★ Operates on the most favorable WAVE LENGTH

has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ Enjoys Audience ACCEPTANCE

of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ Offers Intensive COVERAGE

in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE . INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY • New York City
Broadcasting equipment...

by BELL TELEPHONE MAKERS

The correct type of apparatus for stations of all sizes is included in the complete line of Western Electric radio telephone broadcasting equipment. Transmitters, for example, range from small 100 Watt to huge 50 Kilowatt models. The name Western Electric vouches for the performance of this apparatus.

Every piece is made to the same high standards of precision exacted in the telephones made by this company for the Bell System. For detailed description of this equipment—write the distributor, Graybar Electric Co., Graybar Building, New York, N. Y.

Also made by Western Electric—radio telephone equipment with which many cities are furnishing their police departments. Reliable to an unusual degree—a time saver between report and response. Information also upon request to the distributor.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company
Offices in 76 Principal Cities
first
in North Carolina and South Carolina

. . . in power
WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

. . . prestige
Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

. . . market
Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.
Key Station of the Dixie Network of the Columbia Broadcasting System
Wilder Building  Charlotte  North Carolina

October 15, 1931  •  BROADCASTING
Is Radio Advertising Expensive?

Radio advertising is not the exclusive toy of the advertisingly rich. Neither need it be a costly gamble. Demand careful planning in your radio advertising—plus thoroughness of procedure, and, better still, test schedules that forecast results if efforts are extended. We offer to any serious advertiser and his agency full cooperation in studying whether broadcasting has possible effectiveness in a specific merchandising plan—holding the initial endeavor to test proportions. Our experience is based on a five year history—five years that have been productive of facts—innumerable and enlightening.
The Commission Chairman Points With Pride

By MAJ. GEN. CHARLES McK. SALTZMAN
Chairman, Federal Radio Commission

Calling Our Broadcasting Best in World, "The General" Urges Programs Improve Apace with the Technical Art

THE United States is today the foremost radio country in the world. In considering the list of its radio achievements, its people can well be proud of the status of its broadcasting. The United States is the birthplace of broadcasting. In our technical research laboratories, our scientists have brought forth remarkable creations for voice transmission. Our factories are producing the best radio equipment of the world. With this background and with a great wealth of program talent available, the progressive broadcasters of our country have made our broadcasting the best in the world.

The past year has witnessed a remarkable improvement in reception in many parts of the nation due to the modernization of equipment. The hearty cooperation of progressive, far-seeing broadcasters in complying with the provisions of General Order No. 111 (regarding transmission requirements) is having a marked effect in many sections, with the benefits accruing not only to the listening public but to the broadcaster. Many progressive stations are already complying with General Order No. 116 (regarding frequency deviations) even though it does not officially become effective until next year. Due to these two regulations, 1932 will find reception conditions in this country infinitely improved over previous years.

MORE IMPROVEMENTS

The technical developments of the last five years are only the beginning. Our research technicians are still at work in the laboratory and will continue to bring forth devices and circuits for the further improvement of voice transmission. In the realm of mathematics, the fundamental principles and natural laws are not only fixed but definitely known. Mathematical problems can accordingly be definitely solved. In the field of radio, the principles and natural laws are as fixed and immutable as those of mathematics but some of these laws are yet not definitely known to us because the radio art is very young. As the months and years roll by, these principles and laws are becoming better understood by the scientists who are studying the art. So, although the United States today stands far out in front in broadcasting, we must be on the qui vive for constant improvement and must live with the realization that the splendid transmitting devices and accessories of 1931, now regarded as the last word in radio equipment, may in a few years be looked back upon as haywire. Just as improvements are made in technical operation with better signals laid down in the service area, just so must program improvements be made to bring better entertainment to the homes of the listening public. In this regard, the broadcaster oftentimes finds himself sorely tried. In a metropolitan service area, for example, there is a class that desires nothing but the music of Philharmonic concerts, while another class clamors for jazz dance music. There is a class that wants high grade educational programs to the exclusion of all others, while another class wants nothing of that sort. The broadcaster cannot please all. It is difficult for him to please the majority.

A time will undoubtedly come when certain stations will specialize on certain types of programs, but that time not having arrived, the average broadcaster, like the storekeeper, is left to wrestle with the problem of endeavoring to offer to his customers a stock of programs to meet the demands of a varied audience. However, whatever the nature of the program selected, the broadcaster must constantly strive to improve its quality. Improvements in program quality should keep pace with improvements in technical operation.

In the case of a new facility like radio reaching into the very home life of our nation, it is inevitable that complaints will arise. When Alexander Graham Bell's first crude telephones were installed on telephone systems, the novelty of the wonderful invention soon wore off and many complaints were received as to the service rendered. The telephone company of today even with its wonderful equipment still receives complaints. The telephone company is constantly endeavoring to correct the practices which cause these complaints. The broadcaster, if he is wise, will do the same.

ABOUT SALES TALKS

One great source of complaint is in regard to advertising. So long as our country favors the competitive broadcasting of today as distinguished from monopolistic broadcasting, advertising must probably pay the bill and we shall listen to "sponsored programs." But there are sponsored programs and sponsored programs—programs in which the advertising is palatable, even interesting, and programs in which the sales talk is nauseating. I have in mind a program advertising a certain commodity in which the sales talk carried on by several actors is not objectionable but positively interesting. No one can object to it. Broadcasters, if they listen to the trend of public opinion, will commence to take steps to make these sales talks more palatable. The problem is theirs and not any official board's, and they should hasten to solve it.

The complaints received by the broadcaster from his listeners are oftentimes sorely perplexing. In

(Continued on page 28)
Columbia Scouts Independents' Fears of Replacement by System of Boosters

Network Officials Deny Any Plan for National Chain in Seeking Station in Washington

COLUMBIA'S proposal to erect a booster station in Washington, with power of 250 watts and synchronized with its New York key, does not mean the death of independent or network-affiliated stations in the capital, according to a statement by Harry C. Butcher, Washington director of CBS. The statement was made in connection with the letter written by Thomas Stevenson's letter of protest to the Federal Radio Commission, as the proposed Washington booster was the first step toward a nation-wide system that would free the network from dependence on independent station affiliations.

The building on the CBS application is scheduled for Oct. 19 before the full Commission. Engineers of the CBS engineering and others interested in the booster project will testify as to its feasibility. Station WMAL, Washington, will serve as the local outlet, which will leave the network if the plan meets the Commission's approval.

The network was impelled to seek the synchronized outlet in Washington because of its inability to place enough of its programs in Washington over WMAL. With a synchronized outlet, it will be able to serve Washington with CBS programs 24 hours a day.

With the declaration by CBS that it has no idea of erecting a national system of boosters, Mr. Stevenson, whose association embraces a number of independent broadcasters, stated in his letter to the Commission that the NBC decision has been satisfied that its original objections were groundless.

In the first place, Pickard, former radio commissioner and now station relations vice-president of CBS, addressed a letter to all stations of the network stating that his company's aim was, first, to give Washington a full schedule of Columbia programs, and secondly, to have 17 hours a day as possible to engineering development.

CBS POSITION EXPLAINED

"The application of Columbia," Mr. Butcher stated, "for permission from the Federal Radio Commission to temporarily operate a 250-watt booster station in Washington, bringing to the nation's capital basic and important program services, while WMAL, in its present form, has brought to light several objections which, while possibly plausible to the uninformed, are not based on knowledge of the facts and are therefore erroneous."

The first of these objections, and perhaps the most fallacious, is that practical application of synchronization, as proposed experimentally by the Columbia System, sounds the death knell of the independent, and chain-affiliated stations. Under present wave-length allocations, nothing could be further from the truth.

"With the wave lengths of the nation distributed as they are, the proper and non-interfering location of a booster station is as difficult as the establishment of a new station. The prospect of a new station is virtually impossible at present because of the congestion of stations now crowded into the definite band of broadcasting frequencies. However, the booster principle, if proved practical in actual test, would make considerably better use of the nation's patrimony of wave lengths than is possible under present conditions."

"Because of the hope that synchronization would wholly remedy the present congested allocation, the effect of synchronization on existing stations has been discussed and greatly exaggerated."

New WCAU Studios to Cost $350,000

Dr. Stokowski of Philadelphia Symphony Supervising

WITH the aid of Dr. Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra, WCAU, Philadelphia, soon will begin construction of new studios which it plans will incorporate the most modern equipment known to radio science.

The station, according to an announcement by Dr. Allen Levy, president of Universal Broadcasting Corporation, has completed an arrangement whereby three additional studios will be erected on the Franklin Trust Building, to be fitted as the studios, at an estimated cost of $350,000. Plans for the construction are being completed by engineers of Columbia Broadcasting System and Western Electric Company, who are_colaborating with WCAU engineers and architects.

In anticipation of the construction of the new studios, Dr. Stokowski has spent more than two months in the development of a transmission of music and has been invited to serve as music director of the new WCAU in charge of its operations when control of the Chicago Daily News station is taken over by the Universal Broadcasting Corporation.

Miss effected the establishment of the station under NBC management was described by the Daily News in an article published August 28 as a "partnership" between the broadcasting company and the newspaper. The Daily News took over affiliation with NBC in charge of CBS programs; no changes in the policy and few changes in the local programs of the station are expected. Plans of CBS to procure an additional outlet in Chicago to supplement WMAQ have not been abandoned, and all the numerous rumors regarding new CBS affiliations have been ignored by the network officials.

Details of the deal whereby NBC obtained control of WMAQ have not been made public, but it is possible that NBC-owned station WABC in New York, which has been assigned 50 per cent of the stock of the station by arrangement between Col. Frank Knox, who recently succeeded the late Walter Strong as President of the Daily News, and Mr. H. Aylesworth, NBC President. The station is expected to have exceeded $500,000.

WCAU, a clear channel station, though affiliated with CBS since that network's inception in 1927, is the home of Amos 'n Andy, "Bill" Hay and the Three Doctors, well known on the network. For the six months before joining CBS in 1927 it was affiliated with NBC. The Philadelphia Daily News will continue to be represented on the air through its news flashes, and "The Daily News of the Air," a service featuring popular celebrities in the newspaper's staff.

Hedges to Remain In Charge of WMAQ

Chicago Daily News Station to Be Operated by NBC

WILLIAM S. HEDGES, president of WMAQ, Inc., and past president of the National Association of Broadcasters, has been named to operate WMAQ in charge of its operations when control of the Chicago Daily News station is taken over by the Universal Broadcasting Corporation.

Operation of the station under NBC management was described by the Daily News in an article published August 28 as a "partnership" between the broadcasting company and the newspaper. The Daily News took over affiliation with NBC in charge of CBS programs; no changes in the policy and few changes in the local programs of the station are expected. Plans of CBS to procure an additional outlet in Chicago to supplement WMAQ have not been abandoned, and all the numerous rumors regarding new CBS affiliations have been ignored by the network officials.

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Sunset Tables Revised

NEW Sunset tables, revised as of June 30, 1931, have been published by the Engineering Division of the Federal Radio Commission. These periods are given for every principal city in the country and for each month of the year.

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BROADCASTING • October 15, 1931

www.americanradiohistory.com
N. A. B. Expects Record Attendance at Detroit

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

President Hoover Heads List of Prominent Speakers; Problems Will Be Considered

President Hoover will address the meeting from the White House studio at the opening session of the Convention which will begin promptly at Monday noon. The President's address will feature a half-hour broadcast which will be carried to the American public over the networks of the National Broadcasting Company and the Columbia Broadcasting System. In addition to the President's speech, Mayor Frank Murphy, of Detroit, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, and President Walter J. Damm, of the association will speak in the half-hour program.

LIST OF SPEAKERS

Among the speakers who will be heard during the three-day convention are Senator Wallace H. White, Jr., of Maine; General Saltzman, John Benson, president of the American Association of Advertising Agencies; Levering Tyson, director of the National Advisory Committee on Radio in Education; Bond Geddes, executive vice president of the Radio Manufacturers Association; Clyde P. Steen, director of the American Radio Association; Henry A. Bellows, chairman of the N. A. B. Legislative Committee; H. K. Carpenter, chairman of the N. A. B. Commercial Committee; and John V. L. Hogan, chairman of the N. A. B. Engineerin Committee.

Tentative Program of N. A. B. Convention

Hotel Statler, Detroit, October 26, 27 and 28

SUNDAY, OCTOBER 25
10:00 A.M. N. A. B. Gold Tournament
Tarm O'Shanter Club
1:00 P.M. Registration opens
7:30 P.M. Meeting, Board of Directors
MONDAY, OCTOBER 26
10:00 A.M. Committee Meetings
12:00 P.M. Convocation opens
Program (To broadcast over networks of N.B.C. and C.B.S.)
Band selection
Call to order by President Damm
Address of Welcome by Mayor Murphy of Detroit
Response by William S. Hedden, President of the United States
Address by Senator Wallace H. White, Jr., of Maine
Address by President Damm
Band selection
12:30 P.M. Address by Senator Wallace H. White, Jr., of Maine
Address of Welcome by Mayor Murphy of Detroit
Meeting, Board of Directors
Address by John Benson, President, American Association of Advertising Agencies
Address by Clyde P. Steen, American Radio Association

TUESDAY, OCTOBER 27
9:30 A.M. Report of the Managing Director
Address by Bond P. Geddes, Executive Vice President, Radio Manufacturers Division
Conference Reports Discussion
6:45 P.M. Committee Reports (continued) Discussion
Address by Levering Tyson, Director, National Advisory Committee on Radio in Education
Conference Reports (continued) Discussion
Address by Senator Wallace H. White, Jr., of Maine

WEDNESDAY, OCTOBER 28
9:30 A.M. Committee Reports (continued) Discussion
11:00 A.M. (Closed Session) Report of Resolutions Committee Election of Officers Installation of Officers
3:00 P.M. Meeting of Board of Directors

Our Headquarters

Throughout the course of the N. A. B. convention, THE BROADCASTING will maintain headquarters in Room 216, Hotel Statler. Visitors are cordially invited.

October 15, 1931 • THE BROADCASTING
Nine Stations Given Maximum Power

Six Others Get 25 kw. as Radio Commission Holds to Limitation Order in Settling Year-old Issue

ONE-HALF of the 40 clear channels have been dedicated definitely to a maximum power by the Federal Radio Commission by virtue of its selection of nine additional stations for power increases to the 50 kw. maximum. The stations were selected from among two dozen applicants, and unless litigation prevents, they should shortly be added to the roster of the 14 stations already enjoying the 50 kw. privilege.

Along with the 50 kw. grants, which filled the vacancies for this power existing under the regulations, the Commission also authorized six other clear channel stations to increase to powers of 25 kw. The action, for the time being, entailed an outlay of approximately $250,000 for equipment alone. Since there is no standard 25 kw. apparatus, a 30 kw. unit must be employed for stations of this output, unless composite plants are used.

APPEALS ARE LIKELY

The Commission began consideration of the high power issue on Oct. 1 in accordance with a resolution it had adopted last July. Commissioner Ira E. Robinson, who opened the high power, first moved that consideration for the applications for power of 50 kw. be indefinitely postponed. The motion was lost, Commissioner Harold A. Lafount then proposed that General Order 42, as amended, be rescinded, and this motion also lost. The surprise came when Commissioner Robinson voted with Mr. Lafount.

A third proposal, offered by Vice Chairman E. O. Sykes, that Examiner Yost’s recommendations for grants of 25 kw. to all unsuccessful applicants for 50 kw. be denied, was lost with Saltzman and Sykes dissenting.

MINUTES OF MEETING

The minutes adopted by the Commission covering the tentative high power grants follow:

First zone—Stations WHAM, WJZ, WOR, and WZU. The Commission reversed the examiner’s recommendation that WZU be granted power of 50 kw. The Examiner awarded the application of WOR for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman, Starbuck, and commissioners, voted to grant the application of WHAM.

Second zone—Stations WCAU and WHAC. The Commission sustained the examiner and granted the application of WCAU for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman, Starbuck, and commissioners, voted to grant the application of WHAC.

Third zone—Stations WAPI, WBT, WSB, WBF, WVOS, and WYNY-AM. The Commission sustained the examiner and granted the applications of WSB and WVOS for the construction of 25 kw. regular and 25 kw. experimental power. Robinson, commissioner, voted to grant the application of WBT in preference to WAPI. The Commission denied the application of WRC, which sought the facilities of WLI and WENR. In Docket 691 (WGO), the Commission denied the application of WZU (50 kw).

Fifth zone—Stations KGO, KOA, KPO and KKL. The Commission sustained the examiner and granted the applications of KOA and KPO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Starbuck, commissioner, voted to grant the application of KGO in preference to the application of KPO.

Sixth zone—Stations KNX having been defaulted (minute, May 15, 1931) in their construction, the Motion to rescind the 50 kw. station, created a third vacancy. The Commissioner filled the same. The Examiner sustained the application of KEL for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power.

COMMISSIONERS’ MOTIONS

In Docket 906, Examiners Report No. 42, Commissioner Lafount moved the application in part. The Commission denied the application of KGO, granted a radio station with power of 25 kw, and to allow time for WBNK to experiment. Saltzman and Sykes, commissioners, dissented.

Opinions are required in all the above cases.

Commissioner Starbuck moved that WHAM be granted power of 25 kw. The motion was lost.

Commissioner Lafount moved that WBC be granted power of 25 kw. The motion carried.

Commissioner Robinson moved that WFTI be granted power of 25 kw. The motion carried.

Commissioner Saltzman moved that WABC be granted power of 40 kw. The motion carried.

Commissioner Lafount moved that KXNO be granted power of 25 kw. The motion carried.

Commissioner Yost moved that KGO be granted power of 25 kw. The motion lost.

The high power action culminates more than a year of controversy within the Commission. In September, 1930, hearings were begun before Mr. Yost that lasted over a five-week period. The testimony presented was overwhelmingly in favor of maximum power on all 40 clear channels, and the applicant stations were unanimous in their demand that the Commission rescind General Order 42, as amended, and thereby avoid discrimination.

Legal arguments were advanced also that this regulation is discriminatory and therefore invalid.

Testimony added during the lengthy hearings was to the effect that the Commission’s rule, while enforced, entailed an outlay of approximately $250,000 for equipment alone. Since there is no standard 25 kw. apparatus, a 30 kw. unit must be employed for stations of this output, unless composite plants are used.

Already adopted the 25 kw. with the maximum power of 50 kw. are stations WEF, WGY, WTM, WNS, WABC, in the first zone; KDKA, WLW, and WTAM, in the second; WBAP-WPFAA and WOAI, in the third; WENR-WLS and KMOX in the fourth, and KFI in the fifth. In addition, Station WJZ uses 30 kw., while stations WGN and WTIS are licensed for 25 kw. The remainder of the clear channel stations are using from 5 kw. to 10 kw. 

Existing and Tentative Clear Channel Assignments, October 15, 1931
Danger Signals Ahead of the Broadcasters

By HENRY ADAMS BELLOWS
Vice-President, Columbia Broadcasting System

Wave Grabbing, State Legislation, Legal Tyranny, Dubious Commercial Practices Seen Menaces to Radio's Advance

WHAT dangers lie in the immediate path of American broadcasting, and how serious are they? We'll leave out such general industrial dangers as the economic depression—nobody can tell what may happen in these dubious times. Radio broadcasting seems as nearly immune from the immediate effects of depression as any industry can be, because the various conditions which have adversely affected the older advertising media have tended to turn business toward the broadcasting stations.

The past few years have given so impressive a demonstration of what broadcasting can do for its advertising clients that the industry's immediate business future seems relatively stable. It goes into the autumn with more contracts on the books than ever before at this time of year. On the whole, its clients are well satisfied, and from the standpoint of gross income the industry seems able to face the prospects of another long and cold winter without alarm.

Danger No. 1 lurks in Washington, in the form of Congressional encroachment on the functions of the Federal Radio Commission. This danger ranks first, not only in seriousness but in imminence. As soon as Congress meets in December, attempts will be made to force the enactment of legislation depriving the Radio Commission of some part of its power to make allocations.

The question at issue is not whether a particular group, a branch of the government or a special interest is entitled to broadcasting facilities. That is essentially a minor matter. The real question is whether Congress shall take back part or all of the authority which it conferred on the Radio Commission by the Radio Act of 1927.

POLITICS MEANS CHAOS

Once let Congress undertake the allocation of broadcasting facilities by special legislation regarding every single frequency, and chaos is in sight. The Radio Commission may or may not have done a good job, but at any rate it has worked in an orderly fashion and has been able to define, if not necessarily sound, engineering principles.

Congress knows nothing about radio engineering, and cares less. No orderly scheme of radio development is conceivable if radio facilities are to be parcelled out as political prizes by special legislation. The entire broadcasting structure of America will be shaken, and may very possibly collapse, if Congress, by enacting any measure regarding the specific allocation of broadcasting facilities,undoes its own handiwork of nearly five years ago.

This is Danger No. 1. How acute it is can be realized by any one who remembers that on February 17, 1931, the bill carrying the Glenn Amendment, allocating one clear channel each to "labor, agriculture and education," passed the Senate without a dissenting vote. The first session of the 72d Congress will see the introduction of anywhere from 20 to 50 bills, the ultimate effect of all of which will be to put Congress into the business of making radio allocations.

Danger No. 2 lies in the probability of ill- advised and misdirected action by state legislatures. We have already seen instances of this, most of them luckily abortive. It is exceedingly hard to keep track of the legislative activities of 48 states, and in many of them the local politicians are itching to get some measure of control over broadcasting. In most cases the sponsors of state legislation affecting radio have not the slightest conception of the character and effect of their own bills. While it is true that most legislation of this type could probably be defeated in the courts, the battle would be a long and costly one. It is a danger regarding which the traditional ounce of prevention is invaluable.

COSTLY LITIGATION

Danger No. 3 has become so solidly established that there seems to be not much to do about it. It is the result of the virtual abdication of the Federal Radio Commission in favor of the Court of Appeals. The Radio Act, in establishing the right of appeal, certainly did not intend that the licensing authority should hand over its power of decision in all important cases to the courts, but this is approximately what has happened. A hearing before the Commission is now generally regarded simply as a preliminary to an appeal, provided the applicant can pay the cost.

There is no telling what the total burden of legal expenses laid on the broadcasting industry by the Commission is going to be during the next year or two, but unquestionably it will at least equal the total amount spent in the improvement of transmitting equipment.

As one of the original members of the Federal Radio Commission, and subsequently as chairman of the legislative committee of the National Association of Broadcasters, Mr. Bellows was the logical person of whom to ask this question: "What do you regard as the chief dangers ahead for broadcasting?" Here is his answer.

Henry Adams Bellows

October 15, 1931 • BROADCASTING
WABC Half-Wave Antenna Promising
Advance in Transmission Technique Is Indicated; Cohan
Optimistic After Full Month's Operation

Edwin K. Cohan
THE COLUMBIA Broadcasting System's new vertical half-wave antenna has been doing full time work for Station WABC, its New York key, for more than a month, with results that already indicate a decided advance in broadcast transmission technique.

Designed to suppress the high-angle sky wave and emphasize the punch-producing ground signal, this single tower radiator ties into WABC's new 50-kilowatt Western Electric transmitter—regarded in many quarters as the most modern plant in operation today. The entire station unit represents an outlay of about $500,000.

While much has been written about the theoretical advantages of half-wave antennas in reducing sky-wave distortion, the WABC operations hardly have progress ed to the point where it is possible to say precisely what benefits are accomplished, according to Edwin K. Cohan, director of technical operations of CBS.

"Any statement now as to what we have accomplished through use of the vertical half-wave antenna would be premature," said he. "The results to date, however, have far surpassed our expectations, and we feel that as we learn more about the characteristics of this new departure in radio engineering, the results will be even better."

Mr. Cohan, who personally supervised the installation and testing of the new plant, is confident that it will improve operating efficiency. Performance figures worked out in the laboratory, however, are not entirely consistent with the results thus far attained in actual operation. Mr. Cohan says he will be able to tell the full story of the new vertical radiator as soon as sufficient technical data, based on longer practical operating experience, is at hand.

Since September 8, WABC has been on the air with its new apparatus during regular program hours. For the month immediately preceding, it tested the apparatus during early morning hours.

ANTENNA COSTS $100,000

TO DEVELOP and erect for WABC the sky-wave-suppressing antenna alone, CBS has expended more than $100,000. At hearings before the Commission CBS engineers testified that with the new antenna they hoped to render a more widespread service to a larger audience. This, they said, was on the theory that the sky-wave suppressed by the conventional type antenna is responsible to a large degree for fading, and is subject to other elemental interfer ences. By emphasizing the ground-wave and diminishing the sky signal, it is believed that the dependence of any area of the particular station can be enlarged appreciably.

According to a total height of 665 feet, the vertical half-wave antenna is a lattice-work steel structure with an overall weight of 600,000 pounds. So far as is known, it is the tallest broadcast aerial in the world. The whole structure is in a porcelain swivel socket, on a massive scale somewhat like that used for the ordinary desk fountain pen set.

The tower was developed by CBS in collaboration with Bell Laboratories, and the Blaw-Knox International Corporation, steel craftsmen. It is 18 inches in diameter at the base, gradually increasing in diameter to 27 feet at the 290-foot level, and then tapering off to a point at the 665-foot extremity.

The insulator was described by Mr. Cohan as a ball and socket arrangement to permit the tower to sway. Four stout fully-tensioned cables guy the structure.

"FLOATING" STATION

LOCATED in Wayne Township, near Passaic, N. J., the station is exactly 20 miles from Times Square, New York City. The property is 1,000 feet from the Pompton River, which overflows its banks in Spring, and therein lies an engineering tale of woe.

The transmitter building, like a popular brand of soap, actually floats. Mr. Cohan avers. The river bed usually is found at a depth of six feet below the surface of the soil. However, a quicksand condition was encountered. To overcome this, the contractors ingeniously contrived the idea of a floating mat, upon which the structure rests.

To cope with the periodic floods of the Pompton, the entire plant is watertight. Mr. Cohan explained that the river can overflow the highest water mark recorded in the past fifty years without disrupting operations. The building is inside watertight housing, and the river can rise six feet without disturbing it. Similarly the power house substation and the antenna base are adequately protected. The only redeeming feature of this peculiar topography, according to Mr. Cohan, is the known fact that water and moist soil help propagation of waves.

Concerning the 5-0-kilowatt transmitter used by Mr. Cohan, it is the last word in such apparatus. The speech input equipment includes the new type microphone. For "by" supply the transmitter uses mercury vapor rectified AC. The bare purchase cost of the equipment was $180,000. The power bill will run about $65,000 per year.

A staff of 15, which includes ten operators, is maintained at the transmitter. The quarters are modern to the degree, with electricity doing the work from toaster to transmitter.

Porter is Promoted to Spearman's Post

EFFECTIVE Nov. 1, George B. Porter, of Des Moines, la., becomes an assistant general counsel of the Federal Radio Commission, succeeding Paul D. P. Spearman, of Jackson, Miss., who has resigned effective Sept. 10 to become a partner in the Washington law firm of Littlepage, Littlepage and Spearman.

Mr. Porter, the son of Commissioner Claud R. Porter of the Interstate Commerce Commission, onl last February was appointed to the Commission's legal staff as a junior attorney. He came to the Commission from the 1. C. C., where he served in its legal division.

Thirty-one years of age, Mr. Porter was born in Cephearlala, la., and was educated in the grade and high schools of that town. After graduating from the State University of Iowa in 1925, he came to Washington and studied law at George Washington University Law School, and obtained his degree three years later. From 1925 to 1927 he was employed by the Chesapeake & Potomac Telephone Company in Washington, but he returned to Des Moines in 1929 to practice law. He was appointed to the 1. C. C. during the same year, and held this position until he went to the Radio Commission eight months ago.

Best Voice Over Radio To be Named this Month

FROM the ranks of the broadc starring the American Academy of Arts and Letters this month will select the announcer it regards as having "the best voice on the air." The academy has designated the final week in October as Good Diction Week, announcing that the yearly competition among announcers, which includes five gold medal would extend into that week and asking all station announcers to set forth their best efforts during that period.

According to Hamlin Garland, the author, who is chairman of the Academy's diction committee, ob servations are being taken of as many stations as possible. The academy does not intend to limit its choices to network announcers, although the previous winners, Milton J. Cross and Alwyn W. Bach, are both NBC announcers.

The award is made annually in the interest of improving diction on the air. The academy, a 25-year-old institution interested in promoting high standards in arts and letters, also awards a gold medal annually for distinction in those fields who the committee consists of Mr. Garland, Prof. George Pierce Baker, director of the Yale School of Music, and H. Finley, associate editor of the New York Times; Prof. Irving Babbitt, of Harvard, and Augustus Thomas, the playwright.

www.americanradiohistory.com
Radio Tieup for Good Will Found Effective

By W. G. HILDEBRANT
President, Gotham Advertising Company

Jack Frost Program Changed Style of Continuity to Call Attention to its Advertising in the Newspapers

IT SEEMS to be the fashion in certain broadcasting circles to say that there would be no serious problem of commercial credits in programs if the sponsors were not so bent on getting all they possibly can out of each and every program. I think of this in connection with the request from the editor of the National Sugar Refining Company of New Jersey that we inaugurate a Jack Frost Program.

The sponsors of this program, the National Sugar Refining Company of New Jersey, makers of the Jack Frost line of package sugars, would certainly be an exception to this fashion. They were not so bent on getting all they possibly could out of the program. Instead, they decided to change the style of commercial announcement in the programs of the Jack Frost Sugar Melody Moments, to call attention to its advertising in the newspapers.

The program-had a purpose; the newspaper campaign and the radio program were mainly independent of each other. Now we have made them inter-dependent. We place most of the responsibility on the newspaper campaign advertising, where it belongs, and use the radio to help make the newspaper advertising fully productive.

We frankly tell our listeners that we want only their good will, and that it exists anywhere in the network program similar to the Jack Frost program, which has had as much commercial credit in it as our program did the first two years. But it is possible to improve even on a good thing, and that is why we started doing what we did on September 2 when we practically eliminated the entire commercial credit.

NEW TYPE CONTINUITY

1. THEME. HAVRILLA (Announcer)—The National Sugar Refining Company of New Jersey presents the Jack Frost Sugar Melody Moments—Eugene Ormandy conducts the orchestra with Oliver Smith, tenor, and Steffy Goldner, world-famed harpist. We open our program with the same tunes that made "Oh, Kay!" the hit of Broadway a few years ago. Oliver Smith will sing for us the most famous of that bright array of Gershwin songs. It was called "Maybe.

2. SELECTION FROM "OH KAY"—Gerstwin. Orchestra and Vocal Solo: "Maybe"—Hendel's ever popular "Largo" is usually heard as an instrumental composition. Oliver Smith, however, gives it a new beauty as he sings the tenor air which was first introduced in the opera "Xerxes." Hendel.

3. LANGO—Oliver Smith. The Jack Frost orchestra plays one of the most beautiful and best-loved works of Tchaikowsky, famed Russian composer. It is the liltig "Sleeping Beauty Waltz." Tchaikowsky.

4. SLEEPING BEAUTY WALTZ—Tchaikowsky. Orchestra

5. MELODY IN F—Harp Solo: Steffy Goldner

6. MELODY IN F—Rubinstein. Orchestra

7. YOUR SMILE—Orchestra

8. SELECTION FROM "THE YEAR OF GRACE"-Orchestra


This was the individual theme associated with the finest symphonic groups and Europe, in addition to her concert work. As guest artist on the Jack Frost program she will play Rubinstein's lovely "Melody in F" with orchestra.

How Jack Frost Program Changed Style

Old Type Continuity

1. THEME. HAVRILLA (Announcer)—Good evening, ladies and gentlemen. As August fades away and we anticipate the coming of September, we usher in another program of cheerful music, an assortment of Jack Frost Sugar Melody Moments, sponsored by the National Sugar Refining Company of New Jersey, makers of Jack Frost Packaged Sugar. Tonight we open our program with music that is more melodic, more gay, more pleasing to the ear. It is a program arranged by Oliver Smith, with the orchestra conducted by Eugene Ormandy.

2. SELECTIONS FROM "THE PLACE AND THE GIRL"—Vocal by Jack Frost Orchestra

3. THAT'S HOW I SPELL IRELAND—McConnell

4. HOW'S YOUR UNCLE FROM "SHOOT THE WORKS"—Fields Orchestra

Next the Jack Frost orchestra will play the "Sunshine of Your Smile." This delightful jewel of another day is given a new beauty by the special string orchestra which was arranged by Eugene Ormandy, conductor of the Jack Frost Orchestra.
RadioAdvisor Named

Radio's first "official advisor" to a company is pointed out by Gov. Joseph B. Ely, of Massachusetts, when he placed George A. Harder, in charge of a new program of editorial features for the New England Westinghouse stations, on his staff as executive producer. Mr. Harder will continue his connections with WBZ-WBKn, Boston-Springfield. Gov. Ely is of the opinion that "radio governors," having a microphone in his executive headquarters, are the governors of New York and Pennsylvania.

New York Company Raises Issue in NBC Case; Eastman Holds Body Lacks Authority

The POWER of the Interstate Commerce Commission to regulate advertising rates of broadcasting stations, and to substantiate broadcast ing properties as the basis for such rates will be tested before that agency when the matter is filed with the National Broadcasting Company and Station WGBB, of Freeport, N. Y. The complaint was filed by National Station Products Co., Inc., New York City.

Although the I. C. C. holds that under the Interstate Commerce Act it has the authority to regulate rates of broadcasting stations, it is the first time since the advent of broadcasting that such a complaint has been filed. The case has been docketed (No. 24738) and a hearing will be held probably in December.

In docketing the case the Commission automatically assumed jurisdiction. It is expected, naturally, that if it finds that competitive broadcast ing will be challenged by the defendants, and this matter will likely be decided before an examiner considers the complaint. Whether or not the Commission has such jurisdiction is a debatable question even as to itself. Commissioner Joseph B. Eastman already has expressed the view that the Commission is not empowered to regulate broadcasting in any fashion.

The Sta-Shine Company is described in the complaint as engaged in the sale of a broadcasting apparatus, a fine liquid polish for furniture, automobiles, and other articles. It alleges that it has used the facilities of the National Broadcasting Company and Station WGBB in program transmission, and that its desired and still desires to "send messages" via NBC, and that "such charges and demands charged by defendant are too exorbitant." NBC, according to the complaint, asks $14.98 for 1,000 minutes or $14.50 and $1480.49 for chain transmission. Moreover, it charges that NBC "has failed to furnish facilities."

CASE TOO FAR-REACHING

The case is considered of vast potential importance to the broadcasting industry. It provides a go into the rate structure of the industry in the same manner that railroads and other common carriers are regulated as to rates and evaluation. Because broadcasting is physically limited as to capacity and, because as a broadcasting station's main asset is the facility entrusted to it under franchise from the government, the case is being watched by many companies not covered by the existing Interstate Commerce Act. The Federal Radio Commission, it is believed, is not empowered to regulate rates.

Section 1 of the Interstate Commerce Act, which is cited by the complaint as the basis for his action, declares that the provisions of the act shall apply to common carriers engaged in the transmission of intelligence by wire and wireless in interstate commerce as well as to the generally recognized common carriers. Broadcasting has been described as a new and unusual carrier it is pointed out, and the question arises as to whether the term "carrier," as defined in Section 1, is applicable to broadcasting. Wire or wireless messages delivered from one individual to another unquestionably fall within this provision, but in broadcasting the "message," which is a program, is from an individual to all those who may tune in with their sets.

Another cardinal point cited is that under the interstate commerce act the common carrier proviso only has to do with contractual relationships between a particular procted States where the public in which service is provided for a fixed consideration. In broadcasting, the contractual arrangement is between the broadcaster and the sponsor, with the service given to the public gratis.

The Sta-Shine Company alleges that the rates, charges, rules, regulations and practices enforced by the defendants are unjust and unreasonable and in violation of Section 1. The complaint further charges that the practices of the defendants are discriminatory, because all persons are not accorded similar treatment, all to the great damage of the complainant.

Permanent Exhibit Planned in Capital

Plans are being completed by the National Radio Equipment Exhibition for a permanent "Show Window" of the equipment and apparatus for the benefit of broadcasters and others interested in the field. It will visit Washington on official business, according to Carl H. But man, former secretary of the Federal Radio Commission, who heads the project.

Located in the National Press Building, which also houses the Radio Commission, the "Show Window" will be the only place in the United States where a broadcaster may inspect at once timemitters manufactured by different firms, Mr. Butman said. This is also true of various accessories - such as microphones, speaking equipment, turntables, controls, panels, condensers, transformers, tubes and the like. The managers, he declared, "will undertake to give through a public program of instruction and demonstration of each individual display.

Mr. Butman explained that the exhibition management in no wise will be a sales organization. Representatives of the manufacturers may be present, however, to confer with the visiting broadcasters and with those interested in sound and public-address equipment.

Radio adviser Named.

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WGN Joins CBS Net

Effective Nov. 1, WGN, of Chicago, Tribune, will be added to the long list of stations, including its present affiliation with NBC. Decision of Tribune officials to join Columbia follows the recent acquisition of half interest in WAGQ, of the Chicago Daily News, by CBS. CBS announced the acquisition on Nov. 1. Details of the arrangement whereby the Tribune station joins CBS are not yet known, but it is possible the station may be sold. WGN joins CBS in the long list of stations in the network that transmit the shows of the radio program. The program is the "Hearst's King Features Syndicate."
Recognizing Unavoidable Limitations of Radio, Educator Sees Need of Rational Approach to its Problems

IF THE destiny which rules us all had decreed that there should be no limit to the broadcast band; if there were in existence a scientific number of broadcasting stations owned and operated by educational institutions under adequate financial auspices; if it could be determined what the American public would listen to of an educational character; if it were known what type of educator could attract and hold a listening audience; if individuals capable of attracting and holding a listening public were available in appreciable numbers for broadcasting educational programs; if the subjects that would periodically and regularly intrigue a section of the listening public sufficiently large to guarantee a qualified speaker an audience could be discovered; if a definition of "educational broadcasting" could be agreed upon, particularly among educators, in short, if the millennium were here, there would be no "problem" of educational broadcasting.

But the air is limited. It is almost impossible to chase a satisfactory definition of "education" into a corner, let alone a satisfactory definition of "educational broadcasting." There are very few educational stations adequately financed—and broadcasting is, anything, expensive. No scientific method of measuring listener reaction to radio programs has as yet been devised, so that no one can state with any degree of confidence just what the American people will listen to. It is true we are beginning to know what they will not listen to, but neither can we as yet measure in this connection does not carry with it enough weight of authority to argue one way or the other in so far as educational programs as a class are concerned.

NEEDS BEST MINDS

Furthermore, educators as a class have not yet fallen for radio. Plenty of them have gone on the air. But what is needed more than anything else is for the Hutchinests and the Lowells and the Deweys and the Butlers and the Sprouls and the McVeys and the Chases to give some of their time and thought to this radio problem. Because every man who has reached the prominence in the educational field enjoyed by those mentioned above is so busy with the conduct of the educational business ordinarily at his hand, it is hardly likely that he will turn aside from what he is doing and willingly break into the complicated radio problems.

Furthermore, the educational world itself is in a state of change. Practices which have survived for many generations are being questioned. Theories that have withstood the onslaughts of reformers for decades are no longer tenable. In the elementary as well as in the college field administrators are growing introspective and examining any and every procedure in order to discover what demands the civilization of the twentieth century is making upon the youth of the land who are going to school, college and universities. Is it any wonder the "best minds" in the educational world are busy with their "own affair"?

But isn't it a great pity, nay almost a calamity, that at the very time when the services of such as these would be of greatest use in solving the intricate problems which surround this question of what radio can do for education, there are so many other complications in the educational field as we have known it up to this time?

"EDUCATION" IS HANDICAP

ONE of the biggest handicaps in reaching an effective solution is the word "education" itself. The ordinary American citizen has a passion for self-betterment. The success of our American commercial correspondence schools is eloquent testimony of this. But few Americans would willingly be backed into a corner and allow a fast to be thrust into their faces followed by the admonition "Now we are going to educate you!" The American prefers to get his intellectual food without any confession that he is inferior to anyone else, particularly to Mr. and Mrs. Jasper Jones next door or across the court. He would under no consideration admit his inferiority to the Joneses and he won't willingly submit publicly to any intellectual regime if it is an admission of inferiority.

This may be regarded as an argument for sugar coated educational programs over the radio. It isn't. It is, however, a plea for rational presentation of subject matter which can be understood by the average man in the street, and not necessarily either of material which will conform to the low-grade intellect which is ascribed by so many to our population.

The fact is that we have learned relatively little—certainly not as much as we can learn—about the best way to present facts over the radio by the spoken word. Because a large per cent of the listening audience is still in the habit of turning to another station when a "talk" begins, is no argument that this condition will continue indefinitely.

Although there is substantial agreement that radio can be of great aid to education in this country, there is surprisingly little being done to find out how. Present educational ideas are that radio programs require a long time to discover how; there are so many complexities in broadcasting, and there is so much to learn before one can speak with any certainty about any of them. There are economic questions, and political questions, and legislative questions,—and any one of these groups of questions are puzzling enough to keep the educational world, the broadcasting industry and the law-makers of the land occupied for many years to come.

Yet at the heart of all these intricacies, there is always the pro gram. (Continued on page 36)

Best By LEVERING TYSON

Director, National Advisory Council on Radio in Education

Organized Education Goes on the Air

ONE OF THE most favorable reception periods in network broadcasting has been allotted by the NBC to the National Advisory Council on Radio in Education for a series of 30 weekly addresses by authorities in the fields of present day economics and psychology. This is the first organized attempt to bring radio and education together, and it is a partial answer of the broadcasters to the plea of educators for more time on the air.

The programs are to begin Saturday evening, October 17, from 8:15 to 9 o'clock, EST, with President Nicholas Murray Butler of Columbia University introducing President James R. Angel of Yale as the first speaker on psychology and Dr. Ernest L. Bogart, president of the American Economic Association, as the first speaker on economics.

Thereafter, the lectures will be on the air every Saturday evening from 8:30 to 9 o'clock, 15 minutes being allotted to the speaker on economics and 15 minutes to the speaker on psychology. All of the speakers were chosen by a representative committee of educators and all are men and women prominent in their respective fields.

Designed largely for the adult ear, the programs follow somewhat along the lines of the British Broadcasting Corporation's adult educational programs, which consist of lectures by the outstanding authorities on various phases of life and which are presented for half hours daily under the title 'This Changing World."

LAUDED BY LEADERS

PRESENTATION of this series is viewed as extremely significant in the educational world, and especially by John W. Elwood, NBC vice president in charge of educational programs, and Levering Tyson, director of the National Advisory Council and formerly head of the Home Study Development Department of Columbia University.

"The Council is the first educational group to approach radio with a comprehensive plan," Mr. Elwood said. "Although there has been much discussion, this is the first organized attempt to harness education and radio."

"Since the birth of broadcasting much has been said concerning the part radio should play in education. In recent years a number of experiments have been made by individual stations, but no conclusive evaluation of the results have been obtained. With the exception of one or two programs such as the NBC Music Appreciation Hour and the Standard School Broadcasts on the Pacific Coast, no experiment has satisfactorily demonstrated the educational possibilities of broadcasting."
Britain’s Broadcast Dramas

BBC Productions Chief Heard Himself on Blondophone Before Realizing Actors’ Difficulties

IT TOOK that remorseless little instrument called the Blondophone, the machine on which the British Broadcasting Corporation records and reproduces voices and programs almost immediately after rehearsals, to bring Val Gielgud, BBC productions director, to an appreciation of the fact that his “most unpleasant voice he had ever heard.”

At least, so he told the BBC audience in a recent broadcast address. But listening to the Blondophone, he added, he learned a great deal more than he ever knew before about the difficulties that face actors in adapting their voices to broadcasting conditions.

The fact that more and more people seemed to be getting annoyed by the many plays that are featured on the BBC, and more and more were writing for and against plays laid the British radio authority to conduct its own investigation. From the large amount of fan mail being received he concluded that people were ready for more dramatic plays. From the BBC we have the following summary of his address:

“During the last year the broadcast play had grown more popular and its level of performance had improved, but it still stands very largely dependent on the interest and good will of its different audiences to achieve a fair hearing and sensibly and helpful criticism. While there has been a considerable increase in the amount of helpful criticism, it was surprising that the proportion of those who wrote helpfully was not larger. The broadcast play was not, and was not meant to be, a substitute for a play in a theatre. Good many people seemed to listen to a broadcast play without the slightest intention of enjoying the play at all, but merely in the hope of catching out the BBC on some entirely trivial point.”

WWNC, WIS Join NBC

EFFECTIVE Oct. 10, WWNC, Asheville, N. C., and WIS, Columbia, S. C., in the cities of most powerful stations affiliated to the NBC network. They were welcomed into their affiliation by a inaugural program of the night of Oct, 10, featuring "what the Governor of North Carolina said to the City of South Carolina." Arrangements for the association were completed by M. A. Hylewicz, president of WNNC, and Webb, president of the Asheville Citizen and Times, owners of WWNC, and WIS, indicating the establishment of a Liberty Life Insurance Co., owner of WIS. Donald P. Sanders is managing director of WIS, and G. O. Shepherd is president and director of WWNC.

Ban on Brinkley’s XER Is Considered

Commission to Make Ruling on U. S.-Mexican Station

ACTION to prevent Dr. John E. Brinkley, former licensee of Station KPKB, Milford, Kan., from maintaining studios in the United States for a new station at Villa Acuna, Mexico, on the border from Del Rio, Tex., is under consideration by the Federal Radio Commissioner.

The Commission has asked its legal division for a ruling as to the legality of such a situation. Although it is generally regarded that the radio act does not prohibit the location of stations across the international line, the Commission's position is not regarded as clear. Moreover, several Commissioners are believed to harbor the view that the Brinkley plan violates the intent of Congress. The Davis amendment states that stations must be charged to the states in which the main studios are located.

Dr. Brinkley, who was removed from the air because his broadcasts were not of sufficient public benefit, announced last week that he is going to start another station at Del Rio. He also states that he has 25,000 listeners in the United States and some 100,000 Mexican listeners, and that he is going to conduct a campaign for the ratification of the Pan-American convention, which would affect the United States.

INTERFERENCE SEEN

WITH 75 kw. on its antenna, XER will be the most powerful station in the western hemisphere, and its interference is expected to be felt over the borders in neighboring countries. It is expected that the foreign countries will figure their power by input rather than on the air, in order to keep the power input on the mid-channel of 735 kilocycles or in between stations CKAC, Montreal and WDS, At 735 kilocycles, the station is expected with these stations and with others on adjacent channels. The Canadian station, assigned at 735, has not yet been definitely assigned. Others will be at Salina, Kan.; Abilene, Kansas City; and Santa Fe, N. M., with stations at 730 kw. Canadian clear channel, is understood to have registered complaint with the Dominion Station Commission.

It is not indicated clearly just when Dr. Brinkley proposes to begin operating his station, but he announced the station would go on the air in October. It is reported that Dr. Brinkley will be appointed secretary to Dr. Brinkley and, if Buryl Lottridge, manager of KFW, Wichita, (formerly KFKB), has the support of the advertising representatives for the new station.

Meanwhile, a suit was recently served the Kansas City Star, operating WDAF, for $5,000,000 because of the campaign it waged against him and his cattle's testicles. At the same time that Dr. Brinkley's license was revoked by the Commission, the Texas Board of Social Health cancelled his license to practice medicine in that state.
Census Reveals Radio's Hold on Country

By MARTIN CODEL

But Federal Figures, Now Nearly Complete, Fall Far Short of Actual Total of Receiving Sets in United States

ELOQUENT in the extreme is the story that Uncle Sam's radio set census tells of the hold that broadcasting has on the American people. Inadequate though they are—for more than 18 months have elapsed since the figures were gathered by the United States Census Bureau as part of the decennial census of population—the counts furnish the first official basic index to the size and placement of the American radio audience. To broadcasters and advertisers they furnish at least an irreducible minimum from which to estimate their "circulation areas," inasmuch as the figures, as compiled, are broken down very completely by states, counties within those states, and communities within those counties.

As this is written, the figures are available for 44 states and the District of Columbia. For four of the most populous states in the Union remain to be compiled and released by the Census Bureau, namely, New York, New Jersey, Pennsylvania and Illinois. Nor should we omit Alaska, Hawaii, Porto Rico and the Virgin Islands, whose radio listening families were also counted.

Certain internal problems in the Census Bureau, problems of appraisations and personnel not unusual in governmental agencies, have retarded the rate of speed with which it was originally hoped to issue the reports. Mechanical handicaps made it impossible to compile the radio figures along with the population figures. But all of the rest of the reports should be available before the close of the year, and then the first really official radio census will have been completed—as of April 1, 1930.

MANY SETS UNCOUNTED

THEREIN lies the first inadequacy of the census figures thus far made public. Many hundreds of thousands of radio receivers, indeed possibly several million, in view of the continuingly large volume of midget set sales, have been marketed since that date. The trade is estimating sales of around 1,000,000 sets of all kinds annually even in the face of the continuing depression. These include, of course, many replacements, but it is more likely that most midget buyers are new set buyers, and just as many persons can listen to a midget set as to a fine console. So the radio audience has not been cut down by the depression. Probably it has increased, for people are staying home more and spending less money. When they stay at home, they listen to the radio. It is the least expensive form of entertainment ever made available to man.

A second inadequacy in the figures results from the fact that the census enumerators simply asked each home visited: "Have you a radio?" Only the affirmatives or negatives were recorded, and those counted to make up the total. No effort was made to determine how many a family had in the home, whether it had a radio in its car or cars, whether there was a radio in its summer home, whether the family bread-winner had an office radio, radios in his factory or a radio at his club. All the census takers sought to learn was how many families had radios, and what was the average number of persons per family.

As defined by the Census Bureau, the term "family" as used in making the count signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and, at the other extreme, all the inmates of an institution or all the persons living in a boarding house, are counted as one family. But an average number of persons per family is struck in each state separately.

The third inadequacy, and probably the most noteworthy, resided in the hesitancy the census takers encountered among many families when the radio question was asked. The frequently published stories about radio in other lands, about how the radio listeners are taxed for the listening privilege, about how radio reception is contraband in some countries, about how some of our legislative and other lights would like to impose the European license tax, etc., apparently deterred many families. Economizing set ownership, were called to the minds of many families. Fearing that the radio question was merely the forerunner to a fee on reception in this country too, countless set owners gave negative answers when they should have given affirmative. Of that there is no doubt.

WHAT FIGURES SHOW

LASTLY, there is the matter of carelessness on the part of the census takers themselves. The home of the writer, for example, was not even canvassed in the 1930 census. Many of his friends told him that they were not even asked whether they had radios, though they were asked all the other questions on the census forms. It is impossible to measure the factor of inefficiency and carelessness, but it is a factor none the less.

(Continued on next page)
Miniature But Sensitive Microphone Makes Air Debut in Philco Program

Moving Coil Principle Used in Electro-Dynamic Instrument Devised for Stokowski

The Electro-Dynamic microphone, midget of the mike family, is produced in laboratories, under Stokowski's Philadelphia Orchestra on Oct. 12 in the first of the new Philco concert program was transmitted over a 71-station hookup of the Columbia Broadcasting System, an excllent example of what every point of which new equipment had been installed, involving in several cases the use of apparatus never previously linked up for a broadcast. It originated in the Philadelphia Academy of Music hall, following exhaustive tests to ascertain the acoustical properties of the hall.

The moving coil principle used in the new microphones is said to entail a number of advantages, which were summarized by CBS as follows:

"It gives an approximately uniform response over the complete band of audible frequencies, that is from 20 to 10,000 cycles per second;

"Its transmission characteristics are not affected by variations in temperature, humidity, or barometric pressure—a matter of extreme importance in such broadcasts as those in the Stokowski war;

"It is a smaller size, as compared with the dimensions of microphones now in use, makes it more convenient to mount in any desired location in the hall in a relatively inconspicuous manner;

"It is used at a considerable distance from the stage, and the latter is put in a special location on the stage of the hall for these broadcasts. The signals picked up by the microphone will pass to a control booth on the stage but out of sight of the performers. The structure is only seven feet square, it weighs one and one-half tons and is insulated with expensive winding, higher quality properties. In it is located the speech input equipment. This equipment, according to CBS, is capable of delivering two thousand cycles a half times as much power without distortion and is far superior to the old type apparatus.

MONITORING UNNECESSARY

The monitoring equipment has been designed to operate with a volume range of 40 decibels, corresponding to a power ratio of 1 to 10 trillion, which is as great as again that possible with present apparatus—no monitoring will be necessary; for fortissimo, a slight change will be made, but in every case the engineer will be thoroughly familiar with the pattern where the passage is coming, and will make the adjustments gradually in such a way that it will be imperceptible to the comparatively insensitive human ear, and thus normal perspective will be afforded.

The monitoring engineer will be stationed in this booth, with a desk panel in front of him, bearing the galvanometer which shows the current passing through the circuit. Above this is the glass observation window through which he can see Stokowski conducting the orchestra though he will not hear the music directly. On the music stand at the conductor's rostrum will be a second galvomeric meter registering the current variations so that Stokowski will be aware of the quality of the output while conducting of the interrelation between the orchestral volume and the volume transmitted. A system of this type has been evolved to insure coordination between the conductor and the engineers when a number is to begin and at other times.

SIZE IS CONVENIENT

"It's SMALL size, as compared with the dimensions of microphones now in use, makes it more convenient to mount in any desired location in the hall in a relatively inconspicuous manner;

"It is used at a considerable distance from the stage, and the latter is put in a special location on the stage of the hall for these broadcasts. The signals picked up by the microphone will pass to a control booth on the stage but out of sight of the performers. The structure is only seven feet square, it weighs one and one-half tons and is insulated with expensive winding, higher quality properties. In it is located the speech input equipment. This equipment, according to CBS, is capable of delivering two thousand cycles a half times as much power without distortion and is far superior to the old type apparatus.

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Radio Call Saves Life

A RADIO call for volunteers recently saved the life of James Wotten, of Richmond, Va. Wotten's physicians declared that he required an immediate blood transfusion, and an appeal was broadcast over WRVA. For 15 minutes the hospital received more than 200 offers, telephone calls coming not alone from Richmond, but from Ashland, Virginia Beach and other outlying towns. Some 7 per cent of the hospital. After the transfusion the patient was reported recovering.

said that the states rank in radio very closely to their rank in the national economy. Thus we find the country ranked states showing, as a whole, that 49.6 per cent of their homes have radios, about one of every three. We find the middle states running well into the 40 per cent column, the far western states varying from California to Idaho's 30.3 per cent.

POTENTIAL AUDIENCES

But we find, in the states thus far reported, that there is an average of 49.6 per cent of the families of newspapers, and a factor varies from 3.5 in California to 4.9 in North Carolina. So to this total radio audience for each state, the average number of persons per family must be used as the multiplier of the number of homes equipped in that state.

Each state's figures being based on villages, cities and communities within each state, the potential reasonable and regular audience of each station can easily be determined by the greatest number of homes in the station and its wave length. The factor of station popularity, of course, no one can guess beyond the local population in which more and more stations are having made. All the census figures can show is the irrevocable minimum of radio set ownership in any station's area of coverage.

Up to the present writing, Mavis itself, with all the states reported with the 57.6 per cent proportion of radios to homes it shows: Rhode Island, with 57.1 per cent, is a close second; Connecticut, with 54.9 per cent, third; the District of Columbia, with 53.9 per cent, fourth; California, with 50.9 per cent, fifth; Wisconsin, with 51.1 per cent, sixth; Michigan, with 50.5 per cent, seventh; Iowa, with 48.8 per cent, eighth; Nebraska, with 47.8 per cent, ninth, and Ohio, with 47.7 per cent, tenth.

The ranking of total numbers of families with radio are somewhat different, of course, due to the nature of the census. California takes the lead, with 839,991 of its families reporting radio; Ohio is second, with 810, Massachusetts third, with 590,106; New York is fourth, with 580,105; Wisconsin is fifth, with 500,500; Illinois, with 497,000; Missouri, with 351,549; Minnesota is seventh, with 322,292; Iowa is eighth, with 320,280; Nebraska is ninth, with 287,557; and Texas is tenth, with 257,656.

BROADCASTING • October 15, 1931

INVENTS NEW RADIO TUBE

A NEW filamentless radio tube, said to be as efficient as the three-electrode bulb as amplifier, rectifier and detector, has been invented by Dr. August Huns, of Wired Radio, Inc., Ampere, N. J.

These tubes, which can be manufactured for a few cents each, according to trade information, already have been applied exclusively in association with commercial and factory results. They are said to have a high amplification factor, and are simple and easy to make. They have been applied to test transmitters and, having negligible internal capacity, can be driven with short waves even below one meter.

Wired Radio is a subsidiary of the North American Company, which is a holding company in many activities in various parts of the country.

For eight years this company has been working with wired radio as a possible contender for space broadcasting. The company, headed by Clinton W. Hough, also owns the Associated Music Publishers, Inc.
"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station... including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know... but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the audience value of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.
We Make Our Bow

"Edmund Burke said that there were 'Three Estates in Parliament, but in the Reporters' important far than them all.' — Carlyle's Heroes and Hero Worship.

AND now, Radio! Who is there to gainsey its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the doubtable Burke was granted in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circumscribed areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is not so soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

Broadcasting makes it bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expiate upon the blessings, the faults and the future hopes of radio. The columns of Broadcastin will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. Broadcasting intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

The N. A. B. Convention

POWERFUL opposition from all sorts of misguided interests faces American broadcasting. To those who would know more about the "danger signals ahead" of broadcasting, both external and internal, we commend the interesting and succinct statement in this issue by Dr. Henry A. Bellows. To those who want to discuss them further with the industry's best minds, we commend attendance at the National Association of Broadcasters' ninth annual convention in Detroit, October 26, 27 and 28, also the subject of an article in this issue by Phillip G. Loucks, the association's capable young managing director who has just lifted that organization from a state of desuetude to real and aggressive activity and performance.

It is needless to expand here upon the virtues of organization; nearly every other industry has an organization to guide it in handling problems it is to face. But within the swaddling clothes stage, needs organization and guidance from within now more than ever in the few years since it came into its own as an economic as well as a social entity.

Your Forum

FRANKLY, the editors of Broadcasting in this issue and in the columns of succeeding issues intend to play nobody's "game" but that of the broadcasting industry as a whole. This periodical has not been conceived as the spokesman for any one network, any one station, any one agency or any particular group. Broadcasting is designed to be a journal of news and information. Beyond that its editors also want to make it the forum of the entire industry—your forum. Accordingly, they invite your comments and suggestions and they solicit your letters for publication, provided only that those letters bear bona fide signatures and convey messages that are significant to the broadcasting fraternity as a whole.

Shall Rates Be Fixed?

NOW comes the proposition to fix and regulate broadcasting rates. It is plain that, the industry being so young, such a step would only muddle broadcasting. The railroads existed for nearly half a century before they were subjected to rate regulation. During that time they were aided by land grants and right of way concessions from the Government. Broadcasting is only in its stormy infancy. It derives no support or subsidy from government. We admit that its progress has been meteoric, but we submit that the time is not yet for rate regulation.

The RADIO BOOK SHELF

IN THE FOREWORD to Dr. Frank Arnold's new book ("Broadcast Advertising, The Fourth Dimension," John Wiley & Sons, New York, $3) the late Dr. H. P. Davis says: "Broadcast advertising is modernity's medium of business expression. It has made industry articulate. American business men, because of radio, are provided with a latchkey to nearly every home in the United States. They are only asked to conduct themselves as good-mannered guests."

How the business man can use radio and how radio can serve business are recounted in interesting fashion by the director of development of NBC. Dr. Arnold's book is the first on this subject since Edgar Felix published his book for advertisers, station managers, and broadcasting artists ("Using Radio in Sales Promotion," McGraw Hill Book Co., New York) in 1927. Dr. Arnold's book not only traces the early days of broadcasting, but discusses such subjects as radio circulation, broadcasting advertising technique, planning a broadcast campaign, commercial credits, broadcasting and advertising agency, and radio from the public viewpoint. He also ventures certain predictions, among them that ten years will see visual and audible radio combined to revolutionize the intellectual and business life of the world community.

MODESTLY, the authors of "How to Write for Radio" (Longmans, Green and Co., New York, $3) preface their book by stating that "writing for radio is still in its infancy and that doubts, within five years, this book will be regarded as a radio primer." As far as they go, however, Katherine Seymour, an NBC continuity editor, and J. T. W. Martin, radio writer for Batten, Barton, Durstine and Osborne, the co-authors, cover the fundamentals of radio writing and producing in interesting and instructive fashion. This is a book that deserves the close scrutiny of every person in station or agency who prepares copy for the microphone.

This book is a worthy supplement for the library that already contains Peter Dixon's "Writing for Radio" (The Century Co., New York, $2.50) in which the author and head of NBC's "Raising Junior" takes would-be writers for the radio into the studio to tell them the basic things they ought to know about broadcasting.

A COMPREHENSIVE analysis of the habits and preferences of summer radio audiences in and around Philadelphia has been prepared for WCAU, Philadelphia, by Herman S. Hetlinger and Richard R. Mead, of the University of Pennsylvania faculty. The study has many points of application to other territories, and is one of a series of studies to be made of the "seasonal behaviour" of audiences.

TO MANY Dr. Frank Conrad is known as the Father of Broadcasting. If you asked him about it, he might admit his share in the engineering paternity but he would say that the real credit belongs to his late chief, Dr. H. P. Davis, Westinghouse vice president, whose recent death shocked the radio world. He had been one of the first to admit that Dr. Lee De Forest is justly entitled to the appellation Father of Modern Radio for his revolutionary invention of the radio tube.

The newspapers and magazines, not Dr. Conrad, have fastened the sobriquet on him. If the broadcasting art is really a hybrid of many inventive geniuses, there are few who can doubt the importance of Dr. Conrad’s contributions. At 57, he has a long list of radio and electrical inventions to his credit, besides the noteworthy pioneering achievements he accomplished with KDKA, Pittsburgh.

Next month, on Nov. 2, to be exact, broadcasting observes its eleventh birthday. On that day 11 years will have elapsed since KDKA went on the air with its veil of mystery lifted. Harding-Cox presidential election returns as the first pre-scheduled radio program in world history. Dr. Conrad was the announcer-engineer and director of operations.

At the instance of Dr. Davis, Dr. Conrad began his experiments in telephone broadcasting from a shed at the rear of his home at Wilkinsburg, a suburb of Pittsburgh, every Saturday night, his phonograph record program being received by his engineering colleagues and a handful of amateurs. This “station” was the forebear of point-to-point radiotelegraphy, and the idea was conceived during the World War I when he was in charge of the activities of the military manufacturing and developed radio apparatus for Uncle Sam. Dr. Conrad began his informal telephone broadcasts from a shed at the rear of his house at Wilkinsburg, a suburb of Pittsburgh, every Saturday night, his phonograph record program being received by his engineering colleagues and a handful of amateurs. This “station” was the forerunner of point-to-point radiotelegraphy, and the idea was conceived during the World War I when he was in charge of the activities of the military manufacturing establishment.

DR. FRANK CONRAD

We Pay Our Respects to—

personal notes

Dr. Lee DeForest, noted radio inventor, who is now making his residence in Los Angeles, where he is interested in television work, has been making trips to Mexico City recently. Reports are to the effect that he is interested in the transmitter and radio set fields in Mexico.

Dr. Alfred N. Goldsmith, vice president and general engineer of RCA, wastrusted preciously by the Society of Motion Picture Engineers early this month, following a counting of the mail ballots at the Society’s annual convention in Swampscott, Mass. He succeeds J. I. Crabtree, whose retirement is effective in 1932.

M. H. Aylesworth, president of NBC, has announced the appointment of three additional vice presidents. Frank Mason, former president of International News Service will become vice president in charge of public relations. John F. Royal, former Boston newspaperman and until last February manager of WTAM, Cleveland, will be vice president in charge of programs. Roy C. Witmer, since last December sales manager, will be vice president in charge of sales. Other NBC vice presidents are: George F. McClellan (general manager); A. L. Ashby (general attorney); John W. Elwood; George Engles (Artists’ Service); Frank M. Russell (Washington Division); Niles Trammell (Chicago Division); and Don Gilman (Pacific Division).

Edward J. Stackpole, Sr., president of the Harrissburg Telegraph, and A. H. Stackpole, manager of WHP, Harrisburg, Pa., the newspaper’s radio station, supervised the recent broadcast over that station of the Pageant of Progress in celebration of the newspaper’s centennial. The radio program, written by Fred Frey, WHP production manager, was carried to promote a special centennial edition.

Herbert R. Connor has returned to KFOX, Long Beach, Calif, after having left that station to be commercial manager of KGER, in the same city. He is doing a combination of sales and continuity work, doubling in character also to take the part of “Goofy” in the Butter Cream Schoolhouse, a program which has originated on KFOX. The station recently increased its selling staff to six, with Clyde Warner as sales manager.

Ben McGlashan, owner of KFJG, Los Angeles, made his 100-watt station pay his way through the University of Southern California.

J. Ernest Cutting, for the last year and a half booking dance orchestras for the NBC Artists Service, and Edward Paul England, III, formerly social director of the Lido Club, Long Beach, N. Y., have been appointed by Dr. Conrad to succeed him as charge of the Artists Service, to supervise all musical and social activities at the new Hotel Waldorf Astoria in New York City. Their offices have been established in the hotel.

Paul Whiteman, famous orchestra director, has been appointed to succeed Dr. Conrad in the Chicago Division, according to an announcement by Niles Trammell, vice president in charge of the two division offices. Leo Lewis, conductor and arranger, who was with RCA-Victor in Chicago and Hollywood before joining NBC, has been appointed principal director for college stations. Shields will direct the symphony on the Minneapolis Honeywell program.

Ralph Brunton, owner of KJBS, San Francisco, is responsible for fans missing the voice of Shirley Dale, who conducted the station’s “Los Angeles Sweepstakes” Prog. Shirley Dale was the radio alias of Miss Emma Woodling. She became the bride of Mr. Brunton a few weeks ago, and immediately sailed for the mid-Pacific on a honeymoon.

R. L. Rust has returned to KTM, Los Angeles, as commercial manager. He was formerly with the station when it was known as KNRC, leaving to go into the electrical transcription field. In February 1932 he was commercial manager of WQAM, Miami. When he was with the old KNRC, Rust Charlie had his “Charlie and Shirley” (of Strasburg, toothpaste fame) as one of his staff singers, and Tom Mitchell (later NBC’s Rainier line ricky-ticky fellow) was the strasbug. Carl Nissem, with the Los Angeles Herald for the past 18 years, and recently its classified advertising manager, has joined the Los Angeles, as commercial manager.

William H. Heinz, formerly manager of WHO, Des Moines, and sales manager of Continental Broadcasting Corporation (transcriptions), is now manager of KGB, San Diego.

Glen Dobberg, former manager of WJZ, Los Angeles, later with the Dan B. Miner advertising agency, Los Angeles, after a six-month period at KFI and KEKA, Los Angeles, as production manager, has become assistant manager of the latter stations. Frederick Shields, formerly in radio at Kansas City, later manager of KTM, Los Angeles, succeeded Dobberg’s production work at KJH.

R. E. Deardorff, for three years in advertising with the Scripps-Howard Times in Indianapolis, and for the past two years in the same department at the Los Angeles Examiner, has joined the commercial staff of KTM, Los Angeles, as a contact man.

Horace D. Good, former owner of WRAF, Reading, Pa., is now the branch manager for the Continental Broadcasting Corporation (transcriptions) at its recently established office in the Hotel Annapolis, Washington, D. C.

John Henry, formerly managing editor of the Daily News-Pall of Council Bluffs, Iowa, and recently radio editor of KOIL, has been appointed station manager of KOIL, effective October 15, succeeding Hal Shubert. The same station announces the appointment of Max Winters, former stock player and more recently continuity writer and announcer, as director of KOIL’s permanent radio stock company, known as the “Hilltop Playhouse.”

Born, to Mr. and Mrs. Charles L. McCarthy (traffic manager for the NBC Pacific Division at San Francisco), a girl, weighing six and a half pounds and the first girl to be born to the McCarthy family in five years.

Stewart P. Elliott, sales manager for the Sperry Flour Co., San Francisco, who has been handling the “Sperry Smiles” program on the NBC Pacific network, has joined the San Francisco branch of Erwin, Wasey & Company as merchandising expert.

George W. Hill, of Tupelo, Miss., has been appointed assistant counsel of the legal division, Federal Radio Commission, succeeding George G. Carter, who was recently appointed assistant general counsel. Both appointments are effective November 1.

Ken Stuart, formerly announcer for KJZ, Seattle, and KFRC, San Francisco, has joined the announcing and sales staff of KOIL, Seattle.

behind the microphone

Tom Everett, young graduate of Oxford, has been made assistant to Fred Smith, of the staff of Time news magazine, in the preparation of the scripts for “The March of Time,” CBS network feature.

Pat Flanagan, sports announcer for WBBM, Chicago, is handling broadcasting over WBBM under the sponsorship of Marshall Field & Co.

Joseph Littau, co-conductor of the Roxy Symphony Orchestra, who has been conducting the Roxy-Vienna program on the NBC-WLJ network Sunday afternoons, leaves this month for Omaha where he will be director of the Omaha Symphony Orchestra.

October 15, 1931 • Broadcasting
RUDOLPH CANZ, former director of the St. Louis Symphony Orchestra, heads the National Little Symphony Orchestra being organized under NBC Artists Service sponsorship. The orchestra, to be conducted by Baltimore's conduc tors who will fill out the complement ensemb ling 25 of the finest orchestral talent in New York, the National Little Symphony Orchestra goes on its first tour this month, featuring new compositions by European composers recently brought from Europe by Mr. Ganz.

DAVID BATH, formerly of the New York Daily News, has been appointed Columbia Artist Bureau representative for welcome news aficionados. The tenor, and will handle all outside bookings for the Camelin minstrel.

DON CLARK, head of the continuity department of the New York City, was married recently to Susan Church, also of CBS.

IRVING BLAINE, formerly with WICC, Bridgeport, Conn., has been added to the announcing staff of WLT, Brooklyn.

MYRA DORRANCE, formerly of WOR, Newark, has joined WFOX, New York City as a regular announcer, under the direction of Ted Pearson, program director. Vallon recently returned from Hollywood where he did work for Universal Pictures. Formerly he was associated with NBC and CBS.

JOHN FRASER, formerly of WEAN, Providence, R. I., and Floyd Marion, formerly of KFI, Los Angeles, have been added to the announcing staff of WMCA.

CARLYLE STEVENS is a new announcer at WABC, New York City. He got his start with WLTH, Brooklyn.

JACK RYAN, Teaberry sports announcer, himself a former crack athlete in southern Illinois, has been named by Homer Hogan, manager of WJJD, Chicago, to announce the eight Intercollegiate Coliseum games to be carried over that station.

BOB WHITE, continuity man and performer of the NBC-Chicago staff is now announcing over WMAQ, Chicago.

VAL SHERMAN, young baritone soloist with wide concert and stage experience, is now announcer and soloist at WLW, Cincinnati. He formerly sang over WJJD, Moose heart, Ill., acting also in the Elgin W. W. and Jackson Pickering Company productions.

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IN THE CONTROL ROOM

RUSSELL S. HOFF, specialist in studio pickup, has joined the technical staff of WLS, Chicago, which is relaying his new "Ethel President" program to WCCO, Minneapolis: WMT, Waterloo, la., and WT&Q, San Claire, Wis.

TED PEARSON, announcer, who shifted from the NBC Chicago studios to WTM, Cleveland, has returned to the Chicago offices in the capacity of special public relations. He will also announce some sponsored programs.

FRED HOEY ended his fifth season as baseball announcer for WBBM, the NBC-Chicago network, with the close of the recent season. Between April 11 and Sept. 27, Hoey announced 150 games, representing about 320 hours that he was on the air.

FREEMAN LANG, technician-announcer, once known as the "Ball Headed Shiek of Sixtelle" on radio, is now announcer for WOR, New York City. Formerly stationed in Europe, he is acting as master of ceremonies of the Hollywood film premieres being shown locally by the screen.

GENE ARNOLD, NBC announcer whose "Beautiful Thoughts" programs are heard daily coast to coast, is networking for "Little Old Church in the Valley," has mounted to the best seller class, and he's soon to launch another song, "Blue Ridge Moon," written in collaboration with Gus Kahn and Egbert Van Alstine.

BRUCE KAMMAN, Chicago NBC production man, not only announced the National Farm and Home Hour, but assists Johnny Wolf in presenting some of the best stories and humorous sketches sent in by listeners. Bruce has proved himself a "triple threat man," finding no trouble in being a regular on the Smiley, Irishman, Englishman, or German.

ROBERT BOWMAN, announcer for KHIJ, Los Angeles, has joined KGB, San Diego, as program man.

JOAN HARVEY, formerly announcer at KMPC, Beverly Hills, Cal., is now conducting week-day beauty chats for Weaver-Jackson, the permanent establishment, over KFWB, KHIJ and KFI, Los Angeles.

BLANCHE WOOD, known for years in vaudeville and musical comedy as "The Girl Baritone," is now announcing and entertaining over KGB, San Diego. One of her features is a weekly day morning shopping tour.

WNAC, Boston, claims to have made a "find" in Eleanor Talcott, of Talcottsville, Conn., heiress of an old New England family, who is making her debut as a singer that station after flying at vaudeville, stock company performances and concert work. She will be featured on the Yankee network.

HARRY ANDERSON, Pacific Coast sales manager for NBC, is out a perfectly good secretary. She is now Mrs. Winston C. Moore, whose husband is operations supervisor at the NBC plant department. She was formerly Miss Gertrude Wright.

A. McGONEAL, formerly with WJSV, Alexandria, Va., is doing vacation relief at WBC, Washington, until November 1.

S. W. EDWARDS, supervisor of development and production, Radio Division, Department of Commerce, with headquarters in Detroit, was arrived at the new Grand Island, Neb., monitoring station of the department on October 15 to check its operations. During the last few weeks he has been visiting the supervising offices in Boston, Springfield, New York and Washington.

L. C. HERDON, Department of Commerce radio supervisor at Baltimore, started October 8 on a test car tour of Virginia. The week before he inspected broadcast operations in Richmond.

ARTHUR BACHELLER, traveling radio supervisor of the Department of Commerce, is now back the New York supervising office after a special tour of duty in Washington in connection with field personnel program.

EVELYN PLOTS, formerly in charge of studio equipment installations in the Westinghouse stations, has been appointed resident engineer of KYW, Chicago.

J. E. BAUDINO has been appointed plant engineer of WBZ-WBZB, Boston-Springfield, succeeding Philip F. Robinson who resigned to start his own business as public address systems in Boston.

WALTER C. EVANS, manager of operations of the Westinghouse stations, announces the appointment of Ralph N. Harmon as general engineer of all Westinghouse broadcasting and short wave stations. Mr. Harmon was previously engaged in the development of synchronizing equipment.

Detroit Pastor Heard Over a 19-Station Net

FATHER Charles E. Coughlin of the Church of the Little Flower, Detroit, on Oct. 4 resumed his Sunday talks, formerly on CBS, over a special network arranged in collaboration with Leo J. Fitzpatrick, manager of WJR, Detroit. Card rates are being paid for station time, and the hookup will be expanded to include additional stations. The network, for which the A. T. & T. Co. has furnished lines, now consists of WOR, Newark; WCAU, Philadelphia; WBWB, Chicago; WGR, Buffalo; WGBR, Cleveland; WLTW, Cincinnati; WFOX, St. Louis; KSTP, St. Paul; WCAO, Baltimore; WFBL, Syracuse; WDIS, Providence; WJR, Detroit; WNAC, Boston; WEAN, Providence; WORC, Worcester; WICC, Bridgeport; WDRG, Hartford; WLBZ, Montreal, and WNTH, New Bedford.

Broadcast Plead Decline

BROADCAST applications received by the Federal Radio Commission during the past five months have dropped off from an average of 30 per week to 20 per week, according to a compilation made by V. Ford Greaves, Assistant Chief Engineer. The decline is expected to continue through the period from May to October.

For the preceding two years there had been a steady climb in applications received, he said. From January, 1930, to April, 1931, the average increased from 31 to 36 a week.

New Call Letters

The Federal Radio Commission has authorized Cherry & Webb Broadcasting Co., Providence, R. I., to change the call letters of its station from WDFW-WLSI to WPRO, effective immediately. The station shares time with WPAW, Pawtucket, R. I., on 1210 kilocycles with 100 watts.

WFIW Rebuilding

WFIW, Hopkinsville, Ky., which was completely destroyed by fire last July, is now being reconstructed and its management expects to have it back on the air on or about Nov. 15.

WIFIW building was completely destroyed.

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be...

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Eastern Distributors

Series for station sustaining features or commercial advertising.

33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapanolis Hotel—Dept. B

Washington, D. C.
CREAM of the
NEW ENGLAND
COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by __ __ __

WCSH Portland, Maine
Affiliated with the NBC Basic Red Network
1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.
STATION ACCOUNTS

Tampa cigar manufacturers, long alive to the use of their products in their advertising, are planning a new series of programs this winter. Already Hav-a-Tampa and Bearing Tobacco have announced that their Ad-Sun, Clearwater, Fla., to open Dec. 7.

WSPA, Spartanburg, S. C., on Sept. 25 staged the first program ever sponsored by the Railway Express Agency, a test program believed to be a forerunner of regular nation-wide spot broadcasts by that company. Previous publicity on the company in New York first sent out 70,000 inquiries to its agency, and now report on reception and criticize the program, which first went on the air at 8:30 p. m., EST, and then at 2:30 a. m. DX was transmitted. A dozen high officials of the company also went to Spartanburg. The program consisted of a quartet, sung by H. J. C. of New York and a quartet from the Spartanburg, S. C., and the Don Lee chain. A concert orchestra and vocalists also did. It has been on the air since June, 1926.

KMPC, Beverly Hills, Cal., owned by the Macmillan Round the World club, according to Glen Ebersole, station manager. The first 30 days the station reported 20,000 members, each of whom brought 20 gallons of gas and received a miniature glider for the children of the family. The characters are Bill and Mack, aviators. Membership card and a button go to all who apply, but the glider only to the cash customers for gas. Roland U. McIntosh writes the continuities and plays Mack, and Jack Carrington is Bill.

HIRES Root Beer is sponsoring a nightly skit by Frank Watanabe and Reggie Sharp, along with KKNX, Los Angeles. Offers of a free sample of the extract and a photo of Watanabe make daily headlines. Letters go over a five week period, according to Naylor Rogers, manager.

KDLV, Salt Lake City, is handling a test campaign for the First Security Trust Co., a banking chain.

THE FOREST Lawn Memorial Park account, Smith and Drum agency, Los Angeles, has at last gone to KECA, Los Angeles, with a radio program to close out the weekly organ concert. While the mor- tuary idea on the coast has consist- ingly shown a Moravian-type of broadcast, this new Forest Lawn program seems to be a sort of church broadcast.

S. AND W. COFFEE, San Francisco headquarters, now uses three coast radio features to advertise its products: KPO, San Francisco, Cecil and Sally transcription daily; KFJ, Los Angeles, four times weekly with "Great Trials of History" re-enacted; and Tom T. Hall, since the 14th, has been heard nightly through KGW, Portland, KHQ, Spokane, and KOMO, Seattle.

THE SOUTHERN California Music Co., an old established Los Angeles firm, is using KFAC, Los Angeles, twice weekly for a program called "Everybody's Party Hour," featuring the various instruments it sells.

BROADCASTS of the Tuesday night noon meetings of the Los Angeles Advertising Club, sponsor KUSP to sponsors and carried over KJH, Los Angeles. E. J. Deser, inspects the program as sponsor and keeps the radio sponsorship committee of the club. Benson Curtis of the sales staff of KFWB, Hollywood, is entertainment chairman for the club, arranging for the talent for the luncheon meetings.

OREGON Woollen Mills is sponsoring a series over KJRC, Seattle. The Pearce-Knowles Transcriptions Agency, Seattle, handles the account.

ASSOCIATED Oil Company, San Francisco, is sponsoring 110 Pacific Coast football games this season, besides using the NBC Pacific Coast network for a weekly half-hour "Associated Spotlight Re- view." Nine stations are carrying the games, several of which are being played at night. They are KOA, KFRC, KGO and KTAB, San Francisco; KFJ, Los Angeles; KOMP, Salt Lake City, and KOH, Reno. Announcers are Don Thompson, Ernest Smith, George Guttermann, Harry Lantry, James Richardson and Don Wilson, all known on the coast.

ITALIAN-SWISS Colony, maker of "Juices of the Grape," is stag- ing a twice-weekly program over KPO, San Francisco, featuring a character called "Tito, the Grape Blender," who wanders about the country and introduces different varieties of grape.

FOLGER Food Co., San Francisco, has been awarding prizes of food stuffs to housewives in a 50-word letter writing test featuring weekly a 15-minute nightly program over KHJ, Los Angeles. The "Black Cat" correspondence school de- vects said to be funny simply because they try to be serious.

USING only its radio program over KFWB, Hollywood, and a limited number of suburban newspapers, St. Helens Gasoline, offering straight dance music for a half hour on Sunday nights for the last 65 weeks, not only survived a local radio-hungry period but increased its circulation. The J. R. Meyers Co., Los Angeles, handles the account.

PHILLIPS Milling Company has two effective series by the San Francisco bay district recently. The first medium was KFRC, San Francisco, with a bi- weekly called "Danger Hunters," later called "Danger Fighters," based on Paul de Kruif's books "Microbe Hunters" and "Danger Fighters." The second was KFBS, San Francisco, with the San Francisco Symphony battling against disease and will in- clude an orchestra directed by Thomas Belviso.

TROPICAIRE, Inc., Minneapolis, maker of hot water heater chains has gone on a CBS network Saturday night, 5:45-6:00 p.m., from 200,000 WLW, featuring Bobby Brown, WBAM, manager, in resumee of mid-week football results.


PROSPECTS

CHRYSLER Motor Car Company is reported to be nibbling at a radio idea built around several shows within a show, the tentative scheme being to present a produc- tion in which the artists go to the theatres and see several acts of a show.

S. KARPENER & BROS., 801 So. Wabash, Chicago (Karpen furniture and inner-spring mattresses) is making plans for a show, using broadcasting along with other media. Advertising manager is N. V. Field, and advertising is placed by the Charlestown, Pettry Co., 333 No. Michigan, Chicago.

WANDER CO., 180 No. Michigan, Chicago (Ovaltine and Alucol) is making up lists during October, using broadcasting along with other media. Thomas J. Wild is advertising manager. Blackett- Sample-Hammett, Inc., 272 No. LaSalle St., Chicago, is handling the account.

COPELAND PRODUCTS, INC., 326 Cass Ave., Mt. Clemens, Mich., (meat and cheese) is making up lists during October, using broadcasting along with other media. Advertising manager is Austin F. Bement, Inc., General Motors Bldg., Detroit.

M. B. BATES, advertising and manager for Life Savers, Inc., Port Chester, N. Y., has been touring western states in the interest (Continued on page 24)
There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage....

Drop in to
Advertisers Radio Service, Inc.
Headquarters: Room 226, Statler Hotel
Detroit, Mich.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.
of his firm. The organization is using a transcription series, the Success Reporter, which it gives for a five-minute period on a year's end. Los Angeles folks give a 45 second interview.

TRANSCRIPTIONS

NATIONAL Radio Advertising, Inc., is using the First National Scientific Laboratories to make a recording of its western transmissions. Gerald W. King, manager of KFWB, Hollywood, is western manager for the company.

DICK HALLER, manager of the company and Los Angeles office, has purchased the rights for Australia, New Zealand and South Africa. The series is being recorded by McGregor and Solie, Inc., formerly reorganized to replace MacGregor and Ingram, Inc., San Francisco. The company开办s the laboratories of the new recording company as president, and its schedule includes a daily feature known as "Flexo," which is the trade name of the record. Its most recent development is the new synchronsell cut which gives a playing time of 15 minutes on a 12-inch record and a half hour on a 10-inch record.

WILLIAM Howard Film Laboratories, 2022 North Beachwood Drive, Hollywood, Calif., is announced as doing a series of 78 half-hour production programs for Roy Leffingwell, who acts in the dual capacity of an artist and distributor. Leffingwell, who heads the Roy Leffingwell Publications, Inc., in the Bendix building, Los Angeles, has been known in radio transcription work for years. The company is growing apace.

These will be placed in cities where the Leffingwell Publications has distribution. The distributors, in turn, will market the series to broadcasters as a sustaining feature. They are so arranged that the distributors may put them on as commercial programs if local sponsors can be found. The hour-long programs, activities as a music publisher bring his songs before scores of microphones, on his own programs he refuses to plug his own numbers once they are published. Out of a catalog of 200 numbers he has written are "My Malibu Rose," "Like a Harp of Gold," "I'm Afraid That I'm Falling in Love," "Gosh, But I Wish That Spring Was Here." The broadcast will be recorded in a studio.

CONTINENTAL Broadcasting Corporation, Los Angeles, has announced that it has leased to about 40 stations in southern states a sponsored transcription series made for the Walker Properties Association, Austin, Texas, manufacturers of chili con carne, hot tamales, etc.

The background of the series presents a native Mexican orchestra of name vocalists and instrumentalists.

THE RADIO Transmission Company of America, Ltd., has issued a large-sized 8-page brochure of its winter releases. C. C. (Cash and Carry) Pyle, of burro derby and burro derby manager. Quarters are maintained at 1509 North Vine St., Hollywood. Recording is done at Freeman Lang's sound studio and processed by Columbia Phonograph Co. The company includes L. L. Ostrow, formerly in film work, as production chief, associate engineer, and music supervisor of KYA, San Francisco, and Edwin Corle, continuity writer.

REPRESENTATIVES

HUGH D. HART, formerly vice president of the Penn Mutual Life Insurance Co., has joined the company, formerly with Scott Howe Bowen, Inc., as vice president and president of the company, Inc., a new radio representative service with offices at 500 Fifth Ave., New York City. Among its representatives in national accounts, the company has also established offices in the Integrity Building, Philadelphia. The staff includes Howard L. Ives, formerly with Scott Howe Bowen, Inc., and H. B. Essvale, formerly with the New York Times. Directors of the company are R. C. Brown and Hart, are Van Sims, vice president of Lord & Taylor; Henry Doyle, Perot Adaire Co.; John A. Stevenson, vice president, Penn Mutual Life Insurance Co.; Vincent B. Cohn, Connecticut Mutual Life Insurance Co.; James Roosevelt, vice president, Victor Girard Co., and Harold Levy, president, the Life Extension Institute.

HANF-METZGER of California, Ltd., Los Angeles branch of the New York agency, this month is removing its headquarters. The numbers of the air. Carl M. Heinz is manager of the Los Angeles office. J. E. Rickerley is radio account executive.

J. HAL MILLER, formerly with McElheny & Associates, St. Louis, has joined Scott Howe Bowen, Inc., as advertising manager. Althoush an office in the Pioneer Trust building, Kansas City.

RADIO will be the topic of discussion at a round table discussion during the annual convention of the Pacific Association of Advertisers, opening on Nov. 4 in Santa Barbara, Calif. Leader speakers have not yet been announced. August J. Bruhn, Los Angeles; S. M. Leffingwell, San Francisco, and J. B. Erickson, Inc., is program chairman.

FRED L. ALLEN, formerly with the National Broadcasting Co., has joined the sales staff of KLZ, Denver.

BERT OLBERT, operating as advertising manager for the Brush Sales Co., has joined the Santa Monica franchise for time of KTM, Los Angeles. He has his own studio in the Santa Monica Elks Club, running a remote control to KTM. He takes the 8 to 8 a.m. hour daily throughout the year.

EDWARD T. CLARK, formerly on the sales staff of WXYZ, Detroit, has established a new agency to represent radio stations in the midwestern states. The new agency is 1002 Walnut St., Kansas City.

CARL RIBLET, formerly in charge of publicity for the J. Walter Thompson Co., and Douglas J. Murphy, former assistant advertising manager of Wilson Brothers, Chicago, have formed the agency of Riblet and Murphey, 333 North Michigan Ave., Chicago, specializing in radio advertising.

DICK RICKARD, announcer, has been promoted to assistant production manager of KFRC, San Francisco. Formerly he was with KJJ, Los Angeles; KOL, Seattle and KTV, Tacoma.

KERRY SHEETS, Seattle, has been appointed advertising and promotion manager of Cris Cringle Christmas Tree, to conduct a radio advertising campaign for the newly organized Washington Christmas Tree Association.

TRUMAN E. PERRY, formerly assistant commercial manager of KJJ, Los Angeles, has joined the Allan M. Wilson Co., new Los Angeles agency, as radio advertising manager. Mr. Perry had been the tenor, is head of the agency's radio activities.

EQUIPMENT

SINCE last Aug. 1, Electrical Research Products, Inc., New York City, announces it has equipped 19 stations with Walk-Through Electric producing equipment for the broad-casting of electrically recorded programs. The number of stations using Western Electric equipment is now 147, the maximum number ever attained and complete double 33 1/3 and 78 r. p. m. equipment. The stations equipped since Aug. 1 are: KYFV, Bismarck, N. D.; KLO, Rapid City, South Dakota; KSL, Salt Lake City; KSOO, Sioux Falls, S. D.; KSTP, St. Paul; WAM, Newark; WJZ, Newark; WNBC, New York; WBBF, Syracuse, N. Y.; WIP, Philadelphia; WFL, Philadelphia; WNAX, Yankton, S. D.; WOAI, Austin, Texas; WDC, Richmond, Va.; KGW, Portland Oregon; WWVA, Wheeling, W. Va.; WWLO, Detroit, Mich.; WJO, Atlanta, Ga.; WNOX, Knoxville, and WODX, Mobile, Ala.

WESTERN Electric Company announces that 141 stations are now using its turntables for the reduction of electrical transcriptions.

THE DEFOREST Radio Company, Passaic, N. J., has been licensed by the Radio Research Co., 1204 Irving St., N.E., Washington, D. C., to manufacture and sell the new quick-heating frequency control equipment developed by the latter.

This new apparatus, it is claimed, maintains frequencies within 10 cycles with temperature variations of less than one-tenth degree centigrade over 30 minutes from cold. Radio Research Company has orders on hand from about a dozen broadcast stations. In the last 5 months, 40 stations have ordered about 50 stations with frequency control equipment and temperature control equipment.

A NEW audio speech panel, manufactured by the Radio Research Company, Washington, D. C., and having exceptionally flat frequency characteristics over a range of 40 to 8,000 cycles, has been delivered to WJSV, Alexandria, Va.

The company built and installed WJSV's 50 kw. transmitter earlier this year.

UNIVERSAL Microphone Co., 1163 Hyde Park Ave., Ingwood, Cal., has begun the manufacture of microphones and allied lines. James R. Pough is manager.

STATION NOTES

KMOX, St. Louis, is reported to spend $250,000 for the new studios now in course of construction.

WNYC, New York City's municipal station is planning the erection of a new fan-shaped, single-guyed aerial to replace the present antenna mast on the roof of the building.

The antenna is designed to improve transmission in crowded Manhattan, and will cost about $1,000. The installation of the antenna is in charge of the work.

WCFL, the Chicago Federation of Labor this month went on a full time schedule and joined the Federal Radio Commission. Here-tofore it has operated until sunset on the Pacific Coast on the 907 kc. clear channel of KJR, Seattle, recently acquired by NBC. It is understood the full time grant was made after NBC officials had agreed to the Independent.

KJJ, Los Angeles, installs a 50,000 automatic telephone system which went into action early in the week. The equipment is the old: relieves switchboard of interoffice calls and of all out-going calls.

WBBW, Hollywood, a year ago showed a $12,000 deficit during the summer season. This year it is reported as having come out of the season with a modest make-up of profit besides. Warner Bros. operators, imposed a 25 cent salary cut early in the summer.

EIGHT Seattle broadcasters have their 30 kw. mid air fair opening drive of Seattle Community Fund.

GOVERNOR "Alfalfa Bill" Murray, of Oklahoma, made his radio debut, of all places, probably most notably from the Jasper County Fair Grounds in Newton, Ia., Station WMT, Waterloo, Ia., handling the fair control relay to the network.

BROADCASTING  •  October 15, 1931
The meaning of "RADIO HEADQUARTERS"

The activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, Inc.
ENGINEERING PRODUCTS DIVISION
Camden, N. J.

October 15, 1931 • BROADCASTING
ALTHOUGH the British Broadcasting Corporation publishes its own radio program and other material, to afford the reader a comprehensive view of the radio industry, Garry Allighan, radio authority, on Fridays there is a special section devoted to readers of the British Corporation's. The page 12,000 radio listeners estimated to be in the British Isles, 40 per cent are in and around London.

CZECHOSLOVAKIA’s postal administration has addressed to all European states, subscribers to the free, that the largest local postal service the ever-increasing public interest in broadcasting the new station, and in Prague, in and the broadcasting of its own country life are being dramatized in a current series of programs over the British Broadcasting Corporation system.

LOCAL authorities have decided to retain lady announcers, after having announced several months ago that they would be dropped. The Danish radio system is also planning to try out lady announcers.

THE new transmitter now under construction in Berlin for the German Broadcasting Corporation's station at Leipzig will have a power of 150 kilowatts, according to a London report.

ENGLAND’s counterpart of the Canadian Broadcasting Corporation which established the National Advisory Council on Radio in Education, New York, is the United Kingdom Fund, established by Andrew Carnegie, which is financing experiments in adult education on the BBC system.

SECRET tests of the broadcasting possibilities on the channels are 7 meters will be conducted shortly by the British Broadcasting Corporation engineers. The BBC is having the Marconi company build a 1-kilowatt ultra-short wave transmitter, which may be located at England's new Broadcasting House for the experiments.

AN ASSOCIATED Press dispatch from Berlin quotes Count Georgi Arco, the German radio authority, as forecasting the reorganization of the German broadcasting system within five or ten years. He predicts that perhaps one station per nation, with powers ranging up to 10,000 kilowatts, will supply the continent's program services.

"KSTP Weekly" Growing

REPORTING subscriptions by radio appeal to listeners, now that they are deprived of adequate program listings in the St. Paul and Minneapolis newspapers, KSTP, St. Paul, announces "KSTP Weekly," a neatly printed four-page program and program notes. The subscription price is $1 a year or five cents an issue.

Radio Education Expert Plans Information Aid

The United States Office of Education reports 2,100 University of all information dealing with education by radio and will make this information available, according to Dr. C. M. Coon, newly appointed specialist in radio education of the office.

Plans now are being formulated for a series of programs, both from commercial stations and educational stations. Mr. Coon and his assistant, a research associate, will head this series, which is the first venture of its kind in this educational field. The material will be collected through conferences, public addresses, pamphlets, letters and articles, and publications, and the daily press.

The division will assist also in starting up and evaluating a series of educational material on invitation of state department of education.

WOW Protests Powers Granted WCAU, WHAM

FIRST objections to the Federal Radio Commission's recent high power grants came on October 10 in a petition filed with the Commission by WOA, Fort Wayne. It called a formal protest against the granting of 50 kw. to WCAU, operating at 525 kw. and 25 kw. to WHAM, Rocheste. Such power increases, the petition avers, would do injury. "It was on 1100 kw. which has on KGBM a year and a half, or since the station was established. Its present sponsor is the Hawaii Telephone Company of Hawaii.

Local sponsors at present on regular schedule include: Universal Motors (automobiles); Honolulu Business college; Service Cold Storage (ice cream); Electric Shoe Repair and Eastman Kodak Co. (photo supply); Willard Battery Co. (batteries); and Snow Ice Cream (dairy products).

McNerney, Ltd., gives a weekly style show program over KGBM; an evening show is entitled "Miniatures," by the Chamber of Commerce and daily news and stock broadcasts are featured as sustaining studio features.

Six "Don'ts" Suggested For Speakers on Radio By Production Director

TO ENABLE radio speakers to become better acquainted with the peculiarities of the microphone, John Carlile, production director of the CBS, has compiled a list of his important "Don'ts." Here they are:

1. Don't take it for granted you can place a velocity without preparation. Every address by radio, if possible, should be rehearsed.

2. Don't create the style usual to platform or pulpit. A discourse delivered in a conversational tone, and stimuli, that one as one would if he actually entered each of the million homes that may be attuned to the discourse, is much more effective than the one offered in the style of platform or pulpit address.

3. Don't speak from a manuscript that is clipped together. Bring your script with the pages loose. When you finish with a page let it drop to the floor. Eliminates the shuffling and rustling of the paper.

4. Don't clear your throat or cough near the microphone. Both sounds are borne to the radio audience as the growl or roar of some unknown mammoth of the jungle.

5. Don't hiss your sibilants. The "the" or "the" is heard with the slightest whistle is disagreeable on the radio. Keep the tongue as far as possible from the roof of the mouth, and the sibilant may be uttered softly.

6. Don't guess at the number of minutes a speech requires. The speaker in each broadcast has a time allotment which, with the necessary announcements and pertinent "Don'ts," should exactly fill the assigned period. The address should therefore be accurately timed by paragraphs, or parts of paragraphs, in seconds.

Califonia Newspapers Fight Radio Advertising

AFTER three months of discussion of various aspects of radio, including the "new" newspapers on radio, two radio stations for carrying non-commercial programs to combat "too much commercialism on the air," the California Daily Newspaper Association has appointed a radio committee. It consists of P. F. D'Aue, Whittier News, chairman; Charles H. Prisk, Passadena Star-News; E. A. Ben- ton, Benson and Bonham, and A. A. Leake, Woodland Democrat, and B. D. Lane, Santa Barbara News. One newspaper states that the publication of the Venture Free Press, is circulating the press of newspapers, the publication of the newspaper designed to prove radio's monopoly but openly avowing its purpose of effecting the removal of such influence, and "in order to make room in the overcrowded ether for education." In Washington, the government is "to protect the country's publishers against unfair competition." The California publisher claims to have one newspaper enrolled in his campaign.

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BROADCASTING • October 15, 1931

www.americanradiohistory.com
Cleared Channel -- 810 Kilocycles

Intensive Service Area Shown in Solid Black.
Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 233,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres.    Offices: Nicollet Hotel, Minneapolis    E. H. GAMMONS, Vice Pres
many instances, he is powerless to remedy the service complained of because of the mandates of higher authority. In this respect he is not unlike the Commission as regards complaints submitted to it by broadcasters, applicants and the listening public. Sometimes the Commission, like the broadcaster, finds itself powerless to remedy the service complained of on account of the mandates of higher authority. The Commission must obey the orders of the powerful agencies, viz: the mandates of the Courts, the radio laws of Congress, and the radio laws of the Almighty, for the last-named authority has established a large number of natural laws for the control of this wonderful facility. It is possible that the mandates of the first two authorities may be amended or modified, but it is quite another matter to obtain an amendment to one of the radio laws of the Almighty.

AT TIMES, some of the radio industry look askance at some of the orders and rules of the Federal Radio Commission. The Commission, like the broadcasters, must obey orders issued by Congress and the Courts. The Radio Act of 1927 is an unusually good law dealing with important fundamentals. In many cases when the Commission’s action is criticised, a careful analysis will reveal that the action was not simply arbitrary or capricious, but rather a compliance with a mandate imposed on that body. As an example, General Order No. 102 (regarding quota allocations), which has been the subject of concern, will be found by a little study to be simply a miniature of an amendment to the Radio Act approved March 28, 1928. The order simply expresses the law. The Radio Commission labors for the ultimate good of broadcasting. It co-operates and not law-suits. Probably the biggest and most satisfactory job performed by that body is the new reallocation of frequencies used in commercial radio by ship, point-to-point, aviation and coastal stations, contained in the Federal Radio Commission’s Order No. 112. This plan of world-wide scope, concerning the use of approximately 3,000 frequencies and involving many technical problems and affecting the interests of many individuals, companies and corporations, was brought about without a hearing or a lawsuit. Cooperation between broadcasters as an industry and the Commission is similarly desirable.

The Federal Radio Commission is naturally interested in all agencies or instrumentalities operating to advance the cause of broadcasting. The Commission therefore welcomes the entrance of the Philco broadcasting into the national radio field. It extends its well wishes to this new public service, and hopes it means for great good in the development and advancement of the art. An ideal trade journal is not only a forum wherein the problems of the art are discussed but also an agency which assumes a responsibility for asserting a leadership in advancing the art or profession in which it is interested. With radio in its present developing age, broadcasting assumes a most interesting and important duty.

The problem of how to meet the demands of North American countries outside of the United States for broadcasting facilities has yet to be solved. The Federal Commission’s inextinguishable capacity for procrastination is a perpetual menace to the technical advance of the broadcasting art. The Davis Amendment and the mysterious form of higher mathematics known as the “Quota System” still obstruct the intelligent distribution of broadcasting facilities. These and many other questions will continue to perplex the broadcaster when he has nothing more serious to think about.

The immediate and vital issues of the next few months, however, may be summarized under the five specific dangers which have here been listed. The broadcasting structure is to endure at all, Congress must keep its political hands off the allocation of broadcasting facilities, State law-makers must learn that the operation of radio is of necessity highly technical in character, and that it is a hundred to one that any proposed state bill on the subject will do more harm than good. Something must be done to reduce the cost of making or opposing applications under the Radio Act, if the industry is not to devote most of its revenue to the support of the legal fraternity. The broadcasting industry is due for a thorough house-cleaning in the matter of its commercial practices, particularly as to rate cutting and extra commissions, in order not to destroy the faith of those whose money supports it in the value of radio time. Finally, and in many ways most important of all, broadcasting must put its commercial programs into the bathtub and give them a first-class scrubbing.

Most of these things can be accomplished by intelligent concerted action on the part of the broadcasters themselves. None of these five dangers would loom large if the broadcasters themselves clearly recognized them and saw the importance of vigorous cooperation in meeting them. Which leads to the suggestion of a sixth and final danger: lack of unified effort on the part of the industry itself. On practically every important point the interests of the broadcasters, large or small, east or west, are essentially the same. If they can avoid Danger No. 6 by sane and energetic cooperation, they can put the other five perils back in the bucket with the hungry ogres who used to scare little boys and girls in the nursery.

Farnsworth is Working on Television for Philco

IN A penthouse laboratory atop the plant of the Philadelphia Storage Battery Co. Philadelphia manufacturers of Philco radios, Philo T. Farnsworth, young radio engineer of Salt Lake City and San Francisco, whose last few months has been conducting experiments with his new cathode ray system of television. Claims have been made that this system that it narrows the regulation frequency band for visual transmission from 600 to 100 kilocycles down to as low as 10 kilocycles and that, operating without mechanical parts, it builds up images of 40 to 45 lines.

The Philco makers are now the exclusive licensees of the Farnsworth system. Robert I. Skirvin, M. Skirvin, president of the company, and W. E. Holland, chief engineer, say they have no definite plans made yet for commercial receivers, they have applied to the Federal Radio Commission for authority to build an experimental transmitter at the Philadelphia plant, asking for 1,500 watts and the 1,500,3,000 and 2,750-2,850 kc. bands.

Chicago Opera Program Scheduled 13 Saturdays

BEGINNING Nov. 7, the overture and first acts of 13 successive Saturday night operatic performances of the Chicago Civic Opera Company will be carried over the NBC-WJZ network as a sustaining feature under an arrangement completed between Herbert H. Wither- spoon, director of the opera company, and M. H. Aylesworth, president of NBC.

The first world-famous opera company to broadcast directly from the stage, the Chicago Opera, has gone on the air each season for the last six years. Each year has been marked by improved technical performance and the pickup of the performances. Two or three of the new parabolic reflector microphones will be used this year.

In the meantime, the Metropolitan Opera Company continues to be a holdout against radio broadcasting. (In the air, Mr. Aylesworth recently declared at a Federal Radio Commission hearing that he was negotiating with Metropolitan officials and he believed the company’s performance would soon be available to the radio audience also.

During the Bi-centennial, the Nation’s Capital will be host to an unprecedented influx of visitors. Over 200 conventions are scheduled, including many groups that are potential users of sound equipment. Itineraries will include the National Radio Equipment Exhibition, the National Electronics Show, the Radio Manufacturers of America, Philadelphia, where also is located the Federal Radio Commission. Visits from thousands of representatives of radio stations in this building are required each year. Self-regulating management will arrange and conduct group tours in individual demonstrations to users and prospective buyers of the feature of its activity.

National Radio Equipment Exhibition

CARL H. BUTMAN, President

National Press Building

Washington, D. C.

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"On a Stream of Ether Floating"

Comes an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depth of music as well as the heights, the overtones, the color. The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers by the World Broadcasting System, Inc., and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies who insist on the best which radio has to give. Listen to a World Broadcasting program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet: SMART BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building, 50 W. 57th St., New York City
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE

179 King Street, West, Toronto
333 North Michigan Ave. Chicago
6-242 General Motors Building, Detroit
Baker Hotel, Dallas, Texas

Western Electric
NOISELESS RECORDING
The defendants, it is declared, have not filed and published tariffs in compliance with the act, and they have not submitted their properties for valuation nor filed annual reports as the act is held to require. The NBC "has failed and refused to furnish facilities for sending complainant's messages at night although other persons are provided with facilities denied to complainant."

The complainant prays that its complaint be filed and served and that a hearing be held. After due investigation it requests the commission to cease the violation of law herein alleged and that reparation be awarded in such sum as may be determined upon proof adduced by complainant. The pleading was signed by Henry A. Giesler, president of the corporation.

Under Commission procedure the defendants have 20 days in which to file answers to the complaint, which was filed Oct. 1. Unless some question as to the commission's jurisdiction is raised by NBC or WGBB to cause delay, the hearing will be held before an examiner, probably in December. The hearing likely will be held in New York City since all parties are in that vicinity.

Commissioner Eastman expressed himself clearly on the very subject raised in the complaint when he testified on Jan. 9, 1930, before the Senate Interstate Commerce Committee in connection with the Couzens Bill for the creation of a federal commission on communications. He answered a series of written questions on the subject in his testimony.

EASTMAN EXPLAINS VIEW

REPLYING to the question as to whether there is now any power in the I. C. C. to regulate rates of stations or the terms and methods, or not any complaints have been filed in such matters, Mr. Eastman said:

"My understanding of the words 'broadcasting stations' as they are used in this question is that they refer to radio stations which transmit spoken words or music by wireless electric impulses to all within effective range of those impulses who possess and use suitable receiving apparatus, and which do not transmit messages from a definite sender to a definite receiver. My understanding of the words 'so-called chains' is that they refer to broadcasting stations which are linked together by wire or otherwise so that they can be and are used to broadcast the same program at the same time. The question being so understood, I am of the opinion that there is now no power in the Interstate Commerce Commission to regulate rates of broadcasting stations or the so-called chains, for the reason that such stations or chains are not engaged in the transmission of intelligence by wire or wireless as common carriers.

"I may say that is purely an ex parte expression of opinion. The matter has not come before the commission for formal determination, nor has been argued before it.

"No formal complaint has been filed with the Commission with respect to such rates. On Jan. 4, 1927, the Commission was asked in behalf of the C. K. MacAlpine Co., 50 Church Street, New York, N. Y., to institute a general investigation of the rates, rules, regulations, and practices of the National Broadcasting Co. (Inc.) and of other persons, firms, or corporations engaged in the interstate transmission of intelligence by radio. On February 12, 1927, the petitioner was advised that its request presented novel issues and further information was sought in order that the Commission might better determine whether a general investigation should be instituted and, if so, what its scope should be.

"Certain additional information was submitted, but upon its receipt the petitioner was advised that it was not deemed sufficient to warrant the Commission in instituting a general investigation, and that the proper course for it to pursue was to file a formal complaint setting forth the matters complained of in accordance with the Commission's rules of practice. No formal complaint was thereafter filed. Nor have any informal complaints been received. There have been various queries with regard to jurisdiction and so on, but nothing I think which would be styled a formal complaint."

In reply to a second question, Mr. Eastman said he was of the opinion that the Commission "has no present power to deal with matters of discrimination in so far as broadcasting stations and chain stations are concerned."

Bid for Trade Show

CHICAGO, St. Louis and Atlantic City have entered bids for the 1932 spring trade show of the Radio Manufacturers Association. The selection of the place for the show is in the hands of a committee of leaders in the trade, at Philadelphia, Pa. In the meantime, an announcement has been made of the postponement of the Chicago Radio-Electric Show to January 18-24, 1932. It will be held in the Coliseum as a combination trade and public show.

Do YOU Know

"the Why and How" of
-planning a radio program
-obtaining radio circulation
-reaching the audience?

Read

BROADCAST ADVERTISING

THE FOURTH DIMENSION

By Frank A. Arnold

Director of Development of the National Broadcasting Co., Inc.

James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies from 1917-1928 and until recently Business Manager of Liberty Magazine, says:

"Now it can be truthfully said that radio broadcasting hath a book.

"Broadcast Advertising, the Fourth Dimension, is a biography of the industry.

"It comprehends all of the essentials in the progress of its growth, with a fine discrimination in the narrative of facts, but very happily it is written with a grace which gives it a retaining charm.

"This book has quality of permanence, which makes it particularly valuable to all those who are concerned with radio broadcasting, from technicians to listeners.

"It is particularly fortunate that the author of this book has both of the high qualifications for writing it; that is, a living knowledge of his subject and the rare ability to hold the perspective of the reader.

"The place of broadcasting in the wide field of advertising should be better understood. This book goes a long way toward that end."

James O'Shaughnessy

The Only Book on the Subject Written for Advertising Men

by an Advertising Man

"Broadcast Advertising" is written in entertaining narrative form. It deals with everything from the pioneering days of radio to an interesting discussion of its future. Obtaining radio circulation, planning programs and adapting them to subject and audience, re-selling the broadcast program, broadcasting as an aid to distribution, does broadcast advertising pay—these are only a few of the subjects discussed, which make the book invaluable for advertising agencies, advertising departments of industry and staffs of broadcasting stations and organizations.

$3.00

ON APPROVAL COUPON


Gentlemen:—Kindly send me a copy of "Broadcast Advertising" by F. A. Arnold. I agree to remit the price of the book ($3.00) within five days after its receipt or return the book postpaid.

Name ..............................................

Address ...........................................

Position or Reference: ...........................................

B.A. 10-15-31

Pittsburgh, Pa.

BROADCASTING • October 15, 1931

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THE LARGEST AND MOST INCLUSIVE ARTIST AGENCY
IN EXISTENCE TODAY

NBC ARTISTS SERVICE
GEORGE ENGLES, Director

Managing the Activities of
105 OUTSTANDING CONCERT ARTISTS
250 RADIO STARS
40 DISTINGUISHED FIGURES IN
WORLD AFFAIRS (Lecture Tours)
30 POPULAR ORCHESTRAS

Booking Them for Engagements in Radio, Concert, Phonograph Recording,
Sound Films, Vaudeville, Lectures, Etc.

NEW YORK—711 Fifth Avenue
CHICAGO—Merchandise Mart
SAN FRANCISCO—111 Sutter Street
PORTLAND, ORE.—Public Service Bldg.
Applications

OCTOBER 1

WOAX, Trenton, N.J.—Modification of CP granted June 24, 1931, authorizing change of equipment, to ask for extension of completion date to December 1, 1931.

WABX, Houston, Tex.—Modification of CP granted August 12, 1931, to move transmitter locally and make changes in authorized equipment.

WHAS, Louisville, Ky.—Modification of license to change hours of operation from 10 a.m.-6 p.m. to 9 a.m.-11 p.m. daily.

KJFR, Portland, Ore.—Voluntary assignment of license to Ashley C. Dixon-KFJR, Inc.

OCTOBER 2

WMBO, Auburn, N.Y.—Voluntary assignment of license to WMBO, Inc.

WAR, Fall River, Mass.—License to cover CP granted July 23, 1931, for changes in equipment.

WHAS, Louisville, Ky.—License to cover CP granted July 14, 1931, for changes in equipment.

WIAK, Jacksonville, Fla.—Irma Reynolds, for CP to erect new station on 1200 kc. 100 w, unlimited time.

OCTOBER 3

WMBO, Silver Haven, Pa.—Authority to install automatic frequency control.

WJAK, Marion, Ind.—Modification of CP granted June 12, 1931, for a new station, as to equipment, and to relocate transmitter site; also extend completion date to CP.

KOIL, Council Bluffs, la.—Authority for direct measurement of antennas.

OCTOBER 5

WJR, Detroit, Mich.—CP to make changes in equipment and increase power from 5 to 10 kw.

NEW, Richmond, Va.—Modification of CP granted August 1, 1931, to erect station to use 1500 kc., 100 w, D, with KGKH.

WFR, Rock Island, Ill.—To make changes in the equipment of license to change frequency from 1310 to 1500 kc. and hours of operation from 1000 to 1200.

WMD, Galveston, Tex.—License to cover CP granted June 17, 1931, for changes in equipment.

WJAK, Marion, Ind.—Modification of license requesting 750 kc., 2 kw, full time, experimentally, and changes in equipment.

OCTOBER 8


WJR, Detroit—Amendment to CP for new experimental television station, 45000-66000, 48500-63000 and 60000-80000 kc., 200 w.

WEBB, Buffalo, N.Y.—Modification of license for audio transmission to 3 kw.


WIBI, Elk Park, Pa.—Requests voluntary assignment of license from St. Paul’s P. E. Church to WIBI, Ind.

NEW, Dr. George W. Young, Minneapolis, Minn.—NEW, East Coast Wood, Co.—Amendment for station, 2000-5100 kc., 900 w.

WIXAK, Chiakopa Falls, Minn.—Renewal of special experimental license 890 kc.

OCTOBER 12

NEW, Oswego, Mich.—Floyd E. Boggich, Don G. Morison, Gilbert L. Davis, and Paul L. Blunt, doing business as Oswego Broadcasting Co., CP for new station to use 840 kc., 1 kw, D.


WOSC, Charleston, S. C.—Modification of license to change hours of operation from 5 p.m.-12 a.m. to 5:30 p.m.-12 a.m.

KTSL, Laurel, Miss.—Modification of license to change hours of operation from sharing with KRMD to D.

GLOSSARY

CP—Construction permit.
LIC—License.
LS—Power until local sunset.
LT—Limited time.

Kilojunctions—K-keratins.
KW—Novations.
W—Watts.

BROADCASTING • October 15, 1931

GILLETTE STANFORD, Chico, Cal. (Examiner's Report No. 244.—Modification of license to increase power to 30 kw., 300 w. at 1420 kc., 100 w. daytime, sustaining Examiner WABX.)

KTSL, Shreveport, La. (Examiner's Report No. 209.—Denied CP for new station to operate on 1500 kc., 100 w. daytime, sustaining Examiner WABX.)

KTSL, Shreveport, La. (Examiner's Report No. 209.—Denied CP for new station to operate on 1500 kc., 100 w. daytime, sustaining Examiner WABX.)

OWOSO Broadcasting Co., Inc., Owosso, Mich. (Examiner’s Report No. 216.—Denied CP for new station to operate on 905 kc., 500 w., unlimited time, sustaining Examiner WABX.)

WINTERS JONES & HUGH H. JONES, Baltimore, Md. (Examiner's Report No. 215.—Denied CP for new station to operate on 880 kc. 500 w., daylight hours, sustaining Examiner WABX.)

OWOSO Broadcasting Co., Inc., Owosso, Mich. (Examiner’s Report No. 216.—Denied CP for new station to operate on 905 kc., 500 w., unlimited time, sustaining Examiner WABX.)

OHIO BROADCASTING CORPORATION, Canton, O. (Examiner's Report No. 224.—Denied CP for new station to operate on 1500 kc., 100 w. at 1000 w. nighttime. sustaining Examiner WABX.)

WJG, Detroit, Mich. (Examiner's Report No. 222.—Denied modification of license to increase power from 500 w. to 1 kw., sustaining Examiner WABX.)

WDR, Hartford, Conn. (Examiner's Report No. 218.—Denied CP for new station to operate on 1310 kc., 100 w. unlimited time, sustaining Examiner WABX.)

HOWARD B. BOEL and CHAS. M. DEAN, Norwood, O. (Examiner's Report No. 228.)—Denied CP for new station to operate on 960 kc., sustaining Examiner WABX.)

NEW, Missouri Broadcasting Co., St. Louis, Mo.—CP 2290-2399 kc., 500 w., visual broadcasting, dismissed at request of applicant.

NEW, Chicago Radio, Inc., Baltimore, Md.—CP 2500-2100 kc., 500 w., unlimited time, visual broadcasting, dismissed at request of applicant.

WFBG, Altoona, Pa.—Denied CP 1310 kc., 100 w., 250 w. at 1000 w., sustaining applicant failed to make appearance within time allowed.

NEW, Michigan Radio Co., Port Huron, Mich.—CP 1310 kc., 100 w, because applicant failed to make appearance within time allowed.

NEW, Berkshire Broadcasting Service, Pittsfield, Mass.—CP 1840 kc., because applicant failed to make appearance within time allowed.

OCTOBER 6

WFVD, Rome, Ga.—Granted voluntary assignment of license for voluntary assignment of license to The Truth Publishing Co., Inc.

WJAR, Marion, Ind.—Granted voluntary assignment of license for voluntary assignment of license to WJBK, Marion, Ind., and install new equipment.

WJAK, Marion, Ind.—Granted CP to move station and studio from Marion to Elkhart, Ind., and install new equipment.

WPRO, Providence, R.I.—Granted CP to move changes in equipment and increase power from 5 kw. to 25 kw.

WJBR, Detroit, Mich.—Granted CP to increase equipment power from 5 kw. to 25 kw. and increases in operating power will be held; simultaneous night operation with WJBK, granted modification of license to change hours of operation from sharing with WJBI to sharing night time with WJBK and daytime operation with WJBK.

WCOA, Pensacola, Fla.—Granted modification of CP to extend the operation of license for new station to 200 w. at 1991, and 100 w. October 15, 1931.

WIBM, Jackson, Mich.—Granted modification of CP to increase hours of operation from sharing with WIBD to 24 hours of operation at 1000 w. at night with WJKB.

KDA—Denied license covering change of frequency, increase in power and changes in hours of operation from 500 w. at 1390 kc. to 500 w. at 1390 kc.

KQW, San Jose, Cal.—Granted license covering renewal of studio and transmitter facilities, and installation of new equipment—1010 kc, 500 w.

KWCR, Cedar Rapids, Iowa—Hearing ordered on request for modification of license to move station to Cedar Rapids Broadcast Company and on request for modification
October 15, 1931  •  BROADCASTING

How Jack Frost Changed

(Continued from page 11)

spirit of a rollicking country gentleman. How the Hungarian, as Mr. Ormady brings us "The Hungarian Lustspiel Overture,"

4. HUNGARIAN LUSTSPIEL OVERTURE  •  K. Bela

Tonight Lucien Schmidt, our artist of the cello, leaves his accustomed place in the orchestra to play for us his own composition, "The Hungarian Lustspiel Overture," arranged by F. Popper and F. Horvath.

5. FUND RECOLLECTIONS

1850

a

D. Popper

Harvill—To the angler, there's a great satisfaction in landing a twelve-inch trout. To the ball player, there's no great thrill like a hit for four. To the golfer, the hole in one; and, of course, to the golfer, there is a supreme satisfaction in putting the ball on the cup with the putter. To the fisherman, the mystery may be, there is a satisfaction in topping the field. To the angler, there's no doubt that he can do it constantly. In the latter class we find the champions. They are champions because they know how, and "knowing how" is not the same thing as "doing it." The National Sugar Refining Company of New Jersey is15 the manufacturer of the highest grade of sugar and has been thoroughly endorsed and approved by the American Sugar Manufacturers. Everything is done to give you the best. You want to know the name of the man who popularized the term "Jack Frost," ask for it by name, "Jack Frost." For your own foods, fruits and cereals, we suggest Jack Frost Powdered Sugar. It dissolves instantly. It melts into fresh fruits and berries, developing their luscious flavors to the full. The best-sounding name in sugar is really a triumph of refining. Finer than the finest granulated, this brilliant run-running sugar is almost like smooth powdered sugar. It is the only Jack Frost sugar in a light blue box. Try it. Ask your grocer for Jack Frost Powdered Sugar. Ask for it by name, "Jack Frost." Like all other Jack Frost sugars, it is 100% pure cane sugar. The Melody Moments will continue in just a minute. (2:05 p.m.)

We remember the Jack Frost Sugar Melody Moments with a new fox-trot called "Up and Down the Hill." It's the creation of George W. Williams of Foot-Trot—Orchestra.

Children often think of fall as the best time of the old summer-time. Oliver Smith has a very soothing song for children of all ages. It's called "Baby Bashy," by J. Kosler and Seuss.

1. BABY BALLAD

Soho—Oliver Smith

Florence Ziegfeld has done it again. After an absence of some length he has introduced another famous "Ziegfeld Follies." The Follies of 1931, are more gorgeous and elaborate than any he has shown heretofore. Every number is original and includes some fine music. Here's the big dance hit of the year, "Walking on Air."

6. Do the New York

Oakland—Foot-Trot—Orchestra

Just for the sake of illustration, let us go back a few years to the Ziegfeld Follies of other days. The time is 1910. The Follies are about to start as the Orchestra plays a medley of the hit tunes.

2. HEAR ME, DEAR

Buck and Stamer—Vocal and Piano, "TULIP TIME IN HOLLAND"

(Theme)

As the lights on the marquee over the theatre grow dim, and the first nighters wander their merry way home, the last curtain on another ball season is dropped before you. When next you order sugar think of him—"Jack Frost." Your grocer has it in all its variations. How the kindly grocer and the accommodating pharmacist transform candy sugar into sugar refine ment. Jack Frost Sugars are distinctive in every way. They melt as snow into powdered sugar with a delicious sugary taste. Each is 100% pure cane sugar—the Quality Sugar of America.

Your announcer is Alva Harvill, wishing you "Good Night."

Policing the Ether

HOW Uncle Sam polices the wave lengths is described in the new booklet "Radio Activities of the Department of Commerce," published by the Government Printing Office, 10 cents. Containing a resume of the work of the Radio Division, the Bureau of Standards, the Bureau of Navigation, and all of the Federal Com merce agencies having to do with radio, the booklet also for the first time gives a detailed description of the new Grand Island, Neb., monitoring station. Twenty years of Federal radio regulation are covered, dating back to the creation of the Division in 1911.

Log Changes Available

MONTHLY changes in the official log of broadcasting stations in the United States have been issued by the Federal Radio Commission. A dozen stations are changed either as to call letters, assignments or ownership. The frequency and quality are changed to what the Federal Commission deems better. These may be procured by writing the secretary of the Commission.
Tieup for Good Will Found Effective
(Continued from page 11)

program sponsor, to say nothing of the important interest created in the mind of the merchant himself. This new method of constructing continuities has seemed to be of considerable interest to people engaged in advertising and radio work generally. We have heard many comments about its being courageous and sensational and all that. Neither before the step was taken nor since have we considered it to be anything except the normal thing to do. It was normal for the present time; I don't know that it would have been especially beneficial two years ago. Perhaps it would not be the right procedure for every product, but it was the right thing for the product of the National Sugar Refining Company of New Jersey at this particular time.

Every radio campaign naturally has to be measured in the terms of the desired result. In the case of Jack Frost Sugar, radio is but an approximately 30 per cent portion of the advertising appropriation. I would not give a nickel for a advertising campaign which lacked newspaper support. In this particular case of Jack Frost, I feel so strongly on this, that we spend more than twice as much in newspaper advertising as we do on the radio. Furthermore, we do not believe we would be spending half as much in the newspapers as we presently are, if we were not on the radio. That is why it galls me sometimes to hear newspaper solicitors say that radio is taking money out of their pockets. That is certainly not the fact in connection with Jack Frost, and I doubt whether it is in the case of any large advertisers.

RADIO HELPS NEWSPAPERS

There probably are exceptions to all general statements, but I do not believe there exist many cases where radio has been hurtful to newspaper revenues. I believe that if the information could be secured; that is, if advertisers by and large were willing to tell, it would be found that radio has increased newspaper revenues as well as circulation. I heard one time of a New York retailer who found radio such a productive investment that he greatly increased his newspaper advertising so that his competitors would not find it out. However, we are not dealing in cynical instances, but I do not believe newspapers have any need to worry about radio.

Both newspaper and radio advertising are extremely valuable, and, anyhow, most commercial radio programs are sponsored by successful businesses, and businesses do not remain successful by indulging notions. Whatever they do in an advertising way has to prove resultful over any reasonable period of time, and I cannot imagine any advertisers chiselling such a fundamental as newspapers.

The real fact is, as most advertisers and advertising men have found out by experience, that newspaper campaigns and radio campaigns have a complementary relation to each other. The proportion of advertising, one to the other, that this relationship must bear, must be determined separately in each case. As I have stated, in the instance of the Jack Frost Sugars, the proportion is roughly two to one; that is two-thirds newspaper advertising and one-third radio. This has been extremely resultful for our client. We have only good words to speak both for newspaper advertising and radio advertising, and there is no reason why they should quarrel with each other. They can help each other a lot and will be well-advised to do so.

New Program Papers

TWO more radio program publications have made their appearance on the Pacific coast, where such periodicals are reported to be almost as numerous as stations. One is the “Radio Flash,” sold as a 5-cent weekly in Hayward, and the other is the “RadioGram Weekly,” which sells for 10 cents in Los Angeles. In the meantime, both the “Northwest Radio Weekly” of Seattle and “The Microphone” of Vancouver have been discontinued.

HOMESPUN HUMOR WINS POPULAR VOTE

OF THE four types of programs with which Montgomery Ward & Company experimented in test programs on an NBC coast-to-coast network last summer, the “Beautiful Thoughts” program, embracing old vocal and instrumental favorites, poems and hymns, led in the popular vote of the radio audience practically from the start, according to F. W. Jameson, the company’s public relations director. The other programs consisted of orchestral music, domestic sketches, and minstrelsy.

More than 50,000 letters of 200 words were received. The $1,000 grand prize went to Mrs. Florence Draper, of Claremont, Cal., and $592 other cash prizes were awarded. The preponderance of preferences expressed for the homespun type of entertainment is construed by Mr. Jameson to indicate that the economic depression has made the public more serious minded, stimulating a desire for more inspirational programs. The song and sentiment feature was concluded each day in a “prayer for today,” and that feature will be continued throughout the rest of the year.

The J. Walter Thompson Company agency, a Chicago research agency, conducting a survey in 150 key centers, recently found that “plain, old-time home spun humor of the real country folks is as popular with Americans over the radio today as it has always been in the theatre.” The survey was conducted to determine the popularity of “The Stebbins Boys,” a sketch featuring rural types. The “Stebbins Boys” is sponsored by Swift & Co., packers, over an NBC-WBAA network.

College Has Radio Class

The first credit college course on radio broadcasting is now being conducted at the College of the City of New York by Dr. Frank A. Arnold, director of development of the NBC. Starting on Sept. 28, the course consists of two-hour lectures each Monday evening for 14 weeks, covering the technique of history, and the development of broadcasting. Forty-five minutes of each lecture are devoted to questions and answers and informal discussions. Students not regularly enrolled in City College pay a $12.50 registration fee to attend the lectures. Two full college credits are given regular students.

World Bridge Game

ELY CULBERTSON, the bridge expert, has announced in New York City that an international radio network will be linked on Jan. 29, 1932, for a tournament of bridge experts of many countries in order to give the public an opportunity to gauge the merits of his “approach forcing” system as against the “official system.”

WMT

The Voice of Iowa

- Northeast Iowa's Dependable Station

- The Waterloo Broadcasting Co.

WATERLOO, IOWA

BROADCASTING • October 15, 1931

www.americanradiohistory.com
Complete Merchandising Service
Inaugurated by KSTP to Assist
Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New
Department to Give Broadcasters Essential
Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.
gram itself, which is now and always will be the crux of the matter. If programs, educational in character in the broadest sense, and not interminably dull, as Henry A. Bellows says the usual educational program of the past has been, can be devised by qualified and independent educators of the first rank, it is the opinion of the present writer at least, that they will take their rightful place on the air as one of the features of broadcasting; and an audience for them will be built up consisting first of all of that important thinking minority of the American public which at the present time is extremely critical of broadcasting. Such programs will be listened to.

Radio's biggest challenge to the educational world, among many, is the opportunity it provides for a speaker to address the community as an audience, whether the community be the nation or a territorial section of it. This is a fact, a new fact, which can be accepted and can be laid down as the first stone in the structure which eventually will be erected in this country to represent educational broadcasting. Nothing has as yet been attempted or discovered to indicate that the development of radio makes it necessary to revolutionize the systems of education which have been built up in the countries of either the eastern or the western hemispheres. But admitting this one big opportunity, the challenge is sufficient. In Europe they have advanced much farther than we have in America, not so much in the programs themselves, but in their attempts to study the educational possibilities of radio and in organizing educational forces to take advantage of the new means it provides for the enrichment of their educational systems.

DIVERSITY OF OPINION

Not all educators are agreed on radio, and from present indications, it is not likely that substantial agreement can be reached for some time to come. There are some who insist it is absolutely necessary and right that separate channels be set aside for the use of stations owned and operated by educational institutions or by departments of education of the federal, state or other duly constituted governments. There are others who hold just as tenaciously to the view that absolutely free expression of views, via the medium of radio, is necessary for education and similar “services” but that this freedom can best be accomplished and represented if a proportion of the time allocated to stations on all channels be set aside for this purpose. No doubt there is merit to both contentions, particularly if some of the questions which are implied in the first paragraph of this article are answered. But until adequate answers are brought forward the educational field in broadcasting will continue to be scrambled.

Meanwhile, the organization which the writer represents, is determined to keep apart from this controversy, to study the program possibilities inherent in the educational world in this country, and to hammer away on the problems of devising the type of acceptable educational program described earlier. For, I repeat, the program is and will continue to be the heart of the matter. No matter how the educational controversy develops, it will always be necessary to provide fifteen minutes, half an hour, or more of broadcasting to hear which people will turn on their radio sets and keep them turned on. If this can be done, then and only then, we believe, we shall have educational broadcasting in this country.

LOST and found ads carried in the Brooklyn Daily Eagle are broadcast twice a week free of charge over WLTH, Brooklyn.

Place Your
SPOT PROGRAMS
Where they will Produce Results
Electrical Transcriptions

OVER

WIP-WFAN

PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually
WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation
33 1/3 and 78 R.P.M. Turn Tables

SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station Engineering Management
National Press Bldg. Wash., D.C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN
Radio Consultant
National Press Building
WASHINGTON, D. C.

SILENCED during a sudden storm on October 6 when a lightning bolt struck its antenna and burned out the inductance coil, WEAQ, New York City, was back on the air in 33 minutes with a temporary antenna and reduced power and about 90 minutes later was back on full power.

Write or wire immediately for reservation.
WIP-WFAN Broadcasting Co.

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www.americanradiohistory.com
Commission Codifying Orders in a New Form

REVISED rules and regulations of the Federal Radio Commission, in which all general orders promulgated by the Commission during its four years of existence will be codified, shortly will become operative. The document already has been drafted by a special committee and awaits Commission approval. It will supersede the general orders which now constitute the regulations.

Several changes of importance to broadcasters have been recommended by the committee, comprising Col. Thad H. Brown, general counsel, Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, secretary. One involves modification of General Order 8, which requires station call letter announcements at 15 minute intervals. This was requested by the National Broadcasting Company and Columbia Broadcasting System. The other suggests revision of the recently invoked requirements for the maintenance of operating and program logs by all stations, and is in accord with the proposals of the National Association of Broadcasters.

Generally, however, the changes recommended are of routine character, designed to clarify the language of the existing orders. All of these changes, of course, are subject to final approval or rejection by the Commission. The Committee recommended no drastic modification of the basic general orders involving broadcasting.

The rules and regulations will be available to all stations. They will be published in a volume of possibly 200 pages. The rules and regulations alone will cover approximately 150 pages, to which will be appended the Radio Act of 1927 fully annotated, and a complete index. The volume will be a loose-leaf arrangement, so that the rules and regulations at all times may be kept current. Adoption of the regulations, the Commission probably will discontinue the issuance of general orders as such. New regulations or amendments will be promulgated in the form of amendments to the rules and regulations.

WOL Objects to Booster

A PROTEST against the application of the Columbia Broadcasting System for authority to build a new 250-watt booster in Washington, based purely on legal grounds, has been filed with the Federal Radio Commission by WOL, Washington. The protest does not attack the booster principle. On May 30, 1929, the Commission granted WOL an increase in power from 100 to 250 watts but never made the grant operative, according to LeRoy Marks, WOL manager. Before the quota of the District of Columbia is further increased, it is argued that WOL should be given the higher power, as well as a corresponding change in frequency.

PROGRAMS build AUDIENCE!

WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

- Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River.
- Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.
- Chain and outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

WMFD
"from the heart of Illinois"
Owned and operated by PEORIA BROADCASTING COMPANY
Edgar L. Bilt, Pres. and Manager
PEORIA ILLINOIS

INCREASED COVERAGE

- The service area of a broadcast station is dependent upon power AND ALSO upon antenna efficiency, percentage modulation, frequency control, and several other factors.

- Many of the technical details which exercise important influence on service area are individual problems and require the application of the engineering principles suited to each specific condition.

- For example: Marked increase in coverage has resulted from the use of antennas designed by this company. It is noteworthy that these antennas do NOT, in the usual case, require expensive, new towers.

- Antenna design is one phase of the complete transmitting station engineering service offered by the Radio Research Company, Inc.

- Competent engineers and full instrument equipment are available for the analysis and adjustment of transmitters to the end that maximum performance within the requirements of the Federal Radio Commission may be obtained.
RESULTS

61%

OF ALL

WBBM

CLIENTS

ARE ON

RENEWED

CONTRACTS

The Air Theatre

WBBM CHICAGO

25,000 Watts -- 389.4 Meters -- Clear Channel
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