NBC ARTISTS SERVICE
OF THE
NATIONAL BROADCASTING COMPANY
GEORGE ENGLES, Director

"Distinguished Artists Under a Distinguished Management"

NBC Artists Service has under its management and available for radio programs the largest and most distinguished list of celebrities and features of the air. It represents the largest organization of its kind in the country.

NEW YORK—711 Fifth Avenue
CHICAGO—Merchandise Mart
SAN FRANCISCO—111 Sutter Street
PORTLAND, ORE.—Public Service Bldg.
CREAM of the NEW ENGLAND COVERAGE

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

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

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

WCSH
Portland, Maine

Affiliated with the NBC
Basic Red Network

1000 Watts .. Full Time .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.
FIRST in CHICAGO

In Total Number of Local Clients
In Total Number of Local Commercial Programs
In Total Number of Local Commercial Hours
In Total Dollars and Cents Revenue
In Percentage of Renewals (Renewal Ratio)

The Air Theatre

WBBM

25,000 WATTS
389.4 METERS

100% Modulation
. . Clear Channel

WESTERN KEY STATION of the COLUMBIA BROADCASTING SYSTEM
Out of the famous Bell Laboratories after six years of experiment, comes a vast improvement to broadcasting by electrical transcription: Western Electric Noiseless Recording. This new method, now offered to advertisers and advertising agencies as part of World Broadcasting System's facilities for nation-wide spot broadcasting, brings a richness and distinction to broadcasting that lifts these special programs completely out of the rank and file. It doubles the musical range and eliminates all extraneous surface noises—brilliantly silhouetting the program on the ether! America's leading advertisers are using what is now America's outstanding method of broadcasting. Among these are Chevrolet Motor Company, Vick Chemical Company, Drug, Inc., Life Savers, Inc., John H. Woodbury, Inc., Maxwell House Coffee, Remington Rand, Inc., Phillips' Dental Cream.

While this method is fresh and new there is added value. The World Broadcasting System will gladly advise the station and time at which these programs may be heard in every part of the country. Ask for booklet Spot Broadcasting, 1932.
Radio's Progress in Five Years of NBC

By MARTIN CODEL

Aylesworth, Looking Backward and Forward, Compares Art To Printing as Contribution to Advance of Civilization

FIVE YEARS of organized national broadcasting have brought radio to the stage where it may justly be described as marking the greatest advance since the invention of printing in man's eternal battle against ignorance, war and intolerance. Yet we are just on the threshold of increased achievements in radio broadcasting.

These are the words of Merlin Hall Aylesworth on the occasion of the fifth birthday of the National Broadcasting Company. It was only five years ago—on November 15th, 1926—that NBC was created and went into operation.

What a tremendous growth and development in such a short span! The story of NBC, like the story of radio itself, is an epic of modern achievement. It is needless to recount its brief history here, but it seems apropos to put some of the views and impressions derived from his experiences during those short few years by the man who guided its destinies from its inception, Mr. Aylesworth.

It was Owen D. Young, then chairman of the boards of the General Electric Company and the Radio Corporation of America, who called Mr. Aylesworth to the helm of NBC when the project of a regular network was conceived as a logical successor of the occasional networks formed of its own and various independently owned stations by the American Telephone & Telegraph Co.

Owen Young's Idea

THE A. T. & T., which had developed many radio patents in its research laboratories and owned several stations, in 1926 decided to forsake the broadcasting field, leaving it to others. Yet it saw immense revenues for itself in the toll lines needed to link stations for networks. Mr. Young is generally credited with having conceived the idea of a great chain of radio stations obtaining highest grade programs from a common source and devoting all its attention to their widespread distribution.

ONLY five years have elapsed since the NBC was created to provide the first regular network service to the American radio public. Those few years have been fraught with prideful accomplishment. Especially proud may be Merlin Hall Aylesworth, NBC president who has guided the destinies of the network since its inception.

Mr. Young called Mr. Aylesworth, son of a Denver minister and law graduate of the University of Colorado, from the managing directorship of the National Electric Light Association. The basic idea back of the network was that it should serve as a medium for disseminating programs that would stimulate radio equipment sales for its parent organizations. At that time the RCA held 50 per cent of its stock, G. E. held 30 per cent and the Westinghouse Company held 20 per cent. Today the NBC is a 100 per cent subsidiary of RCA.

How well NBC fulfilled its mission is not too well known by the radio world and the public at large. That within three years it placed itself free of subsidy and on a sound economic basis, is a fine commentary on Mr. Aylesworth's leadership and the efforts of the brilliant staff he gathered around him. What lies ahead for NBC—well, consider the gigantic Radio City project which John D. Rockefeller, Jr. decided to undertake largely upon the assurance that radio and television, as well as their allies of the opera, the theater and the movies, would be substantial tenants.

Two Years Ago

TWO YEARS ago Mr. Aylesworth wrote, for a symposium being prepared by this writer, as follows:

"The National Broadcasting Company came into existence as a realization of the ideal of nationwide broadcasting service. It was charged with the preparation and presentation of the highest type radio programs possible, together with the distribution of such programs via networks and associated radio stations throughout the country. As the starting point, it

took over the ownership of Station WEAF and the extensive radio network developed by the American Telephone & Telegraph Company. WEAF became the key station for the first, or Red, network. Shortly afterward, Station WJZ of New York and Station WRC of Washington, both owned by the Radio Corporation of America, which had developed a modest network of stations, were taken over on a management and operation basis. Station WJZ became the originating station for a second, or Blue, network, thereby providing an alternative program in most territories already covered by the Red network. Still later, a third network was organized for the Pacific Coast, with San Francisco as the originating point. [Now there are two NBC networks on the Pacific Coast.]

Based on Service

"THUS came into being an organization primarily devoted to indirect sales promotion for the radio manufacturing industry. Its basic principle of operation was obvious. In order to carry out the purpose for which it was organized, it must of necessity be, first of all, an institution of service to the listening public, for the listener is the economic basis upon which the broadcasting structure rests. In other words, in order to serve the radio manufacturing industry, the broadcaster must give the radio listener what he wants. The sale of a radio set, in the final analysis, is realized in the sale of a seat in the theater of the air. The buyer of that seat expects a continuous show throughout his waking hours, seven days a week, always different, always fresh, always interesting. Such is the sum and substance of the public's thought of an investment in radio.

"It was a kind of fate that caused commercial broadcasting to see the light of day in America—the New World—the Land of Opportunity—the haven of advertising and publicity. Having created a vast audience, the newly formed organization naturally turned to the sponsored program as the solution of its economic existence. In-

November 15, 1931 • BROADCASTING
stead of looking upon the growing audience as a liability, this growing audience now became a valuable asset. Here, indeed, was the most numerous and attentive audience ever assembled. It could be reached in the quiet and intimate atmosphere of the home. It could be reached through the most natural channels for the exchange of human thought, namely, the speaking voice. And so the sponsored program received consideration.

"Today the radio station, as does its sister industry, the newspaper, depends for its financial support on advertising or the commercial message. A certain amount of time is set aside for broadcasting programs which include the messages of commercial institutions. The value of such advertising is its effect on the listener. So it is the listener who makes the programs. He is the judge, jury, prosecuting attorney, plaintiff, jilior and lord high executioner. If the broadcasters will furnish him what he wants, he will buy a radio set; if not, he will not buy. If nobody wants radio sets, there will be no value to advertising programs placed on the air, and the financial structure of the broadcasting business topples."

Apparently, the public liked and wanted what was offered. Soon there was another network in the field, furnishing stimulating competition. Today the United States Census Bureau figures indicate that there are nearly 15,000,000 homes with radios in this country—just about every other home. Mr. Aylesworth wrote further:

Public Receptive

"THE EXPENDITURE of millions of dollars annually, the employment of hundreds of thousands of men and women, the use of thousands of miles of specially engineered wires to form networks—all these factors make possible the programs to which the entire nation listens every evening and during the day. Radio has had a most amazing public acceptance—indeed, the most unusual acceptance of anything new since the beginning of time."

"It is to maintain that acceptance and the immense structure of the industry that the commercial program is cherished. It is the backbone of broadcasting, and as such, the foundation of every branch of the radio industry. It must serve industry and the public in general. And it does. To industry, the commercial program serves as the mouthpiece through which an organization may address the entire country. It serves the public by making possible programs of high quality such as would be impossible to individual owners or they to be financed in any other way."

To the foregoing explanation of the commercial basis of American radio Mr. Aylesworth, in his interview, said he could even now add but little. Brilliant, energetic, able, with a breadth of view born of his western heritage and with the keenest apprehension of public relations of any man this writer has ever known, Mr. Aylesworth is today the outstanding figure in American broadcasting.

Since he was not disposed to discourse more on history and the whys of commercial radio, he was asked to tell his thoughts as they must travel back over five years of network dissemination. Among his national and national programs of education, culture, current history, sports and entertainment. This is what he said:

"Organized national broadcasting today represents the greatest advance since the invention of type in man's eternal battle against ignorance, war and intolerance. In fact, the radio transmitter and printing press now stand shoulder to shoulder as the two greatest forces used by mankind in defeating those elements in civilization which have heretofore obstructed the road leading to international understanding and universal peace."

"In the field of promoting international good will and friendship needed as a foundation for world-wide amity, broadcasting of the future will play an important part. Already a tremendous start in this direction has been made. The programs which stations scattered at intervals throughout the country could not produce individually have been made possible under network organization. This is due to the fact that international and national broadcasts involve expense that would be prohibitive for one station."

Educated Public

"THE BEGINNING of such organized broadcasting came with the birth of the NBC in November, 1926. From the very first, the programs of this company were built with the idea of the greatest possible service to the American public. The problem of the heavy expense necessary to give such service and such programs was met by what are known as sponsored broadcasts. Whatever profit came from these broadcasts was immediately translated into NBC-sponsored presentations of an educational, religious, cultural and informative character."

"The first result of national broadcasting was that residents of smallest hamlets in the country could hear the major musical organizations of the land. It put the most of out-of-the-way sections of the United States on a par with the larger cultural centers in this respect. Gradually there crept into the national consciousness an appreciation of the better things in the world of music and this was the primary step in education by radio. The second major development came shortly after the birth of NBC. For years public speakers, editorial writers, ministers and teachers had carried on a campaign to arouse in the minds of people a sense of"

(Continued on page 27)
PLAZA—A glimpse of adjacent buildings looking east from roof of International Music Hall.

Work on Radio City Construction Started

Leases in First 3 Units of Gigantic Project are Signed by Radio

CONTRACTS have been awarded for the first three units of the gigantic Radio City project in midtown Manhattan, and work was started this month on the superstructures of two of them—the International Music Hall, which will house the world's largest theater, seating 6,500 persons, and the sound motion picture theater, which will seat 3,500.

About December 1 work will begin on the central unit of the entire project, a 66-story office and studio building that will tower 830 feet and that will house offices and studios of the NBC and various others. A 31-story office building, which will be occupied, with the exception of seven floors, by Radio Keith-Orpheum Corporation and the RCA, will comprise an extension of the International Music Hall.

There are 10 buildings in all in the $250,000,000 development, which undoubtedly is the largest single building undertaking in modern history. Already leases have been signed for about 1,000,000 feet of space in the first three units by the radio interests that are to be the principal tenants of the art center sponsored and financed by John D. Rockefeller, Jr.

What is believed to be the greatest group lease in history was signed on November 19 by Col. Arthur Woods, president of the Metropolitan Square Corporation, Mr. Rockefeller's holding company, as lessor; David Sarnoff, president of RCA; M. H. Aylesworth, president of NBC; and Col. Hiram S. Brown, president of the Radio Keith-Orpheum Corporation.

Nearly 725,000 square feet of office and studio space was taken by RCA in the 31-story building to be occupied next October.

November 15, 1931 • BROADCASTING
ON THE THEORY that music is the backbone of radio broadcasting and that the promoters and exponents of broadcasting are entitled to a greater share of what they see as the growing profits of broadcasting, the American Society of Composers, Authors and Publishers is preparing to put into effect new license rates as of February 1, 1932. From its New York correspondent, Broadcasting learned that the Society is taking the attitude that "radio must not bite the hand that feeds it music." Radio, it writes, is blamed for ruining the music by issuing and supplying business and is held responsible for the alleged depression in the sheet music and phonograph business. And where the music business has suffered, figures are cited to show that the major broadcasting stations and the networks have been increasing their revenues substantially in the last 18 months.

"The publishers of melody assert they cannot survive unless there is a substantial increase in the revenue forthcoming from the medium alleged to be responsible for the curtailing of the composers' and publishers' revenues from other sources. Certainly, it is indicated that the Society is still busily engaged in computing what its profit rate is, and it was indicated that "the value of a composition may be based upon the revenue stations receive as a result of the program.""

The Society points out that music is the commodity it has for sale, and its representatives contend that the radio stations contemplate some step looking toward the derivation of more revenues from broadcasting than the nearly $1,000,000 a year it is now supposed to be getting.

The Society's notices were mailed in the wake of a conference between Society representatives and a committee of the National Association of Broadcasters in New York, held Sept. 23 on call of the copyright group. Originally, the meeting was intended to establish some sort of yardstick for levying more exacting rates on broadcast stations. A formula to dispose of the haphazard and inequable arrangements being sought, the broadcasters were said to understand.

Most of the conference, it was learned, was devoted to the broadcasters stating their side of the case. The broadcasters were in agreement that the Society give consideration to the published card rates of a number of stations which were said to reflect the power, frequency and sales strength of the station as evaluated by the station owner himself. The Society committee heard the broadcasters but entered into no commitments themselves before stating that a further conference would be called at a later date.

Radio Must Pay

SO FAR, no such conference has been called. At its Detroit convention in late October, the NAB body of directors took no action on the card rate basis of copyright license fees, and it was decided to place the matter in the hands of a special committee.

Whether the 10 per cent rate is really being contemplated by the Society, no one outside the organization is in a position to know. The Society's notices were mailed to all of the more than 1,000 stations to which the organization has licenses, and only one or two of the responses were received. There was no indication that the Society is prepared to announce, but after the date of the February 1 action, it is likely that the 10 per cent rate will be put into effect.

CELEBRITIES COMPARE NOTES—While Dr. Harvey Fletcher, Bell Laboratories engineer, demonstrated experimental broadcasting devices in New York laboratory, Dr. Stokowski studied engineering at Oxford before becoming a musician. He has just been awarded the CBS medal for distinguished contribution to radio for his improvements in the technique of handling orchestral music before the microphone.

CBS Contemplating Enlarged Quarters

New Studios May Number 30; Present Space is Crowded

HAVING outgrown its present quarters, CBS is considering preliminary plans for more commodious accommodations in New York. Whether the network will remain in its present building at 485 Madison Avenue, or move to a new structure especially built to accommodate its expanding needs, has not yet been determined.

Now occupying eight floors in the Columbia Broadcasting System Building, under lease, the network is cramped for space. It has eight studios in the present quarters, and, it is understood, is planning between 25 and 30 in whatever new quarters it may occupy.

The advent of the 15-minute program, together with repeat programs, which are broadcast during the early evening for the Eastern and late at night for the West, have taxed the studio facilities. Studio rehearsals for the increased number of programs have congested operations considerably.

Mills Denies Resignation

DENIAL of published reports that he is resigning from the presidency of Radio Music Co., NBC subsidiary, is made by E. Claude Mills, who was formerly executive head of the American Society of Composers and Publishers. The report published in Variety stated that E. F. Bitter of Feist's would succeed Mr. Mills.
Radio Stations and Press In a New Alliance

By GEORGE A. HARDER
Editorial Director, New England Westinghouse Stations

WBZ-WBZA Broadcasts of Consolidated Press Service Said To Whet Public's Appetites for Whole Newspaper

THE vexed question as to whether the publication of news is solely a press prerogative or may properly become a function of the broadcasting station still causes strong men to beat their breasts and hurl harsh words into each other's teeth. Manifesting itself in fifi outbursts and in as many forms as Hydra had heads, the controversy between the Fourth and Fifth estates rages on. Perennially, at the national and regional symposia of publishers and editors, the radio, alleged half-wit cousin of the newspaper, comes in for round upon round of verbal lashings, in part, because of its alleged vicarious attempts to publish the news.

That a certain section of the press of this country has become profoundly aroused to the so-called "radio menace", nobody today doubts. Some of our newspapers ruefully view the child they helped to nurture as an accursed Frankenstein monster which, given another 10 years of life, may turn on and destroy them.

Now broadcasting in the exuberance of its youth may appear to have usurped some of the traditional functions of its venerable godfather. Who would doubt that such an invention as the radio, dedicated as it is to the service of the public, could fail to enter the publishing business? (I use "publishing" advisedly and in the Websterian sense "to make known to people in general," which definition, it appears, is not restricted by the medium used).

Solution is Found

TODAY, after years of experimenting with this pianissimo broadcasting, we have found what appears to be the ultimate solution. This station now has its own news bureau, and serves as Boston headquarters for one of the leading press associations.

Having no active newspaper affiliaiton, our stations took advantage of the first leased press wire to be made available to broadcasting stations. In April of this year WBZ-WBZA contracted for a three months' trial run of the daily service furnished by the Consolidated Press Association. Under the personal direction of Horace Epes, vice president and general manager of CPA, who came on from Washington, the first program of telegraph and cable dispatches was broadcast.

The idea of feeding a microphone direct from a teletype on a daily schedule was novel and at once captured the popular imagination. It was another pioneering venture for Westinghouse and one destined to have a far-reaching effect both on the press and radio broadcasting. In less than one year stations in many other parts of the United States have installed the service. Doubtless there will be many more to follow when the value of the service becomes more generally known and appreciated.

"Slip the New York wire was first opened, special writings, feature stories, and color yarns from correspondents all over the world by the telegraph desk of any metropolis daily, at least insofar as the editorial function is concerned. In practice we take unusual liberties with all matter. The audience reaction unfailingly guides the blue pencils, for the aim is to make the listener feel that an absorbing tale is being unfolded to him.

Copy Made Breexy

WE USE the equivalent of heads and subheads, but they are uniformly keyed to the informal and conversational, taking more the form of casual introductions although being presented as straight radio continuity. Experience has shown that free use of general leads, editorial "asides" and tags have been drawn upon freely in developing new programs and adding fresh interest to existing programs.

The press wire, delivering many thousand lines of copy daily to our studio, has also proved a useful reservoir upon which the program department may draw for emergency material when required to "fill" because of the non-appearance of artists or other uncontrollable interruptions.

Our New York wire opens every morning at 7 o'clock. Throughout the day the high-speed printers are about their monotonous, though not entirely musical business of drumming out copy in the office. The wire is usually clear soon after 3 o'clock.

Our treatment of raw copy is, I think, rather more elaborate than would be accorded routine matter lines is almost tantamount to the news copy itself in fashioning live, snappy broadcasts. We have also found that greater vitality and naturalness impinge on the "mike" if we encourage certain discreet forms of "ad lib" by the announcer, assuming that he is adept at that art.

In a word, the station eschews the canned type of news broadcast. Our editors seek to impart to copy which, however brilliantly written, sometimes becomes dry, prosaic stuff when read, a breezy slant that has a "stay-with-us" appeal to the listener. For the turning of a radio dial or a newspaper page are both actions proceeding from the same impulse.

However, that the audience is out there with ears attuned for the world's news there is plenty of evidence. Such sterling features as the daily dispatch from Washington by David Lawrence, styled "National Affairs," the stock market bulletins, "Who's News Today," fashion stories from Paris, movie gossip from Hollywood—all have their own regular followings. How do we know? By the same token that a newspaper knows, when it drops a favorite comic strip. When the radio audience is deprived of anything for which it has acquired a taste, it immediately becomes articulate.

Our happy conjugal arrangement with a press association is doubtless regarded by some of our sardonic newspaper friends as a moranatic union. We contend that it is a natural, logical and mutually profitable affiliation. Certain it is that our experience in the "publishing business" has bled all of the most precious fears of the newspapers. We have stolen nobody's circulation in anticipating by eight or ten hours the appearance of the news on the street. What we have done is to make the public more "news conscious" by whetting the listeners' appetites for the full news story with pictures as only the printed page can present them.

The time is not far distant when publishers no longer will regard radio broadcasting as inimical to their interests. They will discover that radio has left their province of printing news as secure and inviolate as ever and has, at the same time, aided them in growth and influence.
Newspapers Owning or Affiliated with Radio Stations . . .

Following is a complete list, compiled from the best available records, of radio stations owned and controlled by or affiliated with newspapers, giving as much data about their ties as could be procured in view of the fact that neither the Federal Radio Commission nor any other agency requires any statement of ownership of radio stations; many of the affiliations are corporate, but others are merely news and promotional tipeups.

ARIZONA
KTAR, Phoenix—Owned by Phoenix Republic and Gazette.
KFUM, Prescott—Affiliated with Prescott-Salt-Mine.
KVOA, Tucson—Affiliated with Tucson Citizen.

ARKANSAS
KGJF, Little Rock—Affiliated with The Arkansas Post.

CALIFORNIA
KHJ, Los Angeles—Affiliated with Los Angeles Times (former owner).
KFWB, Los Angeles—Affiliated with Los Angeles Herald.
KXLA, Los Angeles—Affiliated with Los Angeles Express (former owner).
KFWD, Culver City—Affiliated with Los Angeles Record.
KBBI, Los Angeles—Affiliated with Burbank Tribune.
KFWO, Long Beach—Affiliated with Long Beach Press-Telegram.
KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store).
KFRG, San Francisco—Affiliated with San Francisco Call Bulletin.
KTAB, San Francisco—Affiliated with Oakland Patrons-Temple Patkopa.
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee.
KPOO, Fresno—Owned by Fresno Bee.
KREG, Santa Ana—Affiliated (corporate) with and operated by Santa Ana Republican.
KDB, Santa Barbara—Affiliated with Santa Barbara News.
KGSM, Stockton—Affiliated with Stockton Stock Exchange.
KRCQ, Stockton—Owned by the McClatchy Newspapers, San Francisco, Cal.

DELAWARE
WILM, Wilmington—Affiliated with Wilmington Sunday Star.

DISTRICT OF COLUMBIA

FLORIDA
WFIA-WSTU, Clearwater—Affiliated (corporate) with Clearwater Sun.
WDAE, Tampa—Owned by Tampa Times.
WIOD, Miami—Affiliated with Miami Herald.

GEORGIA
WSB, Atlanta—Owned by Atlanta News Co.
WGST, Atlanta—Affiliated (news) with Atlanta Constitution and Atlanta Journal.

IDAHO

ILLINOIS
KYW, Chicago—Operated by Chicago Herald & Examiner (under lease from Select Radio Corporation).
WAAF, Chicago—Owned by Chicago Daily Chronicle.
WBBM, Chicago—Affiliated (news) with Chicago Agricultural Times.
WGES, Chicago—Affiliated by the Oak Leaves, Oak Park, Ill.
WGN, Chicago—Owned by Chicago Tribune.
WBBB, Chicago—Affiliated (news) with Chicago American.
WLS, Chicago—Owned by The Prairie Publishing Co.
WMAQ, Chicago—Owned jointly by Chicago Daily News and 150 stations, each managed by NBC.
WBBN, Chicago—Affiliated with Peru (Ill.) News-Herald.
WJDK, Rockford—Affiliated with Rockford Star and Register-Republic.

INDIANA
WFBN, Indianapolis—Affiliated (news) with Indianapolis Star and Indianapolis Times.
WHBU, Anderson—Affiliated with Anderson Bulletin.
WKYS, Indianapolis—Affiliated with Des Moines Register & Tribune (through subsidiary corporation, 100 per cent interest).
WIAS, Ottumwa—Affiliated with Des Moines Register & Tribune (same).
KFRY, Fort Dodge—Owned by Des Moines Register & Tribune (same).
KCED, Cedar Rapids—Owned by Des Moines Register & Tribune (same).

KANSAS
WIEW, Topeka—Affiliated with Topeka Register & Tribune (same).
KWH, Wichita—Affiliated with Wichita Eagle.
KJNO, Dodge City—Affiliated with Dodge City Globe.

KENTUCKY
WHAS, Louisville—Affiliated with Louisville Courier-Journal and Times.

LOUISIANA
WSMB, New Orleans—Affiliated with New Orleans Tribune and Item.
WWL, New Orleans—Affiliated with New Orleans Times.
KTBS, Shreveport—Affiliated with Shreveport Times.

MICHIGAN
WCHS, Kalamazoo—Affiliated with Port Huron Press and Express.
WJR, Detroit—Affiliated with Lansing Telegraph.
KRAM, Detroit—Affiliated with Detroit News.
WJL, Detroit—Affiliated with Detroit Free Press (former owner).
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WBBM, Chicago—Affiliated by Marquette Mining Journal.

MISSISSIPPI
WJDX, Jackson—Affiliated with Jackson News.
WQBC, Vicksburg—Affiliated with Vicksburg Herald and Post.

MISSOURI
WDAF, Kansas City—Owned by Kansas City Star.
KMBC, Kansas City—Affiliated (news) with Kansas City Journal-Post.
KNX, St. Louis—Owned by St. Louis Post-Dispatch.

NEBRASKA
WJAG, Norfolk—Owned by Norfolk News.
WOC, Lincoln—Affiliated with Lincoln Star.

NEVADA
KOH, Reno—Owned by Sacramento (Cal.) Bee.

NEW JERSEY
WOR, Newark—Affiliated (news) with New York City Hearst newspapers.

NEW YORK
WNYL, New York City—Owned by William Randolph Hearst.
WLTH, Brooklyn—Affiliated (news) with Brooklyn Eagle.
WNYC, New York City—Affiliated with New York Corriere d’America and New York Progress Italo American.
WBEN, Buffalo—Owned by Buffalo News.
WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and Times Union.

NORTH CAROLINA
WYNC, Asheville—Affiliated with Asheville Citizen and Times.
WLJ, Winston-Salem—Affiliated with Winston-Salem Journal and Twin City Sentinel.

OHIO
WPBS, Cincinnati—Affiliated by Cincinnati Post.
KFKP, Columbus—Affiliated with Columbus Dispatch.

OKLAHOMA
KYTE, Oklahoma City—Affiliated Oklahoma City News.
KCCC, Enid—Affiliated by Enid News and Star.
KFDF, Coffeyville—Affiliated by Coffeyville Journal, Coffeyville, Kan.

OREGON
KGW, Portland—Owned by Portland Oregon Journal.
KMED, Medford—Affiliated with Medford Mail Tribune.

PA, Pennsylvania
WEDM, Erie—Owned by Erie Dispatch-Herald.
WPBG, Altoona—Affiliated with Altoona Daily Times.
WJBN, Johnstown—Affiliated with Johnstown Evening Republican.
WSS, Scranton—Owned by Scranton Republican.
WOB, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.

RHODE ISLAND
WJAN, Providence—Affiliated (news) with Providence News-Tribune.

SOUTH CAROLINA
WOC, Columbia—Affiliated with Columbia State.

TENNESSEE
WMC, Memphis—Owned by Memphis Commercial Appeal.
WJACK, Jackson—Affiliated with Jackson Sun.

TEXAS
WAFA, Dallas—Owned by Dallas News and Journal.
WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.

TEXAS
KRLD, Dallas—Owned by Dallas Times-Herald.
WRR, Dallas—Affiliated with Dallas Times-Herald.
KFOR, Houston—Owned by Houston Post-Dispatch.
KTLG, Houston—Affiliated (corporate) with Houston Post-Dispatch.
KFTP, Fort Worth—Affiliated by Galveston News and Times.
WAL, San Antonio—Affiliated with San Antonio Light.
WAO, San Antonio—Affiliated with San Antonio News and Express.
WACO, Waco—Affiliated with Waco News Tribune.
KWVG, Brownsville—Owned by Brownsville Herald; owned by City of Brownsville.
KFGI, Corpus Christi—Affiliated with Corpus Christi Caller and Times.
KXKL, San Angelo—Affiliated with San Angelo Standard-Times.

UTAH
KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT
WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record.

VIRGINIA
WDBJ, Roanoke—Owned by Roanoke Times and World News.

WEST VIRGINIA
WHIS, Bluefield—Owned by Bluefield Televison.

Wisconsin
WITI, Milwaukee—Owned by Milwaukee Journal and Tribune.
WSWL, Milwaukee—Owned by Milwaukee Wisconsin News.
WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.
WIBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.
WITC, Green Bay—Affiliated with Green Bay Press.
WFEZ, Fond du Lac—Owned by Fond du Lac Sentinel.
WJWR, Racine—Owned by Racine News-Journal.
WJEG, Sheboygan—Owned by Sheboygan Press.

WILLIAMS COUNTY
KGU, Honolulu—Owned by Honolulu Advertiser.
KFOH, Honolulu—Affiliated with Honolulu Star-Bulletin.

WISCONSIN
CHANS, Green Bay—Owned by Herald Herald.
CKC, Montevideo, Minn.—Owned by Minneapolis La Prese.
KCCI, Antique—Owned by Des Moines Register.
KCRG, Davenport—Affiliated by Quad City News.

WOOD COUNTY
KCRG, Cedar Rapids—Affiliated by Quad City News.

WYOMING
KQLO, Cheyenne—Affiliated by Wyo Daily Times.

Page 10  BROADCASTING  November 15, 1931

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KWK Time-Teller Novel and Profitable

By THOMAS PATRICK CONVEY
President, Greater St. Louis Broadcasting Corporation

Concise Advertising Message Accompanies Correct Hour
In Answer to 100,000 Telephone Calls Each Week

"GOOD MORNING, KWK--Grimm and Gorley will send a dozen gladioli to your home for 25 cents--The correct time is 7:42." Thus do twelve specially trained telephone girls answer a dial call from 100,000 listeners every week in St. Louis. The Greater St. Louis Broadcasting Corporation evolved this convenient scheme for furnishing time after conducting an extensive survey. Not only did the service gain an enthusiastic response from the public, it also attracted eager advertisers.

SOMETIME in St. Louis, a sleeper stirs uneasily, lifts his head from the pillow, glances at the clock beside his bed. It's not yet 7:30, but the light flooding through his window promises a bright and sunny day. Gently, if a bit resentfully, he removes his wife's elbow from his pillow and buries his face for that precious last forty winks.

But the forty winks are restless. His breathing never smooths out to the long, even rhythm of serene slumber. Somewhere in the back of his mind is the haunting impression that the sun was suspiciously high for 7:18 of an autumn morning. In a moment he starts up again, glances again at the clock, still 7:18. He listens, picks it up. It's stopped!

"Holy Moses, Marge! You forgot to wind the clock," he explodes to the lady of his choice, who has been dreaming of breakfast in bed, and leaps wildly to the chilly floor.

"I'll bet it's after 8 o'clock right now! Look at that sun!"

The lady says nothing, but there's a warning in her eye as she slips into a breakfast gown. A warning he fails to notice, for aggrievedly he goes on: "Told you last time if you ever forgot that again I'd prob'ly get fired. No time to shave now!" A thought stops him in midflight for the bathroom. "Better call the boss right now. But what can I tell him?"

Moodyly his glance beseeches aid from the telephone, the walls, the window--and brightens as it wanders to a card beside the 'phone. From the kitchen he hears a vicious clatter more expressive of anger than the commonplace matter of preparing ham and eggs, but he tries to shut it from his mind as he dials a number. And even the kitchen slam-bang doesn't drown out the reassuring pleasant, extraordinarily clear girl's voice that comes over the telephone:

"Good morning, KWK -- Grimm and Gorley will send a dozen gladioli to your home for twenty-five cents--The correct time is 7:42."

Saved! And with a sense of relief awakens a gnawing regret that he'd spoken a bit hastily to the little woman in the perfectly natural masculine impulse (funny how a couple could pick up all the traditional matrimonial habits in less than a year) to shift the blame to her. How could he square himself, with pay-day still a week off? Oh, the gladioli! Just the thing. She loves 'em. The lion of a moment ago becomes a lamb, kisses his unusually unresponsive wife with unusual enthusiasm, dashes to the office in good time, and by mid-afternoon the flowers and a tender card arrive to make smooth the way of his returning.

100,000 Cells--Weekly
AND IT all happened exactly that way -- or at least, it should have," as Oscar Wilde once said, for that's precisely the sort of service that the KWK "Time Teller" gives to an average of approximately 100,000 persons every week. And thereby hangs a tale.

St. Louisans used to be able to learn the time by calling the telephone company or one of the telegraph companies, but the wire lines discontinued the service. KWK, like other stations, broadcasts the correct time whenever practicable, but soon found it wasn't practicable often enough. Dozens of calls for the time were received at KWK's switchboard between broadcast signals. They increased disconcertingly when other concerns abandoned the service. The regular switchboard force was swamped for two hours early in the morning and two more late in the afternoon. Several operators and a number of new trunk lines had to be added, and it became obvious as increasing demands outstripped the increased facilities, something had to be done about it.

Clarence G. Cosby, general manager of KWK, and I conducted an extensive survey of the varied time services conducted throughout the country. In several cities we found that independent companies had been organized to handle it along the systematic lines that had seemed desirable to us, but in none had it been affiliated with a broadcasting concern. Such an affiliation, we believed, was logical; indeed, so far as we were concerned, it seemed an almost inevitable development of the service KWK had been giving for four years to the people of St. Louis and surrounding territory.

Immediate Response

LAST June KWK inaugurated the new service with seven trunk lines and four operators using ordinary desk telephones. On June 9 the announcement was broadcast that the time could no longer be obtained by calling the regular KWK switchboard, but would be given at any hour of the day or night by the "Time Teller" at Delmar 4040. On June 10 the service was demanded by no less than 44,284 persons! The limited initial facilities were simply buried under the hundreds of calls that came in every hour, and we had a frantic week of enlarging them, installing switchboards, training additional operators and arranging assignments of hour positions, while our announcers explained to the public that "bus signals" were inevitable under the circumstances, but that the service would be thoroughly adequate in a very few days.

The calls now average over 100,000 a week. They fell off to a degree after the first novelty wore out, but since then have steadily increased as the service was improved in efficiency and became established in the public favor. When this story was obtained by the editors (Continued on page 32)
Unsettled State of Broadcasting Basis of High Power Decision

Statement of Facts Explains Commission Awards; Appeals Expected From Several Stations

THE UNSETTLED status of broadcasting technique and the possibility that treaties may be made which will materially affect both the number of frequencies available to the country motivated the Federal Radio Commission to boycott a recent decision and make a blanket increase in power on clear channels to the maximum of 50 kw. This was the significant statement made in a report, Nov. 13, in its statement of facts and grounds for decision in the high power case.

In first announcing tentatively its decisions on Oct. 1, at which time it awarded the maximum power of 50 kw. to nine of a group of two dozen applicants and 25 kw. to six others, the Commission said the actions would not be effective unless the statement of facts was made available. Since then, however, authority to increase its power from 15 to 25 kw. to 50 kw. has been granted to applicants who feel they are aggrieved by the Commission's decisions now having 20 days in which to note appeals to the judges of appeals of the District of Columbia. A number of appeals are expected, and possibly the entire group of clear channel stations denied will go to the court.

Covering 75 pages, the statement of facts goes into the merits of each application separately. The awards of 50 kw. to WOR, New York, WABC, Philadelphia; WJZ, B. A. T.; WBZA, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHN-WOC, Des Moines-Davenport; KOA, Denver; KSL, Salt Lake City; and KPO, San Francisco, are supported as providing for maximum public service, whereas the selection of WHAM, Rochester, and WAB, Detroit, WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVQ, Twin Falls, Idaho; and WDR, Lincoln, Neb., for increases in power to 25 kw., also are given.

Other Problems

In ITS general statement, the Commission brings out that leading engineers urged repeal of this order to permit all clear channel stations to 50 kw. From a strict engineering viewpoint, it continues, the evidence tends to show that all stations on clear channels should be permitted to use the maximum power.

"However, there are other problems," the Commission states. "The art of radio broadcasting is still comparatively new and a well-defined regulation of it has existed for only a little over two years. During this time, and in recent years, the industry and the Commission have had an opportunity to study its development. The effect of the General Order 42 is to increase the number of 50 kw. stations from 10 to approximately 20. If the order were adhered to, opportunity would be afforded for the industry, the public and the Commission to ascertain the results and study the effects. An overnight increase of all clear channel stations to 50 kw. power would not afford such an opportunity. Certainly the problems of this nature will be met with deliberation and caution.

"While the general development of the industry has been slow, the Commission is not unaware of the fact that important discoveries have been made in one phase or another of the broadcasting industry. Likewise, the Commission is not unmindful that at this time research is being conducted in such matters, among others, as antenna design, precise frequency control and synchronization. While in the research and development area, the Commission has not been seriously affected by changes in transmission and reception, developments may occur as a result of research which would have the effect of requiring radical changes in the allocation of frequencies. And in this connection it may likewise be noted that clear channels may be made which would materially affect both the use and number of frequencies.

Expenditures Risked

"THE INSTALLATIONS requested by these applications involve expenditures of large sums of money. Stations may be required to forfeit facilities for many reasons, and as a result there may be a re-vestment and property. This possibility would be minimized if General Order 42 were adhered to. The Commission should not enter into an agreement which will commit the expenditure of money with knowledge that it may soon be required to forfeit the property or scrap the property. A proper application of the statutory standard requires that the Commission at all times consider the interests of the radio industry in promulgating an order of general application.

In the First Zone, where it substituted WOR for WJZ, recommended by Chief Examiner Yost for the single vacant 50 kw. as- signment, the Commission found that with the exception of the New Britain station and others carried by programs of the NBC, WOR, on the other hand, it is not affiliated with any chain and therefore 'originates programs designed to meet the local needs of the state of New Jersey and surrounding area in the first and second zones.' Where it substituted WHO-WOC for WGN, recommended by Mr. Yost, the Commission found that while WOC is financially and technically qualified to operate with increased power and, while the program service is similar to WGN, the geographical location of the station and the provisions of General Order No. 42 strongly support the granting of the re-quested increase.

CAPT. Lewis Bulk, of WCSC, Charleston, S.C., has completed arrangements for the addition of that station to the CBS network.

Fiery Salesmanship

A NEW mark in high-powered radio salesmanship was set Dec. 1 by WBOO, Marquette, Mich., recently when a fire razed the clothing store of one W. L. Katz. A radio an- nouncer rushed to the scene, along with the radio industry crowd, and described the progress of the flames. So impressed was Katz that, when a WBOO advertising representative approached him during the broadcast, he signed a contract, sponsored a program, and recovered most of his losses the next day with a fire sale.

Directors Named

BY REASON of large purchases of stock, Albert D. Lasker, chairman of CBS and Thomas and Logan, advertising agency, William Wrigley, Jr., chewing gum manufacturer, and William Hertz, of the Yellow Cap Copywriting and Advertising Co., of the Paramount Publicity Corp., which owns 50 per cent interest in CBS, has been appointed an agency that probably places more national radio accounts than any other agency, while Mr. Wrigley's company recently entered into an agreement for radio time with CBS. Mr. Hertz will also be chairman of Paramount's finance committee.

Gridiron Guide for Radio

CBS Invents Device Which Will Identify Football Players

For Convenience of the Announcer

"RED GRANGE is zig - zagging down the field with the ball... No. 33, John Henry Friedman... my mistake, Oster- baan is the man." That is the chatter from favorite sports an-nouncers wasn't occurring very often hereafter over CBS, states a formal announcement of that network.

CBS has invented a new gadget for football player identification. Ted Husing and John E. Norton, master control engineer, perfected the mechanical device, and it is now being used by the sports an-nouncer in each of his football broadcasts.

The apparatus is in the form of mechanisms contained in two box-like appliances, with top panels on each keyed to the team's uniforms or two football teams. One of the boxes has a series of 22 buttons for the players wearing jerseys numbered 22; the other 22 corresponding light series for receiving the signals. By pressing the proper buttons on the one panel, the announcer can connect Husing's receiving panel a detailed enumeration by name and position of the particular players on both competing teams participating in the play.

CBS says the apparatus is an answer to the long-felt need for some device whereby Husing could determine at a distance—and particularly in the hazy weather that the players' names are not always clear on the gridiron.

I. R. E. Mails Ballots For January Elections

FELLOWS, members and associate members of the Institute of Radio Engineers have received electric circulars and ballots for the election of officers for 1932. Nominees for president are Prof. W. G. Cady, of Wellesley University, Middle- town, Conn., and Laurens E. White- more, of the A. T. & T. Co., New York. For vice president, which nominees are Prof. E. V. Appleton, of King's College, London, and Balth Van der Pol, of the Philips Lamp Works, Eindhoven, Holland. Ballot managers, two of the following four nominees are to be elected: RCA Victor Co., Camden, N. J.; O. H. Caldwell, editor, Radio Re-tailing and Electronics, New York; I. R. E. Laboratory, 353 W. 39th St., New York, and Capt. Richard H. Ranger, consulting engineer, New York. Ballots must reach the I. R. E. secretarv, 33 W. 39th St., New York City, not later than Jan. 5, 1932.

Davis Seen Head of Radio in House

WITH Democratic control of the House apparently assured, the chairmanship of the Committee on Merchant Marine and Fisheries, which has charge of radio legislation, is expected to go to Representative Evin L. Davis, of Tennessee, the committee's ranking Democrat. Had the Republicans retained control, the ranking Republican upon whom the chairmanship would have fallen was Representative Frederick R. Leibeh, of New Jersey.

Wallace White, Jr., Republican, of Maine, former chairman of the House committee, takes his seat in the Senate when Congress convenes in December. Whether he will win a place on the Committee, which has charge of radio in the upper house, remains uncertain. Senator C. Dill, Democrat, of Washington, who was co-author of the Radio Act of 1927 with Mr. White, is a member of the Senate Interstate Commerce Committee.

Senator James Couzens, Repub- lican, of Michigan, who will have the chairmanship of the Senate Inter- state Commerce Committee and is expected to introduce again his bill for a Commission of Communi-cations to replace the present Fed- eral Radio Commission. In his re-cent address to the National Asso-ciation of Broadcasters, Senator White came out in favor of a communications commission.

Page 12

BROADCASTING • November 15, 1931
On Cooperation With Advertising Agencies

By JOHN BENSON*
President, The American Association of Advertising Agencies

Future of Broadcasting Said to Hang on Joint Solution of Problem of Keeping Radio Fresh and Intriguing

If my last year's address to this body, I dwelt at some length upon advertising agency and its value to media owners like yourselves, I need not repeat that story here. I merely wish to point out that we are a commercial ally of broadcasting, and how.

In a nutshell, the agency's job is to make advertising pay. It is not to sell space or time for the media. The agency is not to compete for the advertiser at the expense of advertising or for the publishers who provide a channel or its own. Our dual position would be impossible on that basis. An experienced workmen can serve both masters in the most substantial way it is possible to serve either. In making advertising productive we protect the investment of our clients; at the same time we serve the media owner by making his product, white space and circulation or time and coverage, of commercial value. We make a market for his product. That is the most effective selling we can do, taking advantage of that market he has. In that respect he helps us.

Three Chief Objects

We have a large responsibility in three respects: In the first place, we must get results for our clients by a sound analysis of their needs, skillful appeal to the consumer, by an effective choice of media, and by coordinating sales and advertising effort. In the second place, as professional body we must develop advertising itself; improve its administration, protect public confidence in it and extend our knowledge of the means. We have no responsibility in that respect than in the second. There is still much to be done in making advertising copy more reliable and serviceable to the reader. And that much will be done, I feel sure, not all at once, but one step at a time.

Our third obligation we have is to the publisher in giving to his medium a full appreciation of its merit and to him a fair chance to present it. That involves on our part, courteous and open-minded reception, an unbiased attitude and the knowledge of media values as can be obtained.

The Four A's is operating in all directions to improve advertising as a whole. It has three main objects: to define and promote sound value in circulation and copy appeal; to maintain good faith and fair play in all of our relations; to improve advertising technique and lessen its cost. It operates a research department for the study of circulation values in all media fields, including coverage, duplication and buying power of listeners and readers. It seeks to make it easier for publishers and agencies to do business with each other, on a basis of mutual confidence and help.

Specifically, how does this affect the radio broadcasting medium?

We maintain a radio committee, just as we have committees representing every major medium of advertising, which acts as a connecting link between the broadcasting stations and our members, studying the needs of either and mediating between them. Our radio committee has been in contact with the NAB commercial committee, discussing with them questions like coverage, what it is and how to define it; dual rates and differentials, and the harm they do; agency recognition and conditions for it, talent charges, time brokers, and station representation. These are all questions of timely and vital interest to us both, and they are being clarified and settled by joint cooperation.

What progress has been made during the past year? Let us deal with each question separately.

No agreement has yet been arrived at about coverage of stations nor any joint plan set up to measure it. There has been more or less discussion about one method and another, but none has seemed adequate. Some stations have been doing the job themselves; the networks have done several jobs. These are all helpful, but not conclusive. Perhaps no conclusive survey can be made in so intangible a field. We advertising agents have been watching the development of the Crossley checking system, hoping that it might furnish the plan and the machinery for determining coverage, on a joint basis of support from advertisers, agencies and radio interests. That would mean considerable money in the aggregate, but with a light burden on each contributing unit. We are weighing this possibility and may have something to present in the near future.

Hits Dual Rate

The Dual rate is an evil the NAB can not officially deal with, it is an individual question between each station and its client. We have to work direct. We hope the stations will appreciate the inequity of two rates for the same thing, especially with a wide difference, and the handicap they impose upon the national advertiser's use of radio, in competition with the local. The rate differential in newspapers has been so grave a source of trouble during the past two or three years that radio stations might well take a leaf out of newspaper experience and early avoid its unfortunate results. Militant interference has been drifted out of the press because of the rate differential and the confusion which it makes.

In the recognition of advertising agencies some progress has been made. A sub-committee has been appointed by the NAB to define the basis of recognition and to set up machinery for naming agents entitled to receive commissions. The NAB committee has invited our cooperation, which we have been giving in the form of data as to what other publishing bodies do; we have suggested that the radio industry might learn from what has been done in other fields, that it might grant agency commission only to those individuals and firms which sustain an agency relationship to clients and do not shirk to do an agency job. This is the only restriction we offer in a broad policy of recognizing all applicants who can qualify.

What we mean is that only professional service would be supported by an agency commission, and that involves three things: intimate acquaintance with the client's entire advertising and selling problem, a wide knowledge of advertising media and technique, and a disinterested position as professional media are concerned. These are the qualifications which mark the advertising agent. He does not produce material or sell time. We have no desire at all to see the field limited; everybody should be free to qualify for recognition who can.

Talent questions have not been acute in the sport broadcasting field, but that has largely used for national advertising, and steady progress has been made both in the making of records and in the use of them by station and advertiser.

The question of station representation is strictly speaking no concern of ours, although we are deeply interested. In the first place, its expense is an element in rates, and secondly, it furnishes us our contact with stations. That contact is all important. We need uniform and reliable information about all the factors which enter into station value and we want that information direct or through channels organized by the stations themselves. It does not seem sound to have time brokers representing competing stations as long as they do. That is not fair to the station.

Lauds Bureau Idea

It seems to me the recent move to build up joint representation for a group of stations which do not compete, such as Advertisers Radio Service, Inc., is in the right direction. That is sure to prove economical and to do a straightforward selling job.

NAB officers recently suggested

(Continued on page 39)

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*From an address before Detroit Convention of the National Association of Broadcasters, Oct. 26.
Broadcasters Warned to Install
New Frequency Control Early

Stations Advised to Buy from Reliable Makers and to Arrange for Test by U. S. Supervisor

A WARNING to broadcasters that the time is getting comparatively short for the installation of frequency control equipment that will enable them to maintain operation within 50 cycles, plus and minus, of the assigned frequency, comes from the Federal Radio Commission. The new General Order 116, which curtails the permissible deviation from 500 to 50 cycles, plus and minus, for broadcast transmitters, takes effect June 22, 1932—exactly one year from the date of promulgation.

Many stations are now equipped with apparatus which generally operates upon an audible check. Such equipment, however, will not be satisfactory for the 50 cycle check as the audible device is not sufficiently accurate. Some visual means must be provided to comply with the new order, and a visual check, therefore, that stations will have to purchase new checking equipment will be made available by the effective date of the order.

Here is the substance of the information made available at the Columbia Broadcasting System’s executive committee meeting to broadcasters, many of whom have been perplexed as to what was demanded by the new order.

It is extremely difficult to manufacture frequency control equipment that will maintain its frequency within 50 cycles of a given frequency without a vast amount of research and development work. To this end, the ideal average composite equipment will be manufactured for this use, and it would be well for stations to purchase equipment from recognized manufacturers who are thoroughly familiar with the designs of such apparatus and have adequate laboratory facilities to insure precision instruments.

Test Recommended

UPON the purchase of such equipment, it is advised to arrange a schedule of tests with the nearest supplier of radio apparatus to make frequency measurements to check the apparatus upon its installation. In general, it has been found that the supervisors are very willing to cooperate. This test, considered the best that can be made, should be conducted by determining the frequency of the station by the checking means at the time the supervisor is making a check. The results should be compared with the two checks as to the frequency. The necessary result is attained, but if not further calibrating must be undertaken.

Many stations have maintained their equipment as capable of maintaining frequency within 50 cycles or less. The licensees who have this equipment installed and tuned by the manufacturer, and that thinks his worries on frequency deviations are over, will be far from the case. They will now be required to and only by a rigid program of maintenance and operation and checking would it be possible to maintain the deviation over 50 cycles. The design of broadcast equipment has not developed to the stage where the transmitter will maintain itself with anything like the regularity of a power sub-station.

Early Purchase Urged

SEVERAL manufacturers of standard equipment have announced that they are making equipment for checking the frequency of broadcast stations within 50 cycles by visual means. It would be advisable for station owners to buy such equipment as soon as available to get it functioning properly and familiarize operators with the duties of maintaining the frequency to a tolerance of ±5 cycles before it becomes a violation to deviate in excess of this amount.

Probable the Commission will be lenient with deviators for a while after the order becomes effective, but it is undoubtedly the intention to enforce the order as soon as possible because of the improvement that will result in broadcasting.

Any station now seriously limited in coverage by heterodynes from other stations could eliminate the difficulty entirely if all stations on the channel maintained their frequency within 50 cycles. Many stations have taken advantage of this already, but there are still many heterodynes on the air, developed by the nearest broadcasters and on most of the regional channels.

Copyright on Elections Broadcast Over B.B.C.

A NEW phase of copyrighting was introduced recently by the British Broadcasting Corporation when it broadcast periodical results of the general election. An announcement of the program carried the following warning:

"The public are reminded that no outside use may be made of broadcast election results. Copyright of all broadcast election results and all other news supplied by the news agencies is strictly reserved by them. The news is issued for the private use of the persons of receiving sets only and may not be communicated to the public by loudspeaker, lantern slide, printed slip, or other device. Unauthorized re-diffusion renders the persons responsible liable to legal action."

The B.B.C. added that it was also unable to give news at any time over the telephone and asked listeners not to call for such information.

Since its acquisition four months ago, the Federal Radio Commission's automatic program recorder has been used by its broadcast engineers to record complete transcriptions of the programs of stations "under investigation." Already the Commission's legal division has used such evidence in the preparation of several cases.

The apparatus was accepted by the Commission on July 8. Costing about $1,000, it was developed for the Commission by the R. A. Photophone, Inc. By using the apparatus the Commission hopes to obviate the need of employing corps of stenographers working in relays to obtainbatim transcriptions.

It consists of three portable units, electronically operated on AC power. Its recording amplifier, a microphone, and a highly selective receiver. With this combination, the Commission is enabled to pick up a particular station and the entire program on the preprogrammed blank discs. Special needles must be used and the discs can be played immediately after the recording is completed on a turntable of 33 1/3 r.p.m.

Removal of Shuler Station is Ordered

REMOVAL from the air of KGEF, Los Angeles, owned by the Rev. Robert P. Shuler, Trinity Methodist Church, South, was ordered Nov. 13 by the Federal Radio Commission in overruling the recommendation of Chief Examiner Ellis A. Yost, that the station's license be removed. (Report No. 241.)

Terminating nearly a year of controversy, the Commission found that Shuler's crusades against prohibition, alleged vice industry and public political problems, as well as his attacks upon public and other officials, were contrary to the public interest. Although it has no power of censorship, the Commission said it does have the duty of determining whether the standard of public interest fixed by law has been or will be met in the use of a broadcasting license.

According to the Commission, the record of the hearings held in Los Angeles from Jan. 8 to 24, 1931 as well as oral arguments before the Commission itself last September 26, is "replete" with instances in which the pastor has broadcast statements by the Rev. Shuler, the Commission found, was convicted of contempt of court upon the charges resulting from address broadcast in Sept. 1929, has repeatedly attacked the Catholic Church and is "serving to promote religious strife and antagonism."

On the facts the Commission found that Los Angeles now has 18 radio stations, affording it service comparable to the largest community in the country. KGEF was assigned to 1300 kc. with 1 kw., half-time, and represents an investment of $32,000. At the same time the Commission denied three other applications.

Reversing Examiner Pratt, the Commission denied the application of WLBW, Oil City, Pa., for authority to erect a transmitter at Erie, Ja., to be operated in synchronism with WLBW at Oil City, Pa. Examiner Pratt was sustained in the denial of the application of WEDH, Erie, for change in frequency from 1420 to 940 kc., with an increase in power from 100 to 500 watts night and 1 kw. day, with unlimited hours of operation.

The Commission also denied the application of Palmer K. Leberman for renewal of the license of his station at Honolulu operating on 1420 kc. with 100 watts unlimited time, reversing Mr. Yost.

Radio Commission's Robot Listener

NEW YORK has assumed the lead among the 48 states and the District of Columbia thus far reported in the U. S. Census Bureau's radio census. Its report issued Nov. 1 reveals that 1,629,123 of New York's 3,162,118 homes or 57.8 per cent had radios when the count was taken on April 1, 1930.

The report, classified by counties and cities, shows that hardly a single community in the state has less than 40 per cent of its homes equipped with radios, while some exceed 80 per cent. The average number of persons per family in the state is given as 4. In the five boroughs of New York City, 1,021, 35,476 or 96.1 per cent reported radios. Only the counts for Illinois, Pennsylvania, and the territories and possessions remain to complete the radio census.


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Validity of Quota Regulations To be Decided by Appeals Court

Davis Amendment Test as Patrick and Caldwell Argue WPTF and KECA Cases

CASExgrowing out of the "quota yardstick" regulations of the Federal Radio Commission, designed to bring about the equalization of radio facilities, is held to be required by the Davis amendment passed by the Senate. A review before the Court of Appeals of the District of Columbia, and the validity of the provisions, will be decided within the next few weeks.

Viewed as a showdown on the commission's authority to adjust allotments of broadcast facilities among the zones in states, the test before the court is of the constitutionality of the Davis amendment itself. If sustained by the court, the Commission can proceed with a free hand in allocating facilities to the quotas specified for each state, which would mean that about one-quarter of the stations would have to use stations, power and hours on air, while others would be entitled to increased facilities.

First oral arguments were heard yesterday. The court noted difficulties in the interpretation of the regulations of broadcast facilities among the zones in states. It was argued that the validity of the Davis amendment, Louis G. Caldwell, former general counsel of the Commission, will be determined in behalf of WPTF, Raleigh, and KECA, Los Angeles. The former station was assigned an increase from 5 to 1 kilowatts, limited time and the latter an increase in daytime power from 1 to 1.5 kilowatts, because of General Order No. 992, which is the validity of the Davis amendment.

Louis G. Caldwell, former general counsel of the Commission, held that the Commission, as the validity of the Davis amendment.

The Court, however, has yet to hear a number of other cases also raising questions as to the validity of the quota regulations and the rating system, but based on radically different premises.

In his arguments, Mr. Caldwell held that the quota regulations were invalid, because they are not based on a mathematical distribution of facilities among the states. He held that the proper basis for such an allocation was not required by the Davis amendment, and that the figures "as nearly as possible" used in the act, implemented the Commission's latitude that it has not seen fit to use.

Already Exceed Units

At the time the Commission established 400 as the maximum number of units that should serve as the quota for the country, there were 399 units assigned. Now, Mr. Caldwell states that 403 units are assigned. Using the number of units actually assigned rather than the arbitrary maximum planned by the Commission, he pointed out, North Carolina would not be overquota and granting of the WPTF application would be unquestioned.

If the interpretation of the Davis amendment is correct, it was translated in the quota regulations, Mr. Caldwell argued, then the Davis amendment is unconstitutional, as violative of the constitution. Mr. Caldwell said it was an "arbitrary, unreasonable and destructive burden on interstate commerce, not within the power to regulate interstate and foreign commerce and not even relevant or reasonably incidental to the accomplishment of any purpose which Congress may constitutionally attempt to serve.

Mr. Caldwell alluded to recent decisions of the Commission which he held to be at variance with the Davis amendment. The Commission, he said, has disregarded over quota facilities by granting additional facilities to quota states. By failing to apply the Davis amendment in applications, in view of these decisions, he insisted, the Commission has discriminated against those stations.

Commission Defended

Mr. Patrick defended the Commission's positions on the broad ground that they are consonant with the Radio Act of 1927 and the Davis amendment. Congress has decreed a result to be achieved and the Commission adopted the orders for the purpose of bringing about that result, he argued.

Assaults on the orders question their wisdom rather than their validity, Mr. Patrick asserted. He went into the facts of the cases, pointing out particularly that the Los Angeles station was adequately by the great number of stations there. Steps leading to the adoption of the Davis amendment were recounted, and he held that the quota regulations were in line with that legislation.

The Commission simply is carrying out the mandate of Congress in these orders, he said. If the application of the Davis amendment as so constructed serves the public interest, Mr. Patrick asserted, it is a matter for Congress rather than the courts to decide.

Other Appeals Pend

Most important of the new appeals are those filed by WIBO and WPFC, Chicago, offered by petitioners asking for a rehearing for WJJS, Gary, Ind. Illinois is overquota and Indiana underquota. Mr. Patrick indicated that to grant the Indiana application would make for a more equitable distribution, in compliance with the constitutional law, drawn into these cases are the questions of property rights and of the constitutionality of the radio act itself, since the properties of the two stations would be totally destroyed should the Commission's decision be sustained. Let the record stand, Mr. Patrick said, with the states which now are operating under stay orders.

A third appeal, filed Nov. 4 by Berkeley, Calif., station KLC, M. Segal, former general counsel and assistant general counsel, respectively, of the Commission, in their petition for rehearing, is aimed at the applications of General Order 102. The station on the quota provisions, he said, that its required increase in daytime power from 2 to 2.5 kilowatts and to move its transmitter site from Lawrence to a point 22 miles distant is unreasonable. The station also claimed that the Commission erred in applying both 92 and 102 to the case, it is contended.

Changes Expected

In Codified Rules

Regulations Due Feb. 1 Affect Station Breaks, Use of Discs

Incorporating a number of important changes affecting broadcast communications, the Federal Radio Commission has approved new rules for the licensing of broadcasting stations in which all general orders heretofore issued are codified. The new regulations take effect provisionally on Feb. 1, and it is unlikely that they will be made public until published in final form, which will require several weeks.

The new regulations will be published in a 200-page volume and will supersede the some 120 general orders which have been issued by the Commission during the four years of its existence. The entire radio field, covering communications as well as broadcasting, is to be covered in the new set of rules and regulations.

While definite information is not available, it is anticipated that station breaks will be required at half-hour intervals, on the half-hour, and each 15 minutes as specified in the existing general order (No. 8). In dramatic skits and speeches, call-letter announcements will be prohibited. It is also expected that they will be made public only at the end of the program so as not to break the continuity. Such a modification of the regulations, would be directly in line with the pleas of both networks, officials of which called attention to the "breaking" of station breaks by new radio networks for the purpose of advertising products. Such "broadcasting" of station breaks, it is expected that it will be of material significance. The Commission also has relaxed the provisions of its recent order (General Order 98), having to do with the maintenance of operating and program logs by all stations, including small stations.

KOIL Joins NBC

KOIL, of Council Bluffs, Omaha, and operated by the Mona Mo. Company, will become an associate station of NBC on Dec. 1. It will become a basic unit of the NBC-WJZ network. At present it is a CBS outlet.

KGBM, Honolulu, broadcast special Navy Day programs from a submarine at sea and a fleet of airplanes on October 27 with the cooperation of the Navy Department. The programs were transmitted to the station by short waves.

GEO. WILE to Geneva

Frederic William Wile, Washington political analyst of CBS, will broadcast regular reports from the Geneva disarmament conference that begins Feb. 2. He will sail in mid-January with the U.S. delegation and the senators will be brought before the microphone by Mr. Wile, who also covered the London conference in the same way.

RCRA Income Report

Total gross income of $7,638,010 and net income of $3,657,469 for RCA for the first nine months of 1931 were announced Nov. 9 by David Sarnoff, president of the company. The net income for the first quarter of 1931 gross income of RCA and its subsidiaries was $25,664,292 and net income $1,518,765.

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There probably will be some slight amendment in the quota provisions, as now defined in General Order No. 99. It is expected that it will be of material significance. The Commission also has relaxed the provisions of its recent order (General Order 98), having to do with the maintenance of operating and program logs by all stations, including small stations.

There will be an understanding of the modified regulations, insofar as broadcast programs are concerned, which will be of routine character. The Commission tentatively has decided upon Feb. 1, as the effective date for the new one percent separations in the high frequencies, which involve a complete shift in assignments, become effective on that date.

Among other things this new alignment (Order 119) provides for changes with respect to visual broadcasting, designed to aid experiments. The channel of 1568 kc., which has become the standard for the broadcast band, is set aside as the television sound track, and the 2850 to 2990 kc. band is exchanged for the 6175 to 7000 kc. Herebefore 1604 kc. has been used as the sound track, but it was so far removed that it could not be picked up readily by the conventional broadcast receiver.

November 15, 1931 • BROADCASTING  Page 15
Approval of XER Stirs U. S. Stations

Mexico Expected to Sanction Other Mid-Channel Units

DETERMINATION by Mexican authorities that the operation of XER, new high power station at Villa Acuna, Mex, built by Dr. Julian J. Proskauer and Kanaas medicobroadcaster, is not "prejudicial to United States stations" may bring chaos on certain of the wavelength groups in serious international complications.

The Mexican Ministry of Com- munication announced last week in a bul- letin in which it gave Brinkley and his 75,000 watt station a clean bill of health as a result Brinkley now is on the air in Mexico, where his station much in the same manner as he employed KFKE, Milford, Kan. He is covering a substantial portion of this country on 735 kc, and, according to reports, is seriously curtailing the remote service of the Canadian and United States stations on adjacent channels.

Any person has the right to use this wavelength group for experi- ments and commercial broadcasts," said the bulletin of the Mexican Ministry. "The station may be considered prejudicial to United States stations, since this station and other stations of our country operate on different wavelengths. This one is in absolute compliance with the international regulations now in force."

This opinion is interpreted to mean that Mexico construes mid-channel experimentation in compliance with the international regulations, despite the fact that a 10- kilowatt station, like this one, has been adjudged the standard. All Mexican stations of sub- stantial power have been and are being announced to mid-channel rather than on the precise frequencies used by Canadian or Amer- ican stations in the attempt to circumvent the international regula-tions.

More Stations Building

THE FACT that eight or ten new stations of substantial power are being constructed just across the Mexican border indicates the purpose of serving American listeners makes more serious the ruling respecting XER. It is presumed that the authorities will apply the same principle to these new stations, in which case very damaging interference is inevitable.

Under the ruling, Brinkley now is safe to continue his work, and leave Mexico apparently at will. Mexican authorities, prior to the opin-ion, had prevented his entry, and Brinkley had protested to the Department. It is evident that the ministry's opinion is in reply either to an appeal by Proskauer, or one made by the State Department to the independent American broadcasters, for it answers specific ques-tions.

The famous "question box" pro- grams, which were the primary cause of the protest, were under the commission's deletion of KFKE, being continued over XER by Brinkley. He reads letters over the air, and broadcasts other material which was construed by the Commission to be improper.

Fame Reaches Egypt

The fame of Amos 'n Andy has spread to Egypt, where a group general is reported to sit up nearly all night to tune in the program from the broadcast studio of KDKA, Pittsburgh. Because of the time difference it is midnight when the pro- gram is heard in Egypt, along with the "late afternoon" sports announcements.

Two of the officers of the station asking that Amos 'n Andy be broadcast at an earlier hour 'for the benefit of a few Americans out here'...

Crusade Launched on Fortune-Telling

Society of Magicians Enlists Aid of Radio Commission

A CRUSADE against fortune-telling was officially launched by the Society of American Magicians, and the as- sistance of the Federal Radio Com- mission was enlisted in the fight against the false prophecy and the pseudo-science of the "fortune tellers," "seers" and "mediums." This is not "prejudicial" to the society and a radio engineer, an- nounces from New York City.

Declaring that the society is en- gaged in an "all-out war against fortune tellers of all kinds," Mr. Proskauer said the Commission should make a summary action against violators of its own edicts having to do with programs of this char- acter. The society, he brought out, will not condone improper broadcast-ings by its members. He cited as an example the recent expulsion of one of its members.

On Oct. 21, Mr. Proskauer, "Tajah Rabold, who has been broadcast- ing on many stations throughout the country, was unanimously expelled from the society when it was convicted in New York City for fortune telling and his arrest and subsequent trial for his expulsion. Charges made against Rabold that he used the radio to broadcast false infor-mation.

Rabold, Mr. Proskauer said, was a "very prominent and active mem- her of the society."

The Commission recently cited several stations for astrological and fortune-telling broadcasts alleged to be of questionable charac- ter. With the commission's issuing specific regulations governing broadcasts of such programs, the Commission has continued to hear until last May 7 in which it derided the use of programs smacking of lot-tery, fortune-telling or similar gift enterprises.

There also is some thought that the Commission might construe "question and answer" programs as pooling popular appeal, violation of its policy. Many west- ern stations which have used such methods have changed the type of programs to circumvent possible action by the Commission. Instead of "fortune tellers," "seers" and "psychics"...

Recommends Denials of Television Applications

DENIALS of two applications for authority to engage in television broadcasting was announced by the com- mission to be recommended to the Federal Radio Com- mission on the ground that the applications were not supported by adequate technical qualifications. In Report No. 276, Chief Examiner Ellis A. Yost recommended denial of the application of WCTU, the Christian Broadcasting Corp., Hartford City, Ind. Examiner Elmer W. Pratt recommended denial of the application of Pilot Radio & Tube Lawrence, Mass., in report No. 278.

With the view eventually of creating a station for television receiver, the Pilot Company of New York City, Nov. 2 asked the Commission to approve its application for a new television station of 250 watts. Witnesses testified that the Pilot company has been engaged in labor- atory experimentation and that it desires to conduct public tests. The 2000-2100 kc. band was sought.

The authority to use the 2750-2850 kc. band with 50 watts for experimental visual broadcasting was approved by the Federal Radio Commission.

Applications of Television Lab- oratories were denied for the use of Frank Telkevisi, North Bergen, N. J., for experimental television broadcasts, and for nine days of hearing during the week of Nov. 2 were withdrawn. The applications of the Knickerbocker Broadcasting Co., Inc., New York City, (WMCA) was postponed until Nov. 23.

John Holbrook of NBC Wins Award for Diction

JOHN HOLBROOK, NBC an- nouncer, is the third winner of the gold medal for good diction on the radio awarded annually by the American Society for the Deaf. Milton J. Cross won in 1929 and Alwyn W. Bach in 1930. Both are members of the NBC staff. Holbrook is a member of the Radio Committee of the Academy made the award on Nov. 12.

The award is administered by a committee composed of the advisory group comprised of edu- cators who judge the diction of an-nouncers. It was decided in 1929 to recognize good in diction because of its unexploited oppor-tunity to influence common usage in the country. Announcers have contended that the announcers' choice of suitable words, their enun- ciation, correctness of pronuncia-tion, their use of the volume of all that is tawdry and cheap make them a powerful factor in raising the general level of intellectual ex- pression among the masses.

Five points, scoring 20 per cent each, are considered in determining the award. These are: good pronunciation, freedom from local peculiarities, personality and gen- eral cultural effect.

Hearst Negotiating To Acquire WLWL

THAT Hearst interests have bid for WLWL, New York, limited-time, 5 kw. station on 1100 kc., and are still interested in this station, was revealed during hearings before the Federal Radio Commission on Nov. 4 and 5, involving the applica-tion of the new York station for increased time of operation demanded by the Missionary Society of St. Paul the Apostle, the station is assigned approximately two hours daily with WPG, Atlantic City. In- creased time of operation was requested, to permit the station to go commercial.

William G. Finch, technical director of the Hearst Newspaper Radio Service, and secretary and chief engineer of the American Radio News Corporation, public utility long-wave news-distributing subsidiary of the Hearst organiza-tion, attended the hearings, but did not lose his mission, or take the station.

Miss Florence Harrington, pro- gram manager of WLWL, testified that Hearst had filed for protection of the station for a four-week period recently, and that negotiations for leasing of the station by Hearst also had been conducted, but Hearst had revealed also that CBS bid for the station a year ago, but that the project was dropped.

Might Pay $500,000

SO FAR as can be learned, Hearst made a bid for WLWL but the licen-ses refused to sell. Because of the station's 5 kw. power and excel- lent financial status, Hearst is un- dertaken to be willing to pay $50,000 for the station, if it should be successful in procuring one-half time on the fre-quency.

According to WPG, the station, part of a group of 13, has been sold to a firm of radio representatives representing Littlepage, Littlepage & Spearman.

On Oct. 10, William Randolph Hearst, publisher, through gathering and publishing enter-pises, announced consumation of the deal whereby he procured own- ership and control of WLWL. Shortly thereafter he acquired con- trol of WCAE, Pittsburgh, effec-tive January 1. He also owns WJZ, New York. Moreover, all of the Hearst newspapers have affili-ations with independently-owned stations in the 20 or more cities where newspapers are published. For example, the Herald-Examiner leases KYW, high-power outlet of Westinghouse, while the Hearst paper there, the Pittsburgh Press, is a part of the Hearst syndicate. American, recently switched from a news affiliation with WIBO to WENER, of NBC.

BROADCASTING • November 15, 1931

Page 16

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Cost of Futile Hearings is Appalling
Need of Reform Recognized by Commission to Save Broadcasters Needless Loss of Time and Money

By SOL TAIROSSH

TIME and money, to an appalling degree, are being wasted every week at futile hearings before the Federal Radio Commission necessitated by hundreds of "frivolous" applications filed by broadcasters or would-be broadcasters. A survey of today's hearing shed the dire need for some sort of reform that would discourage the influx of such applications and eliminate the hearings that do nothing but arouse ill feeling.

Many thousands of dollars that might better be diverted to improvement programs and stabilization of the industry are being spent by broadcasters hailed to Washington for frivolous hearings on the slightest provocation, or because somebody somewhere in these United States covets an air wave under the radio listener's assignment. Taxpayers' money appropriated for the Commission is similarly being senselessly wasted.

That many hearings are worthwhile and essential cannot be gainsaid, but that some reform is needed to eliminate the deluge of utterly hopeless applications that go to hearing is glaringly evident. Existing conditions which find some broadcasters cited to defend themselves a dozen times a year, many of whom have to travel across the continent, must be ameliorated. Hardly a station on the air escapes hearing or notice of hearing as a party respondent during a Commission term, and those sessions in Washington are becoming the bane of the broadcasters' existence.

The seriousness of the situation can be discerned from latest statistics which record the Commission activities relative to broadcasting. During the fiscal year ended June 30, 1931, there were 2,374 broadcast applications filed. Of these, 573 were designated for hearing, and 150 of the latter were defaulted or denied without a hearing. Applications withdrawn and dismissed totaled 175; those reconsidered and granted totaled 104 after hearing, 97; and those granted after hearing, 46. The balance was made up of applications withdrawn without hearing and of comparatively insubstantial character, and those still pending.

Cost of Hearings

REMOVED to reduce, Commission records show that for the conduct of hearings during the 1931 fiscal year the Cost was $76,661.49. How many broadcasters and applicants spent at hearings which accomplished nothing cannot be estimated.

There was appropriated for the 1931 fiscal year $450,000, of which the Commission spent $441,756. Of that amount $328,978 was disbursed for the salaries of the examiners, law-ye, and clerks, were paid $51,840. In addition, $24,821 was expended for stenographic reports of proceedings. This would bring the entire total of $76,661.49.

Official Opinions...

Chairman C. McK. Saltzman: "There should be some sort of reform. There are too many frivolous applications filed with the Commission."

Commissioner Ira E. Robinson: "Too many applications are unwisely filed, thereby incurring useless expense to the government, the applicants, and to the station or stations attacked."

Commissioner Harold A. Lafount: "Steps should be taken to throttle the influx of unwisely filed applications that eventually go to hearing. Whether this should be done by Congress or by the Commission is not material, but the problem should be taken care of at once."

Commissioner William D. L. Starbuck: "The Commission is doing its utmost to discourage applications, which, on their face, cannot be successful. Applicants should be forced to prove their good faith in advance of hearings and not force needless expense upon respondents."

General Counsel Thad H. Brown: "Hearings in the field might be the solution of the problem, particularly in important cases where the parties involved are in the same general locality."

The majority of the Commission members agree that something should be done, but they are not prepared to propose a remedy. Legislation seems the likely course, but the Commission is not essaying to tell Congress what to do about this situation. The Commission is, however, of the opinion that it is adhering to the letter of the law and that hearings must be designated when an application is in proper form and when the applicant demands it. The advantage of such procedure, officials say, is that the broadcasters are placed on their mettle, and must be alive to the fact that they are privileged to keep their franchises only so long as they prove to the Commission that they can use them in the public interest better than anyone else.

That factor, however, is more than outweighed by the void in the system whereby any citizen can attack the position of any broadcaster and force him to defend himself.

The Commission's own regulations are responsible for a fair proportion of the applications and resultant hearings. Any change in the quota regulations (General Orders 92 and 102) would mean that it would be impossible for an applicant to refile an application denied or defaulted for periods of more than six months.

Just what the solution to this perplexing problem may be, is difficult to say. Several courses, however, are possible and have been discussed from time to time by members of the industry. Cost may be one of the factors. Costly officials, broadcasters and lawyers specializing in radio practice. In every instance remedial legislation by Congress would be entertained.

Legislation Proposed

ONE PROPOSAL is that legislation be enacted permitting the Commission to follow court practice and assess costs of hearings against unsuccessful applicants. An applicant is the system, would go into a hearing with the realization that, if he is not successful, he will have to pay for the stenographic record, clerk hire, and other incidental expenses accruing to the Commission for the handling of the case. This unquestionably would have the immediate effect of eliminating scores of applications filed by financially incompetent individuals and, possibly, companies.

A second course suggested is that of requiring applicants to go to the Commission to show their good faith and to defray hearing costs. You can have a cozy hearing room that seems entirely logical—would be to send examiners to the Commission to them to take testimony, thus minimizing the expense to broadcasters in traveling to Washington. This practice is followed by the Interstate Commerce Commission, which provided for in the Radio Act of 1927.

Still another suggestion is that longer license periods be provided to make broadcasters less vulnerable to attack and to safeguard their positions. The license period is presently two years, but prior to a year ago they were issued for 90 days only.

Stricter requirements with respect to the filing of papers preliminary to hearing might be a long stride in the direction of weeding out undesirable or incompetent applicants. This would not preclude a bona fide applicant from obtaining a hearing, under the law, if he demanded it.

Changing of the requirements of existing regulations (General Orders 92 and 102) whereby it would be impossible for an applicant to refile an application denied or defaulted for periods of more than six months, instead of the existing provisions of six months and one year, also might alleviate some of the hearing hardships.

The Commission, of course, realizes and feels that it is the definite policy of the Commission to encourage deserving applications whereby stations legit- er in the public interest. In general, applications which are carefully prepared both from the legal and technical standpoint would be encouraged, for only by such procedure can the level of broadcasting service be raised and maintained.

The foregoing figures and comment give some idea how futile are most of the applications filed with the Commission, and the hearings that follow them.

Bar Head Names New Communications Group

APPOINTMENT of the membership of the Standing Committee on Communications for the ensuing year was announced Nov. 6 by Guy Thompson, of St. Louis, president of the Association. Reappointed were Louis G. Caldwell, Washington, as chairman, and John J. Kendall, Portland, Ore. New members are John W. Guider, Washington; Frank P. Walsh, chairman of the power authority in the State of New York, and Robert Stone, Topeka, Kan. They succeed William E. Greene, St. Paul; Stephen Davis, New York, and Cassius E. Gates, Seattle.

Mr. Caldwell announced that the committee is considering holding a preliminary meeting in December, and possibly another open meeting for general discussion of legal aspects of radio matters during the winter. Both meetings probably will be held in Washington.

WOR Acts Quickly

FOUR hours after its power supply had been cut off through an unknown accident, WOR (1370 kHz) was back on the air Nov. 5 with an emergency mobile power station. A droved up 'hank was parked quietly in the city, and an hour later the one of the two was charged and running. An hour after that afternoon the crew had snapped the cable which fed power to the transmitter at Kear-

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Radio and the Press

WALTER A. STRONG, who until his recent untimely death was publisher of the Chicago Daily News, once made the statement that 90 per cent of the readers of his paper may be classed as members of the radio audience. That is why he placed so much store by his radio page and the radio station adjacent to his newspaper.

All this ballyhoo about radio’s encroachment upon the provinces of the press finds some of the leading newspaper publishers in the country intelligently refusing to pay heed. Either they are themselves in radio—and very happy in the wedlock—or they are cognizant of the immense revenues the new art and industry has brought them by way of new sources of advertising lineage.

Significant in the extreme is the listing published in this issue of newspapers owning or affiliated with broadcasting stations. Our count shows that 155 of the approximately 800 stations in North America and Hawaii are newspaper owned or affiliated.

All but 16 of these are in the United States and Hawaii. Of this total of 139, there are 74 owned outright or partially owned by newspapers. There are a number of these more stations that newspapers are trying to buy.

We note with gratification the intelligence being displayed toward radio by such important newspaper men as William Randolph Hearst, nearly every one of whose newspapers have a radio affiliation where possible, and Karl Bickel, president of the United Press, whose book last year was one of the ablest treatises ever done on the subject. So long as a goodly number of journalists are close corporate allies of radio, so long as the dissentient journalists are divided among themselves and so long as there are non-radio-owning journalists with intelligence and vision enough to see that radio can and wants to be a powerful ally of the press—just so long need the broadcasters pay no heed to the tempest in a teapot that certain press interests have been trying to create.

It is but it is also true that the copyright owners will ruin their own “market” at the same time, for they cannot hope to destroy radio as an institution.

Where else but in radio does such a situation obtain, the laws of the country demanding public service from radio on the one hand and so broadly protecting those who hold radio at their mercy on the other hand? The broadcasters should unite for organized effort. They must be willing to accede to the copyright holders their due, but they must at the same time protect themselves. Organized, the broadcasters are a powerful entity whose good will and revenues are as needful to the composers and publishers as the latter’s works are necessary to the conduct of radio stations.

Copyrights

PROBABLY no other industry in the land operates under the same restraints, with respect to its day by day and hour by hour conduct, that are imposed upon broadcasting. We refer not merely to rigid federal regulation but to copyright restrictions. Comes now the American Society of Composers, Authors and Publishers with notice of its intention to levy new license fees—undoubtedly increases—upon radio stations using its copyrighted works.

The subject is treated in some detail in the news columns of this issue. Exactly what the society intends to impose as its new yardstick if it has evolved, if any—does not seem to be ready for disclosure at this writing. But that the society intends to impose new license conditions for the performance of its copyrights on the radio, as of January 1, 1932, is definitely suggested.

No one will deny the composers and publishers their right to a fair return on their effort. But the rate of return from so young and nebulous a business as broadcasting must be determined on a live-and-let-live basis. The society is entitled to pay, of course, but we doubt whether it is entitled to an arbitrary percentage of any station’s gross as it has been suggested may be exacted.

We are rather inclined to agree with the NAB that a station’s own card rate might provide a truer basis for the yardstick which the broadcasters are as eager as the composers to find. The copyright owners, we believe, are looking at the whole picture of broadcasting wrongly when they insist that the broadcasters are destroying their station’s trade and other sources of revenue while earning huge profits for themselves.

As a matter of fact, the best information available is that about half the radio stations are still operating at a dollars and cents loss. These include, of course, the non-commercial stations. Those stations that are profitable are by no means entirely secure in their positions, what with the severe requirements constantly being imposed upon them by the federal government.

The public, through Congress, grants the composer or author an enforceable right in his work for a limited period of time on the theory that he will give the public the benefit of his creation. If the copyright owners increase their radio license rates so far that they practically stifle the use of their product by the broadcasters, who serve the public, they virtually abrogate copyright law.

As those laws are now written, however, it would seem that the copyright owners can levy any rates they please. Excessive rates, far beyond the capacity of a station to pay or so great as to preclude a station from maintaining itself on a sound economic basis, can ruin any broadcaster. Apparently he has no recourse under the present law but to pay.
We Pay Our Respects to—

Owen D. Young

FOR THE MAGNIFICENT job his committee on the mobilization of relief resources has done in marshaling the nation's radio resources to the aid of President Hoover's Organization on Unemployment Relief, Owen D. Young deserves real respect from all of us. We pay our respects to him, we are also paying our respects to Messrs. Aylesworth, Eldow and LaPrade of NBC and to the many other officials of CBS who threw their energies and the facilities at their command into the task of bringing to the nation a more acute consciousness of the crisis that faces it.

Nor should due credit to the artists be omitted. They, like the great networks and the stations, gave of their time and their talents unstintingly to the cause of the jobless. And through the combined networks, five splendid programs of more than an hour's duration each week have been furnished without cost as the radio part of the unemployment relief campaign during the period from Oct. 18 to Nov. 22.

Owen D. Young's identification with radio has been a long and a distinguished one. Back in 1919 he was the prime mover in the organization of Radio Corporation of America as a communications company. When the possibilities of broadcasting became apparent, it was he who took the leading part in the organization of NBC as the first American network.

Over that network the American public has not heard Owen D. Young's voice as many as a half dozen times. For reasons of his own, he eschews the microphone. One of his few radio speeches was heard in connection with the present unemployment relief campaign, a speech that carried tremendous weight because of one of the many notable speakers who spoke their messages to the American public.

On October 27, last, Owen D. Young celebrated his 75th birthday. The list of his achievements might best be compiled by a perusal of the front pages of the daily newspapers for the last 10 years or more. As chairman of the board of the General Electric Co. and as former chairman of the RCA, his leadership in the development of electronic devices and his finest works of his distinguished career. That he should be the man to bring competing systems of radio together for the common relief cause being directed by Walter S. Gifford for President Hoover, was only another example to his preeminent standing in American life.

PERSONAL NOTES

Vice Chairman E. O. Sykes of the Federal Radio Commission left Washington Nov. 8 for a business trip to his home at Jackson, Miss. He will be away from his office 10 days to two weeks.

Sam Pickard, station relations vice president of CBS, sailed from New York with his family on the S.S. Algonquin for a trip to Florida. He will return about Dec. 15.

Armstrong Perry, who conducts the information service of the National Committee on Radio in Education in Washington, is expected to return about Dec. 15 from his radio education tour of all European countries.

Thomas Patrick Convey, vice president of WKO, St. Louis, appeared recently in a week's engagement at the Ambassador Theater in that city. The act consisted of interviews with "Pepper" Martin, star of the world series. Mr. Convey had the entire Cardinal team on his station the night of the final game. Mrs. Convey, who maintains an office at KWK, managed the station during her husband's theatrical engagement.

Roland Israel, formerly radio director of the Joseph Katz agency, Baltimore, has joined the commercial staff of WIB.

Lloyd C. Thomas, general commercial manager of the Westinghouse Radio Stations, announces the appointment of Claude A. Gordon, formerly commercial manager of WTMJ, Milwaukee, later with a Chicago agency, as the commercial representative of the Westinghouse group. Oliver Morton has been transferred from the Chicago office to WBZ-WBZA, Boston-Springfield. Milton W. Stoughton, commercial representative of WBZ-WBGA in western New England, was assigned to Chicago Nov. 1. Stanley L. Spencer has been transferred from KFDB, Dallas, to Springfield. Continuing on the Great Falls, Mont.-Bismarck staff will be Norman E. Whittaker and Clyde A. Gordon; on the Portland, Ore.-Spokane staff, Walter G. Horn and Eugene O'N. Herron, and at New York, F. E. Spencer.

Stuart C. Mahaney, formerly radio editor of the St. Louis Post Dispatch and later with The Country Gentleman, Chicago, has joined the staff of Battery Co., Chicago, as sales engineer.

Donald Button, of the Los Angeles offices of Bryan, Butts and Goughings, legal advisors of KELW, Burbank, is running for Congress in the Fifteenth District.

George C. Dawson, formerly head of the CBS commercial idea department, has been named head of the new business department, New York. Burt McMurtrie has been appointed CBS manager of commercial programs, and Ir. Stuart C. Mahaney, formerly radio editor of the St. Louis Post Dispatch and later with The Country Gentleman, Chicago, has joined the staff of Battery Co., Chicago, as sales engineer.

Owen D. Young

Arthur Q. Bryan, formerly with WOR, Newark, has joined the announcing staff of WCAU, Philadelphia, according to announcement by John L. Worthington, Philadelphia director. He is also a tenor, formerly with the Jeddoh Highlanders and Seibering Singers on NBC.

Edward A. Byron, production manager of WVL, Cincinnati, announces the promotion of Emerson C. Kratters, continuity writer and former Denver newspaperman, to continuity editor, a position which he has prepared for by his wonderful work on WVL's "William Tell." WVL's "Music Along the Wires," over CBS, Nov. 15.

Verne Leslie Steck, prominent in musical circles and formerly with WTAM, Cleveland, has joined KFBB, Portland, as program manager. He is a violinist and conductor.

Pat Flanagan, popular sports announcer of WBBM, Chicago, has been made an honorary member of Northwestern University's "N" Club, composed of athletic letter men.

John Philip Sousa, the bandmaster, has given his dinner, with the observance of his birthday on Nov. 7, by appearing over a coast-to-coast NBC network. The program was seen by a large audience in the Times Square studio of NBC.

Lewis lane, of the NBC library of radio serials, research, New York, is composer of "Fragments," a song without words, which was played nightly on the Melody Hour program on an NBC-WEB network, Nov. 8.

Lee Morse, NBC crooner, has left New York for a two-weeks' tour on a Radio-Keith-Orpheum circuit. She will return to the air next Jan. 23.

Jack Crawford and his orchestra moved into George Allen's Club, Culver City, Calif., to broadcast, for NBC, two night-time programs. The Crawford orchestra is led by Hal Holm, who sailed from the New Hollywood Gardens, New York, Atlantic City's steel pier, and the Sherman Hotel, Chicago.

Harry A. Jackson has been appointed program manager of KFAC, Los Angeles. As the "keeper of the mike" over KFWF for four years, he led the string orchestra via remote from the Fig 'n Whistle cafe.

Earl Towner, KFRC, San Francisco, has appointed young "Feminine Fancies" orchestra. He retains duties as vocal director at the station.

Clyde Lindsay, announcer for KELW, Burbank, Cal., early this month was appointed officially as music director of the station.

Eddie Lynn, who has collaborated with Charles Wakefield Cadman, in writing the lyrics of two score of songs, has resigned from that staff to become head of KJZ, Los Angeles, and will free lance.

Kay Thompson, announcer and blues singer at KMOX, St. Louis, for the past five years while attending Washington University, has gone to Los Angeles to join KTM in a similar capacity.

Ray Canfield, who leads the Hal Progressives of Los Angeles, and KECA, Los Angeles, is soon to be ordained as a minister of the gospel. He will be seen in his Hawelko period in contrast to the highly-pitched voices usually heard.

Gene Read, who created "Mike and Mary," happy Irish couple, as an evening feature on the news over KXNO and KECA, St. Louis, is also a novelist. His "Thurman Lucas" is one of the recent crime novels.

John Warren, baritone soloist with the Chicago Symphony and Ted Spencer's occasional artist. His water color collection was shown at the Franz Saurey Gallery, Hollywood, last week of November with 40 exhibits.

Henry Halstead and his orchestra, late of California, have gone to Miami, Florida, to extend their engagement and are also broadcasting four times weekly over WMAU, Miami.

Carleton Young, actor of the NBC Pacific Coast network, has been loaned to a San Francisco theatre for a performance. It took the major role in "Pride's End."

November 15, 1931 • BROADCASTING
WALLACE BUTTERWORTH, NBC sports announcer in Chicago, was married in Montreal on Oct. 31 to Miss Antoinette Leduc. Following a White Mountains honeymoon, the couple will return to Chicago.

TALENT at KFI, Los Angeles, seems to have a shrewd theory of how to keep a passenger running and recent witnesses to his exploit by sea thought it a 28-foot cabin cruiser named "The Lorraine." Rene Hemery, violinist, has a speed limit while Hank has two, saxophonist, takes his water outings with an outboard hydroplane.

IN THE CONTROL ROOM

H. WORDEN (HACK) WILSON, NBC control engineer in New York City, is winning great popularity on network programs for his mimicry of radio artists. He has been featured on the Club Valspar program.

WILLIAM G. H. (BILL) FINCH is now secretary and chief engineer of the American Radio News Corporation, Hearst subsidiary which is not only developing the Jack's club's wave-typewriter service, but has been placed in charge of the various stations controlled and operated by the Hearst newspaper interests.

H. M. SMITH, until recently in the broadcasting division of the Westinghouse company, who has become associated with Frank Faulkner in consulting engineering work in Chicago.

DR. WILLIS EUGENES EVERETTE, radio engineer of San Rafael, Cal., has returned from a six months tour of Europe during which he studied the technical aspects of various radio systems abroad.

H. J. RUSSELL, formerly with Canadian Marconi in Montreal, is now in the research department of the British Marconi at Chelmsford, England.

FRED MOORE, of the engineering staff of WCAU, who has been studying music, has been transferred to the production department.

D. E. REPLEGO, has been elected a vice president of the DeForest Radio Company and will continue as chief engineer. For the past two years he has been assistant to the president of the Jenkins Telephone Company, the DeForest subsidiary, in full charge of engineering and production.

EDWIN LOVEJOY, Department of Commerce for the Northwest with headquarters in Seattle, has just returned from an inspection trip to the Karl station monitor station.

JOHN KENNEDY, of the technical staff at KMB, Hollywood, has gone to KCBS Inglewood, Cal., in a similar capacity. During the war he was a lieutenant in the British Navy.

JOHN G. LEITCH, chief engineer of WCAU, Philadelphia, made a flying trip to Cleveland to visit the new studios of WHK. Mr. Leitch is completing data for the new WCAU studios to be built soon.

I.C.C. Rate Hearing Scheduled Dec. 14

NBC and WGBB to Contest Jurisdiction in Radio Field

THE INTERSTATE Commerce Commission has scheduled for hearing on Dec. 14, in New York City, the complaint against the Sunshine Products Co., Inc. of New York, against the NBC and WGBB, Freeport, N. Y., to determine the federal agency's power to regulate advertising rates of broadcast stations. WGBB is a Miami, Florida, station affiliated with Marconi. A companion case resulted in a settlement last October before the Maine Commission. The case was then held in abeyance pending the outcome of the ICC case.

Both NBC and WGBB are understood to be preparing arguments to contest the claim that the I.C.C. has any jurisdiction over the radio rate structure, as such authority would also empower it to evaluate advertising rates of broadcast stations.

The Commission, in docketing the case, automatically assumed jurisdiction, but it is by no means settled that it has any authority to regulate rates.

The National Association of Broadcasters may intervene in the proceedings. At its convention in Detroit last month the NAB adopted a new rate resolution authorizing its executive committee, should it deem the course advisable, to intervene in the hearing of any complaint before the I.C.C.

THE PROBLEM of broadcasting a golf tournament, shot-by-shot, has been solved by KSTP, St. Paul. A short-wave portable transmitter is used in an automobile, as depicted above, turned the trick.

The all-mobile apparatus was improvised by KSTP for coverage of the St. Paul $10,000 Open Golf tournament. Announcer and engineers watched the course, and according to the course, the broadcast is transmitted over the WMJ series, 10-kw.

How KSTP Covered Recent Open Golf Tournament

WCCO Prints Programs In Weekly Shop Paper

COMPLETE detailed programs of the schedules of WCCO, Minneapolis-St. Paul, together with the names of clients sponsoring these programs, are now being published weekly in the Minneapolis "Shopping News." This publication is delivered each Saturday morning to 127,000 homes in Minneapolis, St. Paul, and immediate suburbs.

Decision to publish WCCO programs in the "Shopping News" came, station officials said, after the five Twin City newspapers had adopted the policy of sending radio programs that they meant practically nothing to the reading public. The newspapers, it was said, have adopted the policy of eliminating practically all commercial names, and dropping Sunday radio pages.

"Shopping News" gets daily announcements concerning the publication on the air, in return for which the programs are published each Saturday. The paper carries advertisements of about ten of the largest Minneapolis retail establishments.

KFYR, Bismarck, N. D., assisted recently in the capture of an automobile thief by broadcasting bulletins on his race through nearby towns. Police at Bowman were consequently able to head off the robber.

Dr. Pupin Honored

DR. MICHAEL I. PUPIN, of Columbia University, has been awarded the John Fritz gold medal for 1932, highest honor in American engineering, for his achievements as "scientist, engineer, author, inventor of the tuning of oscillating circuits and the loading of telephone circuits by inductance coils."

U Men Head Bands

COLLEGIANS head at least half the nationally known orchestras while university men comprise 70 per cent of the musicians in those orchestras, according to a survey by Music Corporation of America, which also found that most of these players began playing with campus or fraternity orchestras while in school and that many of them chose to follow music rather than complete their college educations. Among the schools represented by orchestras are Berkeley; Washington and Lee; and Buddy Fisher, Michigan; Bobby Meeker, Northwestern and Chicago; Herb Kay and Hunk O'Gage, Northwestern; Carleton Coon and Joe Sanders, Kansas; Emerson Gill, Ohio; Jimmy Joy, Texas; Herb Gordon, Union; Weede Meyer, New York; Ralph Bennett, Georgia Tech; Lloyd Huntley, Colgate; Anson Weeks, California; Milt Taggart, Utah; Fred Waring and Earl Brown, Fordham; Rudy Vallely and Sleepy Hall, Yale; Paul Harrison Graham, Florida; Hogan Hancock and Curtis Smith, Oklahoma; Paolo Grasso, Rome (Italy) Technical; Opie Cates, Missouri; Gene Forlick, Columbia; Al Katz, Cincinnati, and Tom Clines, Fordham.

BROADCASTING • November 15, 1931
The Business of Broadcasting

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

STATION ACCOUNTS

A CHRISTMAS Shoppers hour, featur- ing appropriate gift for every- one on their shopping list, is about to be produced at WSC, Charleston, West Virginia. A booklet explaining the Charleston market for the benefit of national adver- tisers.

A NOVEL method of putting across a commercial sales message is being used by the Los Angeles-registered London & Southern California branch of the WCCO, listeners cast able comment and success.

"Minute Talkies," started on WCSC, Los Angeles, has a program called the "Two Ermies," starting on its sixth consecutive year. Sponsored by Nestle, the program features the harmony pair, using string instruments also.

"HOLLYWOOD Gossip," titles a new feature which has opened over WCCO, sponsored by Revlon soap for 26 weeks. Miss Radie Harris, known as "the first of the girls," appears.

EARCE-KNOWLES radio advertising agency, Skinner building, Seattle, has placed a Sunday transcription program for the Portland, Ore., branch of the line. The program features the KXK, Seattle, under the caption "The Gilbert and Sullivan Breakfast Hour," featuring husband and wife teams in Portland, Ore. This breakfast feature is the only program of the sort heard in the Northwest.

ELEANOR GERMAN, agency, Los Angeles, has obtained a five programs DRAMA series over WCCO's station for the ABC Network, for the following stations: Nat. Geo., Los Angeles, WBBM, Chicago, and the remaining markets including Chicago.

KENNEDY, Portland, Ore., agency, handles the program for the ABC New York, and has placed the program in WCCO's station for the ABC Network, for the following stations: Nat. Geo., Los Angeles, WBBM, Chicago, and the remaining markets including Chicago.

KRC, Los Angeles, and KFDV, Cul- ver City, under the same ownership, have announced new current accounts in the following newspapers: The Los Angeles Times Co., Northern Paper Mills; Pacific States Newspaper Co., Los Angeles, KRO Theatre; Southern California Music Co.; Peerless Laundry and the Los Angeles Jewish Journal.

STARK, Johnson & Stinson, insurance advisors, has begun a new weekly series of 15-minute programs featuring celebrities and other programs in the ABC system. This program is signed on CBS for 13 weeks.

STARK, Johnson & Stinson, insurance advisors, has begun a new weekly series of 15-minute programs featuring celebrities and other programs in the ABC system. This program is signed on CBS for 13 weeks.

THE REISER COMPANY, maker of Venida hair nets, begins Nov. 15 a series of 15-minute daily programs over CBS featuring Wee Billy Robin, of Roxy Gang fame, and the Emery Maebel, playing his familiar role in the "Emery Maebel Show" to be heard in New York City.

CREAM of Wheat Co., Minneapolis, has signed with the Angeli, a radio program for children under the name "Dilly Dilly," a 15-minute program for children in the morning.

NETWORK ACCOUNTS

WALTER WINCHELL began featuring the new American Tobacco's Lucky Strike dance hour programs on NBC, Nov. 5, by arrangement with LaGer- dine, which has its own Broad- cast column and contracted also for its CBS program. Lucky Strike now offers three programs per week, each one in the three weekly hours it takes on NBC. The three programs are: "The Lucky Strike Pageant," "The Lucky Strike Pageant," and "The Lucky Strike Pageant." The programs are scheduled for 11 p.m. on Monday, 11 p.m. on Tuesday, and 11 p.m. on Wednesday. The three programs are scheduled for 11 p.m. on Monday, 11 p.m. on Tuesday, and 11 p.m. on Wednesday. The three programs are scheduled for 11 p.m. on Monday, 11 p.m. on Tuesday, and 11 p.m. on Wednesday.

BETTY BIDICK, Los Angeles, has taken over the program for the ABC Network, for the following stations: Nat. Geo., Los Angeles, WBBM, Chicago, and the remaining markets including Chicago.

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“THE NEW England Kitchen of the Air” is being continued over the New England Broadcasting System under the sponsorship of the Atlantic Food manufacturers. The system consists of a network composed of WEEI, Boston, WLB, Hartford, WAGM, Manchester, WHDH, Boston, and WSSH, Portland. The program goes over Monday, Wednesday, and Friday nights, and Waldek Beck is president of the system, with offices at 216 Tremont St., Boston, in the Golden Building. James Gillis, formerly with the United States Daily, Washington.

SECK & Rade, Inc., New York, (Personals) has renewed its contract for a 25-station CBS hookup for the next Wednesday nights and Christmas Eve. The agency is the J. Walter Thompson, New York office.

INTERNATIONAL Shoe Co., St. Louis, (Vitality Shoes) has renewed its contract for a 25-station CBS hookup for the next Wednesday nights and Christmas Eve. The agency is the J. Walter Thompson, New York office.

MAHATTAN Soap Co., New York, (“Sweetheart” soaps), began a new weekly series over an NBC-WEAF network. Started Nov. 5, the program runs single day, 5:30 p.m. EST. This augments the series it now stages Wednesday mornings, and the one starting Jan. 16. The series is arranged as a single-day phenomenon.

Carnout Welles, the explorer, is the subject of a one-week series of broadcasts releasing the transcriptions for Tracy, Locke and Dawson, Dallas advertising agency, for the next third campaign in two years, the first having been entirely network, the second a considerable part of it. Third network supplemented by spot.

SmiTH BROTHERS, Poughkeepsie, N. Y., manufacturers of cough drops, has signed a CBS contract for 14 Saturday night 9:15-minute programs over 28 stations, starting Nov. 26. Nathaniel Shickle's orchestra and the team of William Hilltop and Harold Lomert will be used. Homann-Tate & Shaw of New York agency is handling the account.

PROSPECTS

ROBERT S. MANN, in his “Ad-Ven-tures in Mutualism,” editor and publisher, makes the following announcement by wire: The first announcement, in the New York Times, by William Wigley, Jr., chairman of the executive committee of the company, has signed a $1,500,000 contract for a five-day-a-week program to begin in March, which will be the first program about the forthcoming radio splash of the Ford Motor Company. One story that has been circulating, which if true, would add $750,000 in a single day, using all stations of both systems from coast to coast, presenting a program ranging from sport to food. As usual, no direct information was gathered from authoritative sources, but skepticism is centered on the story. It is from such sources that it would be almost impossible to buy a whole day on so many stations in one day. If the story is true, as is not ad- dition, the sum named seems large even for so ambitious a project, unless one figure on tremendous expenses for talent. Announcement in regard to the Ford campaign was originally expected early in December.

JOHNSON & Johnson, New Bruns- wick, N. J. (Red Cross absorbent cot- ton products) has signed a contract with the Frank Presby Co., 247 Park Ave., New York, as advertising agents for a campaign to include local newspaper and radio advertising.

RADIO will be used along with newspapers in an advertising campaign to be launched by Austin C. Leschbauer, Croton-on-Hudson, N. Y., for Radio Training Schools, Inc., New York and Long Beach, Calif.

PEARCE-KNOWLES, agency for radio, Seattle, is directing the radio account of HiFlex Pacific, Inc., Smith Tower, Seattle. The company makes the new white motor lubricant. First stations to be used will be in Oregon, then California, and it will be spread out- wardly eastward, according to initial plans.

THE SEATTLE office of Botsford, Gardner and Garris will start a radio campaign for the new Spacelite paper Mills, of Bellingham, Wash., to advertise the “M.D.” line of tissues.

JOHN F. Barry, president of Barry, has placed the account of RMB’s radio stations, medicine manufacturer, Seattle, in the hands of the new manager. Other coast stations may later be added.

WESFERN Agency, Inc., Seattle, is being used to direct a new advertising campaign for the Pacific Coast Coal Company of the same city.

Santa Monica, Calif., Bay District Realty Board early this month ap- pointed a committee to study outlines Advertising Committee of the department. He conducted the “Great Composers” period over KNX from Oct. 1 to Dec. 15. Two programs each week were se- lected from the New York Symphony and the Metropolitan Opera orchestras, Mr. Bergh was associated with the publisher.

JOHN BENSON, president of the American Association of Advertising Agencies, has arranged an appearance of the Los Angeles Advertising Club Nov. 19. The talk was broadcast by KJH.

PLANS for a new western agency, to handle advertising in the air and through other media, have been an- nounced from New York. Charles E. Kurtzman, managing director of the Roxy Theater in New York, and Edgar W. Conner, director of the same theater, have announced that they will resign on December 1. Projected advertising offices in both San Francisco and Los Angeles. The agency will be formed Jan. 1 with a resident partner in each. Mr. Kurtzman is president of the company.

L. H. HARTMAN, formerly vice pres- ident and partner of Lord & Thomas agency of Chicago, has organized a new advertising agency in New York to be known as the L. H. Hartman Company, Inc., with offices at 44 Madison Ave.

ERWIN WASEY & CO., New York agency, has appointed Chester H. Mil- ler to the position of western field manager. Formerly with CBS and later director of production in the Chicago offices of the Judson Radio Pro- gram Corp.

FRANK P. O'BRIEN, formerly with the Aeolian Co., has joined the Leichter Co., Los Angeles agency, as a radio account ex- ponent.

UNITED States Senator Samuel Shortridge made the closing speech at the recent program of the advertising agencies in Santa Barbara Nov. 6. The Don Lee Columbia coast chain radio network will have its first program next year named as follows: S. H. Hanje, San Francisco, president; R. P. Mohr, vice president; E. L. Lynch, San Francisco, secretary; and directors: Dan E. Minnich, Los Angeles, retiring president; Herbert S. Allen, Los Angeles; Henry H. Freye, San Francisco, Los Angeles, and David M. Botsford, Portland.

HOWARD ANGUS, radio executive of H. R. Bartten, Rutten, Durante & Osborne, Inc., New York, has been elected to head the radio advertising group of the firm. Mr. Angus was formerly associated with RCA.

BURTON-DIXIE Corporation, Chica- go, has opened a new branch office in Los Angeles. The company is handling advertising in the hands of Needham, Gart and Broth, Inc., Chicago advertising agency.

TRANSCRIPTIONS

WORLD Broadcasting System, New York, has been selected for the installation of equipment to handle its new “hill and dale” record- ings, according to E. B. Free- ton of the company.

RALPH MATHIESON, Los Angeles branch manager for Prentice-atali, business book publishers, is reported as buying an interest in the Freeman Lang advertising agency.

CONTINENTAL Broadcasting Corpora- tion, Hollywood, with eastern head- quarters in Washington, has arranged a single-day contract for covering 20 programs of 15 minutes each. They are released beginning Dec. 1.

BYERS Recording Laboratory, New York, has just completed for Scott Howard a series of 15 minutes each for their commercial sponsorship or sustain- ing programs, featuring Scilknent and his Salom Orchestra, all done in 15 minutes.

DAVID HORSLEY Film Laboratories has moved to 6600 Sunset Boule- vard in Los Angeles. The company announced a complete modern transcription studio for its large number of radio stations for the country, every day. The company also announced an additional studio for full production scale are recording the station, its Los Angeles studio, and the coast radio stations.

DON FORKER, president of Holly- wood Broadcast Features, 220 North Willard St., Los Angeles, re- signed late in October and Henry T. Caven was appointed to take his place. The new executive has worked in the Fujitsu and the ABC networks of radio and television stations.

ANGUS, radio executive of H. R. Bartten, Rutten, Durante & Osborne, Inc., New York, has been elected to head the radio advertising group of the firm. Mr. Angus was formerly associated with RCA.

WESTERN Radio Engineering Co., St. Paul announced that it has just completed a new 1 kw. transmitter for WCAL, of St. Olaf College, Northfield. The station is the new transmitter of KSTP, St. Paul, which has a capacity of 1 kw., but is licensed to operated with 10 kw.

STATION NOTES

WCCO, Minneapolis-St.Paul, claims the longest remote control hookup for a single station—from Palo Alto, Calif., over 3,200 miles. The project was by play by play report of the Universi- ty of California Radio Network game, and a special telephone line was leased by WCCO for the occasion.

WHAT, Philadelphia, working in conjunction with the American City Public Ledger newspapers, has innovated a new feature to help allevi- ate the newspaper war. It is to be published every Wednesday of the week and have separate edition for each city.

KMC, Inglewood, Cal., and KMTR, Hollywood, Cal., both have remote radio hookups. One is in the Century City Hall, the other in the Century City. Acting as "city hall reporter" for both programs, the stations are report- ed to have separate editions.

WSJY, Mount Vernon Hills, Va., is arranging a "coming out" party for an October 15 headline. Invitations to about 1,000, including Radio Commission officials, adver- tising agencies, and newsmen, have been tendered.

NEW ZEALAND might be considered a part of the United States from the broadcasting standpoint. The country contains a large number of stations from its in- habitants. KMOX, St. Louis, WDBO, Orlando, Fla., and KEW, Seattle, are the latest to receive fan mail reporting that their programs were overheard in Canada, Australia, and KSTP, St. Paul, have regu- lar fan mail.

WCLO, Janesville, Wis., recently got immediate results in a call for volunteers after a cyclone had swept through the city. The weather was worth of damage, killing one man and injuring several. More than 100 people responded to the call, despite the bad weather and were at work within an hour after the call.

THE LETTER carrier hasn’t yet for- gotten. By doing so, he report- ed the Sunday comic section over KJH for Sunday, Jan. 16. The carrier delivered the letters from child listeners late in Oc- tober, and from one announcement got near 600 copies of the section.

WWBM, Chicago, comes into an area 10-feet square, at Yalla, India, “like a ton of bricks,” but isn’t heard out- side. The station did not go on the air made to the station by John Richards, the Standard Oil Company’s represen- tative. The station is the only American outlet that can be heard on the receiver is moved outside the 15 foot square. English and European stations can be heard.

KFBP, Great Falls, Mont., has over- hauled its entire input and transmis- sion equipment with the "gratifying re- sults of the new equipment. Fred G. Keuper superintended the job, which included installation of a new antenna tower and installation of new ground wires. The wiring is 200 feet of wire with a cage antenna. The program test broadcast, received practically every state in the country, every province in Canada, and from Hawaii, New Zealand and Australia.

www.americanradiohistory.com
KFOX, Long Beach, Calif., is rebroadcasting three daily programs from KPSO, Seattle, over its “Black and Blue” program for Folger’s Coffee Co. dance music from the Hollywood Roosevelt Hotel (Hal Grayson’s orchestra); and from the Los Angeles Bilmore supper room (Jesse Stafford’s orchestra).

IT ISN’T necessary to be from Indianapolis to get on the staff of KTM, Los Angeles, for several of the Indianapolis men now on the KTM staff: C. B. Juneau, production manager; J. R. Fishburn, station manager; Mayfield Kaylor, continuity head; David Carlyle, tenor, and F. F. Barnes, announcer.

WABC, New York, smashed all fan mail records recently, receiving 50,000 fan letters. The station will issue a prize every day for the next 30 days and working is getting more mail this year than ever before. Of the impressive list of prize offers made to induce listeners to write, the fan mailers also seem to stick on the KDKA, Pittsburgh, and NBC bartonie, having received 2,500 letters in one monthly report.

KMIC, Inglewood, Calif., has installed a remote line to Loyola University, near Del Rey, for daily lecture periods by members of the faculty.

KBLF, Milford, Kan., has issued the first number of “What’s Doing at KBLF,” a mimeographed folder with a brief note about the station. It is planned to publish one each month.

KSEL, Pocatello, Idaho, since its purchase late in the summer by the Radio Service Corporation of Chicago, has been remodeled and finished its offices and studios and increased its number of remote offices. The station will be the only Idaho station operating from dawn to midnight.

KODA, Mitchell, S. Dak., started its winter series of programs “Angeles in Production manager and F. A. Weidenbach as publicity manager.

WDAY, Fargo, N. D., in its new rate card, claims a consistent intensive coverage for North and South Dakota, Montana, North Dakota, and parts of Manitoba and Saskatchewan.

KOIL, Council Bluffs, Ia., in its new rate card, according to Max Vinsonhaler, of the station staff, playing time should be 25 minutes or more and a cast of not over five characters.

KGNF, North Platte, Neb., has issued a new card that boasts of “KGNF Stopping over Radio Station KGNF.” Advertising manager is T. W. Summers, of advertising department of the Omaha World Herald and Omaha Bee News.

KFWB, Hollywood, won the first two prizes in the Los Angeles Daily Mirror’s beauty contest October. Julietta Novis, soprano, and Loe Brady, program director of WCAC, were the winners of the beauty contest. Both are staff artists at KFWB.

W. E. Baker, commercial manager of KLOK, Council Bluffs, has announced that the station will appoint a Chicago and a New York commercial representative.

HELEN CORBIN HEINL, pianist of Washington, will make a guest spot in the Jack Frost Melody Moments program Nov. 6, on the NBC-WJZ network. Mrs. Heinl was guest soloist on five national network programs during last week, including the NBC Symphony Orchestra, Jack Frost, the United States Marine Band and the Army band, which was heard a second time last month. Mrs. Heinl is a pupil of the famous Americans, Alexander and Ardrey Dowell. She is the wife of Robert D. Heinl, well known Washington newspaper executive.

WMBI, Chicago, is devoting practically one-seventh of its time on the air to the full-time broadcast of the P. Loveless, one of the station’s three announcers, has charge of this division. Loveless will present the programs alternating every other week with the broadcast of Italian, Greek, Swedish, Russian, Lithuanian, German, Holland, Dane.

RAABE MAYER WINKLER started a “Community Synagogue of the Air,” Nov. 5, Los Angeles, No. 6, as a service each Friday at sundown. Cantor Paul Lamboff and a Hebrew choir.

ANGELA S. STURDIVANT, WAGG, the Jordan’s department store announcer, was the featured speaker on the Thanksgiving Day program of the Belknap and Boston College radio buoy, as the Miss America beauty contest guest.

LOS ANGELES Chamber of Commerce is using KMTW, Hollywood, for a series of weekly talks on his history of art, past and present. Narrator is Dudley M. Steele, executive chairman of the city’s Chamber of Commerce. Among the talks was, first of the series of 13 performances of the Chicago Civic Opera were broadcasts made by NBC and WABC, Nov. 6 and 14 and will be continued on Saturday nights during the season. One of the series is a live broadcast of a 100-microphone performance in the salon, each placed about 50 feet from the stage, are used to secure balun between orchestra and performers.

SETH PARKER (Phillips Lord) and his “Sunday Night” NBC cast appear regularly on the set of some of their first television programs, “Way Back Home.” So delighted were the audience through the country’s television audience for the show’s premiere in a few key cities the week of Nov. 2, that many of them tuned in on the station, along with Seth Parker and his group. This RKO picture promises to be one of the hits of the year.

AMONG the features of the “March of Time” broadcast on CBS Nov. 6, was the first television transmission of film clips from Eugene O’Neill’s “Morning Becomes Electra,” the three-day play open by the Theatre Guild in New York.

PASADENA’s annual Parade of Roses and the Alabama-Washington State football program have been scheduled for the NBC networks on Jan. 3, with Don Thompson, NBC announcer, and Don Flowers, WAGG, alternating at the microphones.

NBC on Nov. 8 introduced Walter K Famous, WNBC, to the network music appreciation over its WJZ network. The program, which will feature the works of Brahms, Schubert, Mendelssohn and Chabrier.

NBC has entered into definite arrangement with the National Oratorio Society and the National collegiate radio debate, the voices to be carried across the Atlantic via WAGG and broadcast on the network. The program will probably be carried also by the British broadcast stations. The radio will be heard Nov. 27.

SPEECHES by nine mayors of Pennsylvania also New Jersey and related testimonial luncheon to Mayor Henry A. Mackey, of Philadelphia on Sept. 5 by Wacl, Philadelphia.

THE Hoot Owls, oldest frolic program in the West, is now in its tenth year of consecutive weekly broadcasts. It is a sustaining feature over KGW, Portland.

STUDENTS at Minnesota, Washington, Lehigh, Nebraska, and Washington, D.C., are repeating the 4-H Clubs and the national cornhusking contest from Grundy Center, Iowa, and the annual national master of the National Grange, delivered an address on the future of farming. Other farm programs scheduled include: Nov. 16, annual meeting of FFAC, Nov. 17, national oratorical contest of farm boys at Kansas City, Nov. 19, dedication of Farmer’s Educational and Cooperation Union from Chicago; Nov. 19, the “Waxlighter” will be called by Secretary of Agriculture Hyde; Nov. 30 to Dec. 5, one hour daily from the CBS folktale exhibition.

COHEN and Clancy, a character series depicting the trials and tribulations of two inseparable pals, string two characters, Cohen and Clancy, in another series of network programs.

The Reynolds of the University have the right to broadcast half-hour programs between 7 and 8 and between 6 and 7 p.m., and 15-minute programs daily between 9 a.m. and 5 p.m.

It is reported that the station will make the program “the broadcaster” and shall maintain an organization equipped to present such programs under requirements of the broadcasters. The program will be in charge of Samuel J. Ume, radio advertising consultant, and assisted by H. L. Sparks of the Comp-troller’s Office of the University.

In his statement Mr. Lafont said commercial radio station has not taken its rightful place in radio, and that broadcast stations development has only begun. He feels that education can take advantage of it most fully. He declared, a technical development, and scientific and otherwise, is that the program can be carefully copied and should be satisfactorily useful to others.

Branding as both “ill-informed and ill-advised” the great deal of talk about the “monopoly of radio by commercialism,” Mr. Lafont emphasized that the air is not sold out. More than twice as much time remains unsold as is used by advertisers.

This is the time for the educators’ command. The commercial broadcaster has always been generous in its offers of time and facilities. Sometimes these offers have been laughed at. A station cannot become a program for the educators do lose its audience through dullness. Public interest must be considered.

Asserting that the educators must learn to advise, he said Mr. Lafont said this group is realizing more and more that radio will meet them half way if it can be given an opportunity.

“Broadcasters cannot teach alone; teachers cannot broadcast alone. There must be cooperation.”

November 15, 1931 • BROADCASTING
Station Separation Cut in New Tables

Commission's Mileage Scales Are Adapted to Progress

TO KEEP abreast of technical improvements both in radio transmission and reception, the engineering division of the Federal Radio Commission has compiled new tables adjusting the average night and day mileage separation between stations on the same and adjacent channels for recommendation hereafter.

Except in a few instances involving daylight stations, the recommended separations are reduced considerably from present standards. This is on the theory that new engineering requirements of the Commission and increased selectivity of receivers make possible minimum heterodyne and cross talk interference, even with reduced geographical separation between stations operating simultaneously on the same channel.

Although the new tables are applicable only where it is shown that the equipment installed in a station is capable of frequency maintenance within the 50 cycle tolerance, they are being used in connection with all applications which come before the Commission. The tables will fully operate, in so far as the engineering division is concerned, when the 50 cycle tolerance order (General Order 116) becomes effective next June 22. This order specifies that stations shall not deviate in excess of 50 cycles, plus or minus, from their assigned frequencies, whereas the present permissible deviation, except on new or remodeled stations, is 500 cycles.

The recommended separations vary considerably as compared with those worked out by the engineering division in 1929, notably with respect to evening hours. The recommended separation for a station of 1 kw. power, for example, under the old tables, was 1,200 miles if objectionable interference was to be avoided; under the new tables it is 1,050 miles. The old separation for 100-watt stations was 300 miles and is reduced to 200 miles.

Wider Daylight Margins

CLEAR channels are not affected as to night assignments, since there is no division during evening hours, authorized under Commission regulations. During daylight, however, the recommended separation is approximately the same, having been 462 miles for a 5 kw. station under the old tables whereas the recommended separation now is 430 miles. For stations of 50 kw. the old separation was 750 miles; this is increased to 810 miles.

Certain separations, particularly during daylight, are greater than were recommended in the old tables. This is because the new tables are based on far more comprehensive readings taken in the field by radio supervision of the Commerce Department and are based both on field intensity surveys and interference observations.

The new separations are predicated on General Order 116, together with an extensive study made by the Commission of receiving characteristics, particularly of the general improvement during the year of the selectivity of receivers. The tables, it is expected, will be modified from time to time, as improvements are made in radio technique. As stations become more proficient in all-round technical operation and receivers are improved, it is likely that the recommended separations between stations operating simultaneously on the same channel will be reduced accordingly.

The new separations were prepared by Andrew D. Ring, broadcast engineer, who frequently is called upon to testify in the Commission's half at hearings involving broadcasting.
I

November 15, 1931 • BROADCASTING

Page 25

www.americanradiohistory.com
Applications...

**OCTOBER 31**

WGHS, New York City.—Modification of CP granted 12-25-31, as to equipment, to extend completion date to 1-11-32, and to increase power from 15 kw. to 100 kw. from Hotel Lillian to Ritz Tower.

WWDW, Brooklyn.—License to cover CP granted 6-26-31 for changes in equipment.

KEDY, Dallas.—Modification of license to cover CP granted 10-15-31 for change in equipment.

WWB, Little Rock.—Modification of CP for transmitter outside city limits, install new equipment, frequency change from 1250 kc. to 1350 kc., and increase power from 1 kw. to 250 kw.

KFFY, Springfield, Mo.—Modification of CP amended to extend in hours of operation.

Applications returned: WABN, New York City.—New York City.—Modification of license to change hours of operation from 8:00 a.m. to 10:00 p.m., and change in power from 5 kw. to 1 kw., licensed in power.

In order to comply with regulations. WAXI, Cordayville, N. J.—Modification of CP for change in transmitter location to Boston, Mass., decrease in power to 5 kw. and change in call letter to WAXI.

**NOVEMBER 3**

WFLA, St. Petersburg, Fla.—Construction permit to move facilities from 1500 kw. to 1500 kw., power from 1500 kw. to 1 kw., and hours of operation from sharing with WJTJ to full day and night.

WCSC, Charleston, S. C.—Modification of license to increase power from 500 kw. to 1 kw., to increase the facilities of stations WDAG and KGRB.

WCHC, Chicago.—Modification of license to change hours of operation from sharing with stations WCPY and WYAZ to sharing with WCPY and WYAZ.

WSBA, Little Rock.—Modification of license to increase power from 500 kw. to 1 kw.

**NOVEMBER 4**

WMIL, Milwaukee.—CP—To change equipment, change frequency from 1500 kw. to 1500 kw., power from 1500 kw. to 1 kw., and hours of operation from sharing with WYRA to full day and night.

WCSC, Charleston, S. C.—Modification of license to increase power from 500 kw. to 1 kw.

WJW, Cleveland.—CP—To install new transmitter and equipment, license to use transmitter and studio locally and install new equipment, change power from 100 kw. to 1500 kw.

KSEI, Pocatello, Idaho.—CP—To change equipment and increase power from 250 kw. to 250 kw., to install new equipment, and change power from 100 kw. to 100 kw.

**NOVEMBER 6**

NEW, Pittsburgh.—John B. Sprites for CP to use 800 kw., renumbered amended as to equipment.

NEW, Greenville, S. C.—W.—W. J. Jasper for CP to use 1500 kw. as follows: WJW, 1500 kw. with WYRA, WHEZ, WHAQ.

NEW, Troy, Ala.—Troy Broadcasting Co., for CP to use 1500 kw., WJW, 1500 kw., to be used in the same street address of station.

KVY, Pierre, S. D.—Modification of license to change frequency from 850 kc. to 680 kc.

KEWL, Burbank, Cal.—CP—To make changes in equipment.

KVI, Seattle.—To change hours of operation from sharing with KFWB.

KFSG, Los Angeles.—License to cover CP granted 12-7-31 change of control.

Applications returned: NEW, Malone Broadcasting Co., Malone, N. Y.—Modification of license to change frequency from 1250 kc. to 1350 kc., and increase power from 100 kw. to 250 kw., to install new equipment.

NEWT, York City.—Modification of license to change frequency from 1170 kc. to 1170 kc. (Does not comply with G. O. 105). NEW, Progressive Publishing Co., Minnetonka, Minn.—Cop for a new station on 1170 kc. (Does not comply with G. O. 182). WHEL, Shohoygan, Wis., for increase in hours of operation.

**NOVEMBER 7**

WCAX, Burlington, Vt.—CP—To make changes in equipment, change frequency from 1200 kc. to 1240 kc., and increase power from 100 kw. to 250 kw. 250 kc. 500 kw., to install new equipment.

WKAR, East Lansing, Mich.—License to cover CP granted 12-17-31 for change in equipment.

WITL, Roanoke, Va.—Voluntary assignment of license to Virgil V. Evank.

WYTV, Rome, Ga.—Modification of license to change frequency from 1310 kc. to 1310 kc., and increase hours of operation from 6 A.M. to 10 P.M., to install new facilities of WRRB.

WRBQ, Greenville, Miss.—Modification of CP to extend completion date to 1-1-32.

**NOVEMBER 10**

WAHI, Hilo, Hawaii.—Involuntary assignment of license from Pine Tree Broadcasting Corp.

WQX, Novato, Calif.—Modification of license to increase power from 500 kw. to 1 kw.

WRLW, WACO, Tex.—License to cover CP issued 10-23-31 for local transmitter move.

WJBY, Medford, Ala.—License to cover 3-P-1861, issued for station, to change frequency from 550 kc. to 110 kc., and increase power from 50 kw. to 100 kw.

KCIH, Little Falls—Modification of license requiring specified hours of operation—authority to operate 24 hours a day.

NEW, Joplin, Mo.—Warton & Cline for CP to erect a new station (transmitter at Carterville, Mo.) to use

**NOVEMBER 11**

WCHC, Portland, Me.—Determine license power by direct measurement of antenna input.

WBUR, Boston.—Modification of license to transmit outside city limits, install new equipment, change frequency from 1450 kc. to 1500 kc., and increase power from 10 kw. to 250 kw.

KRFU, Des Moines.—Modification of CP amended to extend in hours of operation.

Applications returned: WREN, La Verne, Cal.—CP to move transmitter. N. V. Superior Broadcasting Co.—CP on 1370 kc.; NEW, East St. Louis Daily Journal Co., East St. Louis, Ill.

**NOVEMBER 12**

NEW, Sturgis, Mich.—Albert J. Gerard for CP to use 1260 kc., 15 kw., 5 hours a day.

NO.—Modification of CP for transmitter outside city limits, install new equipment, frequency change from 1250 kc. to 1310 kc., and share with WJHJ instead of KRMD.

WREN, Lawrence, Kan.—CP to move transmitter to Tomahawk, Wis.

KEIS, Beekmantown, N. Y.—Modification of CP granted 10-28-31, to increase power from 500 kw. to 1310 kw.

KFIV, Spokane.—Determine license power by direct measurement of antenna input.

**NOVEMBER 13**

Set for Hearing—NEW, Stewart A. Heigold, Yuma, Ariz.—Modification of CP granted 1400 kc., unlimited time (facilities of KFXY). Also automatic frequency contouring.

WALK, San Antonio, Tex.—Hearing canceled because San Antonio Radio Corporation withdrew application.

NEW, State Mountain Mines, Inc., Jasper, Ga.—De-

*Glossary*

**CAP**—Construction permit. **KCI**—Clearing.

**Low Power**—Power local sunset. **D**—Daytime.

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**BROADCASTING** • November 15, 1931
WHOM, Jersey City, N. J., WWJ, Newark, and WKBO, Jersey City, N. J.—Granted modified renewal of license extending authority to operate to no later than 3 a.m., May 1, 1932, WNW and WKBO granted extension of temporary licenses for same period.

WCAM, Minneapolis, Minn.—Consent to voluntary assignment of CP to W. E. Barditch, F. E. Barditch, and T. A. Barditch, and ratification of subsequent assignment of CP to W. E. Barditch. WNW granted permission to change location of WNW to Randolph and Wafton St., Minneapolis, Minn., and station of citywide coverage.

WASL, Grand Rapids, Mich.—Granted authority to re-apply for renewal of license from December 10 to period of 2 weeks, in order to repair generator.

WCUM, Abington, Pa.—Granted relocation of transmitter and studio from Ingleswood to Los Angeles, and installation of new transmitter. (Application withdrawn from hearing, May 1, 1932.)

WAZQ, Zarephath, N. J.—Granted authority to re-apply for renewal of license from December 15 to period of 2 weeks, in order to repair generator.

WARZ, Fort Smith, Ark.—Temporary license granted to station in violation of Section 3, G. O. 105, and also to permit operation without such license to alleged receivership having been created for station.

WCS, Charleston, S. C.—Hearings ordered on request for assignment of Call Letters from WTVQ to WTVQ.

WBFZ, Parkersburg, W. Va.—Granted temporary license pending Commission's decision as result of hearing to be held on certain alleged violations of Section 3, G. O. 105.

WBCR, Portland, Me.—Granted temporary license pending Commission's decision as result of hearing to be held on certain alleged violations of Section 3, G. O. 105, and also to permit operation without such license to alleged receivership having been created for station.

WDBF, Hope, Ark.—Temporary license granted to station in violation of Section 3, G. O. 105, and also to permit operation without such license to alleged receivership having been created for station.

WBCJ, Jamestown, N. Y.—WBAJ, Grove City, Pa.; WBJS, Johnsonburg, Pa.—If it requests visual signals with WKAQ, Dallas, Tex., KCQJ, Mанду, N. D.; KGEX, Kalapah, Mont.; KGNO, Dodge City, Kan., and KSJ, Joliet, Ill., can do so.

WGGQ, Lancaster, Pa.—Granted temporary license pending Commission's decision concerning plaintiff's claim of exclusive rights granted to T. W. H. Parks.

WBCV, Jacksonville, Fla.—Ordered deletion of many of station's program changes.

THE CHURCHILL Evangelistic Association, Inc., Buffalo, which formerly sponsored the Back Home Hour over CBS, has filed suit for $550,000 damages against that network and the Buffalo Broadcasting Corporation alleging breach of contract. The damages are sought as compensation for the time the Back Home Hour has been off the air.

The case grows out of the recent decision of CBS to discontinue all individual religious programs and to broadcast only programs arranged by Protestant, Catholic and Jewish churches on a sustaining basis. The Churchill Association had broadcast the Back Home Hour Sunday nights over CBS with WKBW, Buffalo, which it formerly owned, as the key. When WKBW was sold to the Buffalo Broadcasting Corporation last April, the broadcasts were discontinued.

In addition to the $500,000 suit, the association seeks an injunction to bar all CBS programs from stations of the Buffalo Broadcasting Corporation until these stations and the CBS restore the Back Home Hour to the coast-to-coast network. It alleges it has a contract whereby its program should be broadcast without charge by the Buffalo station and by 20 stations affiliated with CBS until November of next year.

The decision of CBS to discontinue all sponsored religious programs led to the organization of what is known as Father C. F. Coughlin, of Detroit, for his Golden Hour of the Little Flower programs on Sundays. The only exception to the new policy is that of the Rev. D. G. Barnhouse program from Philadelphia. He has a CBS contract which still has some time to run.

Washington Visitors

Harry K. Carpenter, WPTF, Raleigh, N. C., Philo T. Farnsworth, W. E. Holland, and Thomas Edison, of the Edison Philco Corporation, were at the studios of WJZ, New York. Mr. Edison is the first of a series of personalities who have been or will be scheduled for appearance on the Waistband, a series of radio programs sponsored by the Philco Corporation.

Five Years of NBC

(Continued from Page 6)

their duty as citizens. In the presidential campaign of 1928, for the first time, the two major party issues reached the masses of America. The result of network broadcasting, the voters were able to present vicariously at the national conventions. Later through the voices of political leaders and the candidates themselves, listeners were given a clear picture of the candidates and the campaign issues. This national interest in the internal affairs of our government. People were given a new realization of the important part they must play in any nation that is self-governed.

The third step was spiritual in character. For centuries religious leaders in every land have been mighty in their influence. In America it was found that much of that was lost from a lack of understanding of the religious views of others. Through radio's presentation of leaders of this situation has shown signs of improvement.

Future Holds Much

"COINCIDENT with these developments came educational broadcasting. The national network in broadcasting the series of outstanding educational programs of the leading thinkers and students of our time. The foremost authorities on matters secular spoke into the microphone to the people of the entire nation."

"Science, art, social economics, business, industry and state, and international affairs were broadcast. What has been done in all of these fields is only an indication of what is to follow. We are just on the threshold of augmented and increased achievements in radio broadcasting."

"Since the beginning of time, the mystery of what is beyond the horizon has been a prime concern of the intense interest of men. Some of our greatest audiences have been those who listened in during the international broadcasts. At first these broadcasts were only partially successful. They were not clear, and static interfered."

"Our engineers working with unceasing energy have pushed us and, in the past two years, these imperfections practically have been ironed out; and, working in cooperation with broadcasting organizations in all parts of the globe, they have brought to the American listener the words of the most important figures in the world. Persons in this country have had the opportunity to hear the most prominent statesmen, philosophers, scientists, educators, and musicians from the four corners of the earth."

"These broadcasts are so luminous that the mind of the kind of people there are 'beyond the horizon,' a better understanding of their aims and ideals, their hopes and fears, and their feelings towards us."

"It is here that radio's greatest potentiality is found. For I believe that as these broadcasts are continued, the time will come when the accumulated universal understanding will produce universal peace."

"In a little more than a year, much of Radio City will be completed. The NBC with its offices will occupy some half million square feet in the central 66-story building. With radiant beauty and efficiency the Metropolitan Opera Company will become a factor in Radio City, NBC will have the facilities of coordinating all forms of entertainment for the benefit of the entire nation."

LATEST reports from New Zealand are to the effect that on the expiration of the New Zealand Broadcasting Company's license at the end of this year the Dominion's broadcasting system will be planed on a self-supporting basis, with a body almost identical with the British Broadcasting Corporation. The board, to comprise a chairman and four other members, will take over the existing stations at Auckland, Wellington, Christchurch and Dunedin. Relay stations probably will be erected in country towns.

NBC Talent At Childs

NBC ARTISTS Service is now supplying orchestras to two Childs restaurants in New York City. If the plan proves successful, it is probable that other restaurants in the chain will be similarly supplied.

November 15, 1931 • BROADCASTING
Three more 100 kw. stations at Kiev, Minsk and Svetlovodsk and six more 10 kw. stations at as many more strategic points in the Soviet Union are to be completed by the end of 1946 under orders of the Council of People's Commissars. Russian authorities also plan the erection of a Radio Research Center in Moscow to conduct scientific researches on a large scale.

A News dispatch from Mexico City on Nov. 8 reported that illegal German Communists swept into the studios of XEX, Mexico City, and started to berate the government on the air. They were on the air 15 minutes before police arrived.

Because of depressed conditions, funds for the continuation of OAX, Lima, Peru, which ordinarily carried European news, decreased. From the operations of mails and telegraphs, have not been forthcoming of late. The station has been operated for the past 20 years by the Wireless & Telegraph Co., which is a concessionaire of the Peruvian government for handling mails and telegraphs.

DURING the recent elections, the British Broadcasting Corporation authorized fixed periods between Oct. 14, 13 and 24 for speeches by the various candidates and their party spokesmen.

Starting Oct. 15, the British Broadcasting Corporation, has introduced a regular Thursday night half hour series of telephone transmissions, carrying the visual signals on the Daventry long wave network, and the sound accompaniment on the London regional wave length. Jack Palance, who has been in London, has arranged to produce and direct a program for the first time. This replaces the former twice weekly television transmissions from the labud studios.

Luxembourg's new 100 kw. broadcasting station, over which sponsored programs will be carried for reception throughout international areas, has been revealed in the French Journal Officiel as coming under the absolute control of France, according to Wireless World. London Foho Nov. 14 was suspicion that the station, which will be supported by advertising, will be promoted by American or British interests. It will be directed by M. Fernandez, who has just received the grade of Officer of the Legion of Honor from the French government.

Apparatus said to eliminate fading has been invented by K. E. Ylander, Swedish engineer, after six years of research and experimentation. Described as a fading compensator, the device is attached to the receiver set, and is of very simple construction. It seems to have "definitely solved the fading problem," states a report to the Commerce Department from Stockholm.

There was recently demonstrated at a meeting of radio engineers, technicians and telephone officers and successfully tested on programs broadcast by distant foreign stations.

There's a newspaper-radio fight going on in Argentina, according to reports. During a protest program against attacks in the Argentinian press directed at radio advertising, the broadcasting officer of the station imposed a solemn five minute silence as a "gesture of protest against criticisms they have been subjected to."

Sarachinger Arranges CBS Relays to Europe

Europe will soon hear a special schedule of CBS programs translated directly to the telephone and thence relayed to France, Austria, Czechoslovakia, Hungary and possibly Italy. Details are arranged according to a memorandum from the Department of Commerce report from Julian D. Smith, commercial attaché in London, a Department of Commerce representative who is now visiting this country.

A concert of the New York Philharmonic will be broadcast Nov. 29. An all-program of diversified music is planned. American musicians will be broadcast Dec. 18. On Feb. 12, Europe will hear from CBS a program of American Spirituals. CBS is also considering the possibility of having Frederic William Wile, its Washington political analyst, speak to Europe in English and German on a regular schedule.

Dr. DeForest Objects

Dr. Lee DeForest, pioneer radio inventor, was billed as honor guest in Los Angeles at a radio ball on Nov. 14. The event was made necessary by public broadcast. Proceeds were to go to the city employees fund for aiding the unemployed and those in need of local assistance. Talent in abundance. But the distinguished scientist, on arriving at the hall, found a kittle band waiting to escort him to the rostrum.

Dr. DeForest objected to what he termed the "circus atmosphere" of the reception, objected to hearing commercially sponsored transcriptions over a nearby loud speaker, and promptly departed for home without great the assemblage or making a speech.

WMCA Scoops Press

Radio is scooping the New York City daily newspapers on dramatic criticism. Bide Dudley, forerunner of the Evening World and recently of the World-Telegram, is reviewing dramatic performances and air their views, weekly, thereafter over WMCA, New York City. For the benefit of those who cannot hear him at midnight, Dudley will have his program repeated or afternoon over the station. The feature was started on Oct. 26.

Appeal Urges Parley of National Advertisers

A PROPOSAL that a representative group of the advertising industry ask the Federal Trade Commission to call a trade conference on advertising to formulate some standards and principles to devise a method of enforcement was made by Joseph H. Appel, chairman of the executive board of the John Wana- mee, to the meeting of the Advertising Council of Commerce.

Among the groups he suggested should be invited to the national conference is the radio advertisers. Four means of improving advertising were suggested: (1) through the development of better station reuses; (2) through the various associations of organized advertising, national and local; (3) through the various trade industries and associations using advertising, and (4) through censorship by newspapers and periodicals.

While discussing published advertisements, Mr. Appel said the "misuse of advertising in the retail field. He denoted exactness of technique and a giving up of under-selling "baits."

European Trend Toward High Power Apparent in Score of New Stations

Range of Transmitters is From 60 to 150 kw.; England and Germany Lead in Receivers

The definite trend toward high power broadcasting in Europe is reflected in reports that at least a score of new stations are being built or planned with power ranging from 60 to 150 kw.

Latest advices from the International Radio Bureau in London state that Germany alone has under construction one station of 150 kw. and five others of 75 kw. each. Great Britain is building facilities for 70 kw. stations to replace existing low-power or wire-synchronized outlets. A band of 10 kw. transmitters for station construction in Ireland will go on the air during 1932 or 1933.

In Vienna a 15 kw. station will go on the air within the next few months, and a station under construction in Kassel, Germany, will be completed within the next few months.

Latvia is building a new 35 kw. station at Madona, to go on the air this year. Lithuania has a new 25 kw. station under construction at Kaunas, and is planning a third station this year. Morocco is building a 6 kw. station to go on the air in December, and the station in Libya will be connected into the network by the end of the year.

With approximately 3,800,000 registrations each, Great Britain and Germany led all other European nations in the number of radio receiving sets licenses issued, according to a figure from Geneva. Great Britain had issued 3,844,102 licenses up to last August and Germany 3,719,584 up to the end of October.

Receiving set licenses issued by other continental nations are: Austria, 14,872; Belgium, 506,647; Czechoslovakia, 356,045; Italy, 206,105; Belgium, 167,500; Switzerland, 129,911; Netherlands, 122,418; Hungary, 66,987; Portugal, 55,849; Latvia, 41,910; Yugoslavia, 30,398; Estonia, 14,484; Lithuania, 11,763, and Morocco, 3,000.

Rule Incidental Records Need No Announcement

Use of electrical transcriptions or phonograph records to furnish music in sound effects, atmosphere or program signatures do not come within the terms of the order requiring announcement of records programs, the Federal Radio Commission has decided. Such a ruling was contained in a letter dated Oct. 22, 1931, to William D. Terrell, Director of Radio, Department of Commerce, and was approved by the Commission June 21, 1931, as follows:

"Please be advised that the Commission has interpreted General Order No. 20 to include the terms the use of electrical transcriptions or phonograph records which are merely introductory or incidental to the main programs, consisting of very brief announcements, sound effects, atmosphere, or as signature of the station signing on or off.

Television in Canada

Construction of the first Canadian television station has been started at Montreal, Que. It will be operated by the French Newspaper, La Presse. Armando Conti, engineer of the Western Electric Corporation Chicago is directly in charge of erecting the station.

Broadcasting • November 15, 1931
If You Sell » » » »

TIME TUBES TALENT TRANSMITTERS TRANSCRIPTIONS

In Fact—If You Have a Sales Message
To the Radio Industry....

PUT IT IN PRINT

—— In ——

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

IT'S COMPLETE COVERAGE OF THE BROADCAST INDUSTRY

Is your assurance of reaching the man who buys Time—Tubes—Talent—
Transmitters—Transcriptions and all other appurtenances to radio.

NATIONAL PRESS BLDG. WASHINGTON, D. C.
On Cooperation With Advertising Agencies

(Continued from page 13)

to us that an Open Time bureau be established in New York, with perhaps a companion office in Chicago, where all needed data about stations, their programs, and time units open, could be collected and made available to advertising agents. This certainly would be a great convenience to us, would give us a reliable and adequate picture of available time, and it should be very helpful to all stations, which would no longer have to rely on time brokers to relay this data.

Weekly reports on standard blanks could be made to the Bureau, with telegraphic corrections from day to day. Each station could be represented by a large chart showing every program by hours with time open and other needed data. Agents might then see for themselves at any time the whole field of station schedules in the office and project their broadcast charge comes. This would not only be expensive, perhaps $25,000 a year, at least to start with, and it would make the broadcasters a much larger sum.

The story of "the Four A's" will be glad to assist the stations in building a bureau of this kind and might sponsor it. Financial support will come from them, as it would be essentially a representation cost. Spread among a sufficient number, the burden would be light. I understand that a single half-hour broadcasting charge for all stations would aggregate $10,000. Of course, the Four A's could not afford to have any hand in a project of this sort unless a substantial number of stations agreed to support it over a period of time.

Radio Will Grow

RADIO, in my opinion, is going to grow. Its technique will be greatly improved and its scope widely expanded, as synchronization and other means open up new wave bands and improve advertising. But radio growth should be in cooperation with other media and not in opposition to them. This is a point of view perhaps more urgently needed by newspapers than by broadcasters. They should welcome radio as a cooperative factor. An immense amount of newspaper headlines have been created and stimulated by radio. This is especially true in the case of large broadcasters like American Tobacco and Palmolive, whose newspaper campaigns have tremendously expanded. Innumerable cases of this type are cited. I believe, where radio broadcasting has doubled the returns from newspapers and magazines. The best results appear to come from a cooperative use of medium. The printed word backed by the ear appeal, the one supporting and reinforcing the other.

I have been very much interested in a recent study made by Dr. El- der of the Massachusetts Institute of Technology for the Columbia System, which seems to indicate a remarkable degree the indirect selling influence of radio. Apparently there is a marked influence in radio advertised brands in radio homes, compared with non-radio homes and brands not advertised by radio. The study is not definitely conclusive; such studies never are; but there is enough evidence to be reassuring.

Sounds Warning

Radio advertising has become a great giant. It has grown as no other medium ever grew in a short period of time. It has not only captured the popular imagination. But we must bear in mind that the novelty will wear off, even the novelty of television in its turn, and the medium should plan its future with that expectation in mind. It is bound to become a work-a-day medium, like all the others, and have to hold its own on that basis. I don't mean that it will not exceed all others in entertaining value, and always do, but its freshness of appeal will depend upon what is said and heard on the air. Broadcasters can not afford to become stereotyped in their programs.

The creative resources of music and drama must be searched for new and old ideas adaptable to modern taste; the whole world of musical thought and feeling must be studied and made available to the medium. And commercial credits must be held within bounds; they can be bold and above board, but not objectionable or out of key. They should be handled with the skill of a showman, instead of the showman. Many broadcasters feel that advertisers and their agents have been too aggressive in this respect, have introduced too much commercial flavor into the entertainment. Perhaps we have.

We are so accustomed to selling goods through the printed word that we are prone to forget that the ear appeal is quite a different medium and not to be handled in any obtuse way. Radio is new to us. We are rapidly learning its technique—the way to please and entertain as a good will maker. Agencies are developing in their own staffs radio sense, technicians, studios and departments to perfect their use of entertainment in commerce without undue commercial flavor.

Broadcasters should feel the effect of this soon, as soon, in fact, as we emerge from the present period of fierce competition and the lowered standards which result from it. Radio can not help but suffer with all other media from the relentless battle for business now going on. Better days are coming and more restrained business methods.

These are joint problems for both agents and stations to deal with. Between us we must make and keep radio an intriguing medium, always fresh and always new. The advertising agent, I feel sure, is going to contribute his full share towards attractive programs and at the same time so relate them to the client's commercial need as to garner for him a full return radio broadcasting. The more closely we work together, for the good of the medium and for the profit of advertisers, the safer it will be. The fewer intermediaries between us, the better.

Increase Granted WSAI

AN INCREASE in daytime power from 500 watts to 1 kw. was authorized for WSAI, Cincinnati, on Nov. 6 in a decision by the Federal Radio Commission reversing the recommendation of Examiner R. H. Hyde (Report 210). Chairman Saltzman and Commissioner Starbuck dissented. The increase was granted despite the finding by Examiner Hyde that granting of the application would cause interference with WIBB, Mount Orab, O., operating on a channel 20 kc. removed from WSAI.

this large crowd of people

An almost continual stream of people flows into our auditorium daily from the homes of our listeners. In our primary coverage are 163,622 families. Our secondary or "Very Good" coverage includes 922,419 families.

Place your SPOT ADVERTISING with us and reach directly this responsive audience.

Every fall 150,000 folks are our guests at our Annual Festival.

Electrically transmitted programs are broadcast with Western Electric equipment, both 70 and 33 1/3 r.p.m.

If you are interested in reaching the tremendous buying power of North and South Dakota, Western Minnesota, Northwestern Iowa, and Northern Nebraska, your logical medium is

Radio Station WNAK Yankton, So. Dak.

570 Kilocycles

www.americanradiohistory.com
majority of the nation’s prominent stations use RCA Victor Broadcast transmitting Equipment. A list of the CA Victor Model 50-B Fifty Kilowatt transmitters (the finest broadcast transmitter ever built) reads like a roll of the elite. WTIC Hartford, TAM Cleveland, WEAF New York, FAA Dallas, WOAI San Antonio, FI Los Angeles, WENR Chicago, and WJZ New York are proud of their Model 50-B’s. WGY Schenectady, KDKA Pittsburgh, and WBZA Boston boast similar equipment designed and built by the same engineers. Thus eleven of fourteen existing fifty kilowatt transmitters have been built and installed by engineers of the RCA Victor Company, Inc., and its associated companies. The RCA Victor Company, Inc. also offers broadcast transmitters of 100 watts, 100/250 watts, 1 kilowatt and 5 kilowatts as well as speech input equipment, police transmitters and receivers, and power radiotrons. The same workmanship and design which have made for the Model 50-B Transmitter a national reputation are incorporated in all this equipment.

RCA Victor Company, Inc.

“RADIO HEADQUARTERS”
Engineering Products Division
Camden, N. J.
tor, for example, 6,000 more calls were received than the week before.

As now constituted, the service requires 12 carefully selected and carefully trained operators on trunk lines and a reserve of 30 additional lines which can be put into service on a few hours' notice. It has its own manager, Newton Bucker, an assistant manager, and an advertising sales corps, including, it may be interesting to note, one saleswoman. It has its own suite in the KWK studios on the ninth floor of Hotel City.

Its success from the advertisers' viewpoint is demonstrated by the fact that, although their initial subscriptions were on 30 day trial contracts, nearly all of them now deal with the Time Teller Department on six-month contracts. The advantage to an advertiser in having his slogan or a brief, bright sales message conveyed to a guaranteed 4,500 persons a month speaks for itself. And the effectiveness of the service as a friend-maker for a broadcasting station which demands particular attention to its appeal as a community institution is equally obvious. From that standpoint it would be a profitable venture even at a money loss.

Success Secret

THE PHYSICAL installation is not expensive, but the initial cost of personnel is considerable in both money and infinite pains. Success depends upon an incredible degree upon the personal element. No care is too great, no tact too exquisite, in selecting and training the young ladies who must put over a winning telephone personality in a six-second message, and the task of polishing, of improving, of adding a touch here and smoothing out a rough spot there, is never finished.

The mere matter of arranging shifts is by no means simple. The peak load falls between 7 and 9 o'clock in the morning. Another rush begins at 4 o'clock in the afternoon, when "Marge" and her hundreds of sister-housekeepers roll in from all the hilly party or rouse from the afternoon siesta and wonder if it's time to start dinner for the lesser half. It continues until 6 o'clock, which may indicate that a number of them get home or wake up pretty late. From that hour until midnight the load on the Time Teller switchboard gradually diminishes, but the calls continue at the rate of one every four minutes to two every minute until 7 o'clock, when they leap up to one every two seconds.

To provide the maximum force at the peak hours the staff has been divided so that five operators are on duty between 6:30 and 10 o'clock in the morning and between 4:30 and 6 in the afternoon; three between 10 in the morning and 4 in the afternoon and from 6:30 to 11. One girl can take care of the switchboard for the hours between midnight and dawn.

This suggests another theoretical difficulty; how can the operators avoid delays due to persons who want to talk back or simply feel lonely? That trouble was obviated from the outset—broadcasting in advance that all one did was call the number and listen; it was no use to talk to the operator because she could not hear. As a matter of fact, the operators have headsets, but they do not listen in, at the infrequent instances when someone does speak; they go right on through the regular announcement and disconnect the call when it's ended.

Properly conveyed, under circumstances which evoke the concentrated attention of persons who have called Delmar 4040 in the knowledge that the advertiser's message would be delivered and then the correct time, this service has a unique advertising value, which is in proportion to the immediate attractiveness of the message. It is inestimable when it is something he wants to hear; a special sale, an attractive price, for example, such as Mr. Gorly's doxen gladioli delivered for a quarter (the example was taken from the actual list which the Time Tellers have before them to "broadcast" in rotation). The service is definitely helpful to the advertiser definitely helpful to the public, definitely a public service to listeners of the station and by the station.

KWK Time-Teller Novel and Profitable

(Continued from page 11)

Road Talk Scheduled

THE AMERICAN Road Builders' Association has arranged for the broadcasting of three talks advocating highway expansion by 40 independent stations which cover the United States as a whole. The programs were scheduled for November 10 and 24 and December 8. Speakers include public officials in various parts of the country.

W8XK Aids Churches

WESTINGHOUSE's short wave station, W8XK, auxiliary of KDRA, Pittsburgh, has enlarged its service of broadcasting messages abroad to include communications to missionaries of the Evangelical Lutheran Church and the Presbyterian Church. The station has long been transmitting messages to explorers and dwellers of the arctic and sub-arctic regions.

One-Tube Radio

WILLIAM L. EDISON, 51 years old, son of the noted inventor, is ready to begin manufacturing a one-tube radio receiving set if he obtains the necessary capital from his father's estate, it was revealed when announcement of the late inventor's will was made. He has been working on the set, which is designed to do the work of a multiple tube receiver, for some time. Mr. Edison lives in a modest home in the restricted residential section of Westover Hills, N. J.

KMB-C

"First in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—Prestige Listener Interest Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

Page 32

BROADCASTING • November 15, 1931

www.americanradiohistory.com
FOX Denied Request for Facilities of WEVD

ACCORD with its action of the previous week renewing the license WEVD, New York City, of the Memorial Radio Fund, the Federal Radio Commission on November 21 denied the application of WFOX, Brooklyn, for the facilities of the New York City station. Chairman Saltzman, Commissioner Starbuck, who opposed renewal of WEVD's license, dissented.

WFOX, operated by the Paramount Broadcasting Corporation, requested a change in frequency from 1400 to 1300 kc. and a change in time from sharing with WGBU, WLTH and WBBC, all of New York, to certain hours now assigned WEVD. Examiner Elmer L. Pratt took testimony in both WEVD and WFOX cases, and recommended (Report 245) that the Fox application be granted if a Commission sustained his previous finding that WEVD be granted. He was reversed in both cases, however, the Commission being decided by majority vote that WEVD is rendering a distinctive public service and that it had taken necessary steps to avert future violations of technical regulations.

ACTION WETH with studios in New York, has opened a New York studio on Second Avenue, where a majority of Jewish actors and orchestra leaders congregate. Sam Illert, owner, will make his headquarters there. An elaborate in-jurua program was broadcast on Nov. 21 with four orchestras and prominent Yiddish actors.

Not Today, Maurice

BOB KAUFMAN, of KELW, Burbank, Cal., was reported to have aspirations to feature Maurice Chevalier until one day he mentioned the matter to Manager Lazarus of the Publix-Paramount theaters, Los Angeles. Upon being told that the French idol might be obtained for a single appearance for $10,000, Kaufman replied: "Take the station; it's yours."

Doubtful Songs, Gags Barred by WBZ-WBZA

A CAMPAIGN against questionable songs and quips has been inaugurated by John L. Clark, program director of WBZ-WBZA, Boston-Springfield, in an order to his announcers, production men, dance band maestros and others having to do with the station's programs.

Contending that some radio programs are tending towards the obscenity found in many modern plays, books and films, Mr. Clark holds that radio, which enters millions of homes, must be purged of all that is unwholesome. He says: "The danger is not in instrumental sounds, except unskilled jazz that wrecks the nerves. The danger lurks, like a slow insidious poison, in the lyrics of songs."

Gags with a double meaning and sexy songs are the object of the director's particular attack. "The time has come," he asserts, "when those who guide the program destinies of radio stations must keep a sharp watch."

STATIONS » » »

Here's your chance for more Christmas Business

Just Released

SANTA CLAUS

A daily feature consisting of a series of twenty 15-minute programs for release December 1st.

Your local merchants will gladly sponsor this colorful Christmas series, of Santa Claus, in his workshop at the North Pole.

The Time is Short—

Wire, Write or Phone for Full Particulars

Continental Broadcasting Corporation

EASTERN DISTRIBUTORS

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

Station

WOR

Newark, New Jersey

Acceptance by the listeners of the Greater New Jersey and New York metropolitan area due to carefully conceived individual programs.

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK, NEW JERSEY

New York Office: 1440 BROADWAY • New York City
To the Editor of Broadcasting: The recommendation made at the Detroit Convention of the National Association of Broadcasters should be heeded by every broadcasting station in the country. Stations at the present time, and the majority rules, are not making any effort to make radio advertising campaigns effective. They do not give the merchandising tie-up any thought and as a result many potential radio advertisers are actually scared away.

While rate-cutting may have something to do with the present antagonism toward radio advertising, it does not compare in the least with the lack of cooperation on the part of the majority of stations. Consequently we hear this cry in many stations: "Well in our town the newspaper is fighting us and the advertisers want time for nothing."

Well, that may be the case, but the reason so many broadcasters say the newspapers are fighting them is because the newspaper is giving the advertiser some sort of cooperation and assistance, while the station gives none. Perhaps at this time it is not the right thing to mention that many stations do not give their programs any thought. If they play phonograph records, well no thought is given to the programs.

Mind you, this statement applies to a great many stations. Wonderful programs can be produced with phonograph records, but when the station staff takes no interest in what they are doing, except the weekly pay check, then potential radio advertisers are going to be scarce.

The time has come for a complete housecleaning in many radio stations. The time has come when advertisers are going to expect and look for some sort of cooperation from the radio station—and if it is not forthcoming then all the rate cutting in the world will not increase radio advertising.

Sponsor later the powers-to-be in radio will learn that they must take a step forward—and do it. Talk about it.

One certain producer of electrical transcriptions has realized that he can increase the effectiveness of his productions by giving the station merchandising assistance. This producer has contacted several hundred stations in the past year and he made this remark to the writer: "The sooner that radio stations realize that they must give the advertiser some real merchandising assistance the better it will be for the industry as a whole."

That one statement should be taken to heart.

Now just to show what can be done this transcription producer will issue with his next series one of the most elaborate merchandising books ever issued in the broadcasting profession. This book will contain suggested continuity for every transcription, suggestions as to whom each transcription can be sold, suggested advertisements for the advertiser to use in the local papers, window trims, suggestions that the salesmen can use in selling the transcriptions and so on. This book will be one of the first transcriptions to be advertised part of a firm supplying transcriptions to render some aid to the station.

Perhaps the reason that many merchandising cooperation is being given radio advertisers is because those in control of the station activities do not know how to give it. So many stations are controlled by men who know no broadcasting yet they do not know a thing about merchandising and advertising.

They have what many people call a one-track mind. They cannot see anything else but running the station. And too often this condition is a detriment to the success of the station.

When men with a merchandising and advertising sense are controlling the activities of the station, it is showing a real profit instead of a loss, as so many stations now do. While some of the loss may be traced to rate-cutting, it is my opinion, as an outsider, that the real fault lies in the failure to give the advertiser the kind of cooperation that will really help him and prove to him that radio advertising pays.

The NAB deserves the thanks of every radio advertiser for deprecating the lack of cooperation that tends to make radio advertising campaigns ineffective. And when station managers and commercial managers realize that the hand writing on the wall means something, then radio advertising will reach the plane it deserves.

P. W. LAMPERTINE
Advertising Manager,
The Greater Boston Store, Peoria, Ill., Nov. 5, 1931.

Celebrities Interviewed By Reporter On WGAL
"AIR INTERVIEWS" is a local feature of unusual interest on WGAL, Lancaster, Pa. When a celebrity comes to town, he is invited to participate in an actual interview with a representative of the Lancaster Newspapers, Inc., of which WGAL is a subsidiary. Instead of going to the train, hotel or theater, the reporter asks his questions and receives his answers before a WGAL mike. Then the interview is published in one of the daily newspapers.

Among the prominent persons who have been interviewed in this manner are "Red" Grange, Howard Thurston, Grant Withers, "Peaches" Browning, Billy Sunday and "Sonny Boy" Davey Lee.

Refuses Court Broadcast
JUDGE Leo Aggeler, of the Los Angeles municipal court on Nov. 7 refused to allow a broadcast of trial proceedings in his court. Defense counsel had asked permission for the radio. The case, a jury trial, was for 10 alleged radical sympathizers accused of disturbing the peace during a "Red" demonstration the night of Oct. 20.

IS YOURS
a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNC, WBEN, WDOD, KYW, WJKB, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHL, KMB, WJBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

USG Specializes in Studio Design

Sound Absorption

Acoustone

Acoustee

Sabinite "A"

Sabinite 38

Machinery Isolation

UoS

Sound Insulation

Floors

Ceilings

Walls

Doors

Send for Complete Information

UNITED STATES GYPSUM COMPANY
302 W. ADAMS STREET
Chicago, Illinois.

Radio Research Company, Inc.
1204 Irving Street N. E.
Washington, D. C.

• LARGER AUDIENCE

- A strong carrier and high percentage modulation provide the necessary coverage. A u d i e n c e, however, requires more than "punch."
- Audience demands quality also.
- The same equipment which gives coverage will usually get audience, if properly adjusted.
- A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.
- The intelligent planning of future improvements requires such an analysis.
- Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.
- The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.
- Correspondence is treated confidentially and promptly.

www.americanradiohistory.com
Broadcasting Equipment Built to Meet Your Special Requirements

WHEN special problems of broadcasting must be solved by special apparatus that is just when WESTERN RADIO ENGINEERING COMPANY engineering experts can do the most for you. ★ Standard stock does not always meet all essential requirements. WESTERN RADIO specializes in manufacturing apparatus to do the difficult job in each unusual instance. ★ In addition to building transmitters ranging from small 100 watt to huge 100 kilowatt models, WESTERN RADIO produces all kinds of equipment for studios and transmitters and manufactures replacements and special apparatus especially designed to give the greatest efficiency to each transmitting plant. ★ Transmitters manufactured by WESTERN RADIO give maximum efficiency because they have a frequency response practically flat from 30 to 10,000 cycles. ★ Every WESTERN RADIO transmitter includes the very latest development in frequency control, maintaining the assigned frequency with less than a 3 cycle variation. ★ WESTERN RADIO police transmitters are famous for unusual reliability. ★ The name WESTERN RADIO ENGINEERING COMPANY on any piece of broadcasting equipment is an assurance of excellence in workmanship and maximum efficiency in operation. ★ Write for detailed information relative to any type of transmitter or broadcasting apparatus.

LABORATORIES AND GENERAL SALES OFFICES
94 West Third St., St. Paul, Minn.

WESTERN RADIO ENGINEERING CO.
RADIO TELEPHONE BROADCASTING EQUIPMENT
ATLANTIC CITY

WPG
5000 WATTS
CLEARED NATIONAL CHANNEL

Its 1200 Hotels (majority radio equipped in room or lobby) entertain 15 million visitors yearly, a modern city houses its permanent residents, with a large purchasing power. Atlantic City has no slums. Atlantic City has an assessed valuation of $300,000,000.

MARKET DATA

Local Coverage
Population 256,193
Families 62,486
Radio Sets 28,539
Radio Listeners 88,470
Residence Telephones 25,461
Passenger Automobiles 49,413
Bank Deposits $127,875,000

Good Coverage
Population 10,086,918
Families 2,460,223
Radio Sets 1,094,947
Radio Listeners 3,394,336
Residence Telephones 975,329
Passenger Automobiles 1,416,974
Bank Deposits $5,841,079,000

WPG

Dominates this rich territory with an intense coverage in a fifty mile radius, consisting of Atlantic, Cape May, Cumberland, Burlington, Salem and Ocean Counties, in addition to an overspill audience on the Atlantic Seacoast from Maine to Florida.

"KING NEPTUNE," whose voice is heard exclusively thru WPG and Columbia Broadcasting System; the only station broadcasting regularly the breaking of the waves.

When picking your broadcast media, select one that is quick to respond—an ideal proving ground—WPG

WPG BROADCASTING CORPORATION
STUDIOS LOCATED DIRECTLY ON THE FAMOUS BOARDWALK
ATLANTIC CITY

Operated by the COLUMBIA BROADCASTING SYSTEM