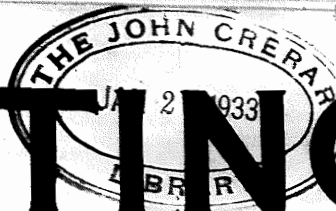


65

# BROADCASTING



Published  
Semi-Monthly

Vol. 6 No. 1

combined with  
**Broadcast  
Advertising**

WASHINGTON, D. C.  
JANUARY 1, 1934



Canada and Foreign  
\$4.00 the Year

\$3.00 the Year  
15c the Copy



WOR welcomes this  
opportunity to extend  
Heartiest Greetings  
to all our friends in  
the industry for whom  
we sincerely hope the  
New Year will bring un-  
bounded Prosperity and  
Success!

BAMBERGER BROADCASTING SERVICE, Inc.,  
NEWARK, NEW JERSEY

3MT  
 9A30 100L  
 11A30

**WTAM** \* **WGY** \* **WEAF** \* **WJZ**  
 CLEVELAND \* SCHENECTADY \* NEW YORK

**KDKA** \* **WBZ** \* **WBZ** \* **WBZ**  
 PITTSBURGH \* BOSTON \* BOSTON

**WBZ** \* **WBZ** \* **WBZ** \* **WBZ**  
 SPRINGFIELD \* BOSTON \* BOSTON

**WRC** \* **WMAL** \* **KEX** \* **KGA**  
 WASHINGTON, D. C. \* PORTLAND, ORE. \* SPOKANE

**KOA** \* **WMAQ** \* **WENR**  
 DENVER \* CHICAGO

**KJR** \* **KPO** \* **KGO** \* **KYA** \* **KYA**  
 SEATTLE \* SAN FRANCISCO

In the face of many obstacles, real and imagined, we have been able, during 1933, to create new business for our clients and to add new successes to the ever growing story of radio's power as an advertising medium. The stations we represent and the markets in which they are located will offer, during 1934, greater opportunities to advertisers. For business is on the way back. People are buying. 1934 begins where 1933 ends,—on a rising tide of demands, desires and needs.

# NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO  
 WEAF & WJZ WMAQ & WENR KPO, KGO & KYA  
 BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL  
 PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

# WHAS

## THE OLD RELIABLE

.. on the air since *July 18, 1922*  
now offers ..

# 50,000 WATTS

A Parade of Progress In the Art of Broadcasting

Now the Maximum of Power Allowed by Law

But ALWAYS FIRST In Listeners' Confidence and Popularity

At the Hub of the Nation's Population

Owned and Operated By

The Courier-Journal

AND

THE LOUISVILLE TIMES.

## BASIC CBS STATION

Affiliated With the  
Center of Population Group

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.  
New York—Chicago—Detroit—San Francisco—Atlanta

**820  
KILOCYCLES**  
**CLEARED  
CHANNEL**  
**FULL TIME**

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# BROADCASTING

and  
Broadcast Advertising

VOL. 6 No. 1

WASHINGTON, D. C. JANUARY 1, 1934

\$3.00 PER YEAR—15c A COPY

## Advertising Leaders See Boom Radio Year

### Agency and Business Executives Unanimous in Prediction That Medium Will Prosper With Industry in 1934

JAMES T. AUBREY  
Pres., Aubrey, Moore & Wallace,  
Chicago

I BELIEVE every branch of advertising will show an increase in 1934 over 1933. We have had a number of successful programs on the air during the year, and these clients have all had good sales results. There is, therefore, every reason to believe that broadcasting, from our standpoint, will show a healthy increase. In addition to chain advertising, we notice an increase in interest from new advertisers in spot broadcasting.

M. H. AYLESWORTH  
President  
National Broadcasting Co.

WHILE the National Broadcasting Company has maintained its optimism and confidence throughout the past two years, it is indeed a pleasure to be able to back that optimism once more with actual figures. The closing months of 1933 have shown a decided and consistent upturn in NBC business, and the prospects for 1934 are excellent. Gross revenue for October was 3 per cent above October, 1932, November showed a 12 per cent increase over the same month of the previous year, and estimates for December indicate that the final month of 1933 will be more than 10 per cent above December, 1932. Contract renewals have been very satisfactory, many for the full year of 1934. We feel that our confidence is being amply justified.

PAUL BLAKEMORE  
Pres., Coolidge Advertising Co.  
Des Moines, Ia.

BUSINESS men predicting next year's progress are like athletic coaches predicting next week's victory. In our opinion, however, businesses which have sound selling strategy can make real progress in 1934. During the final quarter of 1933, we

### 1934: Banner Year for Radio!

ONE OF THE LAST businesses to feel the effects of the depression, radio broadcasting appears in a fair way to be one of the first to emerge from the depression. Current trade figures showing the definite upward trend are further supported by the statements of these leading agency and advertising executives, who were asked by BROADCASTING to comment on the prospects for the business of broadcasting during the new year just starting. There is hardly a dissonant note among the statements submitted by these men, who place a big share of the national and spot radio business or who are otherwise importantly identified with the radio industry as a whole. With almost one accord, they see 1934 as a boom year for radio. And these are men who perform must pick media not merely with an eye to institutional value but for direct results. This symposium reveals a gratifying agency and advertiser "awareness" of the radio medium that augurs well for a banner year ahead.

have noted on several accounts, a readier response to advertising. Particularly in Iowa and the mid-west, the business upturn should continue into 1934, because of extra cash income—averaging \$1,270 per Iowa farmer—which government measures will bring to Iowa farmers in the next 14 months. As business swings into a faster pace, companies which continue to post-poned effective advertising and sales promotion work in 1934, are likely to give their competitors a big advantage.

LEE H. BRISTOL  
V. P., Bristol-Myers Co.  
New York City



I BELIEVE that broadcasting prospects (i.e. commercial broadcasting) for 1934 are as bright as ever. To be sure, the threat of such proposals as the pending and much-discussed "Tugwell Bill" would appear as a damper on any advertising prospects for the food, drug or cosmetic industries,—yet it seems inevitable that adequate changes in that proposed legislation will be made to insure no undue "cramping" of legitimate advertisers. The fate of commercial broadcasting lies really with the sponsors themselves. If it is held to reasonable bounds in its commercial phases and if it adheres to high entertainment standards of program quality, we may continue to hope and receive big results from it.

D. M. BOTSFORD  
Botsford, Constantine & Gardner  
Portland, Ore.



RADIO prospects for 1934 are encouraging on the west coast. Practically all our schedules so far approved which carried radio as a part of the 1933 program, are continuing their broadcasting activities on an equal or larger basis. In addition some of our other clients, and new accounts on which we are working, are showing a healthy interest in radio. Unquestionably the splendid co-operation and service extended to agencies by Pacific coast stations is helping materially in holding present business and building new broadcasting accounts.

D. L. BRYANT  
Federal Advertising Agency, Inc.  
New York City

RADIO has now developed its own personality, and has proved its right to be considered a major advertising medium. At the same time many of its phases are still somewhat obscure. The medium is no longer an adolescent, but although developing rapidly, it has not yet reached maturity. Of course, to a certain extent this is true of the advertising industry as a whole. New ideas and new methods are continually being evolved. But in the radio this process of evolution might seem more active than in the rest of the industry. We, at Federal, believe

that, knowing more about broadcasting in 1933, than in 1932, we used it more effectively. Therefore, because we expect to extend our knowledge even further this year, we are looking forward to still greater success with it.

EMIL BRISACHER  
Emil Brisacher & Staff  
San Francisco, Cal.



OUR clients' commitments for 1934 indicate increases of close to 25 per cent in appropriations at the present time. Radio, of course, will share in the increase in these appropriations and based on this premise it can be anticipated that our radio billings will be up about 25 per cent in 1934. However, all appropriations are released on practically a monthly basis these days and sharp reversals can be anticipated from time to time as business hits seasonal or unseasonable slumps. Therefore, in our opinion, while the year 1934, as a whole, will show a sizable increase in radio billings, it will not be at all free from unforeseen breaks in the continuity of many advertisers.

PIERRE BOUCHERON  
Advertising & Sales Promotion  
Mgr., RCA-Victor Company, Inc.  
Camden, N. J.

THE growing number of outstanding musical programs drawing the finest talent of the opera and concert halls to broadcasting on a regular basis is bound to win over additional radio listeners to swell the numbers of the habitual radio audience. Programs of this type will place further emphasis on improved quality of radio transmission which recently developed broadcasting equipment is fully capable of providing. Greater emphasis will also be placed on better quality of reproduction from home radio receivers, which should have a salutary effect on the sale of higher priced instruments in that field. For the advertiser broadcasting will continue to provide a unique medium for addressing a nationwide audience directly in the home.







# News Plan To End Radio-Press War

## Ten-Point Program Awaits Adoption by A. P. Directors; Twice Daily Bulletin Service is Key to Accord

By MARTIN CODEL

MEETING for the first time in a spirit of friendly cooperation and mutual recognition of one another's rightful place in the economic sphere, representatives of radio and the press have formulated a 10-point program designed to end the so-called radio-press "war" and to fix a *modus operandi* whereby the press associations, the newspapers and the broadcasters can function harmoniously without usurping one another's fields.

While the plan bears the endorsement of the network and newspaper representatives who attended the meetings at the Hotel Baltimore, New York, Dec. 11-13, its acceptance by independent broadcasters and newspapers owning radio stations, so far as it may affect them individually, remained in doubt as this was being written. President Alfred J. McCosker of the NAB, president of WOR, Newark, who attended only the first meeting, made the following statement:

### NAB Has Not Acted

"REPLYING to your inquiry regarding my attitude on the newly drawn agreement between the A. N. P. A. and the radio interests, the fact is that WOR has the agreement under advisement. My capacity as president of the NAB does not, in my opinion, empower me to make any decision which seeks to control the operation of any radio station owned by a member of the NAB." This is construed to mean that the NAB membership, either collectively or through its board, remains to be consulted and to act on the agreement.

Inquiries and expressions of dissent have been received in considerable number by Philip G. Loucks, NAB managing director, from various independent stations.

So far as the newspaper interests represented at the meeting are concerned, formal ratification of the plan awaits a meeting of the directors of the Associated Press, a mutual organization, to be held in New York Jan. 9. From the newspapers' point of view, and from that of the networks, the plan is regarded as embracing concessions hitherto believed impossible of attainment in view of the bitterness that has prevailed.

### News Bulletin Service

UNDER the plan (whose details are published on this page) the press associations depart from their policy of refusing to supply news to networks and stations in favor of a system under which they will furnish material for two 5-minute bulletins a day and protect radio with bulletin flashes on news of "transcendent importance" written and broadcast "in such a manner as to stimulate public interest in the reading of newspapers."

This last phrase is possibly the most significant in its policy implications of all the wording of the plan, for it definitely puts the press on record as recognizing what

### Text of New Plan For Newspaper-Radio Cooperation

1. That a committee consisting of one representative of the American Newspaper Publishers Association, one representative each from the United Press, the Associated Press and the International News Service, one representative from the National Association of Broadcasters, and one representative each from the National Broadcasting Company and the Columbia Broadcasting System, totalling seven members, with one vote each, should constitute a committee to set up with proper editorial control and supervision an organization designed to furnish to the radio broadcasters limited daily news bulletins for broadcasting purposes. The chairman of the above committee will be the representative of the American Newspaper Publishers Association and a member of the Publishers National Radio Committee. All actions of this committee will be subject to the Publishers National Radio Committee.
2. The Newspaper and Press Association members of this committee are authorized and empowered to select such editor, or editors, as may be necessary to carry out the purposes of this agreement, to wit: (a) To receive from each of the three principal press associations copies of their respective day and night press reports from which shall be selected bulletins of not more than 30 words each sufficient to fill two broadcast periods daily of not more than five minutes each.
3. It is proposed that a broadcast to be based upon bulletins taken from the morning newspaper report will be put on the air by the broadcasters not earlier than 9:30 a. m., local station time, and the broadcast based upon the day newspaper report will not be put on the air by the broadcasters prior to 9:00 p. m., local station time.
4. It is agreed that these news broadcasts will not be sold for commercial purposes.
5. The Columbia Broadcasting System agrees to withdraw from the news agency field and dissolve its present Columbia News Service corporation. The National Broadcasting Company agrees not to enter the news collection field.
6. All expense incident to the functioning of this committee will be borne by the broadcasters. Independent stations may have access to these broadcast reports upon their request and agreement to pay their proportionate share of the expense involved, as well as to observe the letter and spirit of this plan.
7. Occasional news bulletins of transcendent importance, as a matter of public service, will be furnished to broadcasters, as they may occur at times other than the stated periods above. These bulletins will be written and broadcast in such a manner as to stimulate public interest in the reading of newspapers.
8. The broadcasters agreed to regulate the broadcast by their commentators in such a manner that these periods will be devoted to a generalization and background of general news situations and eliminate the present practice of the recital of spot news.
9. The newspapers and the broadcasters will cooperate to limit the broadcasting of news by newspaper owned stations and independently owned stations on a basis comparable to the schedule set up above for radio chains.
10. The Publishers National Radio Committee will recommend to all newspaper publishers the above plan for their approval and acquiescence and will urge upon the members of the Associated Press and the managements of the International News Service and the United Press the adoption of this plan.

many of its individual editors and publishers have hitherto refused to recognize—namely, that radio can and should be used cooperatively by the press to stimulate reader interest. It implies, furthermore, that such cooperation is desirable rather than a continued fight that can benefit no one.

More than that, the plan also implies recognition by the press that sponsored entertainment must continue to be the basis of the support of American radio and that radio and the press must regard one another respectfully as advertising media. At any rate, the unwritten agreement is that the representative elements of the press and the radio will cease their un-

necessary and futile baiting of one another.

In return for the news service, radio agrees to broadcast the morning 5-minute news reports after 9:30 a. m., local station time, and the evening reports after 9 p. m., local station time; not to sell these news broadcasts to sponsors; to keep out of the news-gathering field, and to restrict its commentators to editorial comment and background generalizations on news situations.

The Associated Press, United Press and International News Service, the three major press associations, agree to furnish an editor, whose salary and expenses

(Continued on page 30)

## Dean Quits Announcing To Head Program Unit Of Campbell-Ewald Co.

LOUIS EDMUND DEAN, for three years a CBS announcer in New York, resigned Dec. 21 to become program manager of the radio department of Campbell-Ewald Co., Detroit. M. A. Hollinshead is radio director for the agency.



Mr. Dean

Born in Valley Head, Ala., 32 years ago, Dean has been at various times part-owner of stations, program manager, continuity writer, actor, announcer and radio editor, during the ten years he has been in radio. He has announced all the Stoopnagle and Budd programs on CBS. He shared a program with F. Chase Taylor (Stoopnagle) on the same Buffalo station where Budd Hulick was an announcer, and he will have charge of the commercial series to be presented by General Motors with Stoopnagle and Budd appearing for Pontiac, which he has previously announced.

One of Dean's first assignments with CBS was a description of New Year's Eve crowds in Times Square from the marquee of the Paramount Theatre, and the same point was selected for his final CBS appearance Dec. 31, 1933.

## KNX Listeners Protest News Broadcast Limit

SEVERAL thousand letters protesting against the agreement reached with respect to broadcasting of news by the networks with the press associations and the Radio Committee of the American Newspaper Publishers Association have been received by the Radio Commission from listeners on the Pacific Coast and in other western states. An appeal to listeners to protest the agreement was broadcast by KNX, Hollywood, which for several years has featured news flash periods on regular schedule.

The tone of the letters, for the most part, was that the press should not be permitted to "monopolize the news" and that "freedom of the air" should not be abrogated through such an agreement. At the Commission it was said that it would be humanly impossible to answer all the protests.

## More News Tieups

TWO CHANGES in Los Angeles newspaper affiliations with radio were reported during Christmas week. The LOS ANGELES TIMES, which once owned KHJ and under the Don Lee ownership carries news broadcasts daily, will continue the arrangement. But, in addition, KHJ has made a five-year contract with KMTR, Hollywood, for promotion purposes. At the outset this will take the form of sports events, news and talks by editorial staff members. At the same time the LOS ANGELES POST-RECORD, successor of the RECORD, announced it had made an arrangement with KECA for daily news commentaries and other close tieups in their mutual interests.

# Following Through in Radio Advertising

By HARBEN DANIEL  
Manager of Merchandising, WSM, Nashville

## Some Suggestions on Providing Merchandising Support: Proper Coordination of All Sales Links is Key

FORE!—You swing back as if you were going to knock it way over the club house—then swish, you put all you've got into it and it slices right into the creek a hundred yards away. Your partner yells, "You're gaining on it, Joe," and clubs and profanity begin to fly like parts from an old Ford. Why? Simply because you failed to follow through, or perhaps you did not blend the different parts of your swing into one smooth, flowing action. At least, that's what the Joneses, Sarazens and Hagens would tell us and many another good golfer would say that if you are to avoid the slice, the hook, the ditch and all the trouble they will bring, and if you are to get the maximum distance in the right direction from your drive, it is necessary to do more than just hit the ball. Just as important is the properly blended swing, and the follow through.

### Applied to Business

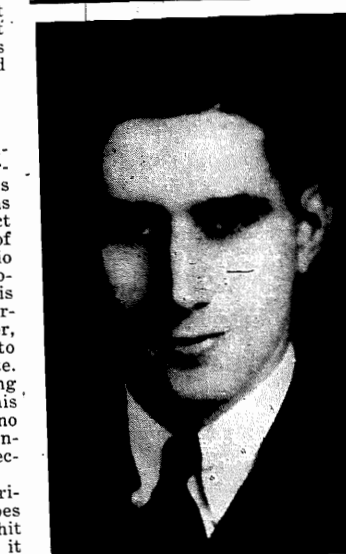
THIS, it seems, is a natural analogy that can be applied to advertising. Let us picture the business executive who lays elaborate plans for the promotion of his product through the extensive use of magazines, newspapers and radio and yet who fails to make any provision for the coordination of his advertising efforts, other than arrangement for the newspaper, magazine and radio campaigns to start on about the same date. Then, with the largest advertising appropriation in the history of his business at stake, he gives no thought at all to proper merchandising plans to further the effectiveness of his efforts.

He has failed to blend the various parts of his swing, and he does not follow through. He will hit the ball, it is true, but where it will land, he only hopes, he doesn't know. In all probability it will slice and be lost in the rough, while the competitor behind yells "fore" and comes on through with a birdie. Proper merchandising support, the follow through of advertising, will go far toward preventing such disastrous experiences.

### Job for Agency

THE WORK of coordinating the advertising efforts in the various media used, and of tying these together so closely that each will add to the value of the other, is, for the most part, for the agency which can enlist also the cooperation of the media. The job of acquainting its own organization with the advertising plans, of stimulating the sales force and showing it the ways that it may take best advantage of the advertising being provided, can usually be handled best by the advertiser with the help of its agency, and perhaps, some of the media. Be-

JUST AS PROPER coordination of all movements is essential to good golf playing, so an enlistment of all sales agencies in support of an advertising campaign is necessary if maximum results are to be obtained, Mr. Daniel points out in this highly instructive review of the most effective merchandising methods. His suggestions are for the advertiser, the agency and the station, all of which must cooperate in support of the advertising program. Mr. Daniel's ideas are practical as they are the outgrowth of his experience as merchandising manager of WSM.



Mr. Daniel

cause, however, various conditions exist in the different markets, and because of the varying potentialities of the advertising media, merchandising cooperation on the part of the medium becomes extremely valuable.

Merchandising help is of utmost importance because, when intelligently planned and executed, it tends to keep the advertising message alive from the factory, through the sales organization, the wholesaler, the retail outlet on to the consumer. It helps the advertising to penetrate further and more quickly by extending it to every place where it is needed.

Some one has said that radio has plenty of sex appeal because it appeals to both sexes plenty, and this brings us to the point that because of its very personal, human appeal, broadcast advertising lends itself to adroit merchandising more than any other type of advertising.

In line with this great possibility to further the effectiveness of their medium, some of the leading radio stations offer a complete merchandising service to their clients, concentrating their efforts where they will be felt most productively. It is our purpose here, to see how this merchandising of radio campaigns works and to point out the principal advantages to be gained from it.

### No Standard Routine

THERE is no set routine which should be followed in merchandising an account. Before deciding upon the type of support that is required, we must first consider the nature of the product, its distribution set-up, marketing problems and other salient factors which may occur to have a definite bearing upon the different advertising helps to be used.

A work clothing account may lend itself perfectly to letters to the trade and other forms of promotion worked through the retail outlets, whereas, the campaign of a bank might better be merchandised by engraved announcements to its customers and to the important business houses, in its territory. Obviously, there are many tools which can be used. These should be picked expertly, then adjusted and applied to the particular job to be accomplished.

The logical place to begin merchandising the average radio campaign is at home—within the advertiser's own organization. If the company has a house organ, this can be used very effectively to inform all the employes of the advertising campaign about to begin. The word-of-mouth publicity that will result is inestimable.

But the sales organization needs more than just complete information; it needs and should have every available tool that will help it to cash in on the advertising which has been designed to produce sales. Some companies provide their salesmen with portfolios including a complete display of the

various types of promotion that will be put behind the product, such as newspaper and magazine proofs, attractive broadcasts built around the radio program and sample display material. These can be employed as powerful sales levers if they are only put in the hands of the salesmen.

### Jobbers and Retailers

NEXT, and probably the most important in line, come the jobbers and dealers. To begin a radio campaign without first enlisting the cooperation of these groups would seem about as foolish as going on a honeymoon without the bride. The radio stations, which offer astute merchandising cooperation, have complete lists of all wholesalers and retailers in their market areas, and can compliment these with any special list supplied by the advertiser.

A strong merchandising letter to these lists from the radio station will work wonders in building distribution and in enlisting the strong support of these important groups. This dovetails with the special letters or broadside announcements sent out to the dealers by the factory, and can be supplemented by personal calls and by influence brought to bear through the key contacts which the radio station may have with the important distributors. To further this, the dealers can be encouraged to get out letters to their customers on their own initiative. More than one advertiser is now supplying printed postcards and other direct mail material to the dealers for this purpose.

Under the head of coordinating the media comes newspaper and magazine by-line announcements. These can prove a great help in selling the campaign, and yet take up very little, if any, extra space. Newspaper spotlight ads can also be used to great advantage, particularly at the beginning of the campaign.

### News Value of Radio

SINCE its inception and in a rapidly increasing degree throughout its phenomenal growth, radio has enjoyed the advantages of a tremendous news value. And because of its very nature, personalities, news, entertainment, information—the great news of radio has never grown old, and never will.

Publications devoted to radio exclusively are going into millions of American homes every week and newspapers which carry complete radio news find their circulation and reader interest gaining as a result. Even more gratifying is the increased revenue from the joint campaigns and spotlight ads which these publications are able to sell.

Many stations enlisted trained newspaper men in the beginning. Many more have added them to their staffs in recent years to handle news exclusively.

Commensurate with the news

(Continued on page 31)







# Code Authority Submits Rules For Broadcasters to the NRA

Harry Shaw Made One of Government Members; Rate Card Instructions Sent to Stations

PENDING approval by NRA as required by law, rules and regulations governing enforcement of the code of fair competition for the broadcasting industry, together with interpretations of several controverted provisions of the document, are being held in abeyance by the Code Authority.



Mr. Shaw

Harry Shaw, operator of WMT, Waterloo, Ia., state NRA official and former NAB president, has been designated one of the three government members of the Code Authority and will attend the next meeting, late in January. William Farnsworth, legal assistant to Deputy Administrator Sol A. Rosenblatt, of NRA, has been named an advisor to the Code Authority but is not a member. It is expected that he, along with Chairman Sykes of the Radio Commission, will be appointed as additional government members and complete the personnel of the 12-man board.

## Officers Are Elected

AT ITS organization meeting Dec. 11, 12 and 13, the Code Authority elected John Shepard III, Boston, Yankee network, as chairman, and John Elmer, WCBM, Baltimore, vice chairman. James W. Baldwin was elected executive officer. The board also adopted rules and regulations and a plan for financing its operations under which all stations would be called upon to share the expense. Announcement of actions on numerous other matters cannot be made until NRA approval is accorded them.

In a letter to all stations dated Dec. 21, sent by Mr. Baldwin at the direction of the Code Authority, instructions as to code provisions regarding rate cards were set forth. Each station and network was instructed to publish schedules of all rates regularly and currently charged advertisers for broadcasting time, together with rebates, discounts, refunds and commissions to be allowed users of time or their recognized agents. This does not include rates charged networks by individual stations, it was explained.

Wherever separate rate cards are printed for local and national rates, or retail and general rates, each card shall contain a reference to the other, the letter specified. Stations were requested to send three copies of all such rate cards to the Code Authority by Jan. 10.

Many inquiries have been received by the Code Authority from stations about a compliance form which can be signed by stations to show that they adhere to the provisions of the code. Mr. Baldwin explained that the form has not yet been approved by NRA but will be sent to all stations as soon as approval is obtained.

Pursuant to the provisions in the code that the Code Authority

investigate and report to NRA as to whether the labor and wage provisions establishing a 48-hour week for broadcast technicians cause undue hardship, Mr. Baldwin sent questionnaires to all stations on Dec. 19. The Code Authority must report to NRA on this question within 90 days or by March 11.

The questionnaire asked the status of technical personnel of stations of July 1 and of Dec. 16, 1933, together with average number of hours worked during particular months in 1933 and weekly wages paid for various classes of operators. The questionnaire specifically stated that by direction of NRA the replies to all questions will be held strictly confidential by the executive officer, as to individual operation, and will be used exclusively for statistical information.

Until controverted provisions of the code are clarified, stations have been advised by the Code Authority to adhere closely to the code, since violations are punishable under the penalty provisions of the National Industrial Recovery Act.

## Opening of WNEW Scheduled Jan. 15 Studios of WAAM and WODA And ABS Will be Used

OPERATION of WNEW, Newark, as a new station for the New York metropolitan area, by Jan. 15 was announced as the objective of the owners of the newly-formed unit by Milton H. Biow, president and head of the New York advertising agency bearing his name at a dinner for the press given at the Hotel Waldorf-Astoria, New York, Dec. 28.

The station was formed by the amalgamation of WAAM, Newark, and WODA, Paterson, and will utilize studios of both these stations. In addition, the Amalgamated Broadcasting System studios at 501 Madison Ave., New York, have been acquired, together with the equipment, and will be used for origination of some programs.

Incorporation papers had not been filed at the time of writing, but it was announced that Mr. Biow will be president of the organization and Richard E. O'Dea, former owner of WODA, vice president.

The studio equipment was bought for \$9,800 by Biow Dec. 18 at a referee's sale of the assets of ABS. The transmitter is being erected at Carlstadt, N. J., using a 429-foot half-wave tower built by Blaw-Knox Company, New York, and equipment bought from CBS, originally used at WABC, Cross Bay, L. I.

WNEW will operate on six-sevenths time, using 2½ kw. days and 1 kw. nights.

Donald Clark, formerly continuity editor of CBS, and more recently with WINS, New York, has left the latter station to take up the duties of program manager for WNEW.

## Starbuck's Job Sought By Eddie Dowling, et al, As End of Term Nears

SEVERAL candidates are reported seeking the post of Radio Commissioner representing the first zone as expiration of the term of Commissioner William D. L. Starbuck occurs on Feb. 23.

Among those aspiring to the post is Eddie Dowling, actor and master of ceremonies, who was director of the stage and screen division of the Democratic Campaign Committee in 1932. His candidacy has been rumored in radio circles since the Presidential election in 1932.

Mr. Starbuck has been first zone Commissioner since May, 1929, when he was appointed by President Hoover to succeed O. H. Caldwell, who had resigned. Last March, when President Roosevelt assumed office, it was reported that Mr. Starbuck might retire from the Commission, despite the fact that he is a Democrat.

Also mentioned as candidates with considerable support are James L. Lamb, of Hartford, technical editor of QST, official publication of the American Radio Relay League, and James Killean, of New York, said to be prominently identified with Tammany. Mr. Starbuck, a resident of Connecticut, is a candidate for reappointment.

Reports were current that Herbert L. Pettey, Commission secretary, had been consulted regarding the commissionership. Mr. Pettey, however, was non-committal. He was in charge of radio during the presidential campaign for the Democratic committee and now is radio liaison officer for the administration.

## Offers of Commissions Continue Despite NRA

DESPITE the specific provision in the NRA code for the broadcasting industry banning commission or "per inquiry" accounts as unfair trade practice, stations still are receiving proffers of such accounts from certain manufacturers. Acceptance of any business at less than card rates, unless specifically allowed under code provisions, will be in violation of the code and will place stations in a vulnerable position under the code penalty provisions.

Even more vicious than the commission proposals is the offer of the Monticello Drug Co., Jacksonville, Fla., to "loan" stations six transcriptions advertising one of its products, with no arrangement either for payment or card rate or commission. Listeners, the drug company states, will "enjoy these broadcasts." The transcriptions are four years old.

## Big Cases Dismissed

DISMISSAL of the applications of WTMJ, Milwaukee, and WHA, Madison, for the facilities of WMAQ, Chicago, previously designated for hearing Jan. 8, was announced by the Radio Commission Dec. 22. Previously, WIBA, Madison, had withdrawn its application for half-time on the clear channel occupied by WGN, Chicago, which also had been set for hearing.

## Dill Renews Attack On Commissioners, Threatens Shakeup

Sees Little Hope for Passage Of Roper Merger Plan

STINGING criticism of the Radio Commission for its "lethargy" in regulating broadcasting, and doubt as to whether Congress will find it possible to enact new communications legislation along the lines suggested by Secretary Roper's interdepartmental committee on communications (see Dec. 15 issue of BROADCASTING), were expressed by Senator Dill (D.), of Washington, upon his return to the capital Dec. 27.

Assailing the Commission as "totally lacking in initiative," Senator Dill renewed his repeated threat that he would support legislation for abolition of the Commission and the creation of one-man rule of radio unless it takes more active interest in regulation. He asserted the Commission has done nothing to restrict advertising methods and has not recognized new developments in radio technique, such as the directional antenna, as a means of altering and improving allocations.

## Merger Plan Delay Seen

SENATOR DILL said he was "not very optimistic" about prospects for congressional approval of the proposal for rigidly regulated monopolies in the wire, cable and radio fields, to be governed by a Federal Commission on Communications, at the forthcoming session. Apparently carrying the endorsement of President Roosevelt, this far-reaching proposal may be alluded to by the President in his message to Congress.

Senator Dill said he will confer with the Interdepartmental Committee, and will ask Chairman Rayburn (D.), of Texas, of the House Interstate Commerce Committee, to participate. Then, he asserted, it is likely that the matter will be taken up personally with the President to ascertain definitely his views. He indicated that full hearings will be held before the Senate Interstate Commerce Committee, of which he is chairman, before a final bill is drafted.

## Opposition Still Apparent

"THE OPPOSITION to such legislation which existed in the last Congress is still apparent," Senator Dill said. "The fear is that the combination will lead to a monopoly that the wireless systems will be put in one control and that there will not be adequate competition between the transatlantic wireless and cable companies. The problem of uniting communications services is made more difficult by existing relationships between the telegraph cables and radio."

Senator Dill asserted that advertising on the air is being overdone and that the Commission has the power to check it through establishing standards of public interest and taking action in connection with applications for renewal of licenses filed by stations guilty of overstepping the bounds of good taste. Published reports that Senator Dill had said that the Supreme Court had given the Commission

(Continued on page 32)



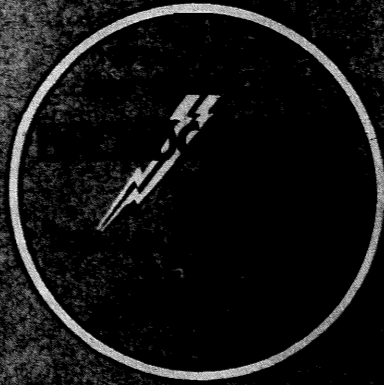
HAROLD A. LAFOUNT  
Fifth Zone  
Terris 1927-1935



CHAD H. BROWN  
Vice Chairman  
Term 1932-1934



EUGENE C. ALLEN



WILLIAM D. L. STARBUCK  
First Zone  
Term 1929-1934



EUGENE C. ALLEN

# Broadcast Band Adds Three Waves

## Commercial Programs to be Allowed Between 1500-1600 Kc; Licensing of Experimental Stations Authorized

WIDENING of the broadcast band to embrace three new channels in the 1500-1600 kc. band was announced by the Radio Commission Dec. 19, with an indication that a dozen stations of not more than 1 kw. power will be licensed for operation on these waves, under rigid limitations but with full authority to broadcast commercial programs. The channels designated are 1530, 1550 and 1570 kc., each 20 kc. wide, instead of the usual 10 kc. bands as in the regular spectrum.

Marking the first time since the Commission's creation that new facilities have been opened for broadcasting, the Commission adopted the recommendations of its chief engineer, Dr. C. B. Jolliffe, as concurred in from the legal standpoint by George B. Porter, acting general counsel. While the operation will be experimental, to test the feasibility of employing these channels for broadcasting, the Commission decided that commercial programs should be allowed on them despite an objection by Commissioner Lafount.

### Lafount Explains Stand

MR. LAFOUNT endorsed the proposal that the new band be opened for experimental broadcasting but contended that the provision for commercial operation on experimental channels runs counter to established Commission policy respecting the use of television, relay broadcasting and other bands of experimental frequencies. Moreover, he held the competition of these stations will mean added "economic distress" to stations already licensed in the regular band from 550 to 1500 kc.

By virtue of the action, it is expected that numerous applications will be filed for new stations to occupy these three channels. Allocations will be made after competitive hearings, probably before the Commission sitting en banc. Since these channels, as experimental waves, will not be charged to state quotas, it is presumed that large cities in states now overquota will be accorded assignments, since the strict research requirements in connection with their use can best be met in metropolitan areas having laboratory facilities not available in remote or rural areas.

### Standard for Applicants

IN ITS announcement, the Commission stated that facilities will be granted to applicants who make showings that they can meet these requirements:

- (1) That the operation will be under the direct supervision of a qualified research engineer with an adequate staff of qualified engineers to carry on a program of research.
- (2) That the program of research includes study of antenna design, field intensity surveys, and plans for an analysis of response of listeners.
- (3) That the transmitter and all studios will be equipped

so as to be capable of at least 10 kc. audio frequency transmission.

Variable powers up to 1 kw. will be allowed, which means that three or possibly four stations may be assigned to each of the channels throughout the country consistent with the Commission's mileage separation tables. The Commission ruled that while sponsored programs will be permitted, the sponsorship should not interfere with the program of research, and the conduct of experiments should not depend only upon sponsors as a means of defraying the cost of the experiments. Licenses will be for six months, subject to recapture should the experiments prove unsatisfactory. Periodic reports will be required from licensees.

Opening of the new band flows out of the action of the North American Radio Conference at Mexico City last summer, which

agreed to clear 1500-1600 and to leave the frequencies open for any type of assignment, provided it does not interfere with service in any other country. In this country, the band is being cleared of the miscellaneous services now operating in it such as police, fire, television sound track and the like, and it has been designated for "general communication service." Canada already is using one of the channels—1510 kc.—for broadcasting in Ontario, and prior to the Commission's action the WATERBURY (Conn.) AMERICAN-REPUBLICAN, applied for a 1 kw. station on 1510 kc.

While engineering opinion differs as to the value of these channels, lying just above the present broadcast band, many engineers feel that there is little difference between them and the channels in the upper end of the conventional

(Continued on page 30)

## Replogle Foresees Ultra High Waves Used by Locals, Net Synchronization

### Sylvania Engineer Cites Success of Recent Experiments; Grouping of Chain Stations Now Held Practicable



Mr. Replogle

USE of the ultra-high frequencies for high quality local broadcasting and synchronization of network stations on the same channel with increased frequency separations are foreseen by D. E. Replogle, chief engineer of the electronic department of Hygrade Sylvania Corp., as engineering advances in broadcasting destined to occur in the near future.

With improvements in quality of both transmission and reception being made, Mr. Replogle said a necessity has developed for more space in the radio spectrum particularly for sidebands. He predicted that this, coupled with demands for channels from countries north and south of the United States, will lead to "radical changes in the broadcast frequency assignments."

### Network Synchronization

"ONE GREAT aid in clearing up present channels," he said, "would be the grouping of larger stations which are operating on the same chains across the country on a single frequency and diminish the possibility of heterodyning between these stations by the use of directional antennas which have been worked out so carefully that the field pattern can be changed at will with the necessary engineering."

"Synchronizing of these stations on a given frequency has been made possible by new developments. One system is using land lines to control the oscillators of associated stations and a more re-

cent development is the precision frequency control equipment which can be made accurate to one part in ten millions. This equipment can be purchased at a reasonable cost and will control the various stations on the same assigned frequencies so closely that heterodyning between carriers is undiscernible.

"Spacing of the powerful synchronized station at 30 to 40 kc. intervals instead of 10 kc. might then be possible. This would permit the improvement in audio frequency fidelity and would also permit the granting of powers necessary for good ground wave coverage in the service areas."

### Lower Power Stations

MR. REPLOGLE said the solution for low power stations under a revised set-up must be sought in the ultra-high frequency portion of the spectrum recently opened up. In this connection he described highly successful experimental investigations in the band above 30,000 kc. carried out both in Europe and in this country.

After preliminary development charges have been absorbed, he declared, the cost of transmitters to operate on the ultra-high frequencies around 45,000 kc. would be no greater than for equal power in the present broadcast frequencies. Automobile sparks have proved to be the worst source of disturbance to broadcasting in these bands, he declared, but it has been found that judicious insertion of resistances in automobile wiring systems, together with a shortening of those wires which might be expected to act most efficiently as antennas, brought the noise down to a point where it was not noticeable at dis-

tances greater than 10 feet away.

With regard to experiments conducted in this country—particularly those of the Hygrade Sylvania Corp. in Boston, Bridgeport, Worcester, Mass., Elizabeth, East Orange and Teaneck, N. J.—he said they have proved conclusively the value of ultra-high frequencies for local coverage when intelligently used. "In these cities," he declared, "reliable reception was experienced, depending upon the height of the transmitter antenna and the power, up to a maximum of 12 miles for a 100 watt transmitter."

### Natural Static Negligible

"THIS RECEPTION was experienced in a car with an antenna very limited in height. Considerably better results are to be expected from fixed high antennas which are entirely practical for reception of radio broadcasting in a home. At these frequencies a number of problems have been encountered, such as interference caused by automobile ignition systems and the phenomena of standing waves which give a minimum of signal strength in certain very restricted spots."

He pointed out that at these frequencies little atmospheric disturbances are observed and the amount of natural static is almost negligible. The man-made interferences, like the automobile ignition sparks, he predicted, would be overcome with little difficulty.

"The major advantage, however, of these ultra-high frequencies is that they occupy a particular part of the spectrum which is now uncongested and there is so much room in the ether that a number of stations could be placed in this part of the spectrum without overcrowding and due to the fact that these frequencies do not carry beyond the visual horizon and are not reflected back to earth from the Heaviside layer, they are definitely restricted to a given locality and duplication of wave lengths at intervals of 100 miles can be made without fear of interference and its resultant intolerable heterodyning."

### Cheap Receivers Passing

"GIVEN this wide space in the ether for high-quality wide side band radio broadcasts, because of the small dimensions of a half wave length radiator, it is possible to erect even high power stations at a minimum of cost and to provide multiple antenna systems or directional rays to allow for topographical peculiarities at the transmitter or in the receiving areas."

On the reception of ultra-high frequencies, Mr. Replogle said much progress already has been made. He said it is largely a development problem. New tubes with characteristics particularly adapted to the high frequencies are being developed, he pointed out.

Mr. Replogle declared that the cheap receiver is on its way out and that with the new quality instruments the public is learning to differentiate among stations. Thus, he predicted, the station which broadcasts the best quality of programs will be the station which will have the best and largest audience—"the station that can sell its programs with the least effort and for the most money."

# We have a Client interested in taking over the Complete Management and Financing of another Broadcasting Station

- • Our client is well financed—well-known in broadcasting—thoroughly qualified to handle both production of programs and the sale of time.
- • Our client prefers a station at least regional in power. The station must be on a full time basis.
- • Our client will take over complete management including financing, and work out an equitable deal so that while the present owners sustain no losses they will share in the earnings.
- • All applications will be treated in strictest confidence. Address communications to

JOHN E. MCGUIRK, 165 Broadway, New York, N. Y.

WILSON

DOING THE REAL JOB

WILL

FOR THE ADVERTISER!

BASIC STATION NBC

MEMBER CENTER POPULATION GROUP

OWNED & OPERATED BY

*L.B. Wilson*







# ONLY RADIO CAN REACH HER

**-AT THIS MOMENT**

... when her hand is reaching for YOUR product—or for your competitor's. Tell her YOUR story—over Radio Sales Stations—at the point of use... at the moment of need

Radio can be there when the cough starts, the toothbrush moults, or the dentifrice tube gives up its last drop. Radio helps her decide—at the moment she must decide—whether she'll reorder or replace.

Radio reaches her morning or afternoon, at the point of use... and Radio Sales Stations reach her at the lowest cost of any medium, in or out of radio. Because these stations dominate the maximum audience (millions more, by actual count) in 11 major markets. And because they are first-line

outlets of the Columbia Broadcasting System—commanding (by actual measurements) more eager, more loyal listeners.

In addition to all these other pluses, Radio Sales Stations enable you to buy time on the most accurate basis of fact available in radio today. You know—in advance—exactly where your audience is, how big it is, and how much it has to spend.

Just call any Radio Sales Station, or Radio Sales, Inc. representative.

**MEASURED DOMINANCE IN MAJOR MARKETS**

**RADIO  
SALES  
INC.**

485 MADISON AVENUE, NEW YORK

410 N. MICHIGAN AVENUE, CHICAGO

*Ladies in waiting*—millions of them... listening for your program while they reach for somebody's product. Use radio—and sell them at the point of use... sell them cosmetics in the boudoir, food in the kitchen, furniture while they sit in the living room, listening, comparing, wishing

**WABC**  
NEW YORK

**WBBM**  
CHICAGO

**WKRC**  
CINCINNATI

**WJSV**  
WASHINGTON

**WBT**  
CHARLOTTE

**KMOX**  
ST. LOUIS

**WCCO**  
MINNEAPOLIS-ST. PAUL

**WPG**  
ATLANTIC CITY

**DON LEE**  
CALIFORNIA STATIONS

SO TELEPHONE YOUR DRUGGIST NOW

# Plan to End Radio-News War

(Continued from page 10)

are to be borne by radio, with their complete morning and evening reports, from which he will cull 30-word bulletins to make up the 5-minute news periods. Non-network stations can secure these reports by overhead wires, under the telegraph press rates recently extended to radio, if they pay a proportionate share of the expenses, which in their cases would be very small.

Nothing is said in the proposals just how the newspapers owning radio stations, or those already having friendly news and promotional affiliations with local stations, shall handle their news broadcasts except that those attending the meetings agreed that "the newspapers and the broadcasters will cooperate to limit the broadcasting of news by newspaper owned stations and independently owned stations on a base comparable to the schedule set up above for the radio chains." In view of the lack of endorsement by the NAB, this may mean anything or nothing. Nor is anything said about radio program listings. It is believed that, given an acceptable plan for radio-press relationships at large, the local problems can be adjusted to mutual satisfaction, with general recognition locally that the listing of radio programs is news and should be continued.

## CBS Drops Bureau

THE DECISION of the press associations to furnish news to radio, even under strict limitations, represents a considerable liberalization of the policy adopted by the Associated Press at its annual meeting last April when it was decided that client newspapers could furnish radio with 30-word news bulletins locally but had to pay extra assessments if they did so. The United Press and International News Service refused to sell news at all to the networks, but did not restrict their newspaper clients from doing any kind of local broadcasting of their news they chose.

CBS under the plan agrees to give up its recently incorporated Columbia News Service, managed by Paul White, whose successful news-gathering was radio's answer to the press association bans of last spring. Indeed, it was the very success of Mr. White's organization, which not only furnished a sponsor with two 5-minute news flashes daily but also furnished its news commentators with the basis for their discursive broadcasts and carried a sustaining nightly 15-minute news period on the network, that is believed to have impelled the present agreement.

The CBS news organization definitely proved that radio could gather its own news with its own news staff, selling it if it liked, besides covering major spot events that may occur where microphone pickups were possible. The new agreement, incidentally, does not bar radio microphones at big happenings like conventions, meetings, scenes of momentous occurrences and the like.

The network agreed to the concessions to the press with the thought in mind also that a friendly and cooperative attitude would preclude newspaper agitation against radio during the coming session of Congress. The leaders of the press generally, while often expressing resentment toward alleged advertising and news competition, have freely conceded that the American networks and independent stations have given the American public what it wants in entertainment, and less propaganda than the state-controlled radio systems of Europe. While the Canadian experiment in partial state ownership (the Canadian Radio Commission operates five stations while 63 are operated privately) is being watched with interest, the press of the United States has shown no widespread disposition to urge it as a solution of the problem here.

In Canada, incidentally, the Canadian Press furnishes the Canadian Commission's network with news periods at a nominal fee of \$1 per year, having decided that limited news broadcasts are to the interest of newspaper readership and in the public interest.

Commentators to Continue  
THE FIRST EFFECT of the tentative agreement at CBS was a decision by General Mills not to renew its contract for the two daily 5-minute news periods furnished by the Columbia News Service. It is reliably learned that the client and agency (Blackett-Sample-Hummert, Inc.) were well satisfied with the program but decided to abandon the series on the first expiration date of the present contract, which was the end of December.

To supply news for these daytime sponsored news periods and for its nightly sustaining news period, Columbia News Service had built a staff in key cities of the country and had sent a correspondent to London, where he had made contacts with one of the big European press associations. The

## Weather Service

PRODUCTION of automobile radios capable of tuning down to 200 kc., to enable tourists to pick up weather broadcasts from Department of Commerce aeronautical stations, is suggested by Rex Martin, assistant U. S. director of aeronautics. In a letter to radio manufacturers, Mr. Martin pointed out that knowledge of weather conditions along the route ahead would be of great value to the automobile driver during a cross-country trip.

Bitterness of the press toward radio has been intensified since CBS entered the news field, and in some cities it stimulated movements to eliminate program listings. NBC's commentators also had to gather their own news, but NBC never formally organized a news-gathering service. CBS is relieved of the expense of carrying its own press association, though this expense has been partially compensated by the one sponsor it had and by the sustaining interest it commanded with its news flash periods.

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day staff has already been disbanded, but the rest of the personnel will continue operation of the service until the agreement with the publishers actually goes into effect.

Such commentators as Boake Carter and Lowell Thomas, who are sponsored, will continue on the air with the slight variations in their styles required by the agreement.

## Those at Conference

THE NEW YORK meetings were held under the auspices of the Publishers National Radio Committee of the American Newspaper Publishers Association, whose chairman is E. H. Harris, publisher of the RICHMOND (Ind.) ITEM-PALLADIUM. With him on his committee, and attending the meetings, were John Cowles, DES MOINES REGISTER & TRIBUNE; Edwin S. Friendly, NEW YORK SUN; James G. Stahlman, NASHVILLE BANNER, and L. B. Palmer, general manager of the A. N. P. A.

The radio executives present were M. H. Aylesworth, president NBC, and Frank E. Mason, vice president, NBC; William S. Paley, president, CBS; Edward K. Klauber, vice president, CBS, and Mr. McCosker. Mr. Klauber is a former NEW YORK TIMES man, and Mr. Mason, before joining NBC, was president and general manager of Hearst's International News Service.

The press representatives attending were: Roy W. Howard, chairman of the board, Scripps-Howard Newspapers; Harry Bittner, assistant general manager, Hearst Newspapers; J. D. Gortatowsky, International News Service; Karl A. Bickel, president, United Press, and Lloyd Stratton, executive assistant of the Associated Press, representing Kent Cooper, general manager.

## Lehn and Fink to Start Series Without Mae West

LEHN & FINK Products Co., New York (Hind's Honey and Almond Cream) on Jan. 7 inaugurates a half hour series on 42 NBC-WEAF stations, Sundays, 10:30-11 p.m., EST, under the title, "The Hall of Fame," with Katharine Hepburn as the first guest artist. Nat Shilkret will conduct the orchestra, and John Erskine will be master of ceremonies for the series. Originally it was planned to have Mae West on the program for 26 weeks, but two factors caused this idea to be dropped: first, doubts about the acceptability of Mae West's material by a large part of the radio audience unless it was much toned down; second, doubts as to whether her available supply of material would last 26 weeks. Later reports that she was to be starred on the program at frequent intervals were denied. While guests for programs after the inaugural have not been decided upon, the policy is to include celebrities from stage, screen and opera. Mae West probably will appear once in the middle of the series. Ruthrauff & Ryan, New York, is handling the account.

THE EMPORIUM, San Francisco department store, on Jan. 2 starts "Barbara Lee" on shopping talks on KPO, placed through Charles R. Stuart, Inc., San Francisco agency.

## Following Through in Radio

(Continued from page 11)

value of radio, the publicity angle now is regarded as a prominent factor in the effectiveness of the medium from an advertising standpoint. For example, the children will absorb quickly any news they can get about "Tarzan" or "Red Davis," or any other of their favorite radio characters, and whether there is any mention of the product or not, considerable benefit will revert to the sponsor in the form of increased interest and increased sales. Likewise, a new commercial feature may inherit a much larger following from the very beginning as a result of the build-up it has been given through advance publicity.

## Point of Sales

WITH THIS new responsibility, the leaders in commercial radio have established complete facilities for the dissemination of their news. The publicity department of one of the high-powered stations has effected an arrangement with newspapers in its market, whereby stories and mats of the various commercial features can be run from time to time. In addition, this station has over one hundred smaller newspapers and trade publications using its news service regularly.

If an illustration will enhance the value of a printed ad, then why won't an illustration of a radio program increase its pulling power? The answer is, it will.

Window and counter displays tying in with the radio campaign take an important place in the merchandising picture.

The point of sale is the place where all the advertising efforts are to be reflected in increased sales and where the actual results from the advertising are to show themselves. Here is the last opportunity to remind the potential purchaser of the product and the favorable impression he has already gained of it.

The fact that displays built around radio programs attract more than the usual amount of attention is well known to the average merchant who is usually anxious to provide his most desirable locations for them. An attractive window card calling attention to the radio program and tying up the product with it can serve as a subject for an attractive window display. Also, mounted photographs of the articles, samples of the premiums, etc., are good attention getters in windows.

## Window Streamers

WINDOW STREAMERS can present a message with an unusual amount of flash, but are usually hard to prepare. WSM, one of the stations carrying the Teaberry Sports Reporter feature, solved this problem by preparing a unique streamer which provided a place for baseball scores during the summer and football scores during the fall. This streamer also carried an invitation to hear the complete sports news on the air that night and to try Clark's Peppermint and Teaberry Gum. The novel way of displaying the late scores in his window was an incentive for the merchant to use the streamers and the supply has been replenished several times. This is just one of

the effective ways in which the station can work closely with the advertiser and the dealer in promoting the sale of an advertised product.

In order that all concerned may have a clear picture of the comparative sales position of the advertised product, the station which renders a complete service will usually conduct regular monthly sales surveys to determine the reaction which is being gained from the advertising. This information, together with a complete report on all merchandising service performed during that month, is transmitted regularly to the advertiser and agency, in order that they may gear their promotional efforts to the conditions in a particular market, and know where the selling effort and merchandising help should be concentrated. The merchandising department of a station can also collect and compile market data and sales potentials and any particular market information that its clients may require.

To say that this completes the merchandising picture would imply that no new ideas would ever be developed. We have touched only the important phases of broadcast merchandising. There are, of course, many variations of these as well as other less common advertising helps which will suggest themselves to fit any particular merchandising problem which might arise.

## Efficiency and Cost

WHILE there are still some few who hold the belief that merchandising cooperation on the part of the station is a give-all-get-nothing proposition, it is now generally accepted that this activity can be made highly profitable. Fortunately, the effectiveness of merchandising help is dependent not so much upon the amount of money it costs, as upon the intelligent, efficient way in which it is executed. Quite naturally, though, it is necessary that the expenditure for this promotional help be kept commensurate with the revenue from the advertising account to be serviced.

Considering the permanent success of any advertising medium will be measured most accurately by the results which it is able to produce for its clients, we cannot help but recognize the importance of merchandising service that will tend to extend the effectiveness of the advertiser's campaign.

The advertiser will be happy because he will feel extra results from his advertising. The agency will be happy because it will be getting the maximum results from the campaign which it is directing. And the station will be tickled to death as it finds that its merchandising service is not only making permanent clients out of its advertisers, but is attracting many new accounts which like to do business where they are sure their advertising will have the proper merchandising support.

FORTY FATHOM FISH Co., Boston, Mass., in December renewed its transcription series on 12 stations placed through Street & Finney, New York.



Over the land by **TELEGRAPH**  
... under the water by **CABLE**  
... through the air by **RADIO**

## ..Coordinated Communications that COVER THE WORLD

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

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

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

\*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a Telegram, Cablegram or Radiogram just call

**"POSTAL TELEGRAPH"**

or dial your local Postal Telegraph office. Charges will appear on your telephone bill.

## THE INTERNATIONAL SYSTEM

# Postal Telegraph





# Advertisers Know From Experience

that

# WSPD

—TOLEDO—

Reaches its prospects in this great territory

## Here's Proof!

Programs for 18 local accounts using 68 quarter-hours weekly.

30 Columbia Network accounts using 98 quarter-hours weekly.

14 agency spot announcement accounts and 84 local spot announcement accounts using a total of 720 announcements weekly.

We make no "distance claims" but past performances prove results in the area we serve.

Basic Station  
Columbia  
Broadcasting  
System

# WSPD

The only Broadcasting Station in Toledo and Northwestern Ohio

Represented by  
J. H. McGillvra  
2 West 45th St.  
New York City

Myron A. Reck  
4-1808, 175 W. Jackson Blvd.  
Chicago, Ill.

## Radio Advertisers Lead in Earnings

### Moody's Revenue Statements Analyzed by Network

ANALYSIS of the revenue statements of leading national advertisers, as published by *Moody's*, reveals a consistently higher earning ratio for those companies that have employed radio than for those that have not, according to CBS.

To insure that all the companies dealt with would be national advertisers in the truest sense, CBS selected from the list of the 150 leading national magazine advertisers and added the names of companies which have used radio, during the last two years, though they may not have used magazines. In many cases the two classifications overlapped, and there emerged 98 companies for which statements were available.

#### Advertisers Classified

THESE were subdivided as follows (parent companies in each case): 39 advertisers using radio in 1932 and in 1933; 13 using radio in 1933 only; 21 using radio in 1932 only, and 25 not using in 1932 or in 1933.

It was decided that the best standard by which to measure the profit-earning ability of the different groups of companies was a ratio between net income and total assets. The 98 companies had a

total asset value of \$8,830,000,000, and in 1932 they earned, collectively, 1.52 per cent net profits, as against 2.78 per cent for the corresponding period in 1933—an increase in yield of 83.1 per cent.

Non-radio advertisers as a group earned .8 per cent during the periods for which they have reported in 1933, compared with a loss of .22 per cent for the same period of 1932.

#### Radio Users Gain

THE RADIO advertisers of 1933, on the other hand, earned 2.36 per cent in their 1932 period, and 3.74 per cent in 1933. Thus their earnings 4.67 times as great as those of their competitors who did not use radio during the current year.

An interesting comparison is afforded by the increase in earnings of companies which began to advertise by radio for the first time in 1933, and those which had used the medium consistently. The new users earned only 1.59 per cent, while the regular users earned 3.98 per cent. But by adding radio to their advertising media the newcomers increased their earnings over 1932 by 65.1 per cent, while the companies which had had the benefit of radio in previous years showed an increase of 58.2 per cent.

USING a special wire hookup of WTIC, Hartford, and WOR, Newark, the Larowe Milling Co., Detroit (dairy, poultry and hog feed), on Jan. 16 starts two 15-minute programs originating in the former station, to be heard at noon for 13 weeks.

## Dill Hits Commission

(Continued from page 16)

authority to rule on the character of radio advertising, as well as the percentage of advertising allowed were disavowed by the Senator as misquotations.

He declared that his statement was that the Supreme Court had upheld the Commission's right to judge programs in the light of their public interest, convenience and necessity, and that it has the power to take punitive action upon applicants for license renewals, rather than exercise any power of direct program censorship. The Commission, he declared, might warn broadcasting organizations, including advertisers, that certain types of commercial blurbs are undesirable.

"It ought to do something to improve radio instead of sitting back like a machine," he declared. "With all the growing protests against advertising methods, it does nothing. It seems to have no conception of its duty to remedy the situation. It makes no new allocations that are possible as a result of new developments in directional broadcasting and other advanced methods of transmission."

#### Hits Wire Charges

UNLESS the Commission becomes a more effective body, the Senator declared he would foster a plan to reduce it to one director with an appellate board to pass on his decisions. Unless the Commission puts some character of restriction on advertising, he said, it is possible that definite legislation may be enacted specifying what the Commission shall do in that regard, he asserted.

Senator Dill renewed his charges that land line rates of the American Telephone & Telegraph Co. for broadcasting hookups are exorbitant and in a measure are responsible for alleged advertising excesses. "If these rates were reduced there would not be any necessity for the radio systems to take so much advertising and they might give better entertainment," he said.

#### "Station E-Z-R-A"

SPONSORED by the Pinex Co., Ft. Wayne, Ind. (Pinex cough remedy), the program "Station E-Z-R-A," recounting the doings of a tiny radio station in a mythical little town in Illinois, is proving to be a highly popular daily feature on WLS, Chicago. Pat Barrett plays Uncle Ezra, who is chief owner, operator, announcer and engineer, and Mrs. Barrett plays Miss Cecelia.

#### Sales Increased 800%

USING WBT, Charlotte, N. C., as its only advertising medium, Threads, Incorporated, Gastonia, N. C., (Mothers' Thread) reports it has increased its sales of threads 800 per cent over what they were July 1 when the program began. The account originally utilized two evening spots weekly but as a result of increased sales attributed to the radio advertising, it increased its time four months later to six programs weekly.

## American Tobacco Takes Sponsorship Of Opera Series

### "Big Four" Cigarette Makers All Now on the Radio

HAVING decided to abandon its program on Saturday nights featuring Jack Pearl with Al Goodman's orchestra, American Tobacco Co., New York (Lucky Strike Cigarettes), seemed likely to enter the new year unrepresented on the air waves until the third week in December, when arrangements were quickly completed for sponsored broadcasting of the Metropolitan Opera performances from New York. The series was inaugurated on Christmas day. This was the first sponsored performance in history for the Metropolitan.

By taking advantage of the comparatively low rates for day time, American Tobacco is able to present opera for two and a half hours, for only twice as much as it was billed for the half hour on Saturday nights. Jack Pearl's "Baron Munchausen" program was presented for Lucky Strike the last time Dec. 23, and on Jan. 3 Pearl joined Standard Brands' Wednesday night "Royal Gelatin Review" on the NBC-WEAF network. Network time cost of \$8,000 for the former Lucky Strike series compares with about \$16,750 for the Metropolitan programs, which will comprise 14 broadcasts in 13 weeks over an 82-station network. Arrangements between Amer-

## AULD LANG SYNE

### WSM Holds Informal Staff Frolic To Revive Old Time Spirit

TO RECAPTURE, so far as possible, the spontaneous spirit of the pioneer days of broadcasting, WSM, Nashville, has inaugurated a new Sunday night frolic. It is staged in an informal manner by members of the WSM staff who ostensibly get together to entertain themselves.

For an hour or hour and a half, from 10:30 p. m., the entertainers make merry in ad lib fashion. Tribute is paid to such old timers in radio as Lee Fitzpatrick, the Merry Old Chief; Harold Hough, the Hired Hand; Lamdin Kay, the Little Colonel; Bill 'Hay, the Scotchman who put the English language in a dress suit; and Graham McNamee and Phillips Carlin, the original WEAF announcers.

George D. Hay, the Solemn Old Judge, acted as master of ceremonies on the opening night. Others who participated: LaSses White and Honey, the Vagabonds, Freddie Rose, Ruth and Red harmony team, Francis Craig and orchestra; Freddie Russell, sports reporter, and J. Oliver Riehl, special WSM production man.

American Tobacco and the Metropolitan were made personally by M. H. Aylesworth, NBC president. It has never been disclosed what NBC paid for carrying the opera series on a sustaining basis, but it is reliably understood to have been in the neighborhood of \$150-

000 when the opera season lasted 24 weeks. Now that it has been cut to 16 weeks, it is presumed that the cost to NBC for a sustaining series would be prorated. Lucky Strike therefore is presumed to be paying the \$100,000 arrived at by this calculation, plus whatever bonus the Metropolitan may have asked for a sponsored rather than a sustaining series.

American Tobacco headed the "Big Four" in the cigarette field for time expenditures in 1933, the approximate amounts being:

Lucky Strike	\$865,000
Chesterfield	665,000
Old Gold	395,000
Camel	78,000

Total \$2,003,000

#### Fourth Best Customers

INCLUDING expenditures by other tobacco advertisers, the industry finished the year 1933 in fourth place among the networks' best customers, ranking after foods, drugs, and oils, but ahead of the automotive classification. The last-named industry will be in third place at the beginning of this year, so far as can be estimated, oils fourth, and tobaccos fifth, with the "Big Four" estimated to expend about \$328,000 in January. This is made up as follows:

Chesterfield	\$130,000
Camel	78,000
Lucky Strike	68,000
Old Gold	42,000

Total \$328,000

Blackstone cigars (Waitt and Bond) having left the air at the end of December (the Tuesday

half hour on NBC-WEAF is being filled by Sal Hepatica on a larger number of stations), the following are other tobacco advertisers as of today: Philip Morris, spending \$17,000 a month; U. S. Tobacco, spending \$4,800 a month, and Larus and Bros. Co., spending \$21,000 a month.

## "Get Going Hour" Tells Listeners What to Wear, How to Drive to Work

UNION-MAY-STERN, leading St. Louis furniture store, on KMOX with its "Get Going Hour" every morning except Sunday from 7:30 to 8:30 o'clock, has found that giving the public a service it wants sells furniture as well as builds good will.

With hot-cha music on disks as the basis, chosen to put listeners in good humor for the day, the program reveals the morning traffic conditions for those who drive to work, temperature readings with suggestions as to the kind of clothing most comfortable to wear that day, weather, time, and a number of other bits of information important to the thousands getting ready for the day's work at that time of the morning. Although the program has been under way only two weeks, the furniture store has received thousands of letters of appreciation for the service and already reports the biggest pre-Christmas business in years, with most of it directly traceable to its radio advertising.

Start the Radio Year Right—

# MAKE THIS NEW YEAR RESOLUTION NOW!

Read Your Own Copy of

# BROADCASTING

Broadcast Advertising

MAIL THIS COUPON

BROADCASTING  
870 National Press Building  
Washington, D. C.

I want to read BROADCASTING regularly in 1934.

NAME.....  
ADDRESS.....  
CITY.....  
STATE.....  
FIRM NAME.....

- One year, \$3.00.
- Two years, or two 1-year subscriptions, \$5.00.
- Five subscriptions, \$10.00.

(Add \$1.00 for Canadian and Foreign Subscriptions)

## "This is BALTIMORE"

### THE STORY!

Advertisers Recognize the NEW **WBAL**

### THE REASONS!

New Equipment—New Location.  
200% Improved Baltimore Coverage.  
More Radio Homes in High-Grade Service Area Than Any Eastern Station South of Philadelphia

### THE RESULT!

15% MORE  
SPOT ADVERTISING IN NOVEMBER Than Any Previous Month in Eight Years of Broadcasting.

THE NEW  
**WBAL**  
MARYLAND'S ONLY CLEAR-CHANNEL STATION  
FREDERICK R. HUBER  
Director  
10,000 Watts Associate NBC



# Broadcast Band is Widened

(Continued from page 18)

band. With new type antennas and other experimentation, it is felt, these channels can be used effectively for broadcasting.

Moreover, it was pointed out that at the Mexico City Conference, efforts to use these channels in an amicable settlement of the channel distribution differences with Mexico had proved fruitless. Consequently, it is thought, it is essential to prove the value of these channels by investigation and practical operation before they can be used in any further negotiations for solution of the allocation problem with other North American nations.

## Audiences May Be Slow

MOST modern radio receivers can tune the 1500-1600 band. Older sets which do not tune beyond 1500 kc. must be equipped with an additional coil to pick up stations in the new band. Consequently, it is pointed out, two or three years may elapse before stations on the new channels acquire substantial audiences.

By providing for 20 kc. channels at the outset, the Commission feels that far greater quality in broadcast transmission can be achieved. Should the service prove feasible, it is presumed that the Commission will return to the normal 10 kc. separation, which would mean 10 new conventional channels in the band, instead of the three double-width experimental waves.

In stating his objections to the Commission's action with respect to the provision allowing sponsored programs on the band, Mr. Lafount said:

"In opening this band to broadcasting, the Commission does so on an experimental basis and the facilities so assigned are not chargeable to quota. This means that further program service will be added to already overquota and radio congested areas. We have had reason to view the economic distress of existing broadcasting stations during the past year. Ad-

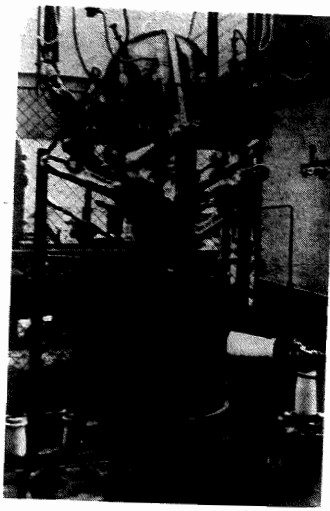
ditional competition, therefore, will mean additional economic distress to stations already licensed, with consequent lowering of the standard of service to the general public.

"The Commission has heretofore expressed itself as a matter of policy in the case of (a) television, (b) shortwave broadcasting, (c) amateurs, in that none of these services are permitted to use sponsored or commercial programs. There would seem to be no good reason for departing from this policy in the case of experimental broadcasting stations and every reason why the policy should be maintained as has already been pointed out. I believe that existing broadcasting stations are entitled to be protected from the kind of competition which will result in permitting sponsored programs over an experimental broadcasting station."

## Jolliffe Outlines Reasons

IN HIS recommendation, Dr. Jolliffe outlined reasons upon which he based his conclusions. "It is extremely difficult," he said, "for a commercial station which is operating solely for profit to make experiments on antenna structure or to vary power, transmitters, etc., or to alter materially the service area of a station. It is likewise unfair to an established audience to be making such changes. It is our belief, however, that frequency between 1500 and 1600 kc. can be useful if the stations using them are properly engineered. Experiments to determine this cannot be carried on below 1500 kc.

"In order to determine the usefulness of these frequencies it is necessary to experiment with the antenna design to determine the maximum power which can be put into the ground wave with the minimum signal in the sky wave, and to determine the proper power to be used either for serving many small primary areas or a single small primary area with a larger



**GIANT TUBE**—This is one of the powerful new types of transmitting tubes in the recently completed high power Radio Bisamberg, Austria's pride of radio, near Vienna.

secondary area. To determine these it will also be necessary to make a study of the fading characteristics of these frequencies.

"While not directly related to this problem the question of audio quality of transmission should be studied. It is impossible to determine the gain produced in the entertainment value of programs by increasing the range of audio frequencies from the radio broadcasting stations as now allocated, due to the fact that 10 kc. separation between carriers is not sufficient to permit receivers to be used which will accept high quality modulation without receiving interference from adjacent channels."

## Regulations Altered

TO MAKE effective the opening of the new band, the Commission adopted the following changes in its Rules & Regulations:

(1) Add the following to Rule 27: "f. The licenses for experimental broadcast stations will be issued for a normal license period of six months from the date of expiration of the old license, or the date of granting a new license."

(2) Add new rule as follows: "306a. The term 'Experimental Broadcast Station' means a station carrying

on the experimental transmission of broadcast programs on frequencies specifically designated for use by such stations."

(3) Change the title of Rule 313C to read as follows: "C. Experimental Visual Broadcast Stations and Experimental Broadcast Stations."

(4) Add the following as Rule 319: "319. The following frequencies are allocated for use by experimental broadcast stations: 1,530, 1,550, 1,570 kc."

(5) Add the following new rules after Rule 324: "Rule 324a. Each applicant for experimental broadcast station construction permit will be required to show that he has a program of development which promises to lead to improvement in the broadcast art and has the finances and facilities to carry out the proposed program. In addition he shall be required to show:

1. That the operation will be under the direct supervision of a qualified engineer with an adequate staff of qualified engineers to carry on the program of research;
2. That the program of research includes study of antenna design, field intensity surveys and plans for an analysis of response of listeners;
3. That the transmitter and all studios will be equipped so as to be capable of at least 10 kc. audio frequency transmission;
4. That if sponsored programs are transmitted, such sponsorship will not interfere with the program of research, and that the conduct of experiments will not depend only upon the sponsors as a means of defraying the cost of the experiments."

Add the following as Rule 324b: "Rule 324b. The Commission will not authorize an operating power to exceed 1 kilowatt for stations in the experimental broadcast service. In the determination of power the rules governing broadcast stations shall apply."

## Television Request

A RESOLUTION urging the Radio Commission to reserve a continuous band of frequency from 40 megacycles to at least the neighborhood of 110 megacycles (40,000 to 110,000 kc.) for television service, adopted by the television committee of the Radio Manufacturers Association, has been transmitted to the Commission by Bond Geddes, executive vice president of the RMA. The resolution further stated that present indications are that television requirements of the future will be such that assignments in television band should be made on the basis of channels at least four megacycles wide in order to provide continuous television service.



## FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

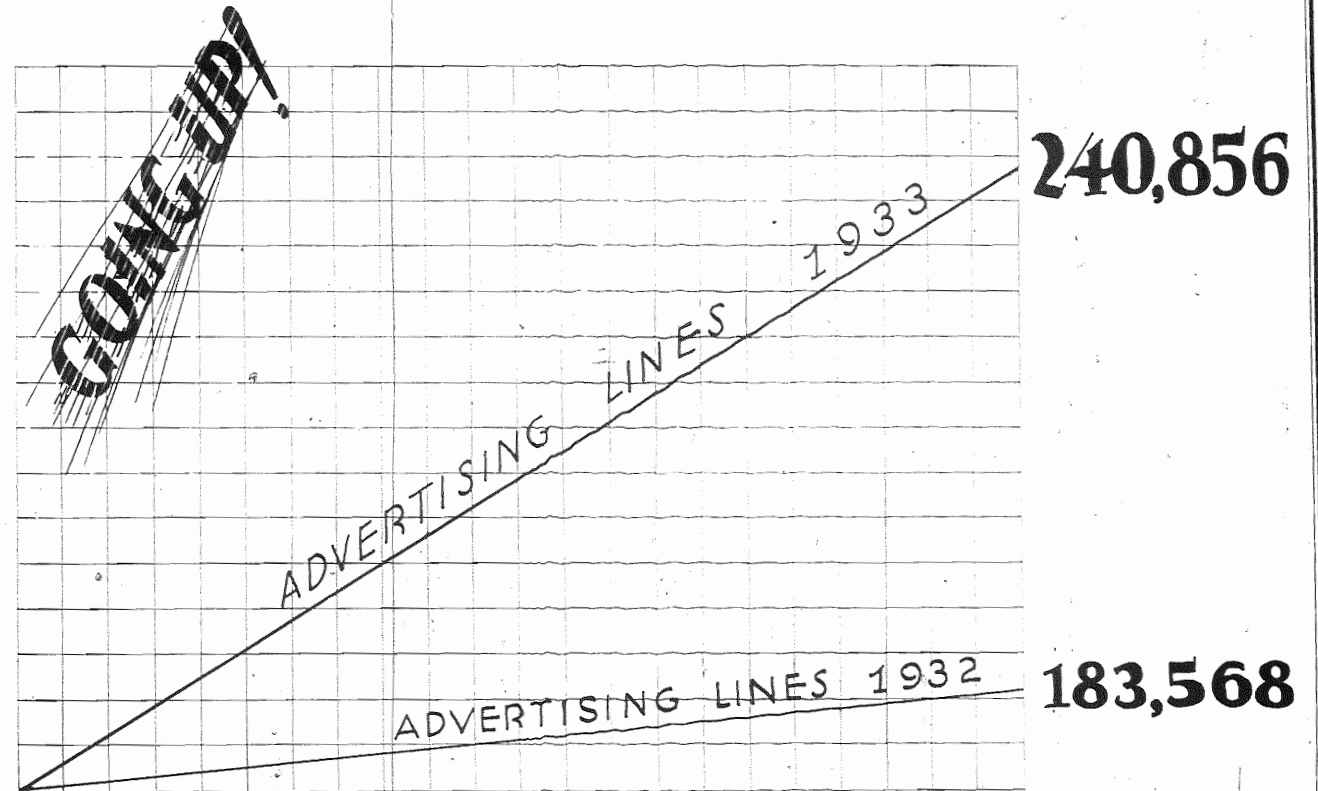
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.

# ADVERTISER ACCEPTANCE

INCREASED **31%** DURING 1933



**D**URING 1933, the various concerns seeking to reach the several broadcast advertising fields placed 31% (57,288 lines) more advertising space in BROADCASTING Magazine than in 1932.

The confidence manifested by these advertisers, particularly in repeat orders, is a tribute to the inclusive scope and coverage of this periodical as well as its editorial integrity.

It is significant to note that the major portion of the advertising placed in BROADCASTING Maga-

zine during 1933 came through leading advertising agencies.

When experienced buyers of space select this medium to reach the national radio advertisers, the advertising agencies, the radio stations and the various other branches of the broadcasting industry, it is conclusive evidence that BROADCASTING enjoys an unexcelled leadership in its field.

Advertising in BROADCASTING Magazine should be the backbone of your 1934 sales and promotion campaigns.

Write For  
Information Regarding  
Rates—Coverage  
and Other Data

# BROADCASTING

Broadcast Advertising

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

Advertising Forms  
Close  
5th and 20th  
Preceding Issue Date

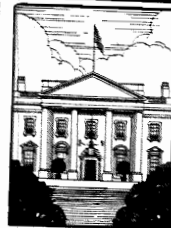
## Smart surroundings in WASHINGTON

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

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

## HAY-ADAMS HOUSE

Opposite the White House



**RADIO'S NEW DEAL.**  
Roosevelt Administration Sets  
Record In Broadcasts

THE NEW DEAL Administration is setting a record in the use of radio to reach the public, according to tabulations by NBC for 1933. In less than ten months President Roosevelt has been heard 20 times, and Mrs. Roosevelt has set a new mark for First Ladies with 17 broadcasts.

Roosevelt's cabinet has made 107 radio addresses. Secretary Wallace leading with 21 speeches. Only Vice President John N. Garner has failed to keep pace; he has spoken over the network but once.

Senator Royal S. Copeland and Henry E. Rainey, Speaker of the House, have been heard most frequently out of the 58 Senators and 42 Representatives who have spoken over the network in 1933.

In addition heads of the various new governmental units, chief among whom is Recovery Administrator Hugh S. Johnson, have been heard from time to time.

**PROFESSIONAL  
DIRECTORY**

**JANSKY & BAILEY**

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

**T. A. M. CRAVEN**

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

**RADIO RESEARCH CO., Inc.**

Broadcast Station Engineering  
Instrument Design and  
Manufacture  
9th and Kearney Sts., N. E.  
Washington, D. C.

**G. H. WINTERMUTE**

Frequency Monitoring Service  
9420 Jones Mill Road  
Telephone W1consin 3181  
Chevy Chase, Md.

**GLENN D. GILLET**

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

**FRED O. GRIMWOOD**

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

**Copyright Society  
Seeking to Enjoin  
Canadian Authority**

Parliament Ponders Changes:  
Romanelli Joins CBS

By James Montagnes

THE CANADIAN Performing Rights Society has filed a petition for a permanent injunction to restrain the Canadian Radio Broadcasting Commission from using eight popular songs over its new Montreal station, CRCM. The Commission offered the Society \$1,500 for the use of its songs, but the copyright owners have held out for \$2,500. The case is to be heard before a referee appointed by the Dominion government, probably not until the New Year and at Ottawa, although preliminary hearings are scheduled for the latter part of December.

This is the latest development in the copyright situation faced by Canada's Radio Commission. The whole matter will be aired at an early date, it is understood, Hector Charlesworth, Commission chairman, having asked the Society to await the return of C. H. Cahan, Secretary of State, under whose jurisdiction all copyright questions come. But the Society did not want to wait that long, and applied for an injunction.

\* \* \*

THE FORTHCOMING session of the Canadian Parliament will have a great deal to do with radio legislation. There may be a change in the manner of appointments to the staff of the Commission. The act under which the Commission operates allows only for appointments

**CLASSIFIED  
ADVERTISEMENTS**

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

**Help Wanted**

Experienced salesman, WFDF, full-time network, only station in Flint, Michigan, negligible listener competition, 300,000 intensive coverage, 80% contract renewals, offers drawing account and commissions to right man. Prospects plentiful. Production of continuity neither required nor desired. Able merchandising assistance. Box 149, BROADCASTING.

**Situation Wanted**

Broadcast engineer, technician, licensed operator—Thorough experience in past six years covering installation, construction, maintenance, operation in stations of 100 to 50,000 watts power. University graduate. Age 24. Box 148, BROADCASTING.

**For Sale**

For Sale—Modern 250 to 500 watt broadcast transmitter including cathode ray modulation indicator. Box 147, BROADCASTING.

**Broadcast Equipment**

We will rebuild input amplifiers of the 8-series so they operate with modern tubes and have modern frequency response. Charges reasonable. Ask for details. Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

until March 31, 1934. The question to be decided by Parliament will be whether appointments to technical and clerical posts will stand or whether they will come under the civil service act, which will mean competitive examinations before appointments are made.

It is felt that the three commissioners, Chairman Hector Charlesworth, Thomas Maher and Lieut. Col. W. A. Steel, will retain their positions under the act, but their staffs may have to fight.

**Open Hearings Planned**

THE INVESTIGATION is to be conducted by the original members of the House of Commons committee which recommended nationalization of radio. This committee is expected to be appointed shortly after the session starts on Jan. 31 and will be called on to make an interim report before March 31 to allow Parliament to pass such legislation as will continue the present system or transfer it to the civil service commission. Open sessions will be held, and the entire broadcasting question will be dealt with, including public opinion of what the Radio Commission has accomplished to date.

Should the committee recommend changes in operation and policy, the Commission appointed under the original act can be changed only by the governor-in-council, and the government is reported to be in favour of giving the Commission ample time to justify itself, considering the first year of operation largely experimental.

\* \* \*

ONE OF Canada's foremost orchestra leaders, Luigi Romanelli, of Toronto, who has been heard on the air since the early days of broadcasting, has quit the Canadian Radio Commission's stations, and is now playing over the CBS outlet in Toronto, CFRB. Romanelli is dissatisfied over the way his program has been going over on the Commission's Toronto station, CRCT, and affiliated stations, and he asserts that since last May he has not received any pay for his orchestra broadcasts over the station. Romanelli plays from a Toronto hotel and the Commission's policy is not to pay for broadcasts of hotel orchestras on the assumption that hotels receive enough advertising by the mention of their name over the air. Romanelli states that before the Commission took over CKGW and changed it to CRCT, he was always paid for his hotel broadcasts by the station. Romanelli's orchestra is among the highest paid in the Dominion.

**Radio Script Service**

THOMSON-WAY Script Service, Azusa, Cal., formerly specializing in short stories and features, has gone into radio. They will do the current Gilmore Circus (KFI-NBC) and other accounts. Principals of the group are Thomas Barclay Thomson, Isabelle Stewart and Ruby la Verte.

CARTER MEDICINE Co., New York (Carter's Little Liver Pills) in December started a series of daily announcements on 47 stations, placed through the H. H. Good Advertising Agency, New York.

**Business Census  
Starts This Month**

U. S. Survey to Show Where  
Consumer Spends Money

DESIGNED to present to business and government agencies a true picture of the conditions of business and accurate comparisons with 1929 conditions, a census of American business will be launched early this month under the direction of William L. Austin, director of the U. S. Census Bureau.

Employing 16,000 supervisors and enumerators, furnished chiefly by the CWA from the ranks of the unemployed, the census will canvass more than 2,400,000 business establishments.

The report will cover the volume of business done in 1933, the number of persons employed, amount of payroll and other expenses, stocks on hand and other data. As this will be the first census to include the service trades and amusements, it will show where the consumer's dollar is spent, in what kind of stores, for what classes of merchandise and how much is spent for service and amusement.

The field work is expected to be completed by Feb. 15, 1934. After the data is tabulated, the reports will be available to advertising agencies, advertisers, broadcasters and other businesses. It will be particularly valuable to radio because of its regional aspects.

In order to facilitate the gathering of the information, the Census Bureau has prepared a simple questionnaire, consisting of only eight questions. While individual returns will be held strictly confidential, the basic data to be supplied by the census will enable every business man to compare his accomplishments with those operating on similar lines, according to Mr. Austin.

The census will furnish the first complete employment statistics since the NRA began functioning. It will cover part-time as well as continuous employment.

**Exchange of Greetings  
Opens Mackay Stations**

AN EXCHANGE of greetings between Washington and Chicago, New Orleans and Seattle by notables in the radio communications field marked the opening of three new radiotelegraph stations in the latter three cities by the Mackay Radio & Telegraph Co. Dec. 23. This point-to-point radiotelegraph service will tie in with the Postal Telegraph, which like Mackay is a subsidiary of I. T. & T. Mackay also operates radiotelegraph stations at New York, San Francisco, Los Angeles and Portland. Secretary of Commerce Roper sent messages to the mayors of the three cities; Chairman Sykes of the Radio Commission exchanged greetings with the mayor of New Orleans, and Commissioners Lafount and Hanley exchanged messages with the mayors of Seattle and Chicago, respectively.

UNITED REMEDIES, Inc., Chicago (Peruna, Kolor-Bak, etc.), has added 19 stations for the spot series it is using, placed through Heath-Seehof, Chicago.

**Listen to Secretary Wallace\***  
talking about WSM's audience:

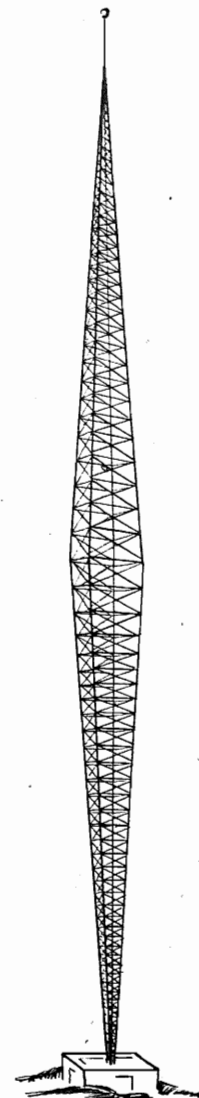
**“THE SOUTH IS LEADING  
THE ENTIRE COUNTRY ON  
THE WAY TO PROSPERITY”**

He points out South-wide sales figures that run 40¢ higher than for November, 1932. He announces the release of another \$48,000,000 in cotton checks around Christmas-time. He points to department store figures that lead the entire nation, running 15¢ ahead of last year, as compared with 2¢ for the nation as a whole.

No wonder WSM has been selling goods for its sponsors. No wonder our time is being bought by the shrewdest sales organizations in the country. For the South is the greatest beneficiary of the new deal. . . .

**and WSM sells the South.**

If it was *shrewd* to buy WSM last year, it is *brilliant* today.



\*In a speech at Birmingham, Alabama, on December 16, 1933.

Exclusive National Representatives  
**EDWARD PETRY AND COMPANY**  
NEW YORK    DETROIT    CHICAGO  
ATLANTA    SAN FRANCISCO

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

**Cleared Channel    Unlimited Time**

**WSM**

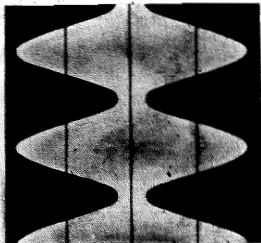
**NBC Affiliate    50,000 WATTS    650 Kilocycles**



# NO MORE BLINDFOLD BROADCASTING

★  
*The 1-D Transmitter  
lets you know what  
is going on*  
★

These two devices allow you to operate with maximum efficiency and best quality all of the time. They are built-in the RCA Victor 1-D, 1 Kilowatt transmitter



### Cathode Ray Modulation Indicator

A number of broadcasting stations have found that their signals were weak because the percentage of modulation was low. Others

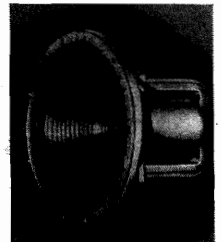
had distorted signals due to consistent over-modulation. If there is no way to tell, this is likely to happen.

But in the 1-D Transmitter, the cathode ray tube indicates continuously and instantly the percentage of modulation. Over-modulation and under-modulation can be easily avoided. Hence the 1-D Transmitter will operate at maximum efficiency.

### High Quality Monitor Speaker

No longer will it be necessary to go to an outside radio set and listen in order to check quality. A new high quality loud-speaker, reproducing the high frequencies operating from the transmitter output, permits monitoring of the program exactly as it sounds on the air. Distortion shows up instantly.

This high fidelity speaker is built in the 1-D Transmitter and lets the operator know how the radio audience should receive the station. It provides the ultimate check on quality.



# RCA VICTOR CO., INC.

Camden, N. J., U.S.A.

"RADIO HEADQUARTERS"

New York: 153 E. 24th St.

Chicago: 111 N. Canal St.

San Francisco: 235 Montgomery St.

Dallas: Sante Fe Bldg.

Atlanta: 144 Walton St. N. W.

