

HEINL RADIO BUSINESS LETTER

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December 5, 1933.

GERMAN AND SPANISH RADIO O.K. DESPITE DEPRESSION

That both the German and Spanish radio industries have maintained notably strong positions notwithstanding the depression is revealed in reports to the Commerce Department.

Production of radios in Germany has risen from a total value of 8,000,000 marks in 1924, to an estimated total of 165,000,000 marks in the current year. In contrast to many other industries, Trade Commissioner Canty, in Berlin, points out that the foreign trade balance sheet of the radio industry has consistently shown profits.

Ten years ago, the report shows, there were less than 2,000 radio owners in Germany. Each year the number has risen sharply and the figure on January 1, 1933, stood at 4,308,000. However, it is pointed out that Great Britain has 114 radio sets to every 1,000 inhabitants; Denmark has 150; Sweden, 103; while the figure for Germany is only 69.

One-half of Germany's total population, according to the report, is made up of the working classes, only one-fourth of which are owners of radios. Improvement in Germany's economic condition with resulting increased purchasing power, the report states, is certain to increase the demand for radios generally among these classes of the population.

Spain is a promising market for American radios, according to Consul General Claude I. Dawson, Madrid.

Notwithstanding the general economic depression, Dawson reports, the Spanish demand for receiving sets has held up much better than it has in the case of most other lines of merchandise and appears to be growing steadily.

American radios practically dominate the market, the chief competition coming from the Dutch Philipps Company. Germany is holding a small share of the market and some Italian sets have been sold.

While radios are not classified separately in Spanish import statistics, they make up for the great bulk of receipts classified under the head of "telegraph and telephone material." In 1932, total imports under this classification amounted to 9,465,000 pesetas of which approximately 5,000,000 was accounted for by United States radio sets.

The Spanish market for radio presents certain peculiarities, the report points out. Because of static and other factors, the very long wave set used in Northern Europe is of little interest in Spain. There is some demand for the ultra short-wave set used in the more expensive models by the wealthier classes interested in receiving foreign programs. The popular demand, however, is for the sets of from 200 to 500 meter wave length and it is in this type that it is believed that American business can be expanded.

It is estimated by Spanish dealers that the number of radio sets now in use in Spain is in the neighborhood of 400,000, a figure which includes a large number of obsolete and crystal sets. Production of radios in Spain is negligible, the Spanish radio industry confining itself largely to the production of cabinets in which foreign chassis are installed.

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COMMITTEE TO RECONSIDER COLUMBIA'S PRESS GALLERY REQUEST

A meeting will be held Monday, December 11, to further consider the application of the Columbia News Service to admit their radio reporters to the Capitol Press Galleries. Those who will attend will be Speaker of the House of Representatives Rainey, Senator Copeland, of New York, Chairman of the Senate Rules Committee, Samuel W. Bell, Chairman of the Standing Committee of the Press Galleries, Henry W. Bellows, Vice-President of Columbia, and Ted Church, head of the Columbia News Service in Washington.

Considerably more than 100 letters and telegrams have been received by Mr. Bell from editors and publishers protesting against amendment of the Press Gallery rules to admit radio reporters, the Editor and Publisher reports.

H. C. Ogden, publisher, Wheeling (W. Va.) News, and Wheeling Intelligencer, wrote the only letter which was not opposed to admission of radio reporters.

"It would seem to me that the propriety of granting their admission would depend more particularly upon the facilities which the press gallery has, and also the purpose for which they propose to use the matter to be gained", Mr. Ogden wrote.

"Personally, I can't see any great objection to the Columbia Broadcasting reporters being admitted to the press gallery. There is not much to be gained or lost either way. There is certainly nothing to prevent them from getting the news or, at least, all they want to broadcast, and admission to the press gallery is only a matter of convenience."

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"The newspaper is the voice of the people and, as such, can serve a useful purpose only by remaining independent of and wholly separate from any form or implication of government control, licensing, censorship, regulation or influence", wrote Harry Chandler, publisher, Los Angeles Times.

"The radio is a commercial undertaking subject directly to government control and regulation under a licensing system that can be and actually has been invoked to deny an operating license, or to revoke the operating license of broadcasting units.

"It is obvious, therefore, that constitutional guarantees of free speech and of a free press are not regarded and have not been regarded as applying to the radio.

Among the others who have protested to Mr. Bell are:

Col. Robert R. McCormick, publisher, Chicago Tribune; Robert B. Choate, managing editor, Boston Herald and Boston Traveler; John C. Martin, publisher, Philadelphia Evening Ledger, Public Ledger and Inquirer; Frank Knox, publisher, Chicago Daily News; George E. Stephenson, publisher, Boston Evening Transcript; Grove Patterson, editor, Toledo (O.) Blade; L. K. Nicholson, publisher, New Orleans Times-Picayune; Eugene MacLean, general manager, Washington Post.

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CANADIANS IMITATE MARINE BAND BROADCAST

In their broadcast from Montreal last Sunday, the Canadian Grenadier Guards Band led by Captain Gagnier sprang a real surprise on American listeners by giving an imitation of the United States Marine Band playing the Marines' Hymn and singing the chorus of the stirring song just as the Marine bandsmen do on their broadcasts from Washington,

Following this the Canadian band played a march written by Capt. Taylor Branson, leader of the Marine Band. Captain Gagnier had previously telegraphed Captain Branson, and the latter was among the listeners in the Capital.

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MARCONI ATLANTIC WIRELESS FEAT 32 YEARS AGO

It will be thirty-two years ago Tuesday, December 12, since Marconi succeeded in sending the first wireless signal across the Atlantic.

Describing the accomplishment of this historic feat, Orrin E. Dunlap wrote in "Dunlap's Radio Manual":

"Then came December 12, 1901, important in the annals of wireless. Marconi sent up a kite to about four hundred feet elevation. It held the wire firmly, and Marconi prepared to tune the set for radio waves radiated in England. Before leaving the British Isles, he had given instructions to operators at Poldhu, Cornwall, on the southwest tip of England, to send the letter 'S' at a fixed time each day, beginning as soon as word was received that St. John's was ready to listen.

"Marconi and one of his assistants began tuning for Poldhu's wave length about noon. They were the only two persons present. Marconi thought he heard a signal and he handed the phones to his companion to verify it. Distinctly and unmistakably came the three dots forming the letter 'S'. At 1:10 P.M., more signals were heard, and at 2:20 P.M., Marconi again picked up Poldhu's spark, still sending 'S'. The Atlantic had been spanned by radio.

"On the following Friday he heard Poldhu again, but on Saturday no impulses actuated the detector, chiefly because of adverse atmospheric conditions, fluctuations of the kite's elevation, and the delicacy of the receiving set. Marconi hesitated to announce his achievement to the world, and it was not until two days later that he gave a statement to the press. Many disbelieved that messages could be sent through space for 2000 miles without the use of cables or wires."

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U. S. SUPREME COURT REFUSES TO CONSIDER KFAB CASE

The Supreme Court of the United States refused to review the decision of the Supreme Court of Nebraska on jurisdictional grounds. This particular decision of the Nebraska court refers to the action brought by C. A. Sorensen against the KFAB Broadcasting Co., Lincoln, Nebr., at which time the Nebraska court held that a radio station is liable for defamatory remarks uttered in a political speech delivered over a station. It involves the construction of Section 18 of the Radio Act of 1927. Following the decision of the Nebraska court, the National Association of Broadcasters, through arrangement with the Lincoln station, retained counsel to secure a Supreme Court review of the question.

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REPUBLICANS DECLARE RADIO IS CENSORED

The Republican National Committee touched off some pre-campaign explosive by the following:

"The radio has supplanted the public platform of former years as the medium of public discussion. To censor or muzzle it is to suppress free speech. Notwithstanding General Hugh S. Johnson's repeated public denials to the contrary, documentary evidence is in hand that broadcasting stations have been officially threatened with loss of their licenses unless they censor the use of their facilities in behalf of the N.R.A.

"They object to the muzzling of the press - the bulwark of popular government. That this has been attempted is evidenced by the stubborn resistance for over two months of the N.R.A. to writing into the newspaper code a reaffirmation of the Constitutional guaranties of freedom of the press."

The assertion concerning the alleged attempt to influence radio broadcasting in favor of NRA brought denials from several quarters. The National Committee did not go into particulars and rested on its assertion that there was documentary evidence in hand.

One Republican member of the Federal Radio Commission, Harold A. Lafount, said: "That is not correct. There has never been any threat or a suggestion of it."

Deputy Administrator Sol Rosenblatt, who handled the Radio Code for NRA, said: "It's the most ridiculous and absurd thing I've ever heard of."

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ASCAP REPORTED READY TO LICENSE N. Y. TAXI RADIOS

Reports from New York are that the American Society of Composers are getting ready to exact a license fee from New York City taxicabs using radio sets. There are said to be upwards of 1,000 taxis in the greater city. One concern calls itself the Radio Taxicab Corporation and numerous taxis advertise the radio feature in one way or another.

It is said that the Composers consider taxis with radios as likely a subject for a license fee as hotels and restaurants operating radios for patrons.

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RADIO TO KEEP POWDER DRY IN TUGWELL BILL OPPOSITION

On the eve of the Senate hearings scheduled to begin Thursday, Dec. 7, opposition to the Tugwell Bill, proposed food and drugs legislation, seems to be piling up like a rolling snowball. Nevertheless, radio interests, having about \$25,000,000 at stake, approximately the amount the food and drug interests spent on the air last year, are proceeding cautiously and are keeping their powder dry for the final fight.

"We don't want to do any shooting", said Henry A. Bellows, Chairman of the National Association of Broadcasters' Legislative Committee, "until we know what we are shooting at."

As far as known at this writing, the only witness to appear for the broadcasters will be James W. Baldwin. Mr. Baldwin will present a carefully prepared statement of their objections and will speak for the industry as a whole. Since there are to be about 200 witnesses, it is a matter of conjecture as to how soon Mr. Baldwin will be heard and how much water may go over the dam before that.

Because of the tremendous opposition aroused by the Tugwell bill, there hardly seems to be a chance of its being enacted in anywhere near its present form.

It is conceded that possibly some food and drugs legislation may be put on the books during the forthcoming session with the Administration backing, but it will be considerably less drastic than the Tugwell bill.

There is even a report to the effect that Dr. Tugwell may resign at an early date and thus himself pass pretty much out of the picture.

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CBS SENDS COMMENTATOR TO PAN-AMERICAN CONFERENCE

Edward Tomlinson, journalist and authority on South American affairs, has been sent to Montevideo, Uruguay, to give a series of radio reports over the Columbia network on the Pan-American Conference. Tomlinson is flying to the scene of the international parley and will inaugurate the broadcasts in about two weeks.

The Pan-American Conference of 1933 is regarded as among the most important held between the United States and her American neighbors. Questions of international trade and politics will be aired with a view to bettering economic conditions throughout the Western Hemisphere.

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: BUSINESS LETTER NOTES :

M. A. Leese, owner of Station WMAL, in Washington, whose initials are the last three call letters, died last week from heart trouble after having been confined to his home for about two weeks. Mr. Leese, who was in the optical business, had just been elected President of the Washington Chamber of Commerce to succeed Thomas P. Littlepage, lawyer and counsel for numerous radio stations.

Mr. Leese established WMAL in 1927. He continued to operate this as an independent station until recently, when it was leased to the National Broadcasting Co. From the start, WMAL's time was largely given over to promoting the civic and business interests of the city, and in appreciation for this and other civic work, the Cosmopolitan Club awarded Mr. Leese the first medal for distinguished public service in the District in 1930.

His widow, Fannie I. Leese; two sons, W. Earle Leese and M. Norman Leese, and a daughter, Mrs. N. Lorraine Good, all residents of Washington, survive him.

The degree of Doctor of Engineering has been conferred on Orestes H. Caldwell, former Federal Radio Commissioner, and now President of the New York Electrical Society and editor of the McGraw-Hill publications, Electronics and Radio Retailing, by the President and Faculty of Purdue University.

Another example of those who excell on the radio having their troubles in the movies is Ed Wynn. Although declaring Mr. Wynn himself "is more than funny; he is lovable", the New York Times critic is far from enthusiastic about the comedian's new picture.

"In 'The Chief', Mr. Wynn transfers his celebrated radio character to the screen and it comes out, visually, a good deal less hilarious than on the air waves", the Times critic writes. "As a somewhat desperate effort to corral the comedian's radio public the film presents him at the end in a typical radio broadcast, dictating answers to his fan mail. What it all comes down to is that Mr. Wynn is genuinely funny and 'The Chief' is not."

Wynn was freed of a disorderly conduct charge in New York after denying that he had assaulted a process server in his hotel apartment. This was supposedly in connection with debts contracted with the defunct Amalgamated Broadcasting System. Describing his rumpus with the process server, the comedian told the court:

"I was eating with my son, who is studying mechanical engineering", Wynn declared.

"Never mind that part of it", Mandel, the opposition lawyer interjected.

"Well, I just wanted you to know what he's going to be when he grows up", the Chief countered.

Amendment to the California radio laws to provide that broadcasting stations must keep a permanent record of speeches and produce this record in court in event of slander or libel suits will be sought at the next legislative session.

Active support of such an amendment was pledged recently by Gov. Rolph and Assemblymen Willard Badham, Kent H. Redwine, Charles W. Lyon and Clare Woolwine.

"There should be no difference between a newspaper and a radio station as concerns libel", the Governor said.

John McCormack, while in Washington on a concert tour, predicted that the day is near at hand when people will no longer pay to hear music sung or played.

"I'm glad I got my start some 20 years before radio appeared", he said. "It's going to be tough on these newcomers."

While enthusiastic over his own experience with radio, he lamented that radio singers, such as crooners, go on the air with such little background and training. Too much is left to the mechanical twisting of volume control, he observed.

Examiner Ralph L. Walker has recommended that the application of F. J. Reynolds for voluntary assignment of license of Station WMBR, of Tampa, Fla., to F. J. Reynolds, Inc., be granted, and that the application of F. J. Reynolds, Inc., for a construction permit to move Station WMBR from Tampa to Jacksonville, Fla., be granted.

The Commission has ordered that the application of Raymond M. Brannon, of Fremont, Neb., for a construction permit for a new station be denied. At the same time the Commission granted a renewal of license to Station KFOR, of Lincoln, Nebr., operated by the Cornbelt Broadcasting Co. Brannon proposed that the Commission withdraw and reallocate a portion of the facilities of KFOR for his new station asked for.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Broadcasting)
Dec. 5, 1933.

WENC, Americus Broadcast Corp., Americus, Ga., C.P. to move transmitter and studio from Americus to Albany, Ga., and make changes in equipment; KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move auxiliary transmitter from Independence, Mo. to Kansas City, Kansas, to location of main transmitter; KDFN, Donald Lewis Hathaway, Casper, Wyo., license covering local move of station, and making changes in equipment, 1440 kc., 500 watts, unlimited; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., license, 1370 kc., 100 watts, specified hours; KMBC, Midland Broadcasting Co., Kansas City, Mo., license covering change in location of main transmitter, 950 kc., 1 KW, unlimited time; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of December 7th, in order to broadcast NRA meeting, KFJI consented to operation; WHAZ, Rensselaer Polytechnic Inst., Troy, N. Y., authority to remain silent December 25 and January 1st on account of Christmas and New Year's holidays; KWSC, State College of Wash., Pullman, Wash., authority to remain silent from 9:30 P.M., Dec. 23 to 6:45 A.M. January 8, 1934, PST, in order to make certain improvements in equipment; KWLC, Luther College, Decorah, Ia., authority to remain silent from December 20, 1933, to Jan. 2, 1934, during Christmas holidays at college.

Applications Other Than Broadcasting - Peoria Police Dept., Madison & Fulton, Peoria, Ill., general experimental C.P. frequencies 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 100 watts; also, Portable & Mobile, 10 C.P.s for Gen. Experimental service, frequencies same as above, power 4.5 watts; Press Wireless, Inc.: WJC, Chicago, Ill., renewal of fixed public press, pt. to pt. telg. license in accordance with existing license; also granted modification of license, to change equipment and reduce power from 5 KW to 4 KW; WRDB, Washington, D. C., modification of C.P. to change frequencies from 5285 and 5355 to 5350 and 4726 kc., enlargement in points of communication, and extension of completion date from Dec. 1, 1933 to July 1, 1934; WAFM, WAFN, WHY, WHT, WJA, WHV, 4 miles E. of Elgin, Ill., modification of C.P. to change frequencies 5350 kc., WAFM; 5360 kc, WAFN; 18560 kc., WHY; 11640 kc., WHT; 7340 kc., WJA; 15640 kc, WHV; 4735 kc., WAFJ; 6920 kc., WJC; 8810 kc. WHS; 15910 kc., WHX; 14635 kc., WHU; extend completion date to July 1, 1934, and change in points of communication; WRDJ, Hicksville, N. Y., modification of license to add San Francisco as primary point of communication; KJAM, Honolulu, Hawaii, modification of license to change frequency from 5315 to 4720 kc., and add Seattle and Fairbanks, Alaska, as primary points of communication.

Also, Bell Telephone Laboratories, Inc., Portable, used principally in Monmouth Co., N. J., C.P. for general experimental purposes; frequencies 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000 86000-400000 and 401000 kc. and above, 1 KW power.

Also, W9XC, General Household Utilities Co., Marion, Ind., C.P. to change location of transmitter from Marion, Ind. to Chicago, Ill.; KGXQ, American Radio News Corp., near Redwood City, Cal., modification of C.P. to extend commencement date to 1/15/34 and completion date to 7/15/34; WMES, The Lorain Co. Radio Corp., Lorain, Ohio, modification of C.P. to change transmitter location from Lorain to 1.8 miles west of Lorain City, Lorain, Ohio, and change frequency from 2512 to 2550 kc.; W6XA, Remler Co., Ltd., Berkeley, Cal., modification of C.P. to change location of station from fixed at Berkeley to portable and mobile; also granted license covering same frequency 41000 and 51400 kc., 5 watts; W6XAP, Airfan Radio Corp., Ltd., Portable and Mobile, vicinity of San Diego, Cal., modification of license to add frequency 31100 kc., and change power from 6 to 30 watts; WPFZ, City of Miami, Fla. Miami Beach, Fla., license for police service, 2442 kc., 100 watts; WPPC, City of Providence, Board of Public Safety, Police Dept., Providence, R. I., license for police service, 1712 kc., 150 watts; D. Reginald Tibbetts, Portable & Mobile: W6XAT, W6XAV, W6XAW, W6XAX, W6XAY, W6XAZ, W6XBA, licenses, general experimental service, 41000, 51400, 61000 and 63000 kc., 25 watts.

Also, KICI, Superior Portland Cement Co., Dall Island, Terr. Alaska, license, fixed public point to point telephone; 3092.5 kc., 50 watts; KIIIO, Northern Commercial Co., McGrath, Alaska, license, fixed public point-to-point telephone service, frequencies 2994, 3190 kc., 50 watts; KIIC, Camp Kingston, Cal. and KIID, Yermo, Cal., Dept. of Water & Power, City of Los Angeles, licenses for special emergency service, 3190 kc., 30 watts; WGS, Vieques, P. R., and WKZ, Ceiba, P. R., Govt. of Puerto Rico, Bureau of Insular Telegraph, renewal of point-to-point telegraph license, in exact conformity with existing licenses.

Miscellaneous

The Northern Corp., Chelsea, Mass., granted C.P. for new station, 1500 kc., 100 watts night, 250 watts day, unlimited time; KGBX, KGBX, Inc., Springfield, Mo., granted 60 day extension of authority to operate unlimited time pending decision on pending application.

Ratifications

Action taken Nov. 27: KOSQ, Mackay Radio & Telg. Co., New Orleans, granted 60 day authority to operate aboard vessel "Fairland" pending receipt and action on formal application; Action taken Nov. 28: WBOW, Banks of Wabash, Inc., Terre Haute, Ind., set for hearing application requesting change of frequency from 1310 to 1360 kc., increase in power from 100 watts to 500 w. night, 1 KW day, install new equipment and move transmitter locally; WMDW, Radiomarine Corp. of America, Washington, D. C., granted first and third class public ship license, "Santa Monica"; KEFC, Mackay Radio & Telg. Co., Inc., New York, granted 3rd class public ship license, "EXFORD";

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SOME RECENT NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - The Texas Co. (Gasoline), New York City; Agency - Hanff Metzger, Inc., 746 Fifth Ave., N. Y. City; Started Oct. 24, 1933; Tuesday 9:30-10:00 P.M.; Network - WEAf WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WIBA WEBC WDAY KFyR WRVA WWNC WIS WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WBAP KPRC WOAI KTBS KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL KGIR KGHl; Program, 35 piece orchestra under direction of Don Voorhees, guest artists.

RENEWAL - Health Products Corp (Feen-A-Mint), Newark, N. J.; Agency - McCann Erickson, Inc., New York City; Started Oct. 23, 1933. Mon. Wed. Fri., 7:30-7:45 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSyR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN; Program - "Potash and Perlmutter" - dramatizations.

NEW - Humphrey's Homeopathic Medicine Co. (Humphrey's Remedies) Pine & Center Sts., N. Y. City; Agency - The Biow Co., 521 Fifth Ave., N. Y.C.; Started Nov. 13, 1933; Time - Sunday 12:15-12:30 P.M. Mon. Wed. Fri. 10:15-10:30 A.M.; Sunday - WEAf WTAG WEEI WJAR WCSH WFBR WRC; Mon. Wed. Fri. - WEAf WTAG WJAR WCSH WLIT WFBR WRC; Program - Bob Emery in songs and recitations.

NEW - Red Star Yeast Products Co. (Compressed Yeast), 221 E. Buffalo St., Milwaukee, Wis.; Agency - N. W. Ayer & Sons, Inc., 164 W. Jackson Blvd, Chicago, Ill.; Started Oct. 17, 1933, Tues. Thurs. Sat., 11:00-11:15 A.M.; Network - Philadelphia, WGY WBEN WCAE WTAM WSAI WWJ, Chicago, WOC WHO WOW WDAF WTMJ KSTP; Program - "Galaxy of Stars", musical and voice.

RENEWAL - Tastyeast, Inc. (Tastyeast), Trenton, N. J.; Agency - Stack-Goble Advertising Agency, Chicago, Ill.; Started Nov. 6; Mondays 7:15-7:30 P.M. EST; Network - WJZ WBZ WBAZ WBAL WMAL WSyR KDKA WHAM; Program - "Baby Rose Marie".

RENEWAL - Benjamin Moore & Co. (Paints and Varnishes), New York City; Started Nov. 1, 1933; Wednesdays 11:30-11:45 A.M. EST; Network - WEAf WEEI WJAR WFI-WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ WOC WHO WOW WDAF WEBC WDAY KSTP WKY WFAA-WBAP WOAI; Program - "Betty Moore - Interior Decorating" talk by Betty Moore and organ music.

NEW - General Motors Corp., Detroit, Mich.; Agency - Campbell-Ewald Co., Inc., Detroit, Mich.; Starts December 17, 1933; Sundays, 6:00-7:00 P.M. EST; Network - WJZ WBZ WBAL WBZA WMAL WSyR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN; Program - Musical but talent undetermined.

NEW - Marrow Oil Co., Chicago, Ill.; Agency - Stack-Goble Advertising Agency, Inc., Chicago, Ill.; Started Oct. 29, Sunday and Wednesday 4:15-4:30 P.M. EST; Network - Sunday WLS KWK WREN KWCR KOIL KSO; Wednesday KWK KWCR WREN KOIL KSO; Program - Gene Arnold in 1 poetry and prose with piano accompaniment.

NEW - Plough, Inc. (Pharmaceutical & cosmetics, St. Joseph's Aspirin and Penetro), Memphis, Tenn.; Agency - Lake-Spire-Cohn, Inc. Memphis, Tenn.; Started Oct. 17, Tuesdays 8:00-8:15 P.M.; Network - WSAI KSD WOC WHO WOW WRVA WPTF WWNC WIS WJAX WIOD WFLA WMC WSB WJDX KVOO WKY KTHS WBAP KTBS KPRC WOAI WSM; Program - script show with music.

RENEWAL - Bayer Co. (Bayer Aspirin), N.Y.City; Agency - Blackett-Sample-Hummert, Inc.; N.Y.City; Started Oct. 15; Sundays 9:30-10:00 P.M.; Program - "American Album of Familiar Music."

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