Determination and Depression

Last year, at this time, our company had thirteen commercial broadcast schedules.

This year we have twenty-two commercial broadcast schedules.

And, of importance, nine of the contracts this year are repeats from the preceding year.

This progress is the result of determined sales effort waged against less determined depression propaganda.

SO-A-TONE BROADCASTS

ORIGINATORS AND PERFECTERS

OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADI0 ADVERTISING

Inc.

New York: 120 West 42nd Street, Wisconsin 2391
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THE LARGEST AND MOST INCLUSIVE ARTIST AGENCY
IN EXISTENCE TODAY

NBC ARTISTS SERVICE
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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,
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CHICAGO—Merchandise Mart
SAN FRANCISCO—111 Sutter Street
PORTLAND, ORE.—Public Service Bldg.
Station

WOR

Newark, New Jersey

▼ BLANKETS Metropolitan Area of New York

▼ SERVING in the territory approximately 12,000,000 people and 3,000,000 radio sets

▼ IT IS estimated this market does approximately 9 per cent of the retail buying of the United States

BAMBERGER BROADCASTING SERVICE . INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City
IT GIVES me great pleasure to greet the ninth annual convention of the National Association of Broadcasters meeting this week in Detroit. As Secretary of Commerce I had the pleasure of wide acquaintance with the purposes of your association in the annual national radio conferences which were called at that time for the development of the national policies in relation to radio.

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

I extend to you my most cordial greetings and good wishes for your meeting, with the confidence that you will develop still further policies of sound management and public service.

(Text of an address delivered by remote control to the opening session of the convention of the National Association of Broadcasters in Detroit, October 26, and carried over both national networks.)
Broadcasters Unite to Strengthen Position

By SOL TAISHOFF

Record NAB Convention Moves to Correct Regulatory Flaws, Resist Invasion of Rights and Avoid Commercial Pitfalls

WITH industrial stability the keynote, the National Association of Broadcasters adjourned its ninth annual convention at Detroit on October 26, and the broadcasting industry swept through three days crammed full of radio business. A score of resolutions, dealing with such critical matters as broadcast monopolies and designed to render possible the more orderly development of radio by the American people, were presented, debated, and finally carried without a single dissenting voice. Means of improving business along solid lines were discussed openly and freely in an open forum of idea exchanges among the delegates.

Pledging by President Hoover, key men in public and industrial affairs addressed the broadcasters, each painstakingly pointed to the pitfalls that beset so young and successful an industry. Each had something to say about advertising, and the theory was developed that there is not too much advertising on the air but that there is still too much of it poorly done.

Upon the shoulders of Harry Shaw, WMT, Waterloo, Iowa, fell the mantle of NAB leadership for the ensuing year. By unanimous vote he was elected president of the association to succeed Walter J. Damm, WTMJ, Milwaukee. J. L. Storey, WTAG, Worcester, Mass., and Paul W. Morency, WTIC, Hartford, Conn., were unanimously elected vice-presidents, succeeding E. M. Spence, WPG, Atlantic City, and O. D. Fisher, KOMO, Seattle. M. A. Hovlett, WHK, Cleveland, was named managing director, succeeding Mr. Morency.

Immediately after taking office President Shaw named his executive committee, reappointing as its members Henry A. Bellows, vice-president of CBS, Frank M. Russell, vice-president of NBC, and William S. Hedges, WMAQ, Chicago. Mr. Bellows was named to succeed Mr. Hedges as chairman.

To fill vacancies on the board of directors, Mr. Bellows, Leo Fitzpatrick, WJR, Detroit, and E. B. Croney, KGR, Butte, Mont., were reappointed, plus A. N. Ryan, WGN, Chicago, and Mr. Damm were elected new members of the board. Philip G. Loucks was reappointed managing director by the new board. All committees were carried over by President Shaw until such time as new appointments can be made.

The Opening Session

PRESIDENT Walter J. Damm, WTMJ, Milwaukee, opened the three-day session promptly at noon Monday. He introduced Mayor Murphy, of Detroit, who delivered an address of welcome, answered in behalf of the association by Mr. Hedges, chairman of the executive committee and past president.

By remote control from Washington, President Hoover then addressed the association, his words being carried to the radio audience also over NBC and CBS networks. Harking back to radio’s early days, when as Secretary of Commerce he directed its destinies, the President praised the industry’s achievements and commended as fortunate the determination that broadcasting should be a private enterprise, freed of the restraints of governmental monopoly.

Because of a bronchial cold, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, was unable to take part in the broadcast program. His address was read by Secretary James Baldwin of the Commission from WRC, Washington. Mr. Baldwin told of the many problems confronting the broadcasters in the production of programs to satisfy the desires of the American listener. He emphasized the paucity of wave lengths and the incessant clamor for more and more stations in all parts of the country. He called attention to the new engineering orders of the Commission. America will keep its broadcasting the “best in the world,” Mr. Baldwin said, after defining the differences between the so-called American plan and the European system. In Europe, he explained, the stations give the listeners what the government wants them to hear, while in this country the people are given what they want to hear. He doubted whether this country wanted the European system.

President Damm closed the half-hour radio ceremony with an answer to the “insinuations” that radio has sold itself out to advertising, and that this country should go to a system of government operation.
said that agents have been watching the Crosley checking system, hoping that it might furnish the plan and machinery, and that his association may have something to present in the near future.

The dual rate was called an evil with which the NAB cannot officially deal. Asking that the stations appreciate the inequity of two rates for the same thing and the handicap they impose upon the national advertiser's use of radio in competition with the local, Mr. Benson said this rate differential in newspapers has been so grave a source of trouble for several years that radio stations might well take a leaf out of their experience and avoid the same tribulations. Millions of advertising lines have drifted out of the press because of the rate differential and the confusion which it makes, he asserted.

Talent questions, recordings and their steady progress and station representation were among the old problems discussed by Mr. Benson. In the latter connection he said it does not seem sound to have time brokers representing competing stations as loosely as they do, and that it is particularly unfair to the station.

The proposal of NAB officers to create an "Open Time" bureau in New York, with possibly a companion office in Chicago, was commended by Mr. Benson, provided it went far enough. In such a bureau all needful data about stations, their programs and time units open could be collected and made available to advertising agents, he said, adding that it would be a great convenience to agencies, and would be helpful to all stations in that they no longer have to rely on time brokers to relay this data. He estimated that the whole undertaking would not cost more than $25,000 a year at the start and would save the stations much more.

Mr. Benson said his association would willingly assist in building such a bureau, and might sponsor it, but that it could not afford to have any hand in such a project unless a substantial number of stations engaged to support it over a period of time.

As agencies learn more about radio technique, Mr. Benson said, broadcasters will notice the beneficial effects which will come as soon as business emerges from the present period of fierce competi-

The message by singing in our bath." It took two years for him to land George Bernard Shaw for CBS, he narrated, but he finally "got" his man.

On the more serious side, Mr. Saerchinger said that international rebroadcasts sold the London naval conference to the three nations involved. He expressed the view that had the radio medium been developed before the world war, that struggle might have been averted.

Rigid political censorship is employed in England and in other countries, Mr. Saerchinger said. Anything going over the air must be submitted to the government for approval.

The part the listener plays in radio was described by Clyde P. Steen, Executive Secretary of the American Radio Association, Inc. Although one, a year old, he said this association has about 4,500 members without having conducted a campaign.

Loucks Reports Progress:

PRESIDENT Damm closed the first day's session with the designation of the nominating committee, to report at the closed session Wednesday. The committee was composed of A. J. McCooker, WOR, Newark; chain; J. J. Fournier, WTAG, Worcester; Arthur B. Church, KMBC, Kansas City; P. J. Meyer, KFY, Bismarck, N. D., and M. A. Howlett, WHK, Cleveland.

An increase in the active membership of the NAB of 63 per cent during the last year was reported by Philip G. Loucks, managing director, who has held office just a year. Membership now stands at 163. Last year there were 83 active members, of whom 62 were in good standing, and associate members numbered 35.

On Oct. 19 the active membership

Seated (L to R): Henry A. Bellows, vice president, CBS, member of executive committee; Cesar Saerchinger, London representative, CBS; Edwin M. Spence, WPG, Atlantic City, vice president; William S. Hedges, WMAQ, Chicago, chairman of executive committee and past president; Walter J. Dam, WMJ, Milwaukee, retiring president; U. S. Senator Wallace White, Jr., of Maine; Clyde P. Steen, American Radio Association, and John Benson, president, American Association of Advertising Agencies.
The sorry experience of the manufacturers with price-cutting was reviewed by Mr. Geddes, "Price-cutting in your station rates, the cut-throating of each other, will also reduce your levels," he warned. "A price cut means that the other fellow will go you one better to get the business." He also advised against making special concessions to favored customers.

Transcriptions Aired:

FOR the commercial broadcasting committee, H. R. Carpenter, WPTF, Raleigh, N. C., chairman, read its report covering general principles as well as specific recommendations. Only one resolution was offered as such, dealing with electrical transcriptions, and it provoked considerable floor discussion.

The sense of the resolution was that the development of electrical transcriptions has made obsolete the Radio Commission's General Order No. 78, specifying that an announcement, 10 words in length, must be made before and after each performance of a recording. It recommended that the Commission amend the regulation so as to permit only one announcement for each such feature; that the announcement be made in any brief form; and that its use be restricted to transcriptions for broadcast purposes only and that this phraseology be made not mandatory.

Scott Howe Bowen asked that a precise definition be given the term "electrical transcription," recommending that it be defined as the original recording, and that the wording be specific to guard against productions which he said are inferior to phonograph records. I. R. Lounsberry, World Broadcasting System, suggested that the resolution might also embrace a provision for the announcement of the electrical transcription agency in the broadcast, such as: "This is a presentation of the World Broadcasting System, etc."

After further general discussion, participated in by Benedict Gimbel, Jr., WIP, Philadelphia; Harold E. Smith, WOKO, Albany, N. Y.; C. R. Cummins, WRAK, as well as Richard J. O'Dea, WODA, Paterson, N. J., and others, the resolution was referred by President Dam to the Resolutions Committee, with instructions to consider the advisability of incorporating the recommendations from the floor.

Standard market data forms were discussed by Mr. Carpenter in another part of his report. He brought out that these forms have not been sent to member stations because the A.A.A.A. thinks it advisable to get them out at this time and because there is some doubt as to whether they contain all the information the agencies want.

Mr. Carpenter said, however, that it had been decided to get them out despite the agency association view, on the theory that it is the best form available at the present time. The committee stands ready to help members in getting out such forms, he added.

The commercial committee reiterated previous recommendations without placing them in resolution form. These included its "constant urge" that all member stations maintain their card rates; that service to the listener is a primary requisite to commercial success; that quality of production should not be sacrificed to commercial expediency; that each advertiser should be required to make a contribution to the entertainment or education of the listener for the privilege of reaching the radio audience with his message, and that the objective of each commercial station should be to maintain itself on at least a self-sustaining basis since any other basis may be characterized as unfair competition with other stations or other advertising media.

Commercial Suggestions:

A NUMBER of recommendations to stations on general program phases were made by the committee, as follows:

"The committee recommends to station managers and commercial managers that in order to make radio campaigns effective, they give close study to the use of additional merchandising tie-ups, and that they recommend the use of tie-ups as will best pro-

OUT OF THE WEST—J. Leslie Fox, manager, KFTH, Wichita, and P. J. Meyer, president, KFYK, Bismarck, N. D., require success; that quality of production should not be sacrificed to commercial expediency; that each advertiser should be required to make a contribution to the entertainment or education of the listener for the privilege of reaching the radio audience with his message, and that the objective of each commercial station should be to maintain itself on at least a self-sustaining basis since any other basis may be characterized as unfair competition with other stations or other advertising media.

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motivate the success of broadcast advertising.

"The committee recommends that member stations look with suspicion on any so-called 'free services'—such as 'educational talks,' 'institutes,' and other propaganda with which every station is now being deluged. While the material may be authentic and acceptable in itself, it nevertheless constitutes advertising copy for some enterprise, and should therefore be accepted only on a commercial basis. Income is the life blood of broadcasting stations—they should be self-supporting.

"In the matter of station surveys, the committee is of the opinion that they may be of some value to the independent station, but that results obtained in any one locality do not indicate that the same results will hold true in other localities. In general, the matter of station surveys is still one for individual stations to handle.

There is quite a discussion on the matter of paying a 15 per cent commission on talent as well as time charges, and when agencies seem to feel that nothing should be done which will give the advertiser the impression that the agency and the character he is using will help increase his cost of talent, there nevertheless is the feeling, quite prevalent, that the accepted practice of morning breakfasts will be made somewhat easier if the agency knows it will get a 15 per cent commission on the sale of the program.

This is another question which will possibly be settled within the next year or two. One point, however, cannot be disputed and must be borne in mind by the broadcaster—that in the end it is the advertiser who pays.

The committee recommends that, where it is expedient or necessary to place a local dealer announcement immediately preceding or following a chain program, a rate should be set for that announcement—whether it be a spot in line for a rate in converting the time of the program to which it is connected. But the committee does not feel that there should be any objection to local announcements on transcriptions programs, where the program is sold at a general rate, and time for the announcement is included in the time sold.

"The committee recommends that a transcription program which is made for a national client should carry the general rate, even if it is placed on the station by a local firm handling the national client's products.

National vs Local Rates:

"ATTENTION of members is once more called to the Standard Questionnaire form which was sent to the membership on April 27th. This form has the approval of both the NAB and A.A.A.A."

Appointment of a new committee to work on the matter of agency and representative recognition also was recommended, with the suggestion that this committee be authorized to take whatever steps deemed necessary to set up at the office of the managing director in Washington, data of advertising agencies, station representatives or time brokers, so that this information can be given to any member station upon request.

Substitution of the words "retail" and "general" in referring to double advertising rates instead of the terms which have been used in the past, "local" and "national," was urged. Along with this it recommends that simplified definition of advertising classifications adopted by the Newspaper Advertising Executives Association be used as a guide in determining whether or not a particular account should fall within the retail or general classification.

The definition is as follows:

"An advertiser shall be entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns and controls. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy. Retail rates apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved." (Continued on page 27)

Convention Sidelights . . .

HALF-WAY around the world was the distance traveled by F. A. Osius, XCBP, located in the foreign settlement, Shanghai, China, to attend the NAB convention. Organized six months ago, his station already has 86 sponsors for its shows, and it is expected that in the American plan" even though owned by a British corporation.

MAGAZINE & PICTURES was this year's exhibit of the Consolidated Press Association at the Statler and included reports about this year's convention for broadcasting stations. Telegraphic dispatches were put up by a group of young men used by the CPA in the broadcasting station service. The talking point was that, in another year, the meeting of the membership may be held at Denver, and the meeting stands adjourned.

JOHN SHEPARD, 3rd, WNAC, Bos ton, may have played the golf links, but his rumored real golf champion is Fritz Meroney, WTIC, Hartford. John shot in 87 over his championship competition, and Fritz was two strokes higher. There was no playoff, however, and it is reliably reported that the latter is carrying around a mortgage on the National Bank.

THE DETROIT Women's Advertising Club was host to a group of convention attendants on Monday Oct. 27. Addresses on radio in advertising and problems of broadcasting were delivered by Henry Bellows, CBS vice president; George Trendle, WXYZ, Detroit, and Herschell Hart, WWJ.

AIRPLANES were popular modes of transportation to and from the convention. Among those flying their own ships were Joe Chambers, WLW, Cincinnati, and Wally Waterlo, Ia. A. H. Stackpole, WHP, Harrisburg, Pa., was there without his plane, though he not only pilots his own craft but is the commissioner of the Pennsylvania aeronautic association. William Foss, WCHS, Portland, Me., one of the oldest ex-Army aviators, came by plane but flew his ship back East.

THERE was a gathering of veteran announcers during the convention, and there was some merry reminiscing of the early days of a half dozen years or so ago by Lambdin Kay, "Voice of the South," of WSB, Atlanta; Leo Fitzpatrick, formerly the "Merry Old Chief" of Coast-Sanders Night Moves, from WDAF, Kansas City; E. L. Tyson, long with WWJ, Detroit; Neal Tompkins, "Topper" of the "Red Apple Club" over the old WCX, Detroit, now radio editor of the Detroit Free Press and on the staff of WWJ, and Quin Ryan, long famous for his sports broadcasting from WGN, Chicago, Will Pratt, manager, WEEI, Boston, and Tracy, now a local and national client's products.

FATHER Charles E. Coughlin, of the Church of the Little Flower, Detroit, fumed for his recent broadcasts over CBS and his current speaking over a widespread independent hookup, was an interested convention visitor. In the audience and nearby stations, with the Mills Brothers, latest CBS "finds" from Ohio, fairly taking the banquets to storm. The talent included Gene and Glenn and Ray Perkins, NBC; Doc Sherman at WMAG, Chicago, and NBC; Pat Harrington, Helen Thomas

A FAST ONE—The only kind of mike that should be hearing the story being told by Harry Butler, Washington director of CBS; next to him, left to right, are John J. Storey, manager, WTAG, Worcester; Charles W. Bur ton, manager, WEEI, Boston, and Bond P. Geddes, executive vice president, Radio Manufacturers Association.

Thanks, Mr. Webb PHOTOGRAPHS in this issue were made available through the courtesy of Jefferson Webb and the Detroit News.

BROADCASTING • November 1, 1931

IN CONFERENCE—Left to right, Miss Vera Burke, Manager, WMT, Waterloo, Ia.; Frank M. Russell, Washington vice president, NBC; and Martin Campbell, assistant manager, WHAS, Louisville.

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Whys and Wherefores of Radio Legislation

By SENATOR WALLACE WHITE, Jr.*

Co-Author of Radio Law, Lauding Broadcasters, Repudiates Priority and Property Claims; Calls Wave Grabs Unsound

COURT decisions and the opinion of the Attorney General, rendered in July, 1926, confirmed our 1924 view as to the proper construction of the 1912 law, and made known to all the absence of essential governmental authority. There followed the rush for licenses, the disregard of power limitations, of assigned frequencies and of time for operation, which so acutely emphasized the weaknesses and deficiencies of the 1912 law and the urgent necessity for new radio legislation.

From this break down of regulation of those days came the Radio Act of 1927.*

This Act in its short span of life has justified itself. There have been but two important changes in the law since its enactment. The Federal Radio Commission which by the original Act had appellate jurisdiction only is now a body with original authority. There has been added also to the original Act the Davis amendment. This amendment made mandatory that distribution of services clearly intended by the 1927 Act.

It is within the truth to say that all that has been done under the mandate of the Davis amendment could have been done by the Commission under the original law. The old law had the virtue of flexibility. The amendment is arbitrary. The amendment became necessary, however, because of the failure of the Commission to meet the responsibility imposed upon it to work out the distribution of stations and services as directed by the original Act. Most of the evils prophesied of its enactment have not come upon us.

Notwithstanding its rigidity, the want of balance in the zoning system set up, the difficulty, if not impossibility, of harmonizing its terms with technical considerations, the amendment has served a useful purpose. The time may come when its arbitrary provisions will be relaxed and we will rely for the desired distribution of services upon more general language under which the purpose of the amendment may be secured with less affront to technical considerations. It is my opinion, however, that, for the present, the Congress will not repeal this amendment.


1912 Act. Around this new principle the whole 1927 law may be said to revolve.*

Another fundamental change was in the ten of licenses. There was no language in the 1912 Act limiting the life of a license. The Department of Commerce in practice issued them for definite periods, but clearly if the law fixed no limit and if it conferred no right to fix a limit, the right to limit did not exist in the Department. Licenses were, therefore, indeterminate, good until Congress otherwise provided. And Congress, in this 1927 Act, did so otherwise provide. The very first section declared that no person could operate a station included within the terms of the Act, except under and in accordance with the Act and the terms of a license granted under it. That cut off the old licenses and compelled all to seek licenses under the new law, which fixed a positive and definite limitation upon their life.

In place then of licenses of indeterminate length, we substituted licenses of limited time. This principle likewise was a basic change effected by the new law.

A further purpose of the 1927 law was to make certain, so far as it could be done, that a license acquired as against the government no property right in the frequency assigned or any other right, beyond that given by the license itself. This thought finds expression in various forms in many sections of the Act. It is a purpose.

Then Congress included in the 1927 Act a number of provisions, not found in the 1912 law, aimed against monopoly. On the whole (Continued on page 33)

WHEN the zones were established the definite allocation principle of the Davis Amendment was not in mind. That came later. It would apply to an application for the renewal of a license as fully as to an original application. This was a complete reversal of the rule of

STATION CHIEFTAINS—Left to right: Leo Fitzpatrick, general manager, WJR, Detroit; Walter J. Preston, director, WBBM, Chicago, and A. Z. Moore, president, WKJIC, Lancaster, Pa.

*Excerpts from address by Senator White, of Maine, formerly chairman of House Committee in charge of radio legislation, before Detroit Convention of National Association of Broadcasters, October 26.
New Mexican Border Stations Threaten Interference in U.S.

Erection of Eight or Ten Transmitters Revealed; North American Conference May Be Necessary

BACKED largely by American capital, eight or ten new broadcasting stations of substantial power are being erected in Mexico and threaten interference with the operation of stations in the United States and Canada, according to reliable information reaching Broadcasting.

During the sessions of the Pan American Commercial Conference at Washington in October, it was learned that substantial service areas will be operated with powers of from two to 10 kw. and for the most part will be located along the Border. In addition XER, at Villa Acuna, new 75 kw. station belonging to Dr. John R. Birkley, former owner of KFMB, Milford, Kan., already is on the air experimentally, and according to reports, has been interfering with WSB, Atlanta, and CKAC, Montreal, as well as other stations.

These stations are being constructed on the theory that American industries will sell them since Mexico offers a fertile market for American products. Moreover, the owners hope to cover substantial American service areas because transmission conditions are excellent in the low flat areas of the southwest.

There already are some 40 stations in Mexico, most of them of low power, such as 100 watts or so. The number has multiplied each year, with the Mexican government the full record of the Radio Commission proceedings involving Station KFMB which finally resulted in the station’s being assigned a regular license. This was done on the suggestion of the Radio Commission.

COMMISSION MAY ACT

XER is the highest powered station in the western hemisphere. For several weeks it has been operating experimentally and is reported to be blanketing a 40-kc. range between 710 and 750 kc. Dr. Birkley has indicated that, when the station did shift to 660 kc., it would operate on 755 kc., or between the clear channels of WSB and KCAC.

Because of interference caused by XER, Miami, Naples, Washington, D.C., and other places in the eastern United States, Dr. Birkley threaten further interference to Mexico, as well as the United States.

Inasmuch as interference between radio stations is a serious obstacle to commerce, the Pan American Conference may be called to act.

CONFERENCE LOOMS

THis situation, coupled with the Birkley case, may lead to another conference between North American nations regarding the distribution of wave lengths. The Pan American Conference adopted a resolution offered by Luis Sanchez, Chief of the Department of Foreign Affairs, which, among other things, recommends that the countries of America enter into agreements to regulate communications “inasmuch as interference between radio stations is a serious obstacle to development of international communications.” This is taken to mean that agreements be established among the various nations to avoid overlapping activities.

The Birkley situation became the center of a State Department controversy almost coincident with the sessions of the Pan American conference. Dr. Birkley, whose Milford station was deleted because of medical broadcasting considered inadvisable, was expected to protest at the State Department in Washington Oct. 16 to protest to Undersecretary of State William R. Castle against alleged repressions by the Pan American Conference proceedings involving Station KFMB which finally resulted in the station’s being assigned a regular license. This was done on the suggestion of the Radio Commission.

Radio-Synchronized Scoreboard Covers the World Series

THIS “radio-synchronized” scoreboard, offering both word by word and play by play accounts, stole the show at Williamsport, Pa., during the recent World Series.

The two robot umpires holding the megaphones are simply electric loudspeakers, rebroadcasting the play by play accounts of Graham McNamee or Ted Husing. Every play is followed on the electric scoreboard, devised by C. R. Cummins, owner of WRAY, Williamsport. So great was his success with the arrangement that he has applied for patents and plans to manufacture the scoreboards and market them during the coming year.

The photograph shows the Philadelphian batting order, with St. Louis in the field. The players in the field are identified by name plates. At the end of the half-inning, the St. Louis batting order is substituted for Philadelphia and the Philadelphia team takes the field, in blue uniforms rather than the white shirts for St. Louis.

The board, Mr. Cummins said, drew a huge crowd to the courthouse lawn at Williamsport during the entire world series, while the only other board in town, operated by the local newspaper, was virtually deserted. Hitch your radio receiver to this radio scoreboard if you want to achieve the latest thing in synchronization, advises Mr. Cummins.

Two Pacific Coast Networks Are Formed By the NBC After Buying Four Stations

KGO is Koy of Orange and KPO of Gold Hookups; Five Station Units Replace Former Single Net

Two Pacific coast networks have been formed by the NBC as a result of its recent purchase of the four stations of the Northwest Broadcasting System. The networks went into operation as five-station units on Oct. 18, being made available for sponsored or sustaining programs either separately or as transcontinental supplements to the NBC-WSAP and the NBC-WJZ networks.

The first network, to be known informally as the Orange, consists of KGO, Oakland, owned by General Electric but operated and managed by NBC, as key; KFI, Los Angeles, owned by Earle C. Anthony, Inc.; KGW, Portland, owned by The Oregonian; KOLO, Seattle, owned by Suffer's Blend Station, Inc.; and KHQ, Spokane, owned by Louis Wasmser, Inc.

The second network, to be known informally as the Gold, comprises KPO, San Francisco, owned by Hale Brothers Stores and The Chronicle, as key; KBOA, Los Angeles, owned by Earle Anthony; KEX, Portland, owned by NBC; KJR, Seattle, owned by NBC; and KGA, Spokane, owned by NBC.

In addition to these regular networks, KPSD, San Diego, and KTAR, Phoenix, Ariz., are supplements which may be used with either group.

The alignment replaces the former single-station hookup that composed the NBC-Pacifc coast network. Stations KEX, KJR and KGA were in the group recently purchased by Don Gilman, Pacific Coast vice president of NBC, as was KYA, San Francisco. The NBC will operate KYA as a non-station for the time being, plans for its later disposition not having been completed.

That business has been good on the NBC-Pacific coast network this year is reported by Roy S. Proth- ingham, western commercial manager, who stated that out of 119 hours of the air 56 hours, or about 47 per cent, are sponsored.

W. J. Bryan, Jr. in Radio

THE firm of Bryan, Button and Cummings, Los Angeles attorneys, has secured controlling interest in Magnolia Park, Ltd., owners of KELW, Burbank, Calif., according to Robert Kaufman, manager. The senior member of this firm is William Jennings Bryan, Jr., son of the “Great Commoner.”

BROADCASTING • November 1, 1931

www.americanradiohistory.com
Measuring Radio Advertising Sales Power

By ROBERT F. ELDER
Assistant Professor of Marketing, Massachusetts Institute of Technology

Survey Reveals How Accurate Results May be Forecast; Value of Selecting Proper Program is Emphasized

MANAGEMENTS today are increasingly demanding proof that every dollar of expenditure is earning a profit. When a plant manager wants new machinery, he must demonstrate that it will effect savings or improvements in quality sufficient to pay dividends on the investment involved. Similarly, the sales manager who requests an increase in his appropriation for the purpose of having new salesmen must prove conclusively that the expenditure will earn a profit.

Few people today doubt that advertising, properly done, is profitable. But whether advertising continues to forge ahead the next decade, as it has in the past, depends on the development of methods which measure its effect in tangible form. Although several promising beginnings have been made, the reduction of advertising to a scientific basis is far from accomplished.

It has been possible in a survey conducted in the past few months to measure the specific effect of radio broadcast advertising for a number of products in general use. By determining the brand preferences of a large number of families known not to own radios and comparing them with the brand preferences of other groups using radio sets for varying periods of time, it became evident:

First: that a substantially larger proportion of radio homes than of non-radio homes purchase radio-advertised brands of merchandise.

Second: that, conversely, a substantially smaller proportion of radio homes than of non-radio homes purchase brands not advertised by radio, where there is competition between radio-advertised and non-radio-advertised brands of the same commodity.

Third: that the proportion of radio homes using radio-advertised merchandise is distinctly greater as the average listening time increases.

HOW IT WAS DONE

The study involved the mailing of 100,000 questionnaires on business reply cards, each accompanied by a letter carefully worded so as not to influence replies, to homes in ten representative American cities, 10,000 to each city. To insure against any significant differences in economic levels between radio and non-radio homes, telephone lists were used, thus practically excluding homes without appreciable buying power. The questionnaires inquired what brands were used of nine commodities, selected for the following qualifications: (a) articles in common use; (b) articles frequently purchased; (c) articles in general use by families in all economic levels; (d) articles some leading brand or brands of which is advertised by radio, and other leading brand or brands not so advertised; (e) articles which have in the past been heavily advertised in all media; (f) articles sold largely by advertising, with a minimum amount of personal salesmanship.

The commodities finally selected were: toothpastes, shaving soaps, toilet soaps, scouring powder, flours, shortenings, cigars, cigarettes and collars. A question as to what magazines were read in the home was inserted in an effort to avoid too great emphasis on the questions: "Do you own a radio?" and "About how many hours is it in use daily?" which were placed at the bottom of the card.

A total of 14,061 usable replies was received. The cards from each city were sorted according to whether or not radio ownership was indicated, and according to the average daily listening time. The number of users of each brand of product in each category was tabulated for each listening-time group, and percentages calculated.

EFFECTIVENESS OF RADIO

The general, over-all effectiveness of radio advertising is indicated by the fact that the average card from a non-radio home mentioned the use of three (3.07) products advertised by radio, while the average card from a radio home mentioned four (3.97) radio advertised brands.

In other words, based on 121,888 brands mentioned on 14,061 cards, all radio advertised brands in the aggregate showed an increase of use of 29.3 per cent in radio homes compared to non-radio homes. Comparing homes in which the radio was used over three hours daily with non-radio homes, the increase in use of radio advertised products was still greater, amounting to 36.1 per cent.

This difference in brand preferences between homes with radios and homes without them immediately brings up the question as to whether we are measuring the specific effect of radio advertising, or merely certain differences in power to buy or in inclination to buy. It was attempted, by confining mailing to telephone homes, to obtain two groups of equal purchasing power. That this probably was achieved is indicated by the fact that the circulation of the higher-priced magazines was even greater in the non-radio-owning homes than in the radio homes.

However, there still existed the possibility that the non-radio homes, although of ample purchasing power, represented a group of people of conservative buying habits, likely to remain uninfluenced by any form of advertising. But upon analysis it was found that the proportion of families using nationally advertised products was about the same in both non-radio and radio homes. The only significant difference was that radio advertised products had apparently displaced other nationally advertised products in radio homes.

TASTES VARY BY BRANDS

The extent of the gain in radio homes naturally varied for different brands. In general, as was to be expected, these programs consistently maintained at a high level, using frequent intervals over a long period of time, showed the best results. Particularly in gaining the initial foothold, the frequency with which a program is on the air appears to be of great importance. Several comparatively new programs, on the air three or six times a week, showed decisive gains in radio homes. The importance of proper attention to the selling talk in a program is indicated by the fact that one program which has ranked very high in popularity studies showed only mediocre results in terms of new users created. There were wide differences in the results attained by most of the (Continued on page 82)
Action is Awaited on CBS Request For a Booster Station in Washington

Network Not to Extend System, Commission Told At Hearing; WOL Offers Only Opposition

WITH full information before it, the Federal Radio Commission next week will act on the application of the Columbia Broadcasting System for a 250-watt station in Washington, to be synchronized on WABC's clear channel.

Assurances were given to the commission and the broadcasting industry by CBS witnesses at the hearing on Oct. 19 that the network has no intention of going into widespread synchronization "because such synchronization is impossible under the present allocation." The only objection voiced was in behalf of WOL, Washington, which is afraid of synchronization being disarmed. Action, however, was reserved by the Commission, which sat on banc.

As Columbia's legal witness, Lawrence W. Lowman, supervisor of operations of the network, said that about $50,000 had been spent to investigate and develop synchronization in cooperation with Bell Laboratories. The whole attitude of the network, he said, is based on the theory that if synchronization offers any hope for improving service, it is worth pursuing, relying on the theory of the ridge in the spectrum, "certainly the project should be given a trial. CBS has no desire to plunge into any drastic revision of its broadcasting setup, he said.

Granting of the application, Mr. Lowman testified, would make possible extension of CBS service to Washington listeners on a full-time basis. If the matter is rejected, the present outlet, does not use full network programs. He said the booster station, if granted, would be operated throughout the program day the service of WABC and that, therefore, local sustaining or commercial programs would be transmitted in competition with independent local stations.

In behalf of WOL, George O. Sutton, its counsel, said the station had been endeavoring to gain additional facilities in Washington, and the present broadcasting territory, the WOL quota status, it was stated, was designed to oppose the booster application. Existing records proved, he said, previous granting of the booster application on several different grounds. Now operating with 100 watts, the station is authorized, under a regional channel, but the Commission has never made the assignment. Before the channel is quit, it was pointed out, the station can be diminished by adding a booster station, Mr. Sutton said, increased facilities should be accorded WOL.

Paul D. P. Butcher, counsel for CBS, however, argued that WOL had not complied with the regulations concerning the station for a particular frequency on which a 250 watt station might be located in the same broadcasting area, he said, the station does not have a proper application on file.

Gibbons Outwarded
The record of Floyd Gibbons, champion word-sprint-er, has been batted out in accordance to unofficial returns from Chicago. It is reported that Bobby Griffin, K.Y., an announcer at WABC with a standing, has been intercepted by 33 per cent, prattling his words to the tune of 210 a minute. A member of the competitor's best speed at clocked by NBC, is a puny 180-word per minute gait.

Six More Stations Ordered Silenced

Commission Rules Them Off Air to Give Time to Others

CONTINUING its interpretation of compliance with the Davis equalization amendment, the Federal Radio Commission has ordered removal from the air of six more broadcasting stations, bringing to 32 the total number deleted during the last two weeks.

Two more stations in the Chicago area were hit by the Commission, with the station being intended to afford full time operation to WCKY, Covington, Ky., on the 1490 kc. channel, ordered silent are WJAZ and WCHI, each assigned one-seventh of the time on that frequency.

At the same time the Commission ordered WIBR, Steubenville, O., 1540 kc. 50 w., and WPMB, Newport, Ky., 1540 kc. 250 w., off the air, for violation of regulations and failure to serve public interest. In the former case Examiner Hyde was sustained, and in the latter the Commission sustained Examiner Walker.

A week ago the Commission ordered the deletion of WJX, Newark, and WKBQ, Jersey City, to the 1540 kc. channel, the power of the stations, 5 kw., and 250 kw., respectively, being up to the point of necessary decision it ever has rendered, the Commission ordered WIBO and WPCC, 1540 kc., 150 w., 500 w. each, off the air, in full time to WJJS, Gary, Ind., on 560 kc. Appeals have already been noted in the latter case.

EXAMINER REVERSED

IN REMOVING, on Oct. 30, the two additional Chicago stations, the Commission reversed Examiner Walker, who had recommended denial on the ground that WCHI, with its 5 kw., was carrying programs which were questionable as to public health, WCHI, licensed to the Zenith Radio Corporation, while authorized to use 5 kw. and permitted to operate 20 hours a week, was actually using power of 3,276 w., and not consistently using the time allotted. It was held that denial of the stations would mean no loss in program service to the Chicago audience.

Dill Will Fight Stations' Claim of Vested Rights

A FIGHT for the public's rights in broadcasting will be continued "even if we have to amend the Commission's decision," said Senator Dill, chairman of Committee (Dem.) Washington, in a recent address at Los Angeles.

Despite the plain intent of Congress, Senator Dill, before the Public Ownership League, "station owners are endeavoring to establish" vested rights to their channels. "Congress compelled every station owner to sign a waiver stating that he would make no claim to the use of the channel beyond the term of his license, and made him admit over his signature that he was granting a license that gave him no vested rights."

Declaring he was certain that the courts would uphold the constitutionality of the radio act's protective clauses, the Senator added, "if they don't, we shall continue to fight for the public's rights even if we have to amend the constitution.

Senator Dill criticized the Federal Radio Commission for its action in approving the broadcast of America-Sec 13 case, which involved possible cancellation of all local station licenses, 350 stations would have been included.

"The Commission," he said, "is administering and interpreting the Radio Act for the benefit of the corporations profiting by the super-commercialization of radio and the public interest."

Ultra-High Waves

Appear Favorable For Television Use

Better Than Low Frequencies, Many Engineers Believe

SIGNIFICANT developments of the past few months in the use of the ultra-high frequencies for television might have been regarded as practically worthless. It seems certain, however, that visual transmission over frequencies will be purely local, with the impulses traveling only to the horizon like transmissions of light beams.

At the present time, high frequencies occurs next February 3, pursuant to the provisions of General Order 119, recently promulgated by the Federal Radio Commission, there will be two changes directly affecting television and designed to further its development. The 1,550 kc. channel adjacent to the broadcast band will be used exclusively for sound synchronized with visual transmission. This frequency may be tuned on most broadcast receivers, to witness the 1,004 kc. sound track channel.

The second change is in the nature of an exchange. The present television band of 2,850-2,850 kc., will be exchanged for the aviation block ranging from 1,500 to 1,700 kc., which was formerly assigned to the United States of America as a part of the original arrangement between the two groups and is expected to aid both. These frequencies have been assigned to the television band involved and they probably will move to the new band. These are Short Wave & Television Laboratory, Boston, and Radio Pictures, New York. There may be a double-shift, however, which would involve others of the score of licensed experimenters as well as some of the latter applicants for facilities.

WEVD Given Renewal

RENEWAL of the license of WEVD, New York, Socialist mouthpiece of the Debs Memorial Radio Fund, was vetoed by the Federal Radio Commission Oct. 30, reversing recommendations of Examiner Walker. The station was deleted because the station had been guilty of violating regulations, the Commission said. It appeared that most of these infractions were the result of carelessness by employees rather than management.

REVIEWS OF THE WEEK

BY JACOB DICKINSON

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Unique Psychology of "The March of Time"

By FRED SMITH
Managing Editor, "The March of Time"

Designed to Acquaint Public and Advertisers With Magazine Rather Than Build Circulation, Program Did Both

"AUDIBLE journalism" was the very apt description given the dramatic news programs of Time news magazine. A new departure in broadcasting technique, this program literally made the radio world sit up and take notice. Just how it was evolved and the purpose it has served are here recounted.

TONIGHT the editors of Time raise the curtain again on a new kind of reporting of the news... eight memorable scenes from the news of the week... "From the March of Time..." After but sixteen weeks it was termed "the foremost feature of the air," "the best radio program," "the apex in showmanship." What is back of the sponsors' mind in turning out such a completely entertaining and intelligent production? To what extent has their purpose been fulfilled?

Several magazines are resorting to the ether waves as a medium of advertising. When a publication goes on the air, the general and immediate inference is that the primary purpose of its paid broadcasting is to increase circulation—creating, in other words, what might be classed as the billboard of the air. This is probably true in the case of most magazines and the inference would consequently be well-founded. However, Time, the weekly newsmagazine, is an unusual publication with an unusual purpose.

Truth is stranger than fiction and here is a fact which bears this out only too well. Time did not and does not have the bane of publishers' existence—the circulation problem. That is, Time did not and does not need a rapidly increasing number of sales. The magazine from its inception has built itself up slowly and had gradually expanded in accordance with the earliest plans of its publishers. Time had reached the steady and solid circulation of 350,000 without having been forced to resort to the usual advertising tricks and ballyhoo. Its enthusiastic subscribers were comprised of men and women of affairs,—diplomats, financiers, industrialists, editors, government officials, members of the legal, medical and educational professions,—people whose time was valuable. They were interested in getting the news without bias, written in a form intended to appeal only to the highest mentalities.

This unique position of the magazine, however, created by itself a problem which demanded a careful and well-planned solution. The question was this: since the magazine was known to but a limited number, it was unknown to thousands of dealers and consumers of nationally used and distributed products, who were part of the general public, not familiar with the magazine. What could be done to make these great number Time-conscious without necessarily making them subscribers? How were the dealers all over the country to be made Time-conscious so that they would be cognizant of Time's value and power as an advertising medium for the wares in which they were interested.

TWO YEARS PREPARATION

The most plausible solution to this problem seemed to be a nation-wide radio program which would broadcast from coast-to-coast most effectively the editorial qualities of the weekly magazine and which would wake people who would not read the magazine conscious of its power. Thus Time went on the air not to increase its circulation but to inform dealers the country over of its power as a medium for national advertising.

For two years the idea of dispersing news, dramatized in form and specially adapted for radio production, had been in the process of development in the Time offices. During 1930 a weekly service of outstanding news dramatizations had been syndicated by means of recordings to a group of 110 leading broadcasting stations in various parts of the United States. At the beginning of 1931, Time gave up this service in order to concentrate on a new development of the concept. For three months the program and production experts of the Columbia Broadcasting System together with the radio department of Batten, Barton, Durstine and Osborn, advertising agency, cooperated with Time in working out the final basis for the new program series. The "March of Time" first went on the air on Friday, March 6, 1931.

Arthur Pryor, Jr., was in charge of producing the program. Though the weekly performance lasted but half an hour, the show was rehearsed over twelve hours each week. Howard Barlow, Columbia conductor, cooperated in scoring and directing the musical part which added so much to its completeness and atmosphere. A battery of three sound-effects experts was used to sustain the correct atmosphere. Each week the outstanding news developments were scanned and seven or eight leading in importance were picked for radio

(Continued on page 32)

A scene from the recent Spanish revolution is being depicted under the direction of Don Stouffer, seated at right. Harry Vonzells, announcer, is shown in front as the "Voice of Time." The setting is the CBS "World Studio."
Property Rights Issue Revived
As Chicago Stations Are Deleted

WIBO and WPCC Appeal Order Favoring WJKs; WMBB-WOK Loses 3-Year Court Fight

THE QUESTIONS OF property rights of broadcasting stations and of the constitutional validity of the Radio Act of 1927 are back before the courts stronger than ever as a result of the Radio Commission's actions last Oct. 1 on the cases of WIBO and WPCC, both of Chicago, off the air and assigning their facilities to WJKS, Gary. Action was taken in purported compliance with the Davis equalization amendment.

By coincidence, the new appeals follow what amounts to a final adjudication of similar issues by the Circuit Court of Appeals at Chicago in the three-year-old case of WMBB-WOK, also of Chicago. A fortnight ago the court denied a petition for rehearing of this case, filed by the former owner, the Blackstone Mortgage Co., former licensee of the station, which was removed from the air by the Commission in September, 1929, to relieve congestion.

The alternative left the appellant is a plea to the U. S. Supreme Court of the District of Columbia and is believed that no such effort will be made.

The new cases have been taken to the Court of Appeals of the District of Columbia and are believed to present more comprehensive issues. Subject to the Commission from making effective its decision are requested, and, if the usual procedure is followed, the court will consider the merits of the cases of the station, to remain in operation during the litigation.

The Commission reversed the recommendation of Chief Inspector Yost in the Chicago cases. Mr. Yost, who held lengthy hearings last April, reached the conclusion that there was nothing in the Radio Act and the Davis amendment or in General Order 102, relating to rates, which would permit the granting of the WJKS application, and the "practical destruction" of WIBO and WPCC.

CHARGE CONFISCATION

WIBO, owned by the Nelson Brothers Bond and Mortgage Co. and WPCC, owned by the North Shore Broadcasting Corp., were charging the former with 1 kw. and the latter with 500 watts. WJKS is licensed to the Johnson-Eames Corporation, and controlled by Ralph Atluss, of Chicago. It now is assigned to 1500 kc., sharing with WGES, Chicago, and using kw. night and 250 watts until legal sunset.

In his appeal Levi Cooke, counsel for WIBO, charged the Commission's decision did not follow the law, that it represented confiscation of property without due process of law, and that it was in violation of the investment of $300,000 in the station. He contended that the District of Columbia General Order 102 could not apply since Illinois is delinquent in regional station facilities as pointed out by Mr. Maj. Gen. Geo. S. Gibbs, among the general lines.

At the hearings WJKS was represented by Mrs. Mabel Walker Willebrandt, former assistant At-}

torney General. Following the Yost recommendation against the Gary station, the Commission issued a bill of exceptions in which she charged, among other things, that Mr. Yost had "muddled" the provisions of the Act and exceeded the province of an examiner in his recommendations.

In its statement of facts and grounds for decision the Commission said it found that the two Chicago stations are not rendering service of distinctive character, further, that their deletion would not deprive Chicago listeners of program service which they are not now getting from other stations. Moreover, it brought out that Indiana is 2.06 units, or the equivalent of one call from each station, while Illinois is 12.49 units over quota.

RAISED PROPERTY ISSUE

The WMBB-WOK case now on appeal concerns an attempt to raise the issue of property rights and of the constitutionality of the radio act. WMBB-WOK challenged the Commission's decision to regulate broadcasting but also the legality of the Federal Radio Commission's jurisdiction in this matter. Moreover, it was content that the Commission, by removing the Chicago station from the air, had confiscation without compensation and without due process of law, in violation of the Constitution.

After the Commission removed WMBB-WOK, the owners announced their intention of broadcasting without a license. This was blocked by an injunction issued by the Circuit Court of Chicago, presided over by Judge J. H. Wilkerson. On March 1, 1929, Judge Wilkerson rendered his opinion in the radio act case, and denied the contention of property rights.

In an appeal was taken to the Circuit Court of Appeals, which certified five questions on this and a related case to the Supreme Court. Last January, however, the Supreme Court remanded the case to the Circuit Court, after hearing arguments, on the ground that the questions were too indefinite. Subsequently the case was argued before the latter court, with Assistant Attorney General John Lord O'Brien as counsel for the Government. This court last July handed down its opinion in which it sustained, in substance, the findings of Judge Wilkerson.

In his opinion the court setles the question of constitutionality unless an appeal on certiorari is sought and accepted by the Supreme Court. The court in holding that Congress has the power to regulate broadcasting as interstate commerce held that "in order to exercise its power in the only manner which would accomplish the desired end, which was through elimination of a great number of smaller stations operating on the same wave length in the same territory as the same time."

As to property rights the court...
Dual Operation Test Shows Results

Engineer Claims Greater Coverage and Loss of “Squelch” Through 4-Station Common Frequency Experiment

By T. A. M. CRAVEN

In March, 1931, four independent radio stations ventured forth on what may be the beginning of new era of broadcasting. This venture is so well advanced today that success today is an established fact, and take note of the results accomplished by these four pioneers.

The most important phase of this new thought in broadcasting is the complete acceptance on the part of the public of the need of broadcasting. The underlying necessity for cooperative action in place of the usual non-cooperative fever of the past is the beginning of so many radio stations of today.

Having accepted this principle of cooperation, the next phase of importance was the application of engineering principles to increase coverage and quality of service.

The four stations engaged in this pioneering work are WHP, Harrisburg; WOKO, Albany, N. Y.; WHEC, Rochester, N. Y., and WCAH, Columbus, O., all subscribers to CBS programs. WBAR, the state police station of Harrisburg, Pa., cooperated hand-in-hand in this advance of science.

The distance in miles between the four stations is as follows:

- WHP: 339 mi.
- WOKO: 280 mi.
- WHEC: 245 mi.
- WCAH: 248 mi.

These distances vary from one-third to one-half of that which is considered standard. The purpose of the experiment was to determine whether this below standard geographical separation of stations operating simultaneously on the same frequency could be maintained without detriment to the service of each.

These stations are licensed for 500 watts operation with the exception of WHP, which is licensed for 1,000 watts in the daytime and 500 watts at night.

WOKO of Albany, N. Y., and WHEC of Rochester, N. Y., formerly operated on 1440 kc., with a time-sharing arrangement at night. Their service was subjected to severe interference from stations on the same channel. This interference, combined with the time-sharing feature, resulted in an unsatisfactory condition from both an economic standpoint and from the point of view of service rendered to the public.

WHP of Harrisburg, and WCAH of Columbus, formerly operated on 1430 kc., with a time-sharing arrangement. In addition, WHP shared time with WBAK, also of Harrisburg. This condition was unsatisfactory from an economic standpoint to all of the stations involved.

The four stations now operate simultaneously on 1430 kc. This means that each has full time, except that WHP still shares with WBAK, the other station on the same channel in the same city. WBAK uses the transmitter of WHP during the experiment.

Observations made during the past summer show that within the normal protected service area of these stations mutual radio interference is of such a slight degree as to make service entirely acceptable and saleable. In fact, the interference between the four stations is much less than that created by stations on adjacent channels. This is a remarkable situation, differing greatly from the conditions usually resulting from the heterodyne "squelch" one so frequently encounters between regional and local stations separated at greater distances than those of the four pioneer stations.

SQUEAL DOOMED

The heterodyne "squelch" as it is now doomed. In its place we will have a "flutter," but this "flutter" will occur at greater distances from the station than the former "squelch." In other words, the coverage of these stations is especially true when stations broadcast the same program, such as those used at chain stations.

Thus, so far, the four stations are enjoying more time and experiencing less interference and hence can render an improved service to the public with an increased economic return.

All of this is accomplished in a very simple and inexpensive manner, which results in a saving. No extra land wires are required to connect the stations. Considering the above, it is obvious that the capital invested is remarkably small.

In a few words, the equipment required for a station is merely a frequency control unit capable of being tuned and maintaining the station frequency with more than usual degree of accuracy. In addition, there is required an accurate frequency checking device in the studio of the station. At one of the stations this frequency checking device should be of extra accuracy and so fitted that this station is able not only to check the frequency of the other three stations, but to permit the maintenance of a near identical frequency. Such a station means that the stations are using exactly the same frequency, but the degree of accuracy in frequencies such is usually the case with broadcasting stations licensed for the same channel.

The features of the equipment are the capability of tuning to within a few cycles, the maintenance of a constant value under changeable conditions, and the ability to check the "zero beat" relation.

MADE IN WASHINGTON

The equipment used by the four stations was specially designed and manufactured by the Radio Research Company, Inc., of Washington, D. C., which specializes in practical applications of high precision work.

A significant feature of the four station experiment is that all of the equipment is required by the new orders of the Federal Radio Commission, except that pertaining to the degree of accuracy and the extra tuning device at the one station. Thus it can be seen that the cost of this extra degree of accuracy is so small in comparison with the returns resulting from service rendered by the stations that it represents a step forward in the practical art of broadcasting.

The coming of winter, with its normal increase of adverse interference conditions, will be a test for these four pioneer stations. It will demonstrate whether or not further steps are necessary. It is predicted that such steps will not be required, but in the event that such need is proved there remains a probability of solution. This solution will have to be in the nature of the development of the "squelch" wave. This is the wave that carries the interference to a distance. The solution of this phase of the problem will have to lay in antenna design. Fortunately for the stations any steps along these lines will also result in a further increase of coverage.

The experiment to date indicates that, while the results cannot be called a general panacea for the improvement of broadcasting as a whole, there has been demonstrated the possibility of many applications which will be to the advantage of both the public and the individual broadcasting station. In any event, based upon the observations made in the coming winter season, there has been assured a complete absence of the phenomenon called audible heterodyne, aFrench name for the squalch of broadcasting, and a substantial increase in the quality and coverage of the service of these broadcasting stations.

Community Station Plan to Be Refiled

The Application of Community Radio, a corporation to be formed, for 25 channels for the exclusive use of community broadcasting in 267 cities will be refilled within a few months, according to C. R. Cummins, Williamsport, Pa., sponsor of the application.

In Washington Oct. 20 to attend a hearing involving his station, WRAK, Williamsport, Mr. Cummins declared that since his application would be resubmitted just as soon as certain tests are conducted involving operation of stations located on channels two, four, seven, and 14, the new application would be allocated on the basis of one watt per 1,000 population.

The original application was filed by Mr. Cummins as trustee for Community Radio last March, and a hearing was scheduled for Oct. 16. The hearing, however, was ordered in default by the Commission because Mr. Cummins had failed to file the necessary appearance papers.

The application enumerates the cities and towns in which the 267 stations would be located. By states, the stations were to be allotted as follows: Pennsylvania, 41; Massachusetts, 38; Illinois, 32; New York, 22; Michigan, 21; Connecticut, 17; Indiana, 17; New Jersey, 11; New Hampshire, 9; Maine, 8; Rhode Island, 7; Kentucky, 5; Ohio, 7; West Virginia, 5; Wisconsin, 5; and Iowa, 2.

Bay City Station Files Appeal on Wave Shift

An Appeal from the Federal Radio Commission's decision denying WBCM, Bay City, Mich., a change in frequency from 1410 to 940 kc., with its present power of 500 watts and increased distance of 76 miles was filed in the Court of Appeals of the District of Columbia Oct. 21. (Court of Appeals No. 5329).

The purpose of the application was to obtain from the Commission maximum restoration of its existing service area with minimum disturbance to the present allocation, the petition said the Commission assigned seven stations to the 1410 kc. band without notice of hearing to WBCM. As a result, it charged, the service area of the station was reduced.

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Lottery Law Seen At Next Congress

Commission Counsel Predicts Introduction of Measure

LEGISLATION to prohibit the broadcasting of lotteries games of chance will be introduced at the current session of Congress, the opinion of Thad H. Brown, general counsel of the Federal Radio Commission, in an address before the press on Oct. 19, Col. Brown recalled the activities of the Commission only a few months ago with respect to lotteries. These were a direct outgrowth of the activities of the American Newspaper Association, which at its convention last April adopted a resolution favoring the bringing of broadcasting under federal lottery laws.

"Undoubtedly, legislation will be proposed to Congress at the forthcoming session making illegal the transmission by radio broadcast stations of any lottery or game of chance," he declared.

Similar legislation has been introduced during the past several years but failed, because the pressure brought to bear by newspapers, particularly those in rural areas which in form, nearly half the revenue from lottery advertisement but which now are prohibited from accepting it, have generally believed that such a bill could be enacted at the next session with only negligible opposition.

The Commission, Col. Brown brought out, was informed by its legal department that it does not give it the authority to prohibit by regulation the advertisement of lottery or radio or television lottery bill which will be introduced at the forthcoming session.

Col. Brown said that the legal department had a check of station programs, and that while the radio act specifically prohibits the Commission from exercising for purposes of 2.27.51, the courts have upheld its in the consideration of programs as a means of determining whether public interest would be served by the continued operation of the station. He cited the case of Dr. John R. Brinkley, whose new radio of “Iowa, Kans., was removed as clearly establishing that principle.

This case is of tremendous importance," he declared, "in that it recognizes the right of the United States Government, through the Federal Radio Commission to determine whether or not a particular type of program is in the public interest.

Col. Brown discussed the manner in which radio communication facilities are being employed by the postal authorities for gathering and dissemination of news. He said that 641 broadcasting stations in this country are "owned by newspapers."

Westinghouse Will Hold Stations, Says Merrick

PRESS reports that the Westinghouse Company will soon turn over the operation and management of its broadcasting stations to NBC are emphatically denied in a statement released by W. C. Merrick, Westinghouse president. The statement says:

"Certainly rumors which have been brought to my attention have to the effect that the Westinghouse Electric and Manufacturing Company, in contemplating disposing of its interest in radio stations KDKA in Pittsburgh, WBZ in Boston, Wを持っている in Springfield, and KYW in Chicago. Westinghouse Company has no intention of divesting itself of ownership, operation or control of its broadcasting stations or any one of them. These stations have been and we expect to continue them as part of the company's broadcasting and its continued development and progress."

May Go Commercial

KSMR, Santa Maria, Cal., owned by the Santa Maria Valley R. R. of the Capt. Allen Hancock interests and hitherto operating as a non-commercial station, is now considering going commercial in December, an option to purchase having been granted to certain interests.

Wrigley vs. Amos 'n Andy

Battle Looms for Eastern Following as Chorus Girl Skit Takes Competing Time Over CBS

The radio world—listening public as well as program producers—of sitting back with eager anticipation to watch the result of what it considers the sudacious challenge flung out by William Wrigley, Jr. Company in introducing its much-advertised million dollar skit, "Myrt and Marge," in direct competition in the eastern seaboard between 7 and 7:15 p.m., E.S.T., but the market reached by that network is one of the most vital in radio's order of things. The feature will be heard five nights a week, beginning Nov. 2.

Since those lovable stars, Correll and Gosden, skyrocketed to radio heights with their Amos 'n Andy, that 15 minutes has been interspersed in any station except that carrying the skit. But now comes the Wrigley challenge, at the same time to challenge the idea that the world agrees on an identical radio medium.

The feature, the adventures of two chorus girls, written and acted by a team of ex-show beauties, is the brainchild of the Chicago studios of CBS and covers a coast to coast, including all major cities of the Pacific end. Besides the 7 o'clock eastern show, there is a second broadcast going to the middle and western parts of the country, 10 o'clock E.S.T. This period immediately precedes Amos 'n Andy in those territories. The skit runs five nights a week.

The show itself, and the fact of its existence, is a story in itself. For many months, almost everyone that had any idea for a radio production has approached P. K. Wrigley or his father, William Wrigley, Jr. but all has been to no avail.

Not so with Myrtle Vail, ex-show girl. This young lady had an idea, and this evening it is being introduced to America by W. K. Wrigley from a friend, interviewed the Wrigley president in his office, gave an impromptu audition reading all the parts herself, and landed a contract then and there. The act is to run for 52 weeks, and, though both girls taking the leads are new to radio, CBS and Wrigley officials are confident of its success.

The continuity combines heart-throbs and wise-cracks. It opens at a rehearsal for a show and takes place for the most part back-stage on a theatre set, while gathering and disseminating the dramatic. As the plot progresses an aspiring attorney, playwright, and long brother of one of the girls, and other characters are woven into the drama.

With the opening of the program, the mystery that has surrounded the subject matter of the skit must take second place in public interest to the outcome of the battle for the listening public on the eastern stations between Pepson's Amos 'n Andy and Wrigley's "Myrt and Marge."

Our Fun-Magnate

MAJOR-Domo S. L. (Roxy) Rothafel's recent visit to Savoy Hill, home of the British Broadcasting Corporation, in the interests of the Radio City project, led Wireless World of London to describe him as one of the magnates of the United States. Continued the British period, oh, "What he and his 'gang' don't know about broadcasting could be sandwiched between the pipes of the Gumm can opener."

I am glad to think that Americans can pick up ideas over here.

Combination Discounts

TEN per cent discount from card rate is offered sponsors taking KSEI, Pocatello, Idaho, and KTPI, Twin Falls, Idaho, affiliated stations, if they announce and operate the contract is handled through KSEI. Robert E. Lee, Jr., is KSEI manager. The combination rates are also being offered over KFPY, Spokane, and KGIR, Butte, through a cooperative arrangement between the stations. With the right of buying state hookup can be arranged by adding KOL, Seattle, and KOKI, Portland.

Producer Creates Hit To End Song Broadcast

PETITION of George White, New York theatrical producer, to enjoin the use of a selection of songs from the broadcast of songs from the current "Scandals," has been denied by the circuit court of the United States District Court. Defend-

anted were the NBC, CBS and WOR. White's claim to ownership rights on songs that were sung on the air and that he had sanctioned their use oncondition that they had obtained permission to broadcast the songs from De-

Says Model Newspaper Tie-up

HESTINGHOUSE'S KYW, Chi-

cago, and the Chicago Herald and Examiner, its full-time leis-

eknew, has worked out a tie-up between news-

paper and magazine on a satisfactory and offers an ex-

type to the numerous stations and newspapers throughout the country that have been attempting to solve this problem.

The tie-ups are an advertising one purpose, although, of course, certain times during the day are set aside for Herald and Examiner features and for newspaper promotion. KYW contracts state that any local advertiser using 5,000 or more lines in the Herald and Examiner annually is entitled to a 15 per cent discount in rates over and above all other standard discounts.

Not only that, but a definite tie-up has been established in several daily newspapers in the area.

For instance, there is a program called "State Street Tomorrow," which appears each day from 10 to 10:20, EST. The feature, which in the past has meandered up to 10.15 to 10.35. For this broadcast eight large State Street stores are promoted by the Herald and Examiner for a certain amount of space annually. Then each of the eight stores gets a one advertising mention during the "State Street Tomorrow" program with the orchestra.

The program came to be originated in order-of-mention alphabetically so there is no conflict or preference shown. The program carries a whole page insert on the store directly, any special offer, and may refer to the advertisements in the Herald and Examiner.

The "Marshall Field and Company Musical Clock" runs from 7 to 7:30 o'clock each morning. It gives a correct time announcement every five minutes. The commercial announcement every five minutes are by a male announcer.

The program consists of phonograph records and includes every varied musical program available.

"The Musical Clock" was originated many years ago as a station promotion and found so popular that Marshall Field and Company became interested. They contracted for a week's test, were satisfied and renewed for six months, renewed this contract for another six months and at the end of the year contracted for the feature for an unannounced period.
Zone and State Quotas Remain Unequalized in New Tabulation

Wide Disparities Still Exist Despite Commission's Efforts to Observe Davis Amendment

WIDE disparities in the distribution of broadcasting facilities among the five radio zones and the states continue to exist, despite the efforts of the Federal Radio Commission to bring about the equalization required by the Davis amendment, the Commission's latest compilation of quota figures reveals.

In substance, the figures show that the Davis amendment, which became law in 1928, is still inoperative, and that approximately one-half of the states are overquota, with the other half more or less delinquent in facilities. As a matter of fact, records show that on the whole the disparity of assignments is even greater now than it was before the so-called quota regulation (General Order 102) was adopted last January, due to the fact that at the time this order was adopted simultaneous day operation was not charged to quota.

The figures show that the country is exactly 34 units overquota, or approximately the equivalent of that number of 1 kw. stations operating full time on regional channels. The Commission has established the arbitrary figure of 400 units as the total to which the country is entitled, or 80 to each zone.

Of the 48 states, 23 are overquota and 25 underquota.

Three territorial possessions (Hawaii, Porto Rico and the Virgin Islands) and the District of Columbia are delinquent in facilities, while Alaska is overquota .32 of one unit.

ZONES AREUNEQUAL

The view is held that the Davis amendment is inoperative because it is physically impossible to assign all of the factor facilities equally among the five zones when they are so disproportionate in size, but are approximately equal in population. The amendment declares this shall be done to bring about equality both of reception and transmission.

In spite of the Commission's efforts to comply with the Davis amendment, it is found that the quota figures that the natural laws of economics frustrate the working out of a mathematical distribution of facilities if interference is to be averted. It is hoped that the new frequency regulation (General Order 113) which becomes effective next July, and which provides for a reduction in tolerance from 500 cycles plus or minus, to fifty cycles, will permit the most overquota in the nation—actually has increased in units assigned. On January 8 it had a total of 96.60 units and was 16.60 units in excess of its quota, whereas on January 8 it had a total of 96.89 units overquota as compared with its 96.84 units under quota at the beginning of the year.

In the cases of the other three zones, changes have been effected since the first of the year in accord with the intent of General Order 102. The Second or Pacific zone, for example, last January was 12.25 units in excess of the quota to which it is entitled, while the new figures show it to be 12.73 units overquota. The First or Eastern zone was 5.17 units underquota at the beginning of the year, as against 4.24 units under quota now, while the Second or Central zone now is 7.64 units under quota as compared with 9.54 units under quota at the beginning of the year.

Changes in the status of the individual states of material significance also are shown in the analysis of quotas for January as compared with the new figures. Illinois, as the most overquota state in the country, was 10.00 units in excess of its quota at the beginning of the year, and since then has shown only a small increase. Pennsylvania, as the most underquota state in units, lacked 7.95 of the 76.64 units to which it is entitled on January 1, but was still 7.39 units below quota when the new figures were compiled. There are nine states, however, where there are more underquota than Pennsylvania, on a percentage basis.

In defense of the Commission it was pointed out that the grants of facilities in overquota states and zones since the adoption of the new quota regulation were not actual violations of General Order 102, but resulted from the simultaneous day operation of stations on the same channel, which were going on before the order was adopted. Previously, these day assignments had not been charged to state or zone quotas.

1930 CENSUS BASIS

JUST six weeks ago, the Commission adopted the official 1930 population census figures as the basis for computing the distribution of broadcasting facilities, but they had very little effect upon the general distribution. Up to that time, the preliminary figures released by the Department of Commerce covering the 1930 population census were in use, as outlined by the Davis amendment.

This new tabulation showed differences between the quota units due under the preliminary figures and the final census figures affected 33 states, Porto Rico and the District of Columbia. No state gained more than .05 of a unit, which occurred in the case of New Jersey, while the greatest loss was .04 of a unit, in the case of Kentucky. The changes were as follows:

New Jersey, +.05; Kentucky, -.04; New York, -.03; Indiana, +.03; Utah, +.05; Connecticut, +.02; Porto Rico, - .02; District of Columbia, -.02; New Hampshire, -.02; Ohio, +.02; Alabama, -.02; Louisiana, +.02; Illinois, -.02; Minnesota, +.02; Wisconsin, +.02; Kansas, -.02; Colorado, -.02; New Mexico, -.02; Massachusetts, -.01.

Maryland, -.01; Pennsylvania, -.01; Michigan, +.01; Virginia, +.01; West Virginia, +.01; North Carolina, -.01; Georgia, +.01; Arizona, +.01; Nevada, +.01; Missouri, +.01; Wisconsin, +.01; Kansas, +.01; North Dakota, +.01; California, +.01; Washington, -.01; Montana, -.01.

KOIN, Portland, Ore., is building a new addition to house its technical department.
Brass Tacks

AMERICAN broadcasting has reached the stage of stabilization. The era of reckless development is over. Henceforth, American broadcasting must build along sound social as well as sound economic lines. No group of men are better aware of this than the broadcasters themselves. This was evidenced by the proceedings of the NAB convention in Detroit last week.

This country’s broadcasting must be maintained at a high level with a maximum of self-regulation and a minimum of outside intervention. Realization of this was indubitably impressed upon the broadcasters by important figures in public life and private enterprise who addressed them.

Unless the broadcasters present a united front and keep their own houses in order, the insidious campaigns of outside interests, who though they do not say so openly would destroy Radio by the American Plan, may gain force. To arouse public sentiment—which apparently does not want to be aroused against the American system—these enemies have contrived campaigns against too much advertising and against any little flaws they might discern in the American structure.

They ignore the high standards most of the organized broadcasters have achieved or are seeking to achieve. Actually, we know that their motives are those that they either want radio to themselves or fear radio as a competitive force in business or social leadership. Happily, these enemies are divided among themselves, with few of them offering any constructive alternatives to the present system and each opposed to the other’s theories and ambitions.

In so young and so successful an enterprise as broadcasting, mistakes naturally are being made. With respect to advertising, for example, we concur in the view that there isn’t too much advertising but that there is too much poorly done. This will undoubtedly remedy itself, however, as broadcast hours, which cannot be added like the pages of a newspaper, are held at greater premium and the broadcasters can pick and choose their accounts more discriminatingly.

Striking at basic defects in their own structure and showing evidences of an acute consciousness of their public service duties, the broadcasters at their convention adopted a score of resolutions. Probably the most significant statement heard there was to the effect that service to the listener is the primary requisite to commercial success. If broadcasters generally will follow the course charted by the NAB convention, there isn’t a force on earth that can assail them on any front with any hope of success.

Mexico

THE MEXICAN situation is becoming a matter of grave concern to American broadcasting and emphasizes the need for a definite understanding on the use of wave lengths by North American nations. The construction of eight or ten new stations just across the border is reported in the news columns of this issue. Interference already caused by XER, the new 75 kw. Brinkley station at Villa Acuna, just across the Río Grande from Del Río, Texas, focuses attention anew on the problem.

The longer the matter is delayed the more serious it will get. Stations going up in Mexico without regard for those here or in Canada acquire rights which grow more formidable with time. If steps were taken now the continent might be met with least embarrassment to American broadcasting, and perhaps by a simple reallocation of Mexico’s relatively few existing stations.

It would seem that it is Federal Radio Commission itself that has suggested such a conference to the State Department. The Commission, however, has been inclined to side-step the whole issue, apparently marking time until the Madrid Conference next year in the expectation possibly that the solution might come through the widening of the broadcast band or the opening up of the European long waves on this continent.

Praise From Leaders

IT WAS gratifying indeed to perceive the note of satisfaction with the American system of broadcasting that marked President Hoover’s address to the broadcasters in convention assembled in Detroit. Under private enterprise, President Hoover said, the lack of restraint upon programs and excellence of service without cost to listeners have avoided political and social conflicts and have preserved free speech in this country. In that sentiment a Progressive Democrat, Senator Dill, co-author of the Radio Act of 1927, also appears to agree, for it was Senator Dill who declared in a broadcast address last spring that “Radio in the United States should be kept as free as the press.” Gratifying and significant, too, was the closing remark in the address by Sena- tor White, who as former chairman of the House committee in charge of radio was author of the radio act on the House side of Congress: “Our system of communications are here in America a flame fusing our people into an American type, with common ideals and common aspirations for our country. You have splendidly met the obligations these considerations impose. That you will continue to do so, I do not doubt.”

The Radio Book Shelf

MR. ARTHUR W. SCHARFELD, in his recent article, “The Mexican Broadcasting Situation,” in the July Journal of Radio Law, Air Law Institute, Northwestern University, contributed an interesting and enlightening work on the legal problems involved in the regulation of radio communication as between Mexico, Canada and the United States. The work traces the history of Mexican communication, the time, the place, the conditions of the use of radio. Attention is particularly drawn to the problems involved in determining the rights of broadcasters licensed to use a particular frequency in either the United States or Canada who find Mexican stations operating on their assignment. The seriousness of this problem has been brought home to broadcasters in this country during the last year by the erection of high power stations not only by Mexican but also by certain discontented broadcasters in the United States who have been denied licenses by the Federal Radio Commission.

The author has pointed out the international aspect of this problem and the complicated questions of priority of rights involved. Three possible solutions of this problem are suggested: (1) clearing certain regional channels by reducing the power of stations previously operating on them to a fraction of their power in other channels; (2) reducing the kilocycle separations by the regional and local channels; (3) extending the broadcast band to include frequencies below 550 kc. Since no provision has as yet been made in the Mexican laws, the author concludes that Mexico shall have exclusively, and in view of the present Mexican laws governing radio communications, the necessity of reaching some agreement between the North American nations.

The author discusses these problems from purely a legal point of view. No attempt is made to deal with the intricate and complex political and economic problems which are necessarily involved in determining any international problem. It is worthy of the study of every person interested in seeing the formulation of an agreement for the regulation of radio communication among the North American nations.

The August selection of the Scientific Book Club was Edgar Felix’s “Television, Its Methods and Uses,” (McGraw-Hill Book Co., New York City, $2.50). This book is a comprehensive survey of the entire subject of television, largely in layman’s language but also of real interest to technicians. The book should be especially interesting to broadcasters wondering what they should do to prepare themselves for television. Mr. Felix gives a frank and impartial analysis of the basic facts about visual broadcasting. One of the most significant points is that present television research is being conducted along long established lines and, once television emerges from the laboratory, it will find a complete advertising and entertainment structure ready to commercialize it. “There will be no long period of adjustment and development,” he adds, without, however, venturing to predict when we may expect television to come. “It is no strain to prognostic prophecy to predict that television is just around the corner.” The probabilities are, however, that most of us are congregated hopefully on the wrong corner.” The author has had wide experience in all phases of radio since its inception and writes with the authority of one who is well versed technically.

Broadcasting • November 1, 1931
We Pay Our Respects to—

**SENATOR WALLACE WHITE, Jr.**

When Wallace White, Jr., was a youth about to enter Bowdoin College back in the nineties, his father, then corporation counsel for the Boston & Maine and the Maine Central railroads, was determined that he should study engineering and that his brother, Harold, should take up the law. For Wallace, Jr., had a distinct penchant for technical subjects.

Exactly the reverse happened. Wallace, Jr., studied law, being graduated first from Bowdoin in 1899 and later taking up his legal studies after several years in Washington. Harold studied engineering, and today is a scientist on the west coast.

Nevertheless, Wallace, Jr., maintained his interest in things technical. That is probably why he took so keen an interest in radio when, in 1926 and 1927, as chairman of the House Committee on Marine and Fisheries, he had to divide his activities between shipping and the proposed regulation of radio.

He was Chairman Wallace White, who largely framed the Radio Act of 1927 in collaboration with Judge Stephen Dalzell, former solicitor of the Department of Commerce, at the instance of the then Secretaries of Commerce and of Commerce, Elihu Root. On the Senate side, Senator C. C. Dick took the most active part in writing the new radio legislation, under which the Federal Radio Commission was established and under which radio is now governed.

The 1926 election, when Wallace White won the Senatorial toga of his state, in December, he enters the upper chamber of Congress for his first term, probably to become very actively identified with the radio legislation to come. He is not new to the Senate side of the Capitol. He served as Chairman of the House of Representatives with the convening of the extra session called by President Wilson in April, 1917, being reelected to Congress six times before becoming a candidate for the Senate. He won in the Republican primaries over former Governor Brewster and was elected by a wide margin. One of his most notable assignments in radio was the chairmanship of the American delegation to the Berlin Conference by President Hoover to Copenhagen last spring for the conference of the International Consultative Committee on Radio Communications.

George Turner, former public relations man for the Boston Grand Opera, more recently in publicity in Los Angeles, has joined KJH, Los Angeles, as publicity director. R. L. (Roxy) Rotafell was due to return from his European tour in the interests of gathering talent and ideas for Radio City on Oct. 29. He was accompanied by O. R. Hanson, manager of NBC plant operation and engineering, and G. M. Chatfield, NBC technical art director. J. P. Fishburn, Jr., president of the Times World-Wide Publisher of the Times and World News, Roanoke, Va., and owner of WDBJ, Roanoke, has been elected vice president of the United States Chamber of Commerce for the southeastern area.

Though he plays a good trombone, is a Mareoni graduate and is commanding officer of the commissioned officers of the 12th naval reserve, Stephen Perkins, of KFI, Los Angeles, is attached neither to the program nor to the program technical departments. Instead he is one of the station's star salesmen.

**PERSONAL NOTES**

Louis C. Cohn, formerly with the Bott Advertising Agency, Little Rock, Ark., has joined the sales staff of KLAL, Little Rock.

Edward Klauer, executive vice president of CBS, spent three weeks in October on a vacation motor tour in the Southwest. Lawrence Lowman acted in his place.

Jesse S. Butcher, CBS director of sales, was in Baltimore while his colleague was at the University Club of Larchmont, N. Y., on “this thing called broad- cast.”

Callie Simpson, star woman salesman of the commercial staff of KLAL, Burbank Call, is in Wichita Falls, Tex., because of illness in the family.

Thomas S. Lee, son of Don Lee, owner of KJH, KFRC, KGB and other radio stations, has just completed a speaking tour that included talks before advertising and civic groups in Washington, Columbus, Dayton and other cities.

**BEHIND THE MICROPHONE**

Ralph Stewart, founder of the “Bright Spot” Hour on WSB, Atlanta, and pioneer in the field of radio evan- gelism, by NBC contract, will conduct a morning devotional network period from 7:15 a.m. daily.

Vincent Kay, formerly music di- rector of WPHH, Salem, N. C., is supervising a new series of Tuesday and Thursday broadcasts over WSB, Atlanta, from the Keith’s Georgia Theatre of that city.

William Stoess, musical director for the Hudson’s, a Detroit department store, is taking over as conductor of an orchestra in four weekly late-afternoon programs. His previous experience was several appearances over WCAU, Philadelphia, in high school days.

Wayne Mack, young musician and actor of Ashatabula, O., has joined WJAY, Cleveland, as announcer.

Harold Peat, the “Private Peat” of Canadian Expeditionary Forces fame, now associated with NBC Artists Service, has been engaged by NBC to fill a key management post before the N. Y. state teachers convention in Syracuse Oct. 23, the Minneapolis convention Oct. 30, and is scheduled to make a tour the Hannibal, Mo., Rotary Club on November 10, to give an address at the state teachers convention in St. Louis Nov. 17.

Emmund Lytton, announcer for KTM, Los Angeles, has been promoted to the post of music director.

Roy Leffingwell, music publisher and entertainer now of Los Angeles, appears in a 15-millimeter sound film produced by Dorsley Pictures, New York.

Ted Duncan, music arranger in the NBC San Francisco studio, is composer of “In Old Brazil,” a tango, to be included in the next NBC season.

Ted Osborne, gag man for KJH, Los Angeles, formerly with King Fea- ture Syndicate, New York, has left to join the Walt Disney animated cartoon studios, Hollywood.

Henry Busse and orchestra have been engaged by the General Electric Corporation of America, effective at the close of a New York engagement.

L. M. Fitzgerald, manager of NBC Artists Service in Chicago, announces the signing of Mildred Bailey, blues singer, and W. Paul Whiteman and his group and orchestra from the Edgewater Broadcasting Network, Chicago, as an exclusive NBC artist.

Frank Westphal and his 14-piece symphonic jazz orchestra, have been signed to the studio staff of WBEN, Chicago.

Gene Rosse, chief announcer at KYW, Chicago, has joined the Chicago NBC Station.

Vinton Haworth, leading man in dramatic productions at WMAQ, Chi- cago, and director of its television pro- gram WJXN, becomes an exclusive CBS performer Nov. 1. He has signed to play a leading role in a new radio picture, as a star. The backstage show opening Nov. 2, and will work on other CBS productions.

The “Two Perfect Heels” of the new Fleischman Follies show for NBC over NBC Oct. 16, are Russell Pratt and Richard Glasgow, now known as one of the famous Three Doctors of WMAQ, Chi- cago, and NBC fame.

Elsie Lichtentritt, stylist of KJH, is due back from a trip to Europe and Africa, and has resumed her dayside work, basing her talks on her recent observations of styles abroad.
BOBBY GRIFFIN, formerly of WHO, IOWA, WMCN, MEMPHIS, and WBIM, CHICAGO, and for the last year with KYW, CHICAGO, has replaced Gene Rouse at the latter station as the news flash reporter. Gene has been signed by DAVID OWEN, who has of late been CBS production manager in Chicago, has been announced as the nightly "Skippy" sketch, leaving to WXYZ, DETROIT, his starring role in the "War."

EVERTT MITCHELL, Chicago NBC announcer, celebrates his seventh anniversary in radio on Nov. 2. In that time he has held such positions as station manager, production man, continuity writer, actor and announcer.

SEYMOUR RATTINGS, who has been doing a series of twice-a-week travel programs over KNJ and KFI, LOS ANGELES, and KGER, LONG BEACH, the past 12 months for Motor Transit and Pacific Electric Railway, has been elected president of the Round the World DX Club, LOS ANGELES.

BURT McMURTRY has been assigned to the post of West Coast announcing staff programs at the CBS New York studios.

JUDGE GUSTAM, formerly at WCDA, WLTH, and WFOX, NEW YORK CITY, is now announcing at WBBG, BROOKLYN.

LIN CHURCH, of KFRC, SAN FRANCISCO, has been selected to announce the H-O program which goes over CBS stations WINS, WACO and WSB, ATLANTA, the week he was chosen after a selective competition among the announcing staff.

NEIL STORR, of the KGO, OAKLAND, Calif., later at KJH, LOS ANGELES, is now reported as being at the M-G-M studios in Los Angeles.

MAURICE JOACHIN, of KNX, HOLLYWOOD, has gone to WBBM, CHICAGO, for a 13-weeks broacast of his programs depicting the adventures of a Hindu secret service agent during the World War.

CATHERINE RENWICK, radio actress, and John Holbrook, NBC announcer have announced their engagement. No date has been set for the wedding.

JAMES L. KITTLESON, dramatist, and coach has joined the announcing staff of KFLY, ROCKFORD, Ill. He was formerly with WISI, MADISON, WIS.

IN THE CONTROL ROOM

ROCHESTER section of the Institute of Radio Engineers will hold at the fall meeting in the Hotel Sagamore, Nov. 9 and 10. Papers are scheduled to be given by David Grimes, RCA: R. H. Langley, Stromberg-Carlson Co.; W. A. McDonald, Hazeltine Corp.; A. H. Chamberlin, CBS, among others, and H. B. GREEN, of New Orleans, has joined WMR, Tampa, Fla., as chief engineer. S. R. Ruben, director of CBS, another activity. In addition, the meeting will include a program of educational films, a meet of RCA Victor Corporation, and a separation of the Institute.

Shumaker Retires Jan. 1

RESIGNATION of Edward E. Shumaker, president of RCA Victor Co., Camden, N. J., effective Jan. 1, 1932, has been announced by David Sarnoff, RCA president. Mr. Shumaker joined the Victor Talking Machine Company in 1904, and served with it until its consolidation with RCA. He intends to retire from active business.

Beck Defends Freedom Of Speech for Radio

FREEDOM of speech over the radio, as a new medium of thought, should be defended as stoutly as the liberty of the press, the public is warned by Representative James M. Beck, Rep. (Pa.) Recognized as one of the country's foremost authorities on constitutional law, the former solicitor general said in an address on Oct. 20 at Monticello home of Thomas Jefferson, that the cinema, along with radio, must be given adequate protection. "Within the life of us here assembled," said he, "two new media of expression have come into existence. The one is the radio and the other, the cinema. Through the magic of the radio, that invisible courier of the air times is possible for the spoken word to be carried instantaneously to millions of people and the cinema has at least an equal audience. We must not defend the liberty of the press and ignore these new media of thought.'

Grocers Alliance Signs 13-Week CBS Contract

THE Independent Grocers' Alliance, a national organization of independent grocers, goes on the air Nov. 16-29 over CBS. The programs are scheduled for Tuesday and Friday mornings from 9:45 to 10 o'clock E.S.T.; while the initial contract calls for 13 weeks, it is expected to run longer. The network chosen extends from Detroit, MICH., and Baltimore on the east to St. Louis and Minneapolis in the west.

Unique Record Programs

ONE of Chicago's smaller recording stations, WAAP, operated at the Union Stockyards by the Chicago Daily Drovers Journal, offers something unique. Instead of broadcasting an unselected lot of phonograph records, WAAP has separated them into definite sets according to the nature of the music, with identifying titles such as "The Band Stand," for band music; "The Voice of the Cities," for radio news; and others. Similar periods for vocal records, organ music, classical, and semi-classical numbers. These units are offered to advertisers.

Radio Pays Hotel

RADIO'S value as an advertising medium for hotel services obtains a hearty endorsement from E. J. Caldwell, manager of The Roosevelt, Hollywood, who comments: "Saturday night last we had 10 different people tell us that they had visited the Blossom Room due to our broadcast. One party of 14 called up as late as 11 o'clock and told us they had been listening to the broadcast and had decided to come at once to the Blossom Room.'

Theater Folk Impressed By Sanabria Television

USING the same 10-foot screen that he demonstrated at the New York Radio Show in September, U. A. Sanabria, Chicago exhibitor, exhibited his television system to Film-Pan-Alley on Oct. 22. Actors in the Guild Theatre were televised and their images were carried over a wire line to a screen in the Broadway Theater.

Notables of the stage, screen, and broadcasting attended the premier on Broadway, and many expressed the belief that visual radio will be the future of the theatres. Theatrical producers are wondering what effect television is destined to have, if any, on their activities, and they are anxious to join with it if it is a step ahead for the theater.

WOWO Petition Denied

DENIAL of the petition of WOWO, Fort Wayne, Ind., asking the Federal Radio Commission to rescind its grants of power increases to WCAU, Philadelphia, and WHAM, Rochester, N. Y., was ordered by the Commission Oct. 22 as inconsistent with regulations covering procedure. The Commission stated that WOWO failed to file exceptions to the examiners' report. Answers were filed both by WHAM and WCAU to the Fort Wayne petition. WOWO contended that the mileage separation between Fort Wayne and the two other stations were inadequate, and that the power increases would cause serious interference.

Chairman C. M. Saltzman disapproved of the majority voting holding that the mileage separations were inadequate. It was voted to grant the petition requesting reconsideration of the high power awards to WCAU and WHAM.

Town Crier on W MA Q

THE clamorous rings of ye old hand bell this day heralds the appearance of the "Uneeda Bakers Town Crier" on WMAQ at Chicago. These broadcast periods last, lasting a minute each, are spaced over a period of 14 hours from early morning to late evening. Jack Nagley, stage veteran, does the "crying," which consists of a news feature. Just now the crier is promoting Uneeda Graham crackers, employing a new book that comes inside the wrapper of the Graham cracker package.
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 depths 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 and advertising agencies 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 SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

179 King Street W., Toronto 6-345 General Motors Building, Detroit 901 N. Michigan Avenue, Chicago

179 King Street W., Toronto 6-345 General Motors Building, Detroit 901 N. Michigan Avenue, Chicago

Baker Hotel, Dallas, Texas.

*CHEVROLET MOTOR CO.
VICK CHEMICAL CO.
DRUG, INC.
LIFE SAVERS, INC.
JOHN H. WOODBURY, INC.
MAXWELL HOUSE COFFEE
REMNITION RAND, INC.

Western Electric
NOISELESS RECORDING

November 1, 1931 • BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS

"MUSICAL CLOCK" is the name of a new series advertised in a campaign by the KEFBL, New York City. It is an unsponsored musical program in which the time is given every five minutes. "The Musical Clock" program heard over WOL, Washington, for the last few years also has been a success.

ADVERTISERS are grouped in a novel way in a week-day morning series heard over WKBRC, Cincinnati, handled by the Frederic W. Ziv, Inc., agency of that city. Miller and Ford, Olympic Highway scenic attractions, and "Boys" handle the advertising, propagating the products advertised.

DAVIS Perfection Bread Co., Los Angeles, sponsors of the "Optimistic Daily" feature heard over KFWB Los Angeles, for the last seven years, has added KJH, Los Angeles, for its radio campaign. A second series carried over WOR, week morning 15-minute periods of piano, song and chatter.

SEVEN years ago Beard Brothers, lumber establishment, began to use KEFBL, Everett, Wash., in a campaign. It is now the firm's oldest campaign. KEFBL is KBF's oldest sponsor. The Clark Investment Co., insurance, comes next in the list.

RICHFIELD Oil Company has taken over the Ascot Races, Los Angeles night-time motor races, and sponsors the Ascot races over WABC, Coast network, originating via KFI. Previously, for one year, KJH carried the races as a sustaining feature and later KFWB with a local sponsor.

The most successful commercial program currently on KCIF, Sacramento, is the "Knowledge Mound Co.," which has a daily news feature over an entire coast station network. It began circulating all its dealers to urge them to carry window displays, and the program received publicity about the program. It is asking to dealers to seek page 2, 3, 4 or 5 in the news section or page 1 or 2 in the radio and sports sections for the program. If some civic event crowds downtown streets on Thursday evenings, the circular also appears in the "goodie-lobster window."

TWO to five broadcast periods a week are carried over the NBC coast network by the following sponsors: Gold San Francisco, Ivory, Durex, Wabash, Whetstone, Libby, McNeil and Libby; Hellman Mayonnaise, Lucky Strike, Food, and the teens who sell it. John wipper, and his son, "The Peanut Butter and Jelly Man," and Donald C. "Horace" Bailer, of the Western Advertising Agency, Seattle, handles the account. The company has the only continuous radio account on the west coast.

NEW clients that have signed up with KFWB, Milford, Kan., are: Boyd Electric, Millers, in Denver; BC, in New York; KFSC, in Chicago; Edna Wallace Hopper, Chicago, and Sears Roebuck & Co., Chicago.

WMAI, Washington, has Holmes Bakery sponsoring the Radio Produc tions "Wellingtons" program, featuring Boswell Sisters and Smally, Mason and Lewellyn. Castleberg's, local jeweler, is using the program to feature famous movie stars produced by Arthur Judson Management, Inc.

OLSON Ruc Company, Chicago, heralded its "Open House Week" with a rush of 12 broadcasts during the week of Oct. 18. The programs utilized the features of the new Cincinnati, WMAQ, KYW, and WBBM, broadcasts simply invited listeners to call radio stations that week where guides conducted parties through the various departments and fixed tables.

HAL TOTTEN'S long-established summer evening sports summary on WMAQ, Chicago, so satisfied its sponsors that the program is being extended even before the end of the recent baseball season, at a 50 per cent increase in revenue. The feature is a 15-minute broadcast nightly during the baseball season giving the major sports news. It is broadcast earlier than the play-by-play of the Cub and White Sox games. It is sponsored by the Premier Salt Makers Co., makers of Blue Ribbon Malt. This company has extended the program to Ben Bernie and his orchestra on CBS.

A LIMERICK contest features the five-minute program broadcast at 4:45 p.m. week days over WOR, New York City, under the sponsorship of Peter L. Quigley, Inc., Naugatuck, Conn.

GLOBAL, Los Angeles, has signed with KJH, Los Angeles, for a two-week program to run 52 weeks, according to Ter DeBois, of the station's commercial staff. "To the Lady," is the little of the program which uses male quartet orchestra and xylophone solo.

PROFESSIONAL football has gained a popular and generally exploited feature by way of the Charles Denby Cigar has contracted for a broadcast of the Los Angeles Rams and the Chicago Cardinals on WGN. The Chicago and Los Angeles Elsons handle the commercial announcing. The cigar company works a suggested "taste test" over to its commercial announcements.

NETWORK ACCOUNTS

HART, Schaffner & Marx, offering "The Trumpeters" Thursday evenings, has signed up with KMB, Kansas City, to broadcast a program. A "Wise Men's Sleepers" program is being heard over several coast stations.

HART Advertising Co., New York City, has signed up three coast stations for the program. It is a "new" program and will feature a "taste test" for the "mountain bathers".

CARDBURNDOM Co., Niagara Falls, N. Y., abrasive and refractory products, returns to CBS for a series of Saturday night programs. The first week the program featured a broadcast of the Niagara Falls' roar and a tribute to Tshaikhovsk by Edward A. Manly.

AMERICAN Tobacco Co., Lucky Strike and Camel, begins Nov. 2 to offer a tackle program. This week the show is heard over KMOJ, Los Angeles, and is expected to consist of two CBS hookups at 7:15 to 8:30 p.m. and 11 to 11:15 p.m. Thanksgiving Day. The annual "tire-throwing" contest at the burning corn minestrels of old, returned to radio over an NBC-Pacific Coast network, covering 12 California stations.

COLUMBIA Records, Los Angeles, is a sponsor of a program heard over the NBC-Paci fic Coast network, covering 12 California stations.

A LUCKY STAR program, broadcast over NBC-FN, Dallas, is a weekly program heard over the NBC network.

MAY Gunner Corp., Baltimore, makes up its lists during November. Dodge automobile, broadcast over other media. The advertising manager of the company, advertising is placed by the Joseph Katz Co., 19 Mt. Vernon Place, Baltimore.

RAMMEL Advertising Corp., Los Angeles, is handling a "Rambler" program over the Hollywood Dry Corporation (genuine, odd man in the world of radio advertising) has announced that Frank Grimes, who has been in charge of receiver advertising, will start the winter campaign, followed with a "stick" campaign.

MARS See's Candy Co., Los Angeles, has appointed the Martin W. Allen Agency, of that city, to handle its radio advertising.

RAMO will be used to publicize the Jones' collegiate football game, invented by Coach Howard Jones of the University of Southern California.

GENERAL Motors' new Monday night series over an NBC-WEAF network in New York City. Starring with Virginia, the programs trace in the historical development of the automobile industry, with tributes to each written by Bruce Barton.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., has a new 15-minute daily series over NBC-WEAF network Sunday nights for the month of October. "TCoal King" is the program, featuring Alick Joyce and an orchestra under the direction of Paul Whiteman. This program has been turned every week night except Sunday from 7:30 to 7:45 B.S.T., being repeated at 11:45 p.m. for western stations and at 12:45 p.m. for far western stations. The complete hookup comprises 55 stations.

CHASE & SANBORN Co., New York City, coffee manufacturers, will continue to offer Eddie and David and David, "The Chase & Sanborn Hour," on NBC-WEAF network Sunday nights for the month of October. "The Chase & Sanborn Hour" will have become a radio star, especially with his "Commander for President" program, that the company preserved in signing him until he leaves later in December for Hollywood.

THE TEXAS Company, (oils), has re-entered western radio with a series of Sunday programs featuring song hits and a contest, "Highway to Hollywood," over the Don Lee system, starting at KJH, Los Angeles. Half-hour programs are given evenings over KFRC, Los Angeles, and Gregory Golubeff, are being carried over KGB, San Diego; KDB, Santa Barbara; KFEC, Fullerton; KFPG, San Jose; KFRC, KIBC, Portland; KFEC, San Francisco; KFBB, Dallas; KUSC, Los Angeles; and KOIN, Portland, and KOL, Seattle.

BARNES DAL Refineries, Inc., Tulsa, Okla., (oils) started on Oct. 25 a new 15-minute program over KNOX, Oklahoma City. The program is called the "Rkooll Council Bluffs, and a mid-western program will be put on over the coast.

NBC-PACIFIC Coast, the advertising agency, has signed up a series of Friday night programs for King Crab Packers' Sales campaign, as the company has a new program and firm has distribution for five brands of the Japanese king crab. N. W. in the mid coast of the State, which is handling the account. The campaign will run for 10 weeks.

PROSPECTS

WESTERN UNION and Postal Telegraph have been reaping rich rewards for their advertising campaign. One of the most outstanding is on both networks promoting its toll free "Cable" service. There are many excellent prospects for radio advertising. Western Union is now carrying a "stickier" radio campaign, which is very well produced and articles bearing this legend: "To the Radio Artist one telegram of applause will often do more than the best letter or postcard. Pick up your telephone — call Western Union — you will get answers that will appear on your phone bill."

MAY Oil Burner Corp., Baltimore, makes up its lists during November. Dodge automobile, broadcast over other media. The advertising manager of the company, advertising is placed by the Joseph Katz Co., 19 Mt. Vernon Place, Baltimore.

HAMMEL Advertising Corp., Los Angeles, is handling a "Hammel" program over the Hollywood Dry Corporation (genuine, odd man in the world of radio advertising) has announced that Frank Grimes, who has been in charge of receiver advertising, will start the winter campaign, followed with a "stick" campaign.

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KMOX
ST. LOUIS

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

- Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX

- is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX

- with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its minimum habitual audience).

KMOX

- dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX

- maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

November 1, 1931 • BROADCASTING
TRANSCRIPTIONS

UNION Carbide and Carbon Corp., through its subsidiary, Carbide and Carbon Chemicals Corp., has entered into a contract to supply ECA, Victoria Co., with a large order of Vinyline resin to be used in molding the new Vitrolac, or so-called "program transcriptions." These records, which are being introduced on the market, can be played either on complete musical program or a complete recording for advertising. The long-playing feature is obtained by slowing down the turntable and doubling the number of grooves on the playing surface.

KECA, Los Angeles, late in October announced that its top lobby bars and accept electrical transcriptions for daylight programs. It had previously frowned on records and records.

EQUIPMENT

WESTERN Electric's new moving coil microphone is the subject of a descriptive bulletin released here. "Western Electric has announced a complete bulletin 12-A, describing its new 100-watt transmitter.

DUBLIER Condenser Corp., New York City, announces the appointment of the Rock International Electric Corp., R. T. G. H. Leibowitz, as export managers in all foreign countries. The company has announced its list of foreign buyers of foreign materials for Dublier products.

WILLIAM DUBLIER, president of Dublier Condenser Corp., New York City, announces the additions to his staff of William M. Bailey, C. D. Hetherington, and John A. Louttit, Jr., of design, manufacture and sale of mica condensers.

STATION NOTES

KSL, Salt Lake City, announces that it will expand $20,000 for new transmitting plant, mechanical equipment and studio fittings in view of the fact that the station is being commended by them 60,000 watt power authority.

W. F. BRANCH, radio engineer of Fort Worth, Texas, has installed a three-watt auxiliary receiver as a power supply for KFBI, Milford Kansas, and a public service company. An arrangement with the generators formerly used and there was some difficulty in maintaining steady maximum output. In the fall, station manager, reports that the area of coverage has been materially improved.

KMCs, Inglewood, Cal., is now an official American Legion station, and its owners have set aside the noon hour daily on which to read official notices from the various posts of Los Angeles.

WMBG, Richmond, Va., has subscribed to the Consolidated Press news service. The service is by mail.

WILLIAM PROSS, manager of WCHS, Portland, Me., reports an increase in commercial business in 15 per cent over last year.

LEW WEISS, KJH, Los Angeles, manager and general manager for Southern California for the Don Lee Broad- casting Co., has announced that the station is practically sold out, so far as commercial time is concerned, into the middle of the 1932 summer.

KQW, San Jose, Cal., owned by the Pacific Agricultural Foundation, Ltd., uses the facilities of Robert Dollar Bldg., San Francisco, which is one of the offices of the California Almond Growers Exchange (Blue Diamond brand). Current mar- ket quotations and other information of importance to the citrus industry will be broadcast from whence it is broadcast at stated periods.

REMOTE control connections between the hotel and the station were set up at the Beach Hotel, where Paul Whitman's "The Big Broadcast" was given a great deal of attention. The hotel is a big station听众, and was under a contract to play a complete program the night of October 25, but this was quickly filled in by artists from other sources.

STANLEY HUBBARD, KSTP, St. Paul, reports that the "KSTP Weekly," supported largely by advertising, and possibly this year will be continued for a complete musical program or a complete recording for advertising. The long-playing feature is obtained by slowing down the turntable and doubling the number of grooves on the playing surface.

RAYNER, of Los Angeles, has taken over the account of the Los Angeles Herald, Hearst newspaper, has established a "news-radio program" department, and has been pushed until this time. He has been associated with various advertising products of the bureau.

RADIO, as well as newspapers, will be handled by the offices of the Pacific Storage Co., Salt Lake City, to call public attention to its service with careful handling. The Salt Lake office, agency, has the account.

AGENCIES AND REPRESENTATIVES

EUGENE INGE, radio editor of the Los Angeles Herald, Hearst newspaper, has established a "news-radio program" department, and has been pushed until this time. He has been associated with various advertising products of the bureau.

WILLIAM E. BRYAN, Denver advertising manager, has been given a recent speaking engagement by the Denver Advertising Bureau.

STEWARD P. ELLIOTT, formerly sales manager of the Pacific Storage Co., San Francisco, handling its NBC-Paci fic Coast program, has joined the Eastern offices of the Pacific Sales, Wasey Co., as merchandising expert.

J. H. JOHNSON, one of the earliest radio brokers in Los Angeles, has taken the place of the late Mr. Hildt, who is now free dancing with headquarters at KJL, Los Angeles.

CITY BROADCASTING, 219 North Main St., Los Angeles, is conducting a radio brokerage business with the Spanish-speaking population. A radio listing call for a daily afternoon period over KMSL, Los Angeles, and the Gama string quintet and soloists.

PEARSE-KNOWLES agency, Seattle, has undertaken a radio campaign for the Northwest stations to be only herb reducing tea, but the station list has not yet been announced.

BILLS, manager of the WLS, Chicago, handling transcriptions and radio time, has appointed W. L. Gleeson western representative of the company in the Robert building, San Francisco. Mr. Gleeson previously was commercial manager of the Pacific Coast, KTB, Oakland; KXU, Seattle, and the KJL, Los Angeles. He attended the Chicago company at the same time appointed Miss Beth Chase as Oakland office manager with offices at 397 Seventeenth St.

K. N. McCARTY, until recently with WCBS, New York City, has joined the staff of the K. N. McCarty agency, Detroit, has been appointed district manager of the Detroit bureau of the Bureau of Broadcasting, Chicago.


CABLES will be sent to the rating service for radio stations in national and sectional broadcasting over a select list of stations.

V. G. FREITAG, 622 Commercial Exchange Building, Chicago, Ill., has taken over the time of KMPC, Beverly Hills. The past two years he has had a similar arrangement with KMET, Hollywood, and KMCs, Inglewood. This is an additional station, Freitag will have charge of all the commercial activities for the three stations. Jack Keifer, who has been brokering for the daylight KMC time period, has joined Freitag as the Freitag representative of the station.

BEDTIME for the youngsters who tune in "Dreamland" in Schenectady, is broadcast every Thursday and Friday night by Gray McIntosh, a dentist by profession and a radio broadcaster by avocation. The program is underwritten by a number of young people, who take him into the Canadian Northwest in adventure talks.

BEDTIME is broadcast by violinistic "Beaumont" of the International Livestock Ex position, Minneapolis, Minn., and by Ellen Miller of the Animal Protection Union in weekly dog talks over WGBS, New York City.

A SERIES of afternoon studio concerts by vocal and instrumental groups of the Southern California Philharmonic was inaugurated on November 8 by the NBC-WJZ network. Symphonies of great promise have performed at 3:15 to 3:30 p.m., E.S.T., each Sunday for twenty-five weeks.

WING H. CO., New York City, created by the children of the New York public schools in memory of the children who died in the war, has been, for 25 years president of the New York Public School Athletic League, which under his leadership has published a series of educational programs over CBS and NBC. The school has sponsored sports and games each Saturday afternoon from 12:45 to 1:00 p.m., E.S.T.

TELESING's playing-by-description program, "Dreamland," is now a regular feature of the W2XAB, the CBS television station in New York City. The board was de signed to catch the drawing interest of radio vision producers, and is to be used during the whole football season.

RESUMPTION on Oct. 9 of the NBC Music Appreciation series, under the direction of Walter Demos, signals the reopening of the hookup of the largest transcontinental network yet assigned to that station. The series is being carried by the feature, which is destined for educational use, is sponsored by the largest billboard users in Cleveland. Thirty minutes in length, a program is supported by local and national and programs and stars.

PROGRAM NOTES

WEEKLY on Friday afternoons, be tween 4:15 and 5:15, E.S.T., an NBC WJZ network is carrying a series of "Western College Movements" over the Radio Guild. The first offering, "Aeschylus'" "Agamemnon," Oct. 8; then "The Taming of the Shrew," "Laertes'" "Midsummer Night's Dream," Oct. 23. Shakespeare's "Julius Caesar," Oct. 30. The series will run through April 29 and include works such as "Hamlet," "Othello," "Ibsen, Goldsmith, and Barrie.

MURRAY HORTON, jazz maestro of WLV, Cincinnati, is staging a twelve-a-week series of "High Notes" in the WCMJ station, calling for 200000 dollars each week.

FACTS from American history are included in weekly series of the Daughters of the American Revolution, D. A. R. chapter. The station also carries a weekly afternoon sustaining of the Illinois Federation of Women's Clubs.

www.americanradiohistory.com
Sticks by the Mike

BEING seasick did not deter M. Dehorter, announcer of the French Legion’s broadcast through with his running account of a program broadasting over the English channel recently. Throughout the whole adventure, the French announcer displayed his phonograph, describing the immense waves, the smashing of the windows of the captain’s cabin, and the attitudes of his unhappy fellow voyagers, nearly all stricken with mal de mer.

New Jersey Takes Lead In Proportion of Radios

NEW JERSEY has assumed the lead among all the states thus far reported by the U. S. Census Bureau of radios in the proportion of its families owning radio sets, with the census report for that showing that of the 887,616 families counted during the decennial census of population of April 1, 1930, there were 625,639, or 65.4 per cent, equipped with radios.

The most that this proportion among the 44 states previously reported was achieved by Massachusetts, with 57.9 per cent, followed by Rhode Island’s 57.1 per cent; Connecticut’s 54.9 per cent; the District of Columbia’s 53.9 per cent; California’s 51.9 per cent; and Wisconsin’s 51.1 per cent.

California continues to lead in total of radio-owning families, with 839,991; Ohio is second, with 810,767, and New Jersey noses out Michigan for third place, with its 625,639. The census reveals not a single county of Jersey with less than half its homes having radios, while most of the communities in the state report from 50 to 75 per cent. Reports for New York, Pennsylvania and Illinois remain to be issued.

INTERNATIONAL Communication Laboratories, Hillsborough, N. J., subsidiary of the International Telephone & Telegraph Corp., has applied to the Federal Radio Commission for authority to erect two transmitters to operate on frequencies between 1,000,000 and 3,000,000 kilocycles.

Electrical Transcriptions

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

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.

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

Room 1107—Annapolis Hotel—Dept. B

Washington, D. C.

November 1, 1931 • BROADCASTING
INDIA'S two big national stations, operated by the Radio Broadcasting Service, will be shut down shortly due to lack of public support in the payment of license fees on receipt ofni postmarks, according to a memorandum received at the Commerce Department. The stations are VUC, Calcutta and VUB, Bombay, each with a power of 1,000 kw. with antennas similar to the British system. This will leave only two local stations in the nation, one at Lahore and the other in Amritsar.

ABOUT a dozen amateurs in Portugal recently inaugurated regular broadcasting service and are supporting the INDIAN National Broadcasting Service. The scientific and technical personnel of the University of Lisbon, Lisbon, are also being given over to the service. The stations are two foreign-owned and operated by the R.S.F., Lisbon, the second of which is likely to be inaugurated in April.

Raising of Regional Power Limit Urged

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The Company Radioemisoras Na
tional, Mexico, the National Broadcasting Company.

RADIO broadcasts on the high seas have been inaugurated by the Adelaide Steamship Co., on the steamer Mandara, recently received in Cairise, Queensland. For the benefit of passengers and the crew, one officer on the bridge speaks in
to a loudspeaker, describing condi-
tions en route at frequent inter-
vals. His words are picked up by loudspeakers scattered over the
vessel.

SPAIN offers a growing market for radio apparatus and sets, ac-
cording to reports of United States
consuls to the Department of Com-
merce. Exports of radio equip-
ment by the United States to that
country in 1930 were valued at
$332,994. Of this amount, $291,-
772 represented receiving sets, while $91,750 was the value of tubes. Spanish manufacture of re-
ceiving sets is at present limited to the mounting of imported materials.

MEXICAN broadcasting stations must not pay license fees and
do not as a rule contract with independent agencies, accord-
ing to advice to the Department of
Commerce. Broadcasting and radio
advertising are growing and competition among stations is keen.

CBS Buys All Stock In WCCO for $300,000

FULL ownership of WCCO, Min-
neapolis, has been acquired by the Columbia Broadcasting System through purchase of the remaining two-thirds of the station. Official announcement was made in Oct. 22 by James F. Bell, president of General Mills, who said the sale had been made because of the de-
evolving of the nature of the station over the past few years into a highly specialized business.

Nearly three years ago CBS ac-
quired 50% of WCCO. Henry A. Bellows, former radio commissioner and vice presi-
dent of CBS, remains as president of the operating company. The net-
work exercised its option to pro-
cure complete ownership of the sta-
tion, and it is understood that ap-
proximately $300,000 was paid for
the additional two-thirds capital
stock.

Adams Revives Service

ADAMS Broadcasting Service, which came into radio in 1925 as the Adams Broadcasting System and later was merged with the Judson Radio Program Corp., will be revived on Nov. 1 by John T. Adams. Mr. Adams purchased for $7,500 from Dr. Thomas Willard, former president of the Judson corpora-
tion. Mr. Adams has purchased the business of the Adams Broad-
ing Co., and will build programs through the firm bearing his name. Ernest Chappell will be general manager of production and Joseph Paster-
nack director of music.

Commission examiners previously
have heard requests for increases from 1 kw. to 5 kw. from KGW, Portland, Ore., and KHH, Spokane. Others of the same group of sta-
tions, however, did not join in the applications with the result that no horizontal increases were in-
volved.

The case was continued by Ex-
aminer Pratt to give WFTW op-
portunity to gather additional engi-
neering evidence. The station burned last year, and field inten-
sity figures of the type required could not be made. Evidence in behalf of
the Commission will be present-
ed when the hearings are recon-
vened. Mr. Pratt is now in the hands of Andrew D. Ring, broadcast engi-
neer.

Novel Plan Urged

To Satisfy WTMJ

Pratt Proposes Changes in WFLA-WSUN Equipment

RESTORATION of the former ser-
vice area of WTMJ, Milwaukee, by ordering the WFLA-WSUN setup to WFLA-WSUN, Clear-
water Fla., assigned to the same frequency, is proposed by Examiner Elmer W. Pratt, in reports to the Federal Radio Commission.

By such a move, Mr. Pratt holds in Report No. 93, the Commission can comply with the mandate of the Court of Appeals for the Dist-
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## Cooperations Urged

CLOSER cooperation among broad-
casters and the ownership of sta-
tions were urged at the annual meet-
ning of the Inland Daily Press Asso-

Stations should be allies rather than business competitors, they said.
Broadcasters Unite to Strengthen Position
(Continued from page 8)

Following the report by Mr. Carpenter, merchandising surveys and methods of individual stations were discussed. J. Leslie Fox, KFH, Wichita, told how he had developed a system to make merchandising surveys among jobbers and retailers to determine how particular products are moving before beginning a radio campaign, during the campaign, and at its conclusion. Edgar L. Bill, WMBD, Peoria, Ill., suggested that the association consider an exhibit by individual stations at ensuing conventions showing the sales advantages of various merchandising methods, and making for an exchange of ideas. The question of primary coverage of a station was raised by R. V. O. Swartwout, WCAO, Baltimore, who inquired how this was to be determined. The chair called upon Prof. C. M. Jansky, Jr., consulting engineer, who outlined for the convention's benefit his method of obtaining and defining both primary and secondary coverage through individual field observations.

Merchandising Discussed:

ON MOTION of Charles F. Phillips, WFBL, Syracuse, N. Y., further general discussion of merchandising was precipitated. Donald D. Davis, WHB, Kansas City, related the success he had experienced in conducting a regular full dress program of radio artists in a hotel, with program sponsors given tickets for distribution to the public. Listeners flock to the stores for the tickets, he said, and the sponsor is aware of the pull of his program. Distribution of station logs among sponsors was said by Leroy Mark, WOL, Washington, to have proved eminently successful in showing listener response. The success attained by KWK, St. Louis, was recounted by Thomas Patrick Convey. More than 100,000 calls are being handled a week, he declared, with a number of telephone operators on duty at all times.

Dr. Elliott on Ethics:

PRESENTING the report of the Ethics Committee, Dr. Frank W. Elliott, Davenport, Ia., said it was evident that commercial practices and the rush to get business breaks down some of those fundamental concepts known as ethics. He emphasized the need for careful scrutiny of programs and avoidance of practices which would react to the detriment of the industry.

Declaring that unethical practices can "ruin this industry, and cause it to decay," Dr. Elliott said that the public must be kept satisfied. He offered no resolutions or specific recommendations, pointing out that the Time-Teller program committee covered the broad subject of ethics.

The conviction that properly devised educational programs will command appreciable audiences and that the broadcasters are ready to put them on the air was expressed by Levering Tyson, director of the National Advisory Council on Radio in Education. Admitting that educational conditions in broadcasting are "pretty bad," he said the air is now charged with what he calls "educational static."

"But I am convinced of one thing," Mr. Tyson said. "I am sure the time has come for educators and critics to quit telling the broadcasters how rotten they are, to throw their resources of trained personnel, time and whatever money they have or can get into developing what is good on the air into something better, and to devise ways and means of utilizing this valuable instrumentality we call the radio as a practical and powerful force to give the people the best brains the educational world in America can assemble."

Discussing the Fess Bill for the allocation of 15 per cent of the wave lengths to education, Mr. Tyson said his organization has refrained from participation in any campaign for legislation on any subject. He said his organization had declined an invitation to representation on the committee responsible for the introduction of the bill for that reason.

Following this address, Mr. Hedges read a report of the Educational Committee, headed by Judith Waller, WMAQ, Chicago, who was unable to attend. The report said that no meetings of the committee had been held during the year, but that contacts had been made with educational groups and the development of programs watched.

Furore Over Programs:

A FUROR was precipitated when Dr. Elliott criticized what he characterized as objectionable network programs, mentioning specific cases. He objected to women reading cigarette testimonials, and said that some Broadway stars, fine artists that they are, have been telling off-color stories. Stations should refuse to take such programs, he said.

Jumping to his feet, President Damm said the fuse had been touched off. He agreed with Dr. Elliott, asserting that he was risking WTMJ's network connection in so doing. It is a fact, he declared, that more thought is being devoted by some managers to the quality of local advertising than to merits of network offerings.

Mr. Convey admonished the convention for permitting the mention of specific names of advertisers "who have made us so happy and prosperous." He said the broadcasters have a check through their Better Business Bureau and Chambers of Commerce in rating programs.

"Unless some concentrated thought or policy is adopted to hold some restraining hand on such programs," Dr. Elliott retorted, "we will have Congress force this down our throats." He warned against programs that jeopardize the fundamentals of broadcasting, and said the element of showmanship is secondary to that of public service.

Henry A. Bellows, chairman of the Legislative Committee, picked up the discussion before offering the report of his committee. He said that the remarks of Senator White in his speech are indicative of things "we are up against in Washington."

"Radio is the target of more at-

WNAX
Yankton, S.D.
The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

" » Western Electric Turntables « "

1000 Watts
570 Kilocycles
Full Time

November 1, 1931. BROADCASTING Page 27
tacks than any other industry, barring none," he continued. "All are after our scalps. If we don't get together we are going to get swept under the carpet. We don't have our radio stations. The 50 kilowatts and the 100 watters are getting given the same consideration in Washington."

He referred to the case of Stations WIBO and WPCG, Chicago, ordered off the air by the Commission Oct. 16 to make way for WJKS, Gary, Ind.

Bellows Makes Report:

READING the report of the legislative committee, Mr. Bellows said the problems presented this year are even greater than in the past, and with good reason. The most serious legislative menace to the orderly progress of broadcasting is the activity engaged in deceiving the public into thinking that the efforts being made to induce Congress to take some back some part of the authority to allocate broadcasting facilities, which, by the Radio Act, was fully conferred on the Commission.

"It is the sincere belief of your committee," he said, "that Congress would not break down this wise provision of the Radio Act of 1927. Even attempting to pass such a bill would be the single frequency, the orderly progress of federal radio regulation is at stake, and any such ordinance would be a hindrance to the progress of the medium."

Supplementary legislation to clarify and improve certain administrative provisions of the Radio Act of 1927 was recommended in another resolution. This resolution recommended elimination of the requirement for construction permits, but if this amendment be not adopted, another amendment to restate the Commission record every vote and official action, including any public upon the request of any party interested, together with the Commission's opinion or memorandum stating the reasons for any decision or order resulting from a hearing or investigation, and that the Commission does not favor the bill offered at the last session which among other things would give the Commission power to suspend the license of any station for a period of 30 days.

Hill Zone System:

WHILE the committee saw little hope of any action at the forthcoming session looking toward the elimination of the "pacific zone system," it did, however, offer a resolution identical with that adopted at the last convention on the subject. The system, the resolution said, is contrary to all recognized principles of radio engineering and is based on an erroneous belief that the large sections of the American people of the service to which they are entitled is that no one is entitled to the use of the air unless he is "authorized." The resolution further stated that the law be amended to make service to radio listeners the sole basis for the distribution of facilities, rather than the Davis amendment.

Concerning state legislation the committee recommended the adoption of substantially the same resolution adopted last year, but with a further provision pertaining to libel and slander. It repeated that the NAB, after forming a group to regulate transmission on the ground that all broadcasting, as interstate commerce, is subject to federal regulation. In connection with state legislation the committee said that states should give due consideration to the provisions of Section 10 of the Radio Act, regulating the power of every station in the country. The resolution authorized the executive committee to make application to the I. C. C. for a continuance in the case of any complaint before the I. C. C. the claim of this association that a radio broadcasting station is not and cannot be a common carrier under the law.

Dispute Over Lotteries:

AMENDMENT of the federal radio law to insert a provision authorizing the broadcasting of lotteries was recommended by the committee and voted down in the floor session. A resolution to this end said the association "favors an amendment to section 29 of the Radio Act to provide for any such provision, offer or other verbal communication which, if not adopted, would be subject to exclusion from the United States mails under the postal laws of this country.

Mr. Cummins, WRAK, Williamsport, Pa., insisted he could see no objection to lotteries and that he felt they were distinctly of public service. Leo Sisson, while Battle Creek, Mich., disputed Mr. Cummins' argument, declaring that all forms of lotteries are prohibited by the constitution and that no evidence must be shown that the particular enterprise is a game of skill and not chance.

In a public session the NAB, Pittsburgh, asserted that his station long since had abandoned the scheme of trying to give something away to the audience, and that the program had been tried and tested. Some advertisers, he asserted, are more interested in getting fan letters than in merchandizing their products.

In open discussion Mr. Cummins touched on the plight of the local station in his address to the Commission. "Any tramp on a park bench with a two-cent stamp," he stated, "can get a hearing before the Commission and force a hard-working broadcaster to travel even to another county to defend himself." He advocated general orders proposed by the Commission, and urged "looseness" of the local stations in general, with phonograph record announcements and with the 12-hour broadcast requirement. All this should be done with consideration for stations on low-powered stations, he said.

A special subcommittee of the legislative committee, made up of Louis G. Caldwell, attorney, and Mr. Butcher, then presented its report, which, along general lines, embraced the matters raised by Mr. Cummins. Presented by Mr. Caldwell, the report urged that similar general orders be given of general orders, and that the Commission, by arbitration, extend its jurisdiction in some of the disputes between stations, rather than cite them for violation in Washington. Mr. Caldwell, after reading Order 105, dealing with the broadcasting day, also should be done with consideration for local stations, and in many instances, conferences, the report stated.

Supplementing this presentation, Mr. Butcher suggested that some action be taken of control of the sentiment of the industry along these lines be adopted.

Reads Saltzman's Paper:

SUBSTITUTING for General Saltzman, Dr. C. B. Jolliff, chief engineer of the Radio Commission, on
Holding the Audience for YOU

Pleasing an audience once is not such a difficult accomplishment, but holding it 365 days a year is the real test of a station's merit.

Every survey made in the Twin Cities' trading area in the last three and a half years has shown that KSTP has approximately 70 per cent of the audience.

That is not an accident. It is the result of painstaking effort, liberal expenditures and the foresight to give the public what it wants. Advertisers and agencies everywhere know that KSTP dominates this rich field. Now let us tell you ten mighty good reasons why.

KSTP has:

1. The choicest Red and Blue NBC programs.
2. The finest regional and local programs.
3. Perfect transmission with new transmitting facilities valued at $300,000.
4. More power than all other stations in the state combined.
5. The longest daily schedule—19 hours.
6. The largest station personnel in the country devoted exclusively to radio.
7. Complete departments in program building—continuity, music and research.
8. The largest music library of any radio station in the West.
9. The only staff orchestra in the territory.
10. A complete merchandising service.

When you want to get your message to the Twin Cities and the immediate Northwest, let us help you solve your problem before you go on the air.

SAINT PAUL     KSTP     MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

November 1, 1931 • BROADCASTING
Wednesday read the address prepared by the chairman dealing with problems of mutual concern to broadcasters and to the Commission. The official declared that broadcasters, they are witnesses to the correctness of complaints now prevalent concerning sales talks and will otherwise improve their programs. The advisability of widening the broadcast band, to be considered at the Madrid conference, and telecasting were subjects Chairman Saltzman's paper discussed. The industry should not mislead the public about television development, he said, pointing out that the Commission still regards the visual art as highly expensively. It "cannot be commercialized at this time."

The Davis amendment, Senator Saltzman was ready for the first time, "today does not look so good." When it was enacted, he stated, there was undoubtedly a need for a legal yardstick to guide the Commission in its work. But changes and improvements made in the radio art during the last few years make it relatively unnecessary.

Replying to Mr. Caldwell, Dr. Jolliffe said it was his personal opinion that the original provisions of the law which called for an equitable distribution of channels was the ironclad terms of the Davis amendment.

Called upon by President Damm, Mr. Caldwell spoke about the "Mexican situation" and the urgent need for action. Declaring it a "delicate subject," he said the Mexican radio association faced no more serious problem. Recently Mexico has awakened to the value of broadcasting, and a number of stations now being built near the international border, operating on frequencies being used by the United States or Canada, Mr. Caldwell said. Were it not for the fact that Mexico, like all other countries, is suffering from a financial depression, conditions might be much worse, he stated, since unquestionably a greater number of stations would have been built.

Mr. Caldwell said widening of the broadcast band presented a possible way out of the crisis, and that the situation had been met in this way by European nations. There is a front, he said, with a united front for enlargement of their broadcast band, he said.

**Pleads for Local Stations:**

A PLEA in behalf of local stations was made by Roy Thompson, WFBG, Altoona, Pa., chair of the local committee, which presented its first report to the association. Problems which are seldom encountered in stations connected with the networks of stations or networks are more appreciable power content the local station, he said. Considerable good could be accomplished, Mr. Thompson suggested, by having the association designate a chairman from each state to call a state meeting of local managers at regular intervals to discuss local station problems. Each such conference could appoint a delegate to attend the annual session of the NAB. Every local station should become affiliated with the organization, he said, for its own good. The further recommendation was made that the association, in any manner which it sees fit, have Sec.

**Assets of CBS Adjacent Report $897,224.58**

**ASSETS** of the Atlantic Broadcasting Corporation, engineering adjunct of CBS and the licensee of WABC, New York City, $224,58 on Aug. 29, 1931, it is disclosed in the corporation's financial statement presented to the Federal Radio Commission in connection with the Washington booster hearing Oct. 19.

The largest single item was represented by the balance sheet, subject to an adjustment of accounts set forth in the brief prepared by Lieut. Comdr. T. A. M. Craven. The committee concurred in many of these recommendations, but took issue with others.

**Closing Session:**

AS ITS closed session just prior to adjournment, the association considered individually the various resolutions offered during the preceding sessions. With a single exception, resolutions offered, as well as several proposed from the floor, were adopted. The only exception was in the proposal that a committee be appointed on agency recognition. When Chairman Bellows said the resolutions committee was unable to report out this resolution, Mr. Hedges moved that the matter be referred to the commercial committee. The motion carried.

Following the election of officers and the installation of Mr. Shaw as president, the chair heard requests from a number of cities seeking the 1932 annual convention. Pittsburgh, Kansas City, Louisville, St. Louis, Chicago, Atlantic City, Washington and other cities made bids, all of which were expected to be considered by the board of directors. With the disposal of other organization business, such as the amendment to the constitution and by-laws, the adjourned session was adjourned adjourned by President Damm, and hailed by him as the most successful annual meeting in the association's history.

**CLASSIFIED ADVERTISEMENTS**

Classified advertisements in Boned 500. Agency rates. 100 per cent. forms. cash, 10 cents per insertion. Free.

**Want to Buy**

 Wanted--500 watt transmitter, Moosic's, Inc., Muncie, Indiana.

**Position Wanted**

Managing Director of regional station in New York area contemplates change. Has had extensive experience in station program, continuity, production, commercials, has knowledge of any department anywhere anytime—any department exchanging. Has exaggerated ideas of remuneration. Details and satisfactory references on request Box 1, Broadcasting.

**More Business for Broadcasters With These Invaluable Books!**

RADIO IN ADVERTISING

By Orin E. Dunlap, Jr. Radio Editor Nation Times

This practical manual explains in detail how to sell more goods by radio. Methods of the most successful broadcasters, agencies, radio stations—choosing programs, writing radio copy, merchandising, measuring results, finding the right circulation, the right artists, etc., are given here.

"A wealth of information. A complete history of what we know today about broadcasting, and an immense amount of evidence to show sponsors just how to get the most out of their radio investment."—Bantam Transcript.

"Highly valuable guide. Stuffed with facts."—New York Times. $5.00

**RADIO AND ITS FUTURE**

Edited by Martin Codel

Answers all the questions of what, why and how of radio. An invaluable statement by 26 acknowledged leaders, including David Sarnoff, M. H. Aylesworth, Roy S. Burdine, J. G. Harford, Leslie de Forest, J. W. Gore, and others, of the development of broadcasting, television, short waves, telephone, government regulation—every angle of the radio industry.

"The most complete book of this type I have ever seen."—H. P. Davis, Vice-President Westinghouse Electric Corp.


$1.00

**FREE EXAMINATION COUPON**

HARPER & BROTHERS
49 East 33rd Street, New York, N. Y.

Name

Address

City State

Please send me a copy of
RADIO IN ADVERTISING, $5.00

RADIO AND ITS FUTURE, $4.00

I will remit $ in 10 days or return book(s).

Check enclosed.

Business Connection

Send C.O.D. (Please fill in)

BROADCASTING • November 1, 1931
READY TO DETERMINE
THE COVERAGE of YOUR STATION

Scientific methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY
NATIONAL PRESS BUILDING. WASHINGTON, D. C.

November 1, 1931 • BROADCASTING
Unique Psychology of “The March of Time”

(Continued from page 12)

re enactment. News was never sacri ficed for a good “radio act.”

The success of the radio plan was instantaneous. VARIETY, the periodical publishing the entertain ment world, said of it: “Represents the apex in radio showmanship.” TIME for sook what was the generally ack noledged radio technique and went back to the method of the theatre. The directors were in press ionism in sound as compared to the graphic and definitive style used in many other radio dramati zations. Jack Foster, radio editor of the New York World-Telegram, key paper of the Scripps-Howard chain, wrote: “still lingered in my mind that new Columbia program, The March of Time, which shouldered its way through the air last Friday. It was a kind of talkie news reel creating vividly in words the tales which have stood beneath the headlines.”

Broadway’s most acute observer and fact-finder, Walter Winch ell, piped: “The mag TIME’s broadcast is a thrill.” Radio’s news broadcaster and internationally known journalist, Frederic William Wile, congratulated the editors by letter: “In my judgment The March of Time has become the foremost feature of the air. The Belasco who is staging it, the actors who are dramatizing it, and the Ted Husing who is announcing it are between them all doing a super fine job.” Publisher John Farrar wrote: “Congratulations on the best radio program I have ever heard on the air — as a matter of fact, the best I have ever heard . . . .”

So much for the comments of experts, but what of the reaction on the part of the general public, to which TIME was hitherto relatively unknown? But two stories are necessary to illustrate the mass popularity of “The March of Time.” Howard Barlow was seeking to make arrangements to play over a certain Long Island golf course. The clerk at the desk of the club house asked him for some sort of identification. Barlow said that he was in radio, with Columbia.

“Do you have anything to do with The March of Time?” queried the clerk.

“Yes,” Barlow responded modestly, “I direct the musical activities.”

“Enough said, here’s the first tee,” replied the clerk, “You don’t need any references.”

Another incident occurred when a member of the TIME staff stepped into an elevator to go up to the office. He was the only passenger on the elevator, and the boy said: “Say, The March of Time radio program is connected with this magazine TIME up on the fourth floor, isn’t it?”

“All About Babies

PETER DIXON, who writes and acts in “Raising Junior,” heard nightly over an NBC-WJZ network, is getting a new kind of fan mail. Having two youngsters of his own, his skit for the Wheatena Corp, Rahway, N. J., tells mothers about them and their care, a subject on which he has studied extensively. In one week Dixon got 15 letters asking about babies, but he was quite unprepared when one young wife wrote and asked him would he please submit an estimate on the cost of having a baby.

Radio Sales Power

(Continued from page 11)

radio homes than in homes without radios. The result in the other 12 per cent of cases can without exception be ascribed to the smallness of the number of users of the particular brands involved.

Significant as are the results in demonstrating the value of radio advertising, even more significant is the opportunity presented to compare the results of different types of programs. By a study of this nature, a manufacturer using radio can determine exactly what he is getting in the way of new users from his investment in this medium.

Tax on Receiving Sets Considered by Treasury

THE Treasury Department is considering a Federal tax on radio receivers, along with a number of other commodities in the so-called semi-luxury class. With the Treasury facing an even greater deficit than the $903,000,000 unfavorable balance of the past fiscal year, it was said officially that the administra tion has reached the conclusion that new sources of income must be employed.

Radio was held to offer a rather lucrative source of revenue, and it was said that a sales tax would have no effect on the cost of living. The tax need not be large, it was indicated, since the annual sale of several million sets would yield considerable revenue with only a nominal levy, and would not adversely affect the industry.

Before such a tax can become effective legislation is necessary, and it is the plan of the administration to include radio among such other items as automobiles, amusement, jewelry, confessions and the like in recommendations for a broader tax base predicated upon a selective sales tax to be forwarded to Congress at the forthcoming session.

A 24-Hour Station

ON THE AIR 24 hours a day con tinuously for the last few years, KGFJ, Los Angeles, reports that it is carrying 100½ hours of commercial programs divided among 25 sponsors.

FULL TIME

Four stations previously operating part time are now on a full time basis, as the result of the application of modern engineering principles.

Brilliant allocation analysis by Mr. T. A. M. Craven, Consulting Radio Engineer, opened the way. Precise frequency control by Radio Research Company methods provided the economical solution of the problem.

Radio Research Co. Inc.

1204 Irving Street N.E.

Washington, D. C.

BROADCASTING * November 1, 1931
Whys and Wherefores of Radio Legislation
(Continued from page 9)

these have been salutary. There is not likely to be modification of them at this time. It is by no means certain, however, that an amendment should not be adopted permitting a merger of communication facilities in international communication. This would involve modification of Section 17 of the present Act.

**PRIORITY PROBLEM**

OTHER phases of radio covered and not covered by the law have provoked wide discussion. None is more interesting than the question of priorities. I refer first to the question of whether a prior use of frequency gives a license a right, legal or equitable, in that frequency against the Government, or to be more precise, as against the Commission’s judgment that the assignment of that frequency to another would better serve the public interest. The incorporation in the law of the principle of a superior right springing from a prior use, was urged by a committee of the American Bar Association, while the legislation from which came the 1927 act was pending in the Congress. This recommendation of the Bar Association was not unanimously received. On the contrary, it was rejected. The committee of Congress working upon the legislation, while recognizing that prior use of a frequency was a proper fact to be taken into consideration with others by the Commission in determining the allocation of a frequency, were insistent that it must not be the basis of a right to the continued use of the frequency. There has been on this question also, a tendency on the part of courts, to disregard the Congressionally determined right of an individual to the licensee a larger right or interest in the assigned frequency than Congress intended should flow from its allocation and use.

This question of priorities is significant in other particulars. At the time the present law was in the making it was insistently urged that a preference or priority should be given to certain groups or classes of radio users. For a time the organized amateurs felt that a legislative preference or priority should be accorded them through an assignment to them in the law itself of specific frequencies. I am happy to say that the officers of the amateurs, after full discussion of the principle involved, abandoned the position previously taken and I venture to assert that all amateurs are today thankful that the frequencies then sought are not those to which amateurs are today restricted. Our Land Grant Colleges or persons in their name, also demanded that the legislation should assure them a preferential status. Other requests of this nature were pressed upon those engaged in drafting the legislation. None of them was yielded to. The law accorded equal rights to all but gave special privileges to none. There are today suggestions of this nature. It is suggested by a body of one group that a definite percentage of the broadcasting band should by law be made available to it for its purposes. Similar requests come from others. It is important that those interested in the radio industry should make known to all the technical difficulties involved in such action and the unsoundness of the principle. Congress should keep its hands off this broadcasting band or it should make a complete distribution of it. This radio house cannot stand against a divided administrative authority and action.

Candor compels me to add that the action of the Senate in the last session and a knowledge of the general sentiment of the Senate membership of the House of Representatives that should the present Congress be persuaded that discrimination has been practiced in favor of one group of our citizenship, that there has been a disregard of the public interest in the granting or the withholding of a license to a particular applicant, or that it would not hesitate to act. Its action would be intended not as a reflection of principle here stated but as a necessary exception to it.

**SUBJECT MATTER PRIORITY**

ONE other phase of this question of priority merits passing comment. It is not beyond doubt that either the Congress or the Commission sooner or later will confront us with the task of establishing priorities as to subject matter. The increasing interest and for an enlarged use of radio for governmental agencies, for educational purposes, the constantly increasing discussion of public and public questions, the reports of public events and the other uses of a public nature, are all bringing conflict of interest and confusion of desire. It may be of interest to you to know that in three bills introduced in previous sessions of Congress it was proposed to confer upon the regulatory body authority to prescribe the priorities to subject matters to be observed by each class of stations and of each station within any class. This language was omitted from the draft out of which the present law, but I am by no means certain that the enlarged demands upon the facilities available will not bring this question sharply before Congress and the Commission.

I refer to but a single other underlining thought in the minds of those responsible for the drafting of the law. The question often arises whether the power of the Commission to revoke or to refuse to renew an existing license, and then to the right of an owner whose license is revoked to compensation for his loss. I do not think there can be doubt as to the right to revoke or to refuse to renew a license, and I express the opinion that in neither case is there obligation to compensate. Certainly the law was drafted upon this assumption. The authority of Congress to regulate radio communication springs from the Commerce clause of the Constitution. Congress has asserted that no one may engage in interstate or foreign communication by radio unless licensed so to do by the Federal Radio Commission. It has said to the Radio Commission that it may license only those stations whose operation will serve a public interest. Manifestly the Commission is obligated to refuse a license and to deny renewal of a license if the operation of the station will not serve the public interest. Clearly too, the public interest is not met by continuing a station in operation if a greater public service would come from the use of the frequencies by another person, elsewhere, or for another purpose. If this is not so, then your broadcasting stations will become rigid and new conditions may not be met.

**INDIVIDUAL MUST LOSE**

AND no individual has just cause for complaint if his individual interest suffers in the public service. He makes his expenditure of time, effort and money in the knowledge that his license is limited in time, that his right is not perpetual, that it is not secure under all conditions, that at the most, qualified and conditional. His situation is closely akin to that of one who builds a bridge across a navigable stream. The duty of the Government is to so maintain this stream that commerce may move in it free from obstruction and interruption. And if in the course of events this bridge, lawfully built though it was, becomes obsolete, it is navigated then it must be removed, and compensation for such removal is not paid by the Government for the sound reason that the owner built the bridge subject to this right in the Government to require its removal. Just so in 1927 Act contemplated the exercise of the power of revocation or of denial or renewal for the public use of the frequency by the licensee or blocked or impended the full flow of this form of commerce if by other persons, at other places and in other circumstances, a larger and more efficient use could be made of the frequency. And the

---

**K.M.B.C**

"First—
in the Heart of America"

**Now**

**Becomes a Key Station of the Columbia Network**

**Adding—**

**Additional**

**Prestige**

**Listener**

**Interest**

**Value**

The only chain affiliated station in Washington taking electrical transmissions.

**SPOT YOUR SPOT**

**Broadcasting Over**

**WMAL**

Washington, D. C. 500 Watts 1050 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).
law made no provision for the payment of compensation in either case. The loss falls upon the licensor who made his expenditure in the knowledge of this possibility.

Our broadcasters have a very direct interest in international treaties affecting radio. To a great extent, the time has been no effort to assign frequencies to nations but the Convention of Washington of 1932 which established the broadcasting band and allocated the entire spectrum to services. Without doubt the forthcoming conference at Washington will set apart a portion of the spectrum for broadcasting uses. This international action, however, is fixed within which our regulatory body must confine itself in making broadcasting allocations. There are often indications that the frequencies than those now assigned should be used for broadcasting. The appeal for these changes should be addressed to those charged with the negotiation of our treaties rather than to the Radio Commission.

NEW LEGISLATION
I ANTICIPATE that few important changes in radio law will be made during the coming Congress. There are, however, a number of amendments which appear to be in the public interest. I expect that a bill to correct the defects in the amendment of the appeal section of the law (Sec. 16) by the recent Court cases will be introduced. Obviously we should re-join the 24 sections of the law requiring construction permits or we should adopt an appeal system in which the decisions of the Commission with respect to them.

There is constant pressure upon those of us who have been interested in radio legislation to do something to restrict advertising over the air. There are indications from which may not be overlooked, that there is restlessness on the part of the public and of the Congress because of the extent to which broadcasting facilities are today given over to personal or to purely private commercial use. I think we should be bold the opinion that through the pressure of public sentiment or through the exercise of regulatory power there will be a day future a more restricted use of radio for these individual purposes. Proposals for legislation on this particular subject are probable but these and other major problems in my opinion will not be disposed of at this time.

One such problem of especial interest is that of the creation of a Communications Commission to which shall be centered the authority now shared by many agencies of the Government. Today, the Radio Commission, the Radio Division of the Department of Commerce, and the Interstate Commerce Commission all have an authority over the broadcast section of communication. The Interstate Commerce Commission and the State Department have authority over communication by wire. (Continued from page 20)
THERE'S NO SUBSTITUTE FOR AUDIENCE VALUE IN PLANNING A RADIO CAMPAIGN

When you're buying time on the air you may be interested in the number of persons who could listen if they wanted to. That's "coverage".

But what really counts is the number of people who actually do listen. That's "audience".

Find the way to measure AUDIENCE VALUE and you have found the basis for reaching the most LISTENERS at the lowest cost per listener.

A new method, introduced by Westinghouse Radio Stations, provides facts upon which to base an appraisal of AUDIENCE VALUE with unprecedented accuracy.

The surveys from which this method was developed have disclosed facts such as these regarding Station KDKA:

During the first six months of 1931 a letter was received for one out of every 35 persons living in the Primary Zone of Influence of KDKA. One family in eight was heard from. One family out of every four having a receiving set responded.

A check of single-station programs (available from one station only and not a chain) heard by 4,200 owners of radio sets in the KDKA Primary Zone of Influence showed that, among programs of this type mentioned, 77 percent came from Station KDKA.

Station influence today is built on program appeal... and the programs of Station KDKA have built an audience which dominates the area encompassed in Station KDKA's Primary Zone of Influence.

A representative of Westinghouse Radio Stations will give you further details regarding the new method of measuring audience. Get in touch by letter, wire or phone, with one of the offices listed below.

WESTINGHOUSE · RADIO · STATIONS

WBZ-WBZA
Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
COMMERCIAL OFFICES
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

November 1, 1931 · BROADCASTING
October 14

WPCH, New York, N. Y.—Modification of license to change frequency from 850 to 1250 kHz and hours of operation from D to sharing with WMCA.

WPFG, Altoona, Pa.—Modification of license to change frequency from 1150 to 1250 kHz and hours of operation from D to sharing with WQCS.

WMAQ, Chicago, III.—Voluntary assignment of license to WMAQ, Chicago, Ill.

WMMJ, Pittsburgh, Pa.—Modification of license to move station locally, install new equipment and increase power from 250 to 50 kw.

WMAQ, Chicago, III.—Modification of license to move station locally, change frequency from 710 to 1150 kHz and hours of operation from D to sharing with WLS.

WMMJ, Pittsburgh, Pa.—Modification of license to change frequency from 1460 to 1510 kHz and hours of operation from D to sharing with WQCS.

October 15

WMAQ, Chicago, III.—Voluntary assignment of license to WBAA, Indianapolis, Ind.

WYPI, Riverdale, Va.—Modification of license to move transmitter locally.

WWJ, Detroit, Mich.—Modification of license to change frequency from 1250 to 1350 kHz.

WJZ, Baltimore, Md.—Modification of license to move station locally, change frequency from 1290 to 1310 kHz and hours of operation from D to sharing with WTOP.

October 16

WGBB, Freeport, N. Y.—Modification of license to move transmitter to Locustville.

WJMS, Ironwood, Mich.—Modification of license to change frequency from 590 to 720 kHz.

WOJU, Fort Wayne, Ind.—Modification of license to install new equipment and increase power to 75 kw.

WWJ, Baltimore, Md.—Modification of license to move station locally, change frequency from 1310 to 1350 kHz and hours of operation from D to sharing with WTOP.

WJZ, Baltimore, Md.—Modification of license to change frequency from 1290 to 1310 kHz.

October 17

WPFO, Providence, R. I.—License to cover CP granted 10-24-31 to make changes in equipment and obtain approval of local stations.

WSYB, Rutland, Vt.—License to cover CP granted 7-21-31 to move transmitter locally.

KEFX, Pierre, S. D.—Modification of license to extend completion date from 10-20-31 to 10-29-31.

October 20

WCAX, Burlington, Vt.—Modification of license to cover CP granted 6-4-31 to move station locally and change equipment.

WCJW, Manchester, N. H.—Modification of license to cover CP granted 8-2-31 to move station locally and change equipment.

NEW, Beaver Falls, Pa.—C. J. Scott for a new station to cover CP granted 6-26-31 for new station, to extend completion date to 12-20-31.

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October 21

KMC, Inglewood, Calif.—Modification of license to move station locally, install new equipment and increase power from 1250 to 1300 kHz and power from 100 to 500 kw.

KQFX, Denver, Colo.—Modification of license to move station in Cheyenne, Wyo., to cover CP granted 7-25-31 for simultaneous daytime operation, share with KWXI at night.

October 22

NEW, Greensburg, Pa.—Paul F. Klingensmith for CP to use 890 kHz.

NEW, Enid, Okla.—Modification of CP granted 7-21-31, to extend completion date to 10-31-31.

NEW, Greensville, S. C.—Battery & Electric Co., Inc., for license to move station, change frequency from 850 to 650 kHz.

October 23

NEW, Charleston, S. C.—Broadcasting Corporation for CP as amended to apply to and request daytime and limited licenses.

NEW, New Haven, Conn.—Modification of license to move station locally and change frequency from 1320 to 1290 kHz.

NEW, East Ohio Broadcasting Company, New Philadelphia, Ohio.—CP 850 kHz, 500 kw. Lt. and new station to cover CP for removal of station to Lauris, Miss., from Shreveport, La., and increase power to 500 kw. Lt., and extend completion date.

NEW, East Ohio Broadcasting Company, New Philadelphia, Ohio.—CP 850 kHz, 500 kw. Lt. and new station to cover CP for removal of station to Lauris, Miss., from Shreveport, La., and increase power to 500 kw. Lt., and extend completion date.

October 24

NEW, New Haven, Conn.—Modification of license to move station locally and change frequency from 1320 to 1290 kHz.

NEW, Greensville, S. C.—Battery & Electric Co., Inc., for license to move station, change frequency from 850 to 650 kHz.

October 25

NEW, Harrison, La.—Modification of license to cover CP granted 6-29-31 for change in equipment.

NEW, Westminster, Colo.—Move station to cover CP granted 10-21-31 to change frequency.

NEW, Eau Claire, Wis.—Modification of license to cover CP granted 6-29-31 for change in equipment.

October 26

WJR, Detroit, Mich.—Modification of license to change frequency from 1250 to 1300 kHz.

KEWY, Cedar Rapids, Ia.—Modification of license to move transmitter and change frequency from 1250 to 1300 kHz.

NEW, Pittsburgh, Pa.—Modification of license to move CP granted 6-29-31 for change in equipment.

October 27

NEW, Hazelton, Pa.—Modification of license to cover CP granted 9-12-31, for new equipment.

October 28

WCWB, Westerly, Mass.—License to cover CP granted 9-12-31, for new equipment.

October 29

WAAT, Jersey City, N. J.—Modification of license to cover CP granted 7-21-31, to move station locally.

WBK, Detroit, Mich.—Modification of license to cover CP granted 10-20-31.

October 30

KGGF, Shawnee, Okla.—Grant CP to make changes in equipment.

November 1, 1931

Decisions

October 15

KGGF, Shawnee, Okla.—Grant CP to make changes in equipment.

November 1, 1931

Decisions
WASHINGTON VISITORS

Senator Wallace White, Jr., Maine.
Gerald Harrison and Paul De Mar, WNAC, Boston.
A. W. Cooker, WOR, Newark.
Stephens Pace, new station applicant, Exeter, N. H.
J. Corb, KMJ, Clay Center, Neb.
M. R. Lange, WAFF, Florence, Ala.
Larry Eliott, WMAL, Washington.
K. B. Sutherland, WRAL, Raleigh, N. C.

OCTOBER 20

KXY, Flagstaff, Ariz.—Granted re-
newal of license, 1000 kc., 100 w., unlimited time, sus-
taining Examiner Yost.

WBBB, Rock Island, Ill.—Granted CP to move trans-
mitter and studio closer.

WHBF, Dubuque, Iowa—Granted CP to move trans-
mitter about 3/4 mile south of present location and change hours of operation from 5:30 a.m. to 10:30 p.m. to 6 a.m. to 10:30 p.m.

WEU, Reading, Pa.—Granted modification of CP to change transmitter equipment to current type, from 125 kw. to 116; slitter transmitter move, and extend completion date to October 15, 1931.

KMF, Beverly Hills, Calif.—Granted modification of CP to change transmitter equipment to current type, from 125 kw. to 116, and to change commencement date from July 6th to October 6th, 1931; with an indefinite completion date from October 6, 1931, to January 6, 1932.

KFLX, Galveston, Tex.—Granted license pending a final decision on its application for renewal.

WBH, Biddlesbrough, Mass.—Granted consent to volun-
tary assignment of license to Paul W. Glasser.

KWX, Buffalo, Ind.—Granted modification of license to operate on 950 kc., to increase power from 100 kw. to 250 kw., and change hours of operation to 6 a.m. to 10:30 p.m., to operate with WCAH to sharing to only with WHP on equal basis, set for hearing.

Applications for renewal of license for the following stations were set for hearing: WBOF, Glen Falls, N. Y.; WCDT, Danville, Va.; KMD, Medford, Ore., and KXK, Seattle, Wash.

OCTOBER 23

KSMR, Santa Maria, Calif. (Ex. Rep. 214)—Granted CP to move transmitter and studio closer to Bakerfield, Calif., rev-

erasing Examiner Walker.

WRBO, Jersey City, N. J.—Denied CP to change lac-

tion of transmitter from Hackensack to New York, N. Y., and modify time of license from 10:30 p.m. to 7:30 a.m. time, eliminating station WJZ and WJNY.

WXYX, Carterville, Mo. (Ex. Rep. 219)—Denied modifi-
cation of license to change time of operation from 10 a.m. to 7:30 a.m., to 2 a.m. to 7:30 a.m., authorizing operation for limited time.

WRAC, Carterville, Mo. (Ex. Rep. 220)—Denied CP to operate on 1240 kc., 100 w., with WMBH, sus-


taining Examiner Yost.

WRBY, West Dallas, Texas (Ex. Rep. 221)—Denied CP to change frequency from 1230 to 950, increase power from 100 to 500 kw., 1 kw., LS, extending station.

NEW, New Philadelphia, O. (Ex. Rep. 236)—Denied CP to operate on 250 kc., 100 w., with WMBM, sus-

taining Examiner Yost.

NEW, New Philadelphia, O. (Ex. Rep. 237)—Denied consent to voluntary assign-


ment of license to O. A. Cooker.


WQAM, Miami, Fla.—Granted license covering local move of transmitter and installation of new equipment, 1000 kc., 500 w., unlimited time.

WQAX, New York City—Granted special experi-


tmental license.

The following applications were set for hearing:


White Tower, New York, N. Y.—CP to move transmitter and studio locally in Tupper Lake; from 1200 to 1220 kc., change power from 100 to 500 kw., and change hours of operation to 6 a.m. to 10:30 p.m., to operate with WCAH.

Silver Haven, Pa.—Requests authority to in-


stall automatic frequency control.

WTP, Philadelphia Broadcasting Co., Philadelphia, Pa.; NEW, The Evening News Assn., Detroit; NEW, Dr. W. Y. Young, Minneapolis, Minn.—Request CP for visual broadcasting.

KHO, Tacoma, Wash.—Requests CP to change fre-


quency from 1230 to 960 kc., 250 kw., unlimited time.

WOP, Radiobroadcast Station WOP, Inc., Bristol, Tenn.—License directed to file application for renewal of license on or before September 7, 1931.

WCF, Brinker Station, St. Paul, Minn.—Granted to intervene in the application of the Community Broadcasting Co. of St. Paul, held No. 266.

WCBX, Allentown, Pa.—Granted renewal of license.

WKBV, Conneautville, Ind.—Voluntary assignment of license, also CP, 1300 kc., 100 w., dismissed at request.

WJW, Detroit—CP, 1020 kc., 5 kw., unlimited time, dismissed at request.

The following applications designated for hearing fail-


either to appear nor to file briefs, and were therefore denied:


WGOO, Grand Rapids, Mich.—Granted permission to


transmit during certain of hours.

WLCI, Ithaca, N. Y.—Hearing cancelled as applicant for its facilities defaulted; license to be renewed for operation on Sundays only from 10:45 a.m. to 1:45 p.m. for five weeks, if pending action and petition of WOVO, Ft. Wayne, against proposed in-


crease of power from 250 kw. to 500 kw. has already denied petition of WOVO.

WBBW, New York City—Compliance of Oct. 16, renewing license to operate on 1230 kc., 100 w., re-


inforced at 1:00 p.m. on Oct. 29, 1931.

NEW, Milwaukee, Wis.—The Journal Company grant-


ing time-sharing agreement.

WIXA, Chepachet, Mass.—Granted renewal of ap-


plication to operate on 1370 kc., 250 kw., fixed time again.

Regular renewals were granted the following: WOQ, Fort Lauderdale, Fla.; WTVI, Athens, Ga.; KPBB, Spokane, KBO, Claraus, 1st, and WJOM, Jersey City, N. J.

WBMS, Hackensack, N. J.—Granted temporary license pending result of investigation.

WVOX, Randell, Pa.—Granted temporary license pending action after hearing on licensee's application for renewal.

KDC, Sioux City, Ia.—Granted temporary license pending result of investigation.

KXCO, Arapahoe, Colo.—Denied 30 day license from Nov. 1, pending decision of the Commission on examina-


tion's report as result of request.

KXO, Arapahoe, Colo.—Denied temporary license pending action after hearing on licensee's application for renewal.

KUOA, Fayetteville, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

WZZA, Zanesville, N. J.—The Commission recom-


dised its action of August 14, designating licensee's application for renewal, and granted temporary license for regular period.

WJOY, Austin, Texas—Commission authorizes to move to Albuquerque, subject to selection of satisfactory loca-


tions and improvements to equipment.

KME, Beloit, Wis.—The application for license has been dismissed.

WNBH, Chicago, Ill.—Dismissed three time hearing involving violation of Commission's action of Oct. 7, 1931, to hear the argument of the licensee.

Rev. E. A. Scott, Middletown, Conn. (Ex. Rep. 285)—Also denied permission to intervene in the hearing on the renewal application of KYFQ, Abilene, Tex.

 새로 발표된 이는 현재의 뉴스 및 정보를 제공하기 위한 뉴스 레디포스트입니다.

Washington Visitors

Senator Wallace White, Jr., Maine.
Gerald Harrison and Paul De Mar, WNAC, Boston.
A. W. Cooker, WOR, Newark.
Stephens Pace, new station applicant, Exeter, N. H.
J. Corb, KMJ, Clay Center, Neb.
M. R. Lange, WAFF, Florence, Ala.
Larry Eliott, WMAL, Washington.
K. B. Sutherland, WRAL, Raleigh, N. C.

H. S. Price, R. E. Correll, Hall Laboratory.
E. J. Whitmore, American Tel. & Tel., N. Y.
C. C. Rummins, WRIK, Williamsport, Pa.
C. E. Swan, WPI, New York.
J. Elma, WPI, New York.
W. C. Lowery, WLS, Chicago.
Edward Sprague, KFIR, Des Moines.

1931년 11월 1일 BROADCASTING의 내용 중 Washington Visitors의 섹션입니다.

(주) 한국방송진흥원, 2023년 저작권 보유.
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As Musical Counsel for All Recorded Broadcasting

and

Dramatized Radio Merchandising

comprising: BETTY VANDEVENTER
LEONARD E. L. COX
MARY OLDS

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Fisher Bldg.

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Omaha
502 Barker Bldg.

San Francisco
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Boston
185 Devonshire St.
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