New Plan Studied

A PRELIMINARY redraft of the proposed bill to enable the United States to enter the International Copyright Union, involving a number of far-reaching changes which would affect copyright users, has been almost completed by the State Department's interdepartmental committee, it was stated March 11 by Wallace McClure, chairman. A proposal by the NAB that the $250 minimum infringement fee in the present law be eliminated altogether is being studied, he indicated, along with a variety of other provisions designed to reform present procedure and protect users.

After the preliminary redraft is complete, Mr. McClure said, it will be submitted to parties in interest for final comments, preparatory to revision and submission to the Congress. Conferences participated in by the NAB, ASCAP, motion picture, hotel and other interested groups, were held by the Interdepartmental Committee from Feb. 19 to 25.

Follows Ball Clubs

FOR THE fourth consecutive year, Bob Elson, baseball announcer of WGN, Chicago, left March 9 on his annual tour of the baseball training camps and the West Coast to get first-hand information for his sports broadcasts and player interviews sponsored by Walgreen Drug Co., Chicago. WGN will carry all the home games and most of the road games of the Chicago Cubs.

FEDERAL TELEGRAPH CO.

FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interscchangeable with
U. V. 357 and W. E. 264A)

F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "Famed for Performance" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

Blaw-Knox Vertical Radiators are engineered to meet modern requirements and represent experience dating from the very start of broadcasting. Stations that have installed Blaw-Knox Radiators are reporting great extensions in area served plus improved clarity and quality of their signals resulting in gratifying increases in their volume of business.

It will pay you to consult Blaw-Knox if you are planning any changes whatsoever in your antennae.

BLAW-KNOX COMPANY

2038 FARMERS BANK BUILDING
PITTSBURGH, PA.
Offices and Representatives in Principal Cities

May 15, 1935 • BROADCASTING
Canada May Spend Million Dollars for High-power Outlets

CPC Now Hinges on Elections; Ottawa Gets Blattnerphone

By JAMES MONTAGNES

ALTHOUGH a definite date has not been set, it is understood that the Canadian Radio Commission is ready to establish new high-power stations and increase the power of existing stations to give a more adequate service covering all Canada. The cost will be about $1,000,000 expenditure, but the sum has not yet been voted by Parliament. Meanwhile Minister of Marine Duranceau, under whose department is the Radio Commission, has stated in Parliament that the plans are ready.

The modern stations would be erected in various sections where coverage has been inadequate and from which it is felt that radio conditions have improved. Surveys show such areas exist particularly in the Maritime provinces, part of Quebec, northern Ontario, Saskatchewan, part of Alberta and practically all the populated part of British Columbia.

With construction of new stations is planned an extension of hours of national broadcasting. New and modern studios are included for points where the principal commission programs are produced. The response from listeners regarding program quality is now satisfactory, the complaints being largely due to poor reception and inadequate coverage. The Commission has now completed its station at St. John's for the reception of English programs, and a battery of three Blattnerphone electrical magnetic "wire tape" recording machines has been installed to record the outstanding programs for rebroadcasting during evening hours.

Incidentally, the Blattnerphone machines are the only ones on this continent, and are now not only for recording the principal English rebroadcasts, but as permanent records of such important broadcasts as King George's New Year's messages, the recent royal wedding, and other historic broadcasts, the electrical magnetic recording on a thin metallic ribbon keeping for many years.

** * **

CANADA'S three radio commissioners, H. E. Charlsworth, Jacques Cartier and L. J. Steel, are liable to be going for new jobs, should the forthcoming Canadian general election result in a Liberal victory. The three commissioners, appointed by the Conservative government, are all slated to go by the board along with others of the Commission personnel, if the Liberal party returns to power, according to a definite decision of the party at Ottawa, it leaked out when the subject of political appointments was recently discussed in Parliament.

** * **

THE Vancouver Board of Trade has decided that the city is not adequately represented on the air with two 500 watt stations and four 100 watt stations, and has asked the Radio Commission to install a high power station to compete with nearby United States and Canadian cities with stations of more power than those of the Dominion's third largest city.

** * **

ADAMICIAN LABORATORIES, Inc., subsidiary of National Oil Producers, Inc., has increased its advertising budget for Admiracion shampoo this year and will use radio among other media, according to being Brandoned by Charles Dallas Reach-Advertising, New York.

Carlyle Stevens
(Continued from page 37)

Quer, Carl set out in 1931 for New York. He got as far as WLTN, Brooklyn, where he got a job. Still more, he went after another job—at WABC, New York—just in case a vacancy might occur there. The old "This is the Columbia Broadcasting System" was often uttered in Detroit, still buzzed in his brain and he yearned to say it once again—from the network's key station.

The vacancy occurred, sure enough, a few weeks later, and he joined the CBS staff in the middle of August, 1931. His rise since that time has been rapid and many have heard on such programs as the Studebaker Champions, Roxy, The O'Neill and other network headliners.

Still surviving are Stevens' literary ambitions. Again leaning toward the esthetic side, he is learning to play the piano. His favorite hobby is amateur photography and the quiet of midnight often finds him with his hands in the hypno pan in the kitchen sink.

Another hobby of his—In John Stevens, born last August while his daddy had an engagement with the radio audience. When Don Ballmer of "It's a Boy!" under the new papa's eyes, he had to summon all the courage that the pioneer Stevens in Canada had as the situations back to finish the program.

Which recalls another dramatic event in his life—the time he went to 7:40. And he still has a warm place in his heart for the Demo- catic delegates' convention assembled who talked and voted all night and then some to dispose of a presidential nomination—an event that the network was more interested in than a scheduled 7 a.m. organ recital.

Stevens is an avid reader; has published several short stories; believes agencies have aided the cause of announcing by allowing announcers to adapt continuities to their particular styles; is good-looking (see photo above); weighs 145; 5 feet 10 inches tall; has dark brown hair; has a younger brother; played football and basketball in school but now likes tennis; canoeing and motoring; has an epicure's taste and likes to ferret out new kinds of cooking in obscure restaurants; hates to

OTHER FELLOW'S VIEWPOINT

Who Came First?

To the Editor of Broadcasting:

Not that it matters, but there seems to be some interest in the question of who was the first representative in radio, here or elsewhere.

Advertisers Radio Service Inc. was the first to enter this field as special representative for group of associated radio stations. I was with this organization from its first days and it was dissolved because it appeared that representative could do a thorough job for many as twenty-one radio stations.

When Advertisers Radio Service Inc. quit the latter part of October, 1931, I immediately started lining up stations for special representation on my own and became the first real special representative in radio.

If any confirmation of this is needed, I respectfully refer you to the party who has long advised you of their own pioneer status as special representatives.

WILLIAM G. RAMEAU

Feb. 26, 1935

CHICAGO

ALASKA's new 100-watt radio station at Juneau will be known as KJU, when the call is assigned by the FCC to the Northwest Radio Advertising Co.

wait in line for anything; hate another sort of "line" still more—the "line" of wordy gossip solo, besides often helped out baffled sound-effects man by sup- plying without mechanical aid a noise like an elephant.

CLASSIFIED ADVERTISEMENT

** Classified advertisements in Broadcasting are priced per word for each insertion. Cash must accompany insertion. **

Forms close 25th and 10th of month preceding issue.

Situations Wanted

Experienced young announcer, continually writer. Excellent recommendations. No user intoxicating beverages, tobacco. Box 293, Broadcasting.

Progressive engineer, continually writer and program builder. Salaried position to good opportunity. Now available. Excellent references. Box 293, Broadcasting.

Station manager—worked at every position in programming department. Wide experience in dramatic department, children's programs Work for any position. Highly recommended. Box 292, Broadcasting.

Engineer, 17 years' experience in TV broadcasting; 7 years' experience in key slot; desires position with progressive station as maintenance or control man. Responsible, married with two children. Excellent references. Box 293, Broadcasting.

Sales manager of powerful channel station in one of largest Eastern cities will be available in position as general manager or sales manager of progressively station. Past experience includes employ- ments as salesman, sales manager, and general manager of both network non-network Eastern stations. Box 29, Broadcasting.

Wanted to Buy

Full time, good locality. State best position first. Letter, Box 291, Broadcasting.

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www.americanradiohistory.com
More of the Niceties of Living

are Hers to Enjoy

The young housewife of today enjoys a new freedom made possible by radio. Everything to help her with housekeeping, shopping, and other duties of homemaking, come to her on the programs of daytime broadcasters. She listens as she works. And because she can absorb this wealth of information without sacrificing time, she finds opportunity to know more of the niceties of living.

KGO in San Francisco, a favorite of Northern California daytime listeners, has the prestige and the facilities to reach and influence the buying power of this great audience of women. The most powerful local station in this area, it boasts a selling record which should be of more than ordinary interest to the local or spot broadcaster.
In the daily transmission and reception of hundreds of important messages, to and from 46 countries around the globe, R. C. A. Communications, Inc., necessarily must use equipment of the utmost reliability. Naturally this applies first of all to the tubes—the heart of any radio equipment, whether for code, music or voice. The world's great radio communications system has found that RCA Radiotrons stand up with unfailing dependability. Critical broadcast engineers and operators have found them equally reliable for their purposes. This same reliability can easily be yours. Save yourself the "grief" caused by tube limitations and troubles by specifying genuine RCA Radiotrons, the standard by which all other tubes are judged.