Get Your Proper Share of Business
by bringing your message to approximately one-fourth of the radio listeners of the United States, in the most highly concentrated center of population in the world.

Station WOR serves the greater metropolitan New Jersey and New York territories.

BAMBERGER BROADCASTING SERVICE INCORPORATED

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City
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.
THE GREATEST IN THE ENTERTAINMENT FIELD
are affiliated with

NBC ARTISTS SERVICE
GEORGE ENGLES, Managing Director

THE GREATEST CONCERT ARTISTS
among 105 are—

Paderewski
John Charles Thomas
Walter Damrosch
Schumann-Heink
Zimbalist
Levitzki
Florence Austral
Kochanski
Gigli
Josef Lhevinne
Giannini
Supervia

THE GREATEST RADIO PERFORMERS
among 250 are—

Amos 'n' Andy
Seth Parker
Phil Cook
Floyd Gibbons
Graham McNamee
The Revelers
Russ Columbo
Sisters of the Skillet
Rudy Vallee
Paul Whiteman
Vincent Lopez
Gene and Glenn

THE GREATEST IN WORLD AFFAIRS
among 40 making lecture tours are—

Irvin S. Cobb
Sir Hubert Wilkins
Deems Taylor
Dr. S. Parkes Cadman
Frank A. Arnold
Lowell Thomas
Grantland Rice
Carveth Wells

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

December 1, 1931 • BROADCASTING
Shilkret Novelties

The Greatest Series of Electrical Transcriptions ever produced under the masterly direction of Nathaniel Shilkret himself

A month ago, we announced this new series of personally directed broadcasts as an ideal 15-minute or half-hour presentation for commercial sponsorship.

So favorable has been the reaction to this offer, and so immediate the response that not many good territories remain open where the broadcast rights for this series can be secured.

“Shilkret Novelties” are outstanding—not only from a talent point of view, but also from an economical point of view. For the stars, orchestras and showmanship behind many of radio’s most successful programs are combined in this series of presentations. Programs ordinarily beyond the reach of both station and advertiser are here in “Shilkret Novelties.” Wire immediately for open territories and complete details.

*Released exclusively through Scott Howe Bowen, Inc.*

SCOTT HOWE BOWEN, Inc.
Chrysler Building, New York City

Chicago
Wrigley Bldg.

Detroit
Fisher Bldg.

Kansas City
1016 Baltimore Ave.

Boston
185 Devonshire St.

Omaha
502 Barker Bldg.

San Francisco
865 Mission St.

www.americanradiohistory.com
Session of Radio-Minded Congress Nears

By SOL TAISHOFF

Couzens Warns Broadcasters to Cure Advertising Evil; Old Bills to be Reintroduced; Robinson Term Expiring

RESPONSIBILITY for radio legislation during the forthcoming session of Congress will rest with Senator Couzens, of Michigan, Chairman of the Interstate Commerce Committee, and Rep. Davis, of Tennessee, who with the Democrats apparently in control of the House, is probably next Chairman of the Merchant Marine Committee to support themselves by advertising—no feasible or reasonable alternative has yet been offered even in Congress.

Robinson Term Expires

Within a few weeks the Senate will consider confirming the appointment of a Federal Radio Commissioner. The two-year term of Commissioner Ira E. Robinson, of West Virginia expires Feb. 23, and President {1} must submit his nomination or the post in advance of that date. While there is no assurance that he will be reappointed it is not improbable that he will be. It is no secret, however, that his second zone portfolio is coveted by a number of persons.

To Dip Into Radio

Even with the press of economic problems before it, Congress may find time to dip into broadcasting. On the part of the broadcasters, as evidenced by their recent resolutions, it will find them willing and ready to cooperate in framing constructive legislation. Nor are the broadcasters without their friends on Capitol Hill; radio as a campaigning medium is only too valuable to political candidates. They know it for they are regular seekers after favors from the radio people.

And this Congress probably will not be disposed to accede to demands for government ownership, which in the last analysis, is what the enemies of present radio want, for many and various reasons. In the absence of a system of taxing radios to support broadcasting, it is necessary for the broadcasters to introduce a measure forcing the radio industry to contribute $100,000,000 to the Federal revenue chest. He would have Congress levy a tax of 25 cents on the gross revenues of all broadcasting stations from the sale of time. A per cent tax on retail sales of apparatus, both transmitting and receiving, would make up the balance of the proposed $100,000,000 radio jack-pot.

But there are really more serious radio spectres that lurk about the spacious corridors of the Capitol and that again will find their way into the House and Senate chambers. One group—the educational faction—is seeking to obtain 15 per cent of the broadcast frequencies, more or less, for accredited educational institutions. They have found a proponent in Senator Fess, Republican, of Ohio, himself a former educator and also chairman of the Republican National Committee.

The other group represents the American Society of Composers, Authors and Publishers, better known as the "Copyright Owners," who would like to have Congress enact legislation giving further protection and strength to the song-writers and publishers. Representative Fess, Republican, of Indiana, chairman of the House Copyright Committee during the last Congress, is author of the copyright legislation that failed of enactment at the last session.

Both bills were opposed at the last session by the National Association of Broadcasters. They will be reintroduced in the new Congress. Strong efforts will be made by powerful and wealthy groups to force the legislation through.

Six Bills Loom

A canvass of radio leaders of both the House and Senate discloses that the following bills having a direct bearing on broadcasting will be reintroduced during the early days of the session:

1. By Senator Fess, Republican, of Ohio—A bill which would allocate for education under Federal supervision, 15 per cent of the broadcasting frequencies. The measure will be identical with that introduced at the last session.

2. By Representative Vestal, Republican, Indiana—Reintroduction of a bill to consolidate the copyright measures which died at
the last session. Mr. Vestal said the new bill would embody "some of the modifications suggested by the Senate committee. Mr. McNary's testimony by broadcast, but he did not indicate whether any of the features objectionable to broadcasters would be eliminated.

Commissioner Robinson

3. By Senator McNary, Republican, Oregon—A bill amending the Radio Act of 1927 to make it illegal to broadcast lotteries, because newspapers under postal laws, are prevented from accepting similar advertising. The form of this bill has not yet been decided, but Senator McNairy called upon the Federal Radio Commission to draft the proposed legislation. In general, the broadcasting favors some form of legislation along this line.

4. By Senator White, Republican, New York—A bill to provide for the levy of flat taxes of 25 cents per month per radio receiver, to be used for the support of broadcasting stations and on sale of receiving and transmission apparatus in the hope that $100,000,000 would be derived therefrom for the Federal Treasury.

Dill and Davis Quiet

UNKNOWN are the plans of such members of Congress as Senators Dill, Democrat, Washington, co-author of the Radio Act, one of the best informed members of the Congress; Senator Glenn, Republican, Illinois, and Representative Edwin L. Davis, Democrat, Tennessee. Congressmen that the House Merchant Marine Committee as success in securing a seat on the committee, Senator White, in view of the possibility that the Democrats will organize the House. Senator Dill and Representative Davis have been in the radio legislative picture, though they have not spoken much about radio in recent weeks. The latter is the author of the Davis equalization amendment, enacted into law, and state equalization of broadcasting facilities.

Chief Coles declared he has not yet decided whether he will reintroduce his bill which would give labor a full-time assignment, 50 kw. The situation has changed within the year and WCFL, Chicago, is now the dominant station. Seattle, clear channel. It does not, however, have the maximum power.

Broadcasters are themselves well aware of the weakness of their position against excessive advertising. The plaint is heard frequently in the boardrooms of commerce, but Senator McNairy has gone to those with which to smash the present method of advertising, and by competitive advertising media which oppose the alleged intrudes of broadcasting.

Congressional leaders and Federal Radio Commissioners now are working on this bill to amend Hoover, Radio by the American Plan has been proclaimed as the best in the world. But some broadcasting in a few instances, have overstated the bounds, and are bringing down the wrath of the public upon the industry.

Radio's own yardstick was proclaimed at the recent NAB convention: "There is not too much case reorganization on the air but there is too much poorly done."

Broadcasters Warned

CONGRESS, as a body, does not want to interfere with radio programs. Some of its key men warn, however, that unless concerted action is taken by the public sentiment may force it to enact some sort of legislation to restrict radio advertising.

Senator Couzens, of Michigan, chairman of the Interstate Commerce Committee, which enforces radio legislation in the upper chamber, gives the assurance that nothing tangible will be done about advertising at this session, but actions become inevitable if better get together on some self-regulation. Recognized as fearless and outspoken, Senator Couzens predicted that Congress will not be inclined to heed the "propaganda" of the Verter Free Press in order to "smash" the public on a government monopoly of broadcasting.

"I would have change the whole fundamental structure if we undertook to censor advertising," he said. "As I see it, there is no middle ground as to the question of private operation of broadcasting on a proper basis or on the basis of government ownership, as a consistent listener, and although I am wholly disgusted with the whole broadcasting situation, I have less objections as long as it is nicely done and the advertising is subtly presented. I do not propose to offer legislation in the matter of censor advertising, but, if the broadcasters do not eliminate the bad material, the people will make them do it through other means."

Periodic outbursts of political oratory against this radio evil or that naturally will occur during the approaching session. Many members on both sides of the Capitol are aroused over some conditions.

Many more than a dozen radio stations have been ordered off the air by the Commission during the session. Congressmen have heard protests from constituents and are prepared to attack the Commission at the first opportunity.

Freedom of speech and religious tolerance on the air will be a serious issue as a result of the Commission's recent removal of KGEF, Los Angeles, and the silencing of its pastor, Rev. Robert P. Shuler, Bishop of Churches, Methodist, Episcopal Church, avowedly plans to make the Shuler case a national political-religious issue.

Politics and WJJS

ANOTHER Radio Commission case apparently having earmarks of politics is that of the Commission's order deleting WIBO and WPGC, Chicago, to make way for WJJS, Gary, Ind., on the 560 kc. channel. The Chicago stations now are operating under stay orders from the Court of Appeals. The case superciliously will raise the question of property rights, but chiefly will test the validity of the Commission's quota regulations.

The Indiana delegation "consulted" the Commission about the WJJS application, and Mrs. Mabel Walker Willebrandt, former assistant attorney general, was counsel for the Indiana station, owned by Ralph Atlass, of Chicago. The Commission reversed the recommendation of Commissioner Ellis A. Yot against granting the WJJS application.

The Radio Corporation of America anti-trust case, which became a favorite topic in Congress last year, may be due for considerable more agitation.

Committee organizations in the two houses will have to be worked out until the new session is under way. At this writing, only one vacancy exists on the Senate Interstate Commerce Committee, and it is possible that Senator White will get the assignment. The House Merchant Marine Committee has two vacancies at this time, and should the Democrats organize the lower body, as seems likely, the makeup of that committee may be changed considerably.

With Senators Dill and White the leadership will have the two best informed men on radio in Congress. Representative Lehlbach is the heir apparent to the Republican radio leadership in the House, but Representative Davis probably will assume the chairman's seat on the Merchant Marine Committee if and when the Democrats assume control. Mr. Lehlbach is the ranking Republican member of the Committee. If the Democrats organize the House, he will become its chairman.

All this is considered, though muscles will be proposed, it is doubtful whether any really important legislation affecting broadcasting will be enacted during the session.

---

**Commission Denies Application of CBS For Washington Booster by 3-to-2 Vote**

Grounds for Decision Delayed but Permanency Fear Was Expressed; WJSV Gets Net Account

**BROADCASTING • December 1, 1931**
The census of radio is now complete. It shows that slightly more than two out of every five American homes had radios when the count was made, along with the census of population of April 1, 1930. It shows that as of that date, just 20 months ago, 49,521,214, or 66.8 per cent, of the homes in the United States had radios.

The figures given out by the United States Census Bureau on December 20, 1931, of the homes with radios, the total audience can thus be placed at 49,521,214. This was 20 months ago. The figures are appreciably better—just how much we cannot, with a word of caution, say, but the Radio Manufacturers Association estimates that by the end of 1931 the total audience will have increased by one and a fourth times. This is tantamount to saying that the radio industry has increased its sales by one and a third times.

The figures given during the 20 months were 49,521,214, but the Census Bureau figures for December 20, 1931, show that the total audience is now 74,521,214.

The census is classified by states. The state totals, which have been issued periodically in the last six months, as fast as the Census Bureau could compile them, and which next year will be issued in booklet form, are classified by counties and cities. Given the service area of any city, it is possible to determine just how many homes had radios in that service area in April, 1930, and to make a fair estimate of how many have radios today.

As explained by the Census Bureau, in their columns in our issue of October 15, last, the term "family" as used in the census signifies a group of persons, whether related or not, who live together as one household, usually sharing the same table. One person living as a family, and at the other extreme

UNCLE SAM'S census of radio is now complete. It shows that slightly more than two out of every five American homes had radios when the count was made, along with the census of population of April 1, 1930. It shows that as of that date, just 20 months ago, 49,521,214, or 66.8 per cent, of the homes in the United States had radios.

The figures given out by the United States Census Bureau on December 20, 1931, of the homes with radios, the total audience can thus be placed at 49,521,214. This was 20 months ago. The figures are appreciably better—just how much we cannot, with a word of caution, say, but the Radio Manufacturers Association estimates that by the end of 1931 the total audience will have increased by one and a fourth times. This is tantamount to saying that the radio industry has increased its sales by one and a third times.

The figures given during the 20 months were 49,521,214, but the Census Bureau figures for December 20, 1931, show that the total audience is now 74,521,214.

The census is classified by states. The state totals, which have been issued periodically in the last six months, as fast as the Census Bureau could compile them, and which next year will be issued in booklet form, are classified by counties and cities. Given the service area of any city, it is possible to determine just how many homes had radios in that service area in April, 1930, and to make a fair estimate of how many have radios today.

As explained by the Census Bureau, in their columns in our issue of October 15, last, the term "family" as used in the census signifies a group of persons, whether related or not, who live together as one household, usually sharing the same table. One person living as a family, and at the other extreme

OFFICIAL CENSUS OF RADIO IN AMERICAN HOMES

(Complete as Compiled by U. S. Census Bureau)

<table>
<thead>
<tr>
<th>Region</th>
<th>No. of Families</th>
<th>Total Pct. of Families With Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW ENGLAND</td>
<td>1,878,405</td>
<td>487,207</td>
</tr>
<tr>
<td>Maine</td>
<td>199,972</td>
<td>4.0</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>119,660</td>
<td>3.9</td>
</tr>
<tr>
<td>Vermont</td>
<td>111,270</td>
<td>4.7</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>540,078</td>
<td>4.1</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>199,972</td>
<td>4.0</td>
</tr>
<tr>
<td>Connecticut</td>
<td>968,262</td>
<td>4.1</td>
</tr>
<tr>
<td>MIDDLE ATLANTIC</td>
<td>6,293,913</td>
<td>7,653,913</td>
</tr>
<tr>
<td>New York</td>
<td>3,112,118</td>
<td>4.0</td>
</tr>
<tr>
<td>New Jersey</td>
<td>387,614</td>
<td>4.1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,013,118</td>
<td>4.3</td>
</tr>
<tr>
<td>EAST NORTH CENTRAL</td>
<td>6,376,518</td>
<td>4,000,518</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,700,871</td>
<td>5.9</td>
</tr>
<tr>
<td>Indiana</td>
<td>944,243</td>
<td>3.8</td>
</tr>
<tr>
<td>Illinois</td>
<td>918,445</td>
<td>4.1</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,183,157</td>
<td>4.1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>775,367</td>
<td>4.1</td>
</tr>
<tr>
<td>WEST NORTH CENTRAL</td>
<td>3,325,674</td>
<td>4,000,674</td>
</tr>
<tr>
<td>Minnesota</td>
<td>609,398</td>
<td>4.2</td>
</tr>
<tr>
<td>Iowa</td>
<td>630,905</td>
<td>4.2</td>
</tr>
<tr>
<td>Missouri</td>
<td>951,821</td>
<td>4.3</td>
</tr>
<tr>
<td>North Dakota</td>
<td>145,382</td>
<td>4.7</td>
</tr>
<tr>
<td>South Dakota</td>
<td>161,332</td>
<td>4.3</td>
</tr>
<tr>
<td>Nebraska</td>
<td>343,781</td>
<td>4.0</td>
</tr>
<tr>
<td>Kansas</td>
<td>339,135</td>
<td>4.3</td>
</tr>
<tr>
<td>SOUTHERN ATLANTIC</td>
<td>5,219,476</td>
<td>4,000,476</td>
</tr>
<tr>
<td>Delaware</td>
<td>59,295</td>
<td>4.0</td>
</tr>
<tr>
<td>Maryland</td>
<td>386,807</td>
<td>4.0</td>
</tr>
<tr>
<td>Dist. of Columbia</td>
<td>124,014</td>
<td>4.9</td>
</tr>
<tr>
<td>Virginia</td>
<td>350,092</td>
<td>4.6</td>
</tr>
<tr>
<td>South Carolina</td>
<td>374,456</td>
<td>4.0</td>
</tr>
<tr>
<td>North Carolina</td>
<td>645,243</td>
<td>4.9</td>
</tr>
<tr>
<td>Georgia</td>
<td>654,009</td>
<td>4.4</td>
</tr>
<tr>
<td>Florida</td>
<td>377,823</td>
<td>5.9</td>
</tr>
<tr>
<td>EAST SOUTH CENTRAL</td>
<td>2,276,750</td>
<td>2,000,750</td>
</tr>
<tr>
<td>Kentucky</td>
<td>610,288</td>
<td>4.3</td>
</tr>
<tr>
<td>Tennessee</td>
<td>601,578</td>
<td>4.3</td>
</tr>
<tr>
<td>Alabama</td>
<td>592,530</td>
<td>4.5</td>
</tr>
<tr>
<td>Mississippi</td>
<td>472,354</td>
<td>4.3</td>
</tr>
<tr>
<td>WEST SOUTH CENTRAL</td>
<td>3,474,460</td>
<td>4,000,460</td>
</tr>
<tr>
<td>Arkansas</td>
<td>439,408</td>
<td>4.2</td>
</tr>
<tr>
<td>Louisiana</td>
<td>486,426</td>
<td>4.3</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>553,348</td>
<td>4.2</td>
</tr>
<tr>
<td>Texas</td>
<td>1,083,280</td>
<td>4.2</td>
</tr>
<tr>
<td>MOUNTAIN</td>
<td>918,704</td>
<td>2,000,704</td>
</tr>
<tr>
<td>Montana</td>
<td>107,100</td>
<td>3.9</td>
</tr>
<tr>
<td>Idaho</td>
<td>105,116</td>
<td>4.1</td>
</tr>
<tr>
<td>Wyoming</td>
<td>75,378</td>
<td>3.9</td>
</tr>
<tr>
<td>Colorado</td>
<td>268,531</td>
<td>3.9</td>
</tr>
<tr>
<td>New Mexico</td>
<td>98,820</td>
<td>4.3</td>
</tr>
<tr>
<td>Arizona</td>
<td>100,630</td>
<td>4.1</td>
</tr>
<tr>
<td>Utah</td>
<td>116,254</td>
<td>4.4</td>
</tr>
<tr>
<td>Nevada</td>
<td>25,730</td>
<td>3.5</td>
</tr>
<tr>
<td>PACIFIC</td>
<td>2,312,224</td>
<td>3,500,224</td>
</tr>
<tr>
<td>Washington</td>
<td>429,219</td>
<td>3.7</td>
</tr>
<tr>
<td>Oregon</td>
<td>267,690</td>
<td>3.6</td>
</tr>
<tr>
<td>California</td>
<td>1,618,333</td>
<td>4.1</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>29,980,114</td>
<td>12,078,345</td>
</tr>
</tbody>
</table>

With an audience of 49,521,214, it is estimated that the total audience will be 74,521,214. This is a significant increase from the previous year and indicates a growing interest in radio as a form of entertainment and information. The audience is spread across various regions of the United States, with the highest numbers in the middle and south central regions.
all the inmates of an institution, or all the persons living in a boarding house, are ordinarily counted as one.

No account was taken of second sets located in the same homes, as there are two radio receivers in every home, and the Census figures for the average number of persons per family in each state and geographical unit as a multiplier of the total number of radios reporting in that state and geographical unit.

CITIES SET PACE

IN THE MAIN, it will be noted, that the preponderance of "radioizing" families, both as to total and proportion, is to be found in the large population centers. Also, just as broadcasting stations seem to have gravitated toward the larger trade areas, so the set manufacturers have limited their advertising to those areas.

The Middle Atlantic states of New York, Pennsylvania and New Jersey quite naturally lead in the total number of families with radios as well as in the proportion of their homes having radios. Of their 6,386,913 families, 3,651,831, or 63.5 per cent, of the homes reported had radios as of April 1, 1930. In totals, New York leads all the states with 1,830,000 of its homes reporting having radios; Pennsylvania has 1,076,770; Illinois is a very close third, with 1,075,134. Then follow Ohio, Michigan, Massachusetts, Wisconsin, Indiana, Missouri, Iowa, Minnesota and Texas.

New Jersey leads all the states in the proportion of its families having radios, with 628,839 of its 997,416 families, or 63.5 per cent. New York is second, with 57.4 per cent; Massachusetts third, with 57.5 per cent; Rhode Island fourth, with 56.9 per cent; Connecticut fifth, with 56.5 per cent; Connecticut sixth, with 54.9 per cent; the District of Columbia seventh, with 53.9 per cent; California eighth, with 51.9 per cent; Wisconsin ninth, with 51.1 per cent; and Michigan tenth, with 55.0 per cent.

At the bottom of the list in total homes is the sparsely settled state of Nevada, with only 7,898 homes having radios, or only 5.4 per cent of its homes having radios. The accompanying tabulations tell the whole story of the relative as well as the absolute standings of the respective states.

CBS Radio Count

Totals 17,313,000

John Karol Uses Census and 1930-31 Set Sales as Basis

USING THE 1930 radio census figures of the U. S. Census Bureau, and the 1930-31 set sales as estimated by Radio Retailing magazine, the publisher of market research of CBS, estimates that there are now more than 17,313,000 radio sets in the United States. The Bureau's official figure, based on its count of radio-owning families as of November 1, places the total number of homes with radios on April 1, 1930, at 12,078,345.

About 4,750,000 sets have been sold to homes not previously equipped with any kind of receiver since the census count was made, according to the Karol estimate. It was calculated that 2,550,000 radio sets, exclusive of replacements, were bought during the last nine months of 1930, and that 2,100,000 sets were acquired for previously un-equipped homes during the first 10 months of 1931. Estimates of the use of new sets during the same period in 1930 are estimated at 620,000 sets, and during 1931 until October 31 at about 600,000 sets.

The network's research bureau does not use as high a figure in calculating the potential number of sets by families as does the Census Bureau, it is disclosed by the Karol estimate. The bureau uses 4.1 persons as constituting the average size of the family listening to each set. The CBS statistical bureau, however, reduces the figure to three in order to eliminate infants and the dependent aged.

The Census Bureau count shows that the potential audience totalled about 56,000,000 on the basis of 10 radio sets per family as was estimated, however, numbers the potential radio listeners at 52,000,000, using the one-to-the-minute figure of 17,313,000 sets. The Census Bureau's 4.1 persons per family has been used, the potential audience figure in the network's estimate would have been about 2,000,000 persons.

Canada's Half Million

The number of radio receiving sets licensed to private owners in Canada, according to the U. S. Department of Commerce as of June 1, 1930, was disclosed to be 879, according to a report to the Assistant Trade Commissioner in Ottawa. The number leads all the Canadian cities in the number of licensed sets, with 68,034. Montreal is second, with 56,072, and Vancouver ranks third with 23,196. That these figures are far from complete is commonly known, many set owners neglecting to pay the $1 per annum license tax and the government having practically no machinery to enforce collection. Some opinion in Canada has it that the total is well over twice the official figure.

Plans 100-Watt Net

PLANS for a chain of 100-watt stations stretching from El Centro, California, through Washington and over to the border of Idaho, have been announced by Ben McLaughlin, owner of KGJF, Los Angeles. The project calls for connection with each station by direct microwave transmission, and for reproduction of program originating at KGJF which operates on a 24-hour basis. Wire tolls thus far have been the obstacle to early fulfillment of the idea.

A.N.P.A. Fails to Renew Radio Attack

California Body Urges European System

Broadcasting Topic at Three November Meetings;
One Group Asks Government Supervision

THOUGH verbal fireworks assailing radio failed to materialize in any being renewed this fall, the criticism of the American Newspaper Publishers Association in Los Angeles, November 12 to 14, the meeting of the Broadcasters Association in San Francisco on November 13 and brought forth a resolution favoring "government supervision of all broadcasting on the lines followed in continental Europe and a stricter control of the use of radio for the better entertainment for the people.

A few days later the Association of National Advertisers, holding its annual convention in Washington, opened one of its sessions discussing the use of radio as an advertising medium. Talks were made by Kenyon Stephenson of the American Co., of Lancaster, Pa., Benjamin Soby, of the Westinghouse Radio Stations, and Edgar Felix, New York radio controller.

The A.N.P.A. convention in New York last spring was devoted in large part to bitter attacks upon radio as an advertising medium, but there was considerably more dispassionate regard for radio at the Los Angeles meeting. In fact, attacks were made only by those accusatory without their absence, although it is understood several elements tried their utmost to bring the subject to the fore.

Weiss Defends Radio

AMONG the speakers on radio were S. R. Winch, business manager of the Portland Oregon Jour- nal, who differed with Mr. Winch's statement. He declared that broadcasting will never replace newspapers as an advertising medium, but that there was considerably more dispassionate regard for radio at the Los Angeles meeting. In fact, attacks were made only by those accusatory without their absence, although it is understood several elements tried their utmost to bring the subject to the fore.

CBS Acquiring WKRC

NEGOTIATIONS practically have been completed for the sale of the CBS network to the station which is owned jointly by Sam Pickard, CBS vice president, and John Boyd, of Chicago. The purchase price was around $200,000.

"Printer's Devil"

WJAG, Norfol, N. B. uses the unique slogan "Home of the Printer's Devil" because it is owned and operated by the Norfolk Daily News.

Weiss Defends Radio

AMONG the speakers on radio were S. R. Winch, business man-ager of the Portland Oregon Jour- nal, who differed with Mr. Winch's statement. He declared that broadcasting will never replace newspapers as an advertising medium, but that there was considerably more dispassionate regard for radio at the Los Angeles meeting. In fact, attacks were made only by those accusatory without their absence, although it is understood several elements tried their utmost to bring the subject to the fore.

Lee H. Bristol, vice president of the Bristol-Myers Co., New York was reelected president of the A. P. R. I. Radio in New York for the coming year. Mr. Ward & Co., New York, was reelected vice president. Bertran Lichtenberg, of the Alexander Hamilton Institute, New York was reelected chairman of the ex-ecutive committee. The new directors are Paul B. West, of the National Carbon Co., New York; B. Griffin, of the International Silver Co., Meriden, Connecticut; and L. Schaeffer, of the National Tub Co., Pittsburgh.
Brevity is the Soul of Radio Advertising

By HERSCHELL HART
Production Manager of WWJ, Detroit

Single Idea, With News Angle, Declared Most Effective; Salome’s Saleswomanship Applied to Broadcasting

MODERN advertisers can learn a lot about selling from Salome, whose success in getting John’s head from Herod may be traced to her brevity and singleness of purpose. This writer contends that it is he sponsor who suffers when radio sales alks bore or mislead listeners. Programs should be subtle rather than blatant in their appeal, he says, if the ether medium is to be more than a “one-call” salesman.

HERSCHELL HART

THEN the light-footed Salome, daughter of Herodias, undertook to sell Herod on the idea that she would have the head of John, she so far too wise to put her whole argument into one broadcast. Salome was a wise saleswoman; she knew her public. She knew what public appreciated brevity and gave him—in the form of seven broadcasts that made him see that Salome had a real argument. Thus—thousands of years ago—a beautiful daughter of the supinely sleepy Orient knew an advertising fact that too few radio advertisers know or recognize today. In other words, Salome knew not only to bore her audience with too much salesmanship at one sitting. All available records indicate that Salome strove to please ways and that her watchword was brevity and more brevity.

The value of brevity in advertising has not been lost entirely through the centuries. Long ago, the value of white space in newspaper, magazine and bill board advertising proved its worth. Today, the best printed sales arguments are those held to a few lines of type nestled like gems in a setting of well-conceived color or bite space.

Single Idea Plan

HAT fact would seem to indicate that a single fact sinks in, while several facts expressed together only serve to confuse your reader or listener. Your merchant of quality found out a long time ago that his window display—surely conceded to be a legitimate form of advertising—profited by brevity. He found packed displays failed to draw discriminating potential purchasers, but that a window centered by a single rich article did attract and did sell.

Advertising, of course, must be considered as a form of salesmanship. The advertisement is the salesman who goes into the homes of possible buyers either between the pages of newspapers and magazines or through the radio loud speaker. The radios are known as the advertising—being vocal—is more like the salesman than the printed word, and, therefore, should be made to abide by the elementary rules laid down for the salesman.

How many sales managers tell their men: “Talk to your prospect as you would talk to a friend—don’t talk an arm off him—and don’t try to over-sell him.”

Pretty good advice, isn’t it? Prospects fail to breed much confidence in an article if the seller tries strong-arm methods. The “one call” strong-arm salesman soon loses his value to his firm.

Radio cannot afford to be a “one-call” salesman. Radio is here to stay. It is going into millions of homes each day. It can take into those homes a friendly convincing message or it can take in a vocal bombast of general claims which can only confuse and disgust discriminating listeners. The bombast may sell some goods, but, too often, purchasers find they misunderstood the blather and that what they have bought is not what they want.

Who suffers most in this latter instance? The purchaser? It is not likely, for he soon forgets the expenditure of his few dollars—but he does not forget the name of that article he purchased and found not to his liking.

Radio?—Hardly! Too many purchasers are finding merchandise they want and like by means of radio.

The sponsor? Yes! If a sponsor makes bombastic claims for a product, the product must be as good as the claims or the confidence of the purchaser is lost. If the sponsor’s bombast tires, bores and disgusts, he loses potential purchasers because it is so easy to dial away.

Which, then, is better—to try to use radio to force a product down the throats of people who do not want it and who buy it only once, or to try in a friendly way to create in the minds of the listeners a desire for that product?

The answer is obvious. Elsewhere I have written that the sponsor of a radio program should strive to permeate the broadcast with the personality of his product. This idea harks back to black and white. If you are advertising heavy machinery, you do not use fine-lined type and delicate borders. If you advertise jewelry or silks, you avoid massive borders and railroad gothic type.

Music and Flowers

IT WOULD seem well to observe the same rule in radio. Fine music would sell flowers, or fine laces, or jewelry because it, at once, created an atmosphere which caught and held the type of person who buys those things. Such a person is not likely to be interested in hot dance rhythm or in a blood and thunder sketch.

But we must go a step further. A fine program can be ruined easily by the sales talk injected into it. That does not mean, necessarily, that there can be no sales talk. There must be some, of course, because the American audience is not ready to show its gratitude as are the Chinese, and, therefore, we must sell, but we must do it in a way that will not bore or tire the listeners.

Possibly the worse offenders among the writers of radio program sales talks are those who resort to emphatic generalities. And this brings up another thought. Copy that looks most convincing in print sometimes sounds like “hooey” on the air. Generalities—no matter how they are worded—still sound very much like the well-known sausage roll. So, if you are going to insist on calling your product “the finest of its kind,” and assure your listeners that “nothing else ever will satisfy them,” you can rest assured that out in that great audience of the air—in polite company or not—thousands of lips are unconsciously humming the most persuasive but damning word “bologna.”

News Style Effective

GRADUALLY radio advertising writers are finding that the most convincing air message is that which smacks of news.

For some time now the A. & P. program has used the news item type of announcement. These items are short and filled with valuable information. If the listener is not interested, he does not have to wait long before the show starts again.

A slightly different system is used by Swift for the Stebbins Boys. A few claps slip in, but most of the sales talk is devoted to creating a desire in the mind of the listener for an especially-prepared slice of ham or bread buttered with Swift’s Brookfield. This is accomplished by cleverly worded descriptions of the dishes themselves. Possibly the only thing wrong with the sales talk is that it takes the dinner hour when it has to compete with the delicious, steaming dishes already on the table. How much more effective it would be if the broadcast could come at a time (Continued on page 32)
A Vicious Fight Against Broadcasting

PROBABLY the most vicious campaign ever leveled against American newspapers by the medium it is used to combat, broadcasting, is being directed by H. O. Davis, publisher of the Ventura (Cal.) Free Press, an evening newspaper with a circulation of little more than 5,000 in a community just north of Los Angeles with a population of less than 12,000. It is a campaign aimed at the present advertising situation out of ancient records or interpreted to convenience from contemporary developments, as being forwarded to the newspaper publishers in an effort to make a case against radio and to ally them in a great publicity campaign that obviously is aimed at public ownership as the means of getting radio out of the field as an alleged competitor of the press.

Mr. Davis’ Letter

BECAUSE BROADCASTING believes that the broadcasters should know what is being done and should be given an opportunity to develop steps to combat this campaign, it publishes herewith the confidential form letter mailed Nov. 2 by Mr. Davis together with the memorandum he sent with it to editors and publishers as a guide for a concerted campaign against radio. The letter reads:

“During the last six weeks we have had a number of letters from publishers and editors suggesting steps they could take in their territory to help bring about a reduction in the volume of radio advertising. In response to these requests we have prepared a memorandum, copy of which is enclosed. Will you give it a careful reading?

“I am especially anxious to get your opinion concerning the recommendations made in paragraph 11. I believe that if the law required the strict separation of news and entertainment from paid advertising, just as the newspapers have to keep these two classes apart, the public would obtain better programs, less drivel and more understanding entertainment. What are your thoughts on this recommendation?

“Paragraph 5, in my judgment, is vitally important. Consider and let your representatives know that you are in touch with the officers of the local associations in charge of the fight from experience that it is easy to carry out the recommendations of Paragraph 7. Few publishers know the full extent of the influence of radio in the towns after them—and let us know the result. We can use the information in our Washington work this coming session.”

The 16 Points

The memorandum accompanying the letter includes 16 suggestions that Mr. Davis makes to his followers: “For the conduct of local campaigns the following is advisable…” It follows in full text:

1. Appoint a member of your staff to handle the campaign, ask for regular reports on its progress and hold him responsible. Everybody’s business is nobody’s business. Considering the amount of free space given to the creation of the radio problem, it is good business and a real public service to use space regularly to correct the condition.

2. Ridicule the present mixture of radio advertising and entertainment at every possible opportunity. Do it consistently. Watch the broadcasts in your territory. Show up the moronic quality of most programs. Get interviews with all kinds of people who are disgusted with the character of radio programs and annouced by the constant

(Continued on page 32)

Yankee Network Has Cooperative News Arrangements with New England Press

Carries Bulletins and 25-Word “Headlines” Supplied Willingly by Seven Newspapers

BY MARK J. STAPLES

The Yankee Network

IF THERE is any feeling of dissonance between broadcast stations and the press in other parts of the country as to their respective rights in the dissemination of news, it is not apparent in certain Eastern cities where both mediums cooperate to mutual advantage.

No better example of the existing friendly relations between newspaper and frequently inter- owned radio stations can be offered than the daily broadcasts of the Yankee Network stations in Boston, Providence and Norfolk, where the individual station audiences are served with “red hot” news at half the intervals by no less than seven leading newspapers.

Teletype machines installed in the news rooms at frequent intervals, the radio stations connect the two agencies and make possible the broadcasting of half hourly bulletins on the big news of the minute from both WNAC and WAAB in Boston, key stations of the Yankee Network. In addition, ten 15-minute periods, or two and one-half hour daily, are allotted to the newspapers by the two stations for the broadcasting of the important news of the day, both local and international.

The majority of Boston newspaper publishers agree with radio officials that the broadcasting of newspaper news is an aid rather than a menace to their circulation. While only the vital angles of news items are broadcast, it is sufficient to send the listeners out for a paper if interested, besides being a constant reminder that the publication is “alive” and serving its public.

The 15-minute periods of news flashes broadcast direct from the newspapers are transferred to the newspaper editorial rooms are served WNAC and WAAB audiences on the following schedule:

7:45 a.m.—Boston American via WAAB.
11:00 a.m.—Boston American via WAAB.
12:00 a.m.—Boston Traveler via WNAC.
12:00 noon—Boston American via WAAB.
2:45 p.m.—Boston American via WAAB.
6:00 p.m.—Boston Record via WNAC.
7:00 p.m.—Boston American via WAAB.
11:00 p.m.—Boston Record via WNAC.
11:15 p.m.—Boston Record via WNAC.

In addition to the above broadcasts the teletype supplies “25- word headlines” which are read on the air with each hour and half hour cut-in for station identification by the announcer. Thus, all New England is kept constantly in touch with what is new under the sun.

The 25-word headlines are prefixed with a credit line that tells the listener the newspaper he should buy to obtain complete details. For example: “The Boston Traveler says that the passenger steamer Nantucket, which left Edgartown at 4:45 a.m. for Wood Hole and New Bedford, ran aground in a thick fog on the flats just outside the harbor.” Quite naturally friends of those who were known to be passengers on the Nantucket will immediately go to the nearest newsstand to obtain more details through the Traveler. Thus, the teletype indirectly connects the newspaper through the broadcasting station, with its readers.

These headlines are furnished each station as follows:

8:00 a.m. to 6:00 p.m.—Boston Traveler to WNAC.
7:00 p.m. to 11:00 p.m.—Boston Herald to WAAB.

One member of the editorial staff of each newspaper is assigned to cull the news events that are fed to the paper from its many channels and to select the most important events for the audience. Having selected the outstanding news item of the hour, this editor or reporter condenses the whole into 25 words which he transmits over the teletype to the radio studios, where it is automatically printed and read by the announcer at the given minute.

The familiar slogan, “The News While it is News,” is better exemplified through the cooperation of press and radio, and the New England Newsmen appreciate very much these two mediums are doing to improve their service to both readers and listeners for in the language of the street it is a “come-on” and not a “give-away” as some less broadminded publishers have contended.

In Providence, WEAN of the Yankee Network, is served in the same manner by the News-Tribune which furnishes both news and teletype headlines. WICC, the Bridgeport, also a member of the Network, is served by two newspapers, the Bridgeport Times-Star and the New Haven Register, both of which provide the listening public with several periods of news flashes during the day and evening.

Ben Hatfield, announcer of WNAC, Boston, and the Yankee Network, broadcasting the half hourly teletype news bulletins furnished by Boston newspapers.
An Ultra Modern Plant for Broadcasting

By Deane S. Kintner
WHK, Cleveland

New Home of WHK Replete With Innovations Designed To Make the Most of Programs and Attract Visitors

as Seth Parker’s Old-Fashioned Singing School, Chuckle Hour, Mose Cleveland, etc., so that there may be something to see as well as to hear. And while the television studio, one of six in the new plant, is not used for these staged programs, the staff believes a start has

ESS than five years ago Cleveland’s pioneer broadcasting station, WHK, occupied one small studio, smaller reception room, and a more diminutive office, with half a dozen persons comprising its personnel.

Today a staff of nearly 100 is customizing itself to quarters so magnificent as to be almost dazzling. Twenty thousand visitors passed through the new broadcasting plant during the August opening week, and daily hundreds more continue to inspect the offices, reception and operating rooms, and through the main studios for social programs.

So cordial have been invitations on WHK to its listeners, and so general their response, that the management has been almost embarrassed to find room for all despite the extent of the new station, top the new Higbee store in the terminal group on Public Square.

Accordingly, tentative plans are under way to present, within a few months, several of the more ambitious broadcasts in the new Higbee auditorium, which will seat 500 persons as against the three or four hundred that can be accommodated in Studio A after performers, instruments and microphones are in place.

They Come To See

The CHIEF reason for the influx of set owners doubtless is the newness and fineness of the sixth home which WHK has occupied since it has operated as amateur station ACS back in 1921. Another cause, most as important, was the decision to costume such productions as

been made toward visual radio by dressing up the audible variety.

Indeed, the whole new establishment shows evidence of having been planned with a dual purpose first, that of handling the business of broadcasting efficiently, and second, bringing the listening public into as close and favorable touch with this intriguing business as possible.

During the day, one may enter the WHK plant either through the Terminal Tower, leaving elevators at the thirteenth floor, or through the Higbee Store and a private elevator lobby at the eleventh (top) floor. Thence a winding staircase leads directly to the public reception room.

Visitors who use the Terminal entrance (it alone is available after business hours) find themselves in a large triangular reception lobby.

On either side of an information desk are archways labeled “Offices” and “Studios.” These lead into parallel corridors.

Opening off the lobby are the program departments, auditor’s office, sales and conference rooms, while the office corridor takes visitors to working quarters of the three Howlett brothers, who manage the station, and to the haunts of public relations director, chief engineer, continuity writer, etc., and then to the auction sales room.

Atmosphere of Home

THE LATTER is singled out because of its distinctive character. Designed for presentation of specimen programs to sponsors and agencies, it is fitted with luxurious furniture, electric grate, special loud speaker, etc., to simulate home atmosphere. Programs come to it usually from Studio C, which has no public observation and is intended primarily as an audition and rehearsal room.

Those who enter the archway labeled “Studios” traverse a lengthy corridor, passing the music library and musicians’ lounge (the latter acoustically treated like a studio) and emerge into the large reception room already mentioned as just above the Higbee store elevators.

To the right, beyond the stairs, is a passageway to Studios A, B and C, with observation windows looking into A, which is the show place of the new setup. Finished in ivory, silver and blue, it is of spacious dimensions. The raised control room at the farther end is in turn surmounted by a loft in which pipes of the special Austin organ are located. This is operated from a movable electric console in the studio and from a player attachment which permits use of paper records made by great organists.

Later it will be possible to play this organ from a duplicate console in the Higbee auditorium and to reproduce its tones there through loud speakers behind dummy grilles. Audiences are to be invited to special recitals in both studio and auditorium.

So perfect is sound insulation in the new WHK establishment that a person standing outside one of the observation windows cannot hear anything from within even though full orchestra or organ is being broadcast.

Chiefly responsible for planning and building the new studios and offices was Edward L. Gove, tech-
This has been accomplished by "floating" construction, as though each studio were a large box slipped inside a slightly larger one, leaving a dead air space between the two. Walls, ceilings and floors are hung on springs, and for the first time the floors are of concrete rather than wood or other light material.

"Acoustone," a gypsum compound in the form of tiles, in various shades, is the treatment used throughout on walls of the studios, corridors and entrance lobbies. This dispenses entirely with drapes or movable devices to control reverberation. Floors of all studios are linoleum tiles laid directly on the concrete.

Conditioned air is supplied to the new quarters through a special system. Not only does this insure the comfort of artists and visitors, but it simplifies the tuning of instruments. This is of most importance in the case of the giant organ, which is adapted to both concert and theater types of rendition. Air enters at the top of each room and is drawn out at the bottom through tubes that are equipped with sound filters.

Only "dynamic" microphones, so new that they had to be put through the Bell Laboratories model shop on special order, are being used by WHK. In the larger studios these compact instruments are suspended from cables that run through the ceiling to motors operated from the control room. Thus it is possible for an operator to move microphones up or down or sideways by means of piano-wire guys through other ceiling orifices.

An arrangement of this sort facilitates rehearsal of a program, since the director can lead his men through the control room window, listen to their output on a loud speaker there, and, if occasion requires, talk to the musicians through a reversible speaker-microphone setup.

Piping the Programs

OCCUPANTS of each office listen to WHK programs through speakers which are individually controllable as to volume. Most of those used are of the new Rochelle crystal type, and the same devices are scattered throughout the Higbee store, with switches and volume adjustments in the station's master control room.

Elimination of batteries is an innovation in the station, which now trolled and arranged to switch into main line or channel operation in the same manner as a remote pick-up or CBS feature. Output of the microphones is led to faders of six channels each in the largest two studios and of three channels in the other four. The faders are of special construction, with vertical rather than rotary motion. They can be adjusted very quickly and their position as readily noted.

From the faders, progress of the signal current is through a two-tube booster amplifier, to a variable attenuator for gain control, and then to a switch enabling transfer from line operation to audition, or vice versa. The output of all microphones is paralleled to the main control room, so that any studio can be set up and operated from main control, independent of studio control.

All amplifiers have a flat frequency response of 30 to 10,000 cycles. Combined with improved telephone circuits to the 5,000-watt transmitter south of Cleveland and to the dynamic microphones, they give markedly high quality of output.

Those who study the accompanying floor plan and dimensions will note that all studios conform very closely to the 2-3-5 formula (for height, width and length) which has been worked out by acoustic engineers as best adapted to reproduction of sound.

All studios, audition, control, reception, observation and announcers' rooms are tied together by a telephone system with automatic call-light, signaling equipment. Dials are of special construction to insure silent operation.

The Howlett "trio" is composed

(Continued on page 84)
"What About Television?" One Answer
From a Highly Authoritative and Unprejudiced Source
We Are Told What to Expect in Visual Radio

EDITOR'S Note—Because of the intense interest of broadcasters and advertisers in the prospect of television and because of the high standing of the author and his publication in the radio engineering field, BROADCASTING here reprints without further comment excerpts from an article in the November issue of "QST," published by the American Radio Relay League, the national amateur organization.

By ROSS HULL
Associate Editor, "QST"

WHY, we wonder, must so many people say so often that television is just around the corner? It may be, for all we know, but the statement annoys us. Corners in any field of scientific development are rare anyway. And when we do find them they are always blunted corners with a bold wide sweep and a stiff head wind on the far side. Unhappily, many television scientists, engineers, and the public are engrossed with a real television around the corner; but, as at first, they still fail to keep the family at home engrossed in transmission.

This does not mean, however, that progress has not been made in television development. Many creditable contributions have served to improve the effectiveness of transmitter-pick-up devices; to reduce the time and money needed to increase their brilliance. Then, minor improvements in the mechanical and electrical apparatus have simplified the problems of synchronizing and "framing," improved the operation of receiving equipment, and increased the reliability of the apparatus in general.

It is just a pity that all these developments have been so restricted in their usefulness by the fundamental limitations imposed on any image transmitted electrically with a strictly limited band of frequencies.

Fundamental Problems

LONG before television had started out on its premature and eventful jaunt from the laboratory it had been realized in some technical circles that any conceivable improvements and refinements in the then known systems could not possibly lead the way to truly successful television until two fundamental problems had been solved. It was seen at once that, barring the possibility of an all-electronic system, the television image must have a very close relationship to the band of frequencies that are under the control of the broadcast station. Since then or three or four 10-kilocycle channels (let alone one) proved insufficient for the picture of well-detailed pictures, it became evident that successful television could not possibly develop in areas where many stations could all have a big slice of frequencies for their own, or for the curtail of the severe competition of 24 hours a day. Behind all that is Problem I—not insolvable but not solved.

Problem II is concerned with scanning—the process of resolving images into thousands of units and their reassembly at the receiving end in the right sequence and original light values. It is concerned particularly with the difficulties encountered in transmitting data from the scanning disk, free from the inaccuracies, the incoherence and the speed limitations of any mechanical device. Then, as a way out of the frequency-band limitation problem, it is proposed to operate in the relatively large unoccupied territory above about 40,000 kc., near the 5-meter region. Several powerful transmitters already have license to express purpose of transmitting television images in this portion of the radio frequency spectrum and there seems to be no particular reason why they should not be successful.

But even with these developments in television—the entertainment—is not yet here. The cathode-ray tube has a lot to put up with before any success. It is, though, quite expensive; it is relatively untamed; it has yet to emerge from the tube television stage into a clear field of conduct. From the transmitting angle, it is not certain that the clear field is all that is needed for a service.

We know that they afford some elbow room; that they will allow simultaneous operation of television in different cities on the same channels; that they will be free from most of the troubles radio has and, of course, it is a service.

What We May Expect

BUT THIS does not mean that all is lost. In two or three months it is probable that important conclusions will be reached concerning these frequencies, so that it should be much less difficult to make a prediction of television's future. Depending on the present thing, it seems likely that within two years many cities will have their ultra-high frequency television programs from high and centrally located buildings. Spectators able to afford the receiving apparatus will have their full attention to a small green and black image will be able to follow programs of every description attached to the transmitting stations.

Wire linkage of many stations throughout the country (the transmission of events outside the station) probably will still be impractical because of the limitations on power due to the frequency currents. Images, however, will be beautifully detailed. With perhaps 240 lines to the picture, 100 being devoted to sound, the image will take the soprano for her poole.

Of course, something may come along to upset the applecart. Television may be quite thoroughly commercialized in 12 months and it may be nothing like the thing we have visualized. Our guess is based on a glance into the stew-pot. Though there was a big fire in the stew-pot, there were still without a recipe book.

To get back to earth we might say that television of the moment is the most fascinating and promising field for the experimenter. It is a profound and pregnant problem without a clear field with obviously limitless commercial possibilities. But as entertainment for the masses it is, we believe, around the corner. It still is!

December 1, 1931 • BROADCASTING

Page 13

www.americanradiohistory.com
Construction Permits for High Power Stations Set Forth Rigid Restrictions

Appeals Now in Order by Aggrieved Applicants; Licenses of WLS, WENR and WGN Restored

CONSTRUCTION permits based on the terms of the decisions reached in the high power case were sent Nov. 17 to the 16 stations which had applied for them by the Federal Radio Commission. Appeals may be taken by aggrieved applicants who are dissatisfied with the terms of the permits. The aggrieved stations, attacking the validity of General Order 42, as amended.

Supplementing its statement of facts and grounds, the Commission, in the permits imposed rigid conditions on the successful applicants. The applications of WTMJ, Milwaukee, which attacked WLS, and WENR, and of WCFL, Chicago, which sought the facilities of WJZ, which were denied outright by the Commission. The terms and conditions placed on the successful applicants are as follows:

1. The period for which this construction permit shall be valid and remain in force is six months, unless the expiration of which the station shall remain in operation indefinitively.

2. The construction period shall not exceed thirty (30) days from the date hereof, but such provision shall not prevent the commencement of construction herein to be started as soon as practicable after the issuance of such permit.

3. All permits shall be submitted to the Commission within 48 hours after commencement of the construction period, for approval showing the proposed site of the transmitter.

4. All permits shallSubmit for approval within 30 days after commencement of the construction period, data for approval showing the proposed site of the transmitter.

5. Within 80 days from the commencement of the construction period satisfactory evidence shall be furnished the Commission that of the premises has been placed for the equipment, including engineering or other evidence of the same, if any, the case may be, and the date on which delivery is to be made.

6. Within four months from the commencement of the construction period, verified statement shall be filed with the Commission showing the progress of the installation to date.

And it is further ordered that the applicant, and all persons having authority to act in any construction permit to be issued in accordance with the decision of the Commission, in the above-mentioned matters, the following express condition which is hereby inserted and made a part of the authorization to be so issued:

"The failure to comply with any of the conditions imposed on the station with regard to the construction or the submission of data with respect thereto within the time limits herein stated, shall be construed as a final determination of the Commission by operation of this order."

Appeals Mark Set As Courts Differ

Legal Snarl Created as WCHI Obtains Stay in Chicago

CLIMAXED by an apparent conflict between Federal appellate courts in Washington and Chicago, or perhaps between the Federal Radio Commission during the last two weeks established a record in number, if not in importance, of decisions that tend to have "investigated." Some expect to see the case eventually reach the Supreme Court, especially in light of the ruling on the case of the Rev. John W. Sproul, former operator of WMBJ, Pittsburgh, a 100 watt station on 500 kc., sustained the Commission decision deleting the station for failure to serve public interest. While counsel for WMBJ raised constitutional questions concerning commission procedure, the court decided the case on the facts.

The court brought out in the opinion, signed by Chief Justice George E. Martin, that Mr. Sproul since coming before the FCC "hopelessly insolvent" and that this resulted in the loss of the transmission. The Court in April, 1936, held added: "It was not an abuse of discretion in this case for the Commission, acting under its General rule, to terminate a station's operation upon the application without hearing oral argument thereon. Therefore, notwithstanding the various arguments presented by the station it is manifest that appellant was not entitled to a renewal license, and it would be idle for this court to reverse the ruling to that effect."

The same court denied the motion of Norman Baker, who formally operated the air Nov. 21, but two of them succeeded in obtaining court stays. In addition to WMBJ, station WMAA, Newport, R. L., obtained an eleven hour stay order from the Court of Appeals of the District of Columbia, which has been extended by the air by the Commission for violation of regulations. WJAZ, of the Zenith Radio Corporation, and WJZ, of Newark, New Jersey, did not seek nor obtain court relief, and were stricken from the list.

The Rev. Robert P. Shuler, owner of KGFE, Los Angeles, plans to appeal from the Commission's decision. The decision for failure to serve the public interest. A stay order probably will be sought to restrain the Commission from acting in proceeding in the same.

Fame Came Basilis

THE ROAD to fame for Ginger Boys of KOIL, Council Bluffs, was an easy one. Hardly out of their teens, the boys wandered into the studio, knocked on the door, and apologetically asked for an audition. According to Helen Berry, musical director of KOIL, they presented a charm 500 kc. by "hot" and immediately they began attracting fan mail and telephone calls. They also broad-cast with George Gell and Lester Wiederman.

The litigation, although the station has been off the air since Nov. 13. Raising the issue of free speech on the air, the Shuler case has gained considerable publicity. Counsel for the station have been in Washington perfecting plans for an appeal. Los Angeles newspapers, has bitterly criticized the Commission, as well as the support of the FCC's action to have "investigated." Some expect to see the case eventually reach the Supreme Court.

The Court in April, 1936, held added: "It was not an abuse of discretion in this case for the Commission, acting under its General rule, to terminate a station's operation upon the application without hearing oral argument thereon. Therefore, notwithstanding the various arguments presented by the station it is manifest that appellant was not entitled to a renewal license, and it would be idle for this court to reverse the ruling to that effect."

The same court denied the motion of Norman Baker, who formally operated the air Nov. 21, but two of them succeeded in obtaining court stays. In addition to WMBJ, station WMAA, Newport, R. L., obtained an eleven hour stay order from the Court of Appeals of the District of Columbia, which has been extended by the air by the Commission for violation of regulations. WJAZ, of the Zenith Radio Corporation, and WJZ, of Newark, New Jersey, did not seek nor obtain court relief, and were stricken from the list.

The Rev. Robert P. Shuler, owner of KGFE, Los Angeles, plans to appeal from the Commission's decision. The decision for failure to serve the public interest. A stay order probably will be sought to restrain the Commission from acting in proceeding in the same.

KGB and Government Cooperate in Honolulu

KGB, Honolulu, Hawaii, and the United States military and naval reservation have worked out a cooperative system of exchanging broadcast programs. The Federal government installed a wired broadcast system and studio on the reservation, which is 30 miles from Honolulu, to serve its various departments.

The Honolulu Broadcasting Company leased a phantom circuit from the telephone company to connect its studio with the reservation, which is 10 a. m. until midnight the two systems are in joint operation. The reservation provides KGB with much entertainment, as has been previously mentioned, such as news bulletins, Hawaiian songs, golf tournaments and boxing matches.

Authority of I. C. C. Challenged by NBC

Reply to Sta-Shine Says Act Does Not Govern Radio

PREPARATORY to presenting oral arguments at a formal hearing next month, the National Broadcasting Company on Nov. 20 filed a counter-petition with the Federal Communications Commission its reply to the complaint of the Sta-Shine Products Co., a division of Sta-Shine Products Co., for alleged violations of the Interstate Commerce Act and challenging the Commission's jurisdiction over the interstate advertising rates in any manner. (Docket No. 24738).

The complaint, filed Oct. 1, was also against WGBB, Newport, N. Y. Raising for the first time the question of the Commission's authority to regulate broadcast advertising rates and to regulate broadcasting properties as the basis for such rates, the case will be the subject of a hearing in New York City on Jan. 14.

Admitting that it has not published tariffs and filed them with the Commission, as the plaintiff contends, the defense points out that the law, NBC holds that its failure to do so was not a violation of the Interstate Commerce Act. The law, it is argued, does not apply to broadcasting, and the NBC is not a common carrier and is not engaged in the transmission of interstate messages by wire or otherwise or in any other business subject to the terms of the act. The reply was submitted by Frederick H. Wootten of the firm of Cravath, DeGersdorff, Swaine & Wood, NBC counsel.

The complaint charged that the NBC and the Freeport station had levied exorbitant rates and that their practices were discriminatory. It alleged that NBC has declined to give the company the use of its facilities.

Ernie Adamson, of New York, counsel for the Sta-Shine Company, with Commissioner Joseph R. Eastman on Nov. 20, in connection with the case. Eastman was not named in the petition, but was joined by the Commission to take testimony at the hearing.
New Network Cables Improve Service

A. T. and T. Circuits Lessen the Risk of Interruptions, Protect Tone Values and Greatly Reduce Distortion

BY GEORGE G. BREED
American Tel. & Tel. Co.

RECENTLY, cable facilities of an improved type have been placed in service on certain important networks furnished by the American Telephone & Telegraph Company to the NBC and the CBS. The use of these new circuits greatly improves the quality of a program transmitted over a network and gives greater assurance against interruption. As a result of the introduction of his circuit, the radio program goes to the listener along a chain with little impairment of the tonal values of musical instruments, voices and sound effects.

The new facilities have been put into service over the blue networks of NBC and the CBS network between New York and Chicago. These chains cover two routes between the two cities, one through Albany, Buffalo, Rochester, Detroit and Toledo, and one through Indianapolis, Dayton and Pittsburgh. In addition to these, the improved type of circuit has been put in service on various supplementary legs of the radio networks: between Dayton and Cincinnati, Detroit and Toledo, Danville, Ill., and St. Louis. In the near future they will be operating over the New York-Boston-Cleveland networks, along the New York-Washington route, and over the greater part of the New England fanke network operated by the Shepard Broadcasting Company.

Soon on Entire Network

IS EXPECTED that the improved facilities will eventually be introduced over the entire cable network of the A. T. & T. Company. This network is the main skeleton of the country's telephonic and private wire service. The new circuit can be used in underground as well as aerial cables.

The new type of circuit owes its higher efficiency to what is known as B-22 "loading." Loading, which consists of putting copper coils along the circuit at given intervals, reduces the losses in transmission over long distances. The number of loading coils on the new cables has been doubled, being installed every 3,000 miles.

The circuits have also been equipped with more efficient vacuum tube "repeaters," spaced along the circuit about every 50 miles, which re-energize the current.

The quality of transmission is further improved by devices which automatically compensate for inaccuracies in individual repeaters. Since every impulse is successively magnified by each repeater, it will be obvious how delicate must be the adjustment for this in a line 1,000 or more miles in length. Other devices automatically compensate for changes in temperature. Such changes, without this regulation, product burbled tones, since they change the speed of transmission of tones of different frequency or pitch in varying degrees.

The new facilities materially reduce distortion. Distortion results in blue tones and occurs when tones of different pitch are transmitted at different speeds. It is, of course, most noticeable in musical programs. This does not take place on the new circuits.

Not the least important feature of this new development is the fact that it permits transmitting radio programs over much longer distances in cable. This is, at times, of paramount importance, since it greatly reduces the risk of interruption due to storms or other dangers. These cables are practically storm-proof. Putting the circuit in cable reduces the cross-talk and other noises picked up by open wire lines.

Will BBC Go Commercial?

British Columnist Says Amendment of Charter May Be Asked to Permit Some Advertising Hours

WHILE certain groups in this country are agitating for "reform" of American radio by adoption of the pattern of government-controlled broadcasting, a movement is under way in Great Britain for "reform" of its radio methods through the adoption of the so-called American Plan of advertising on the air.

"Commercial advertising is bound to come," the column, "Detector," concludes in the November issue of "The Melody Maker," British musical periodical. The columnist says the report is current that the British Broadcasting Company is contemplating suggesting legislation to amend its charter so that it might permit the selling of occasional "hours" for commercial broadcasting. In spite of the persistence of the rumour, it does not appear to have much foundation; at least, there have been official denials. The main official objection to commercial broadcasting is that advertising programmes such as are given in the United States are irritating to listeners, and that the air becomes choked with publicity slogans and recommendations to buy this or that commodity.

It is an objection which, in the States, holds some little water, but it does not dispose of the fact that the commercial broadcasters are of a very high quality, and that by the system the listener is given a maximum of the finest possible radio entertainment.

"True, the American press itself

banters the system, but I have never heard any serious suggestion from the other side that the merits are outweighed by the defects. In other words, America as a whole is satisfied that, on the balance, its broadcasting is better for the commercial competition which animates it.

"But, even if this were not so, our B.B.C. cannot reasonably use it as an argument, because no one suggests in this country that commercial broadcasting should go to any such length as the B.B.C. does. Moreover, an enormous number of transmitters are all given over to the system and the big industrial concerns dominate the air through lack of official direction and discretion."

"In Great Britain, wireless is under a unified control and this means that commercial broadcasting can be contemplated with equanimity. The B.B.C., for instance, could easily limit the number of hours which might be sold, and the number of transmitters which, at any one time, would be available."

The committee's most important decision is that shortages of funds are retarding the development of broadcasting in this country. One can rail at much as one pleases against the present radio programme quality, but it requires almost unlimited funds to produce results and the B.B.C. purbe by no means inexhaustible.

"A real, smashingly programme by first class artists, such as are found in its own interests, is bound to be offered, and it might feel at hearing occasional tacitual advertisement or announcement.

"Advertising is a very intricate science, and its practitioners are fully alive to the psychology of gaining the good will of their public. They are ready to accept the tenets of good taste nor overstep the limits of listener patience if they decide to invest large sums in radio advertising.

"Here are some very cogent reasons why the B.B.C. should introduce 'Commercial Radio':

"1. It would be good for industry to open up a new and quick market.

"2. It would produce extra revenue for the further development of British broadcasting.

"3. It would lead to vastly better programmes.

"4. It would offer highly remunerative work to a large number of artists who are now working for nothing.

"5. It would bridge some of the empty hours which at present creep into the daily programmes.

"6. It would obviate British money being spent on advertisements to foreign transmitters which are prepared to sell out commercial hours.

"7. It would stimulate programme competition.

"8. It would help to regularise and legalise the present surreptitious advertising which now camouflages British broadcasting."

"These are powerful and persistent reasons against which can only be raised the one insignificant objection which I have already mentioned."

December 1, 1931 • BROADCASTING
Legislative Program Is Planned By NAB Executive Committee

MEANS of executing the score of resolutions unanimously adopted at the annual meeting of the National Association of Broadcasters at Detroit in October were formulated by the committee at the association meeting in Washington Nov. 23 and 24. Harry Shaw, WHA, Waterloo, l., pres., and Philip G. Loughton, managing director, met with the committee, which consists of Henry A. Barnes, vice-president of CBS, chairman; Frank M. Russell, vice-president of NBC, and William S. Hedges, WMAQ, Chicago.

The committee authorized Mr. Loucks to call the attention of Congress charged with radio legislation that the NAB desires to be heard on the matter during which bills affecting the industry are considered. A campaign of vigorous opposition to legislation which would further restrict the operations of stations or place additional burdens on the industry was urged.

Meeting behind closed doors, the committee discussed numerous radio problems. Means of combating any attempt of Congress to alienate the radio system were also considered.

The central question was whether the adoption of the bill which will allocate new educational frequencies, broadcast 15 percent of the broadcasting facilities. The Vestal committee, which failed at the last session, also occupied a share of the discussions.

Cognizant of the seriousness of the North American broadcasting situation, the committee authorized a more intensive study of international broadcasting problems. It decided to ask the president and secretaries at its next meeting to authorize a delegate from the association to attend the International Radio Telegraph Conference scheduled for Sept. 32, in Madrid, at which efforts will be made to include commercial use of long waves in the broadcast band.

Any attempt by Congress to classify radio receiving sets as a luxury for the purposes of taxation will be resisted by the NAB on the ground that a set has not become a necessity in the average American home, the committee decided.

As yet, however, a definite tax program has not been evolved, but Representatives and certain members of Congress are considering what rate if on radio as a possible source of substantial tax revenue.

The success of the committee in securing a Judiciary coincidence, upheld by the Supreme Court of New Jersey at the time the reading of the RBO report was in progress. This court sustained the condemnation of Judge Walter A. Kipp of the second judicial district of Bergen County, a resi- dency in the home of a family hav- ing an income of $30 per week.

Frank Choma, of Hackensack, had refused to pay for a radio purchased by his wife on the ground that she had no right to use his credit in purchasing so expensive an article. The cost set at $425.

"The proofs tend to show," the court said, "that the article was purchased in view of its value, and the use to be made of it in the home, and the mode of living of the husband."

Topics Considered For Lisbon Parley

Committee Named by Jolliffe To Draft Allocation Report

TECHNICAL questions bearing on international radio were consid- ered at the Federal Radio Commission meeting Nov. 23, called by Chairman Charles McK. Saltzman to prepare for the next session of the Interna- tional Consultative Committee (C. I. R.) to be held in Lisbon in 1933. Representatives of the vari- ous officials representing broadcasting interests, as well as of broadcasting interests, participated in the deliberations.

Results of these studies will be corrected by the Commission at the next meeting of the International Radio Telegraph Convention to be held in September, 1932. General Saltzman said in his opening that the work has been made that final results of these studies by the United States be filed by Feb. 1, at the latest.

Technical aspects of frequency allocation, which involves to an ex- tent the use of broadcasting waves, was single out at a meeting of the Committee on Broadcasters, held in Washington, D.C., as well as of educational interests, participated in the deliberations.

It was decided to ask the president and secretaries of the association at its next meeting to authorize a delegate from the association to attend the International Radio Telegraph Conference scheduled for Sept. 32, in Madrid, at which efforts will be made to include commercial use of long waves in the broadcast band.

The committee decided to ask the president and secretaries at its next meeting to authorize a delegate from the association to attend the International Radio Telegraph Conference scheduled for Sept. 32, in Madrid, at which efforts will be made to include commercial use of long waves in the broadcast band.

Any attempt by Congress to classify radio receiving sets as a luxury for the purposes of taxation will be resisted by the NAB on the ground that a set has not become a necessity in the average American home, the committee decided.

As yet, however, a definite tax program has not been evolved, but Representatives and certain members of Congress are considering what rate if on radio as a possible source of substantial tax revenue.

The success of the committee in securing a Judiciary coincidence, upheld by the Supreme Court of New Jersey at the time the reading of the RBO report was in progress. This court sustained the condemnation of Judge Walter A. Kipp of the second judicial district of Bergen County, a resi- dency in the home of a family hav- ing an income of $30 per week.

Frank Choma, of Hackensack, had refused to pay for a radio purchased by his wife on the ground that she had no right to use his credit in purchasing so expensive an article. The cost set at $425.

"The proofs tend to show," the court said, "that the article was purchased in view of its value, and the use to be made of it in the home, and the mode of living of the husband."

Weekly is Scopped In WBSO Flashes

WILLIAM E. Winchell, columnist for the Metropolitan Opera Company, New York, was blackballed by NBC, Radio Corporation, and the newspapers. He was accused of having sold NBC news items to the Metropolitan Opera Company. The Metropolitan Opera Company, at a meeting of its directors, decided to continue to use the news items in question.

The news items consist of precisely the sort of material that would otherwise go into a weekly newspaper. The Metropolitan Opera Company, at a meeting of its directors, decided to continue to use the news items in question.

The Metropolitan Opera Company, at a meeting of its directors, decided to continue to use the news items in question.

The Metropolitan Opera Company, at a meeting of its directors, decided to continue to use the news items in question.

Walter Winchell Sponsor Sued

WALTER WINCHELL, columnist for the American Tobacco Company, was sued by the American Tobacco Company for slander. The American Tobacco Company, in a suit filed in the Supreme Court of New York, charged that the columnist had defamed the company in his column. The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

At the time of the trial, the columnist was under a contract with the American Tobacco Company, and was paid $50,000 per year for his services.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

At the time of the trial, the columnist was under a contract with the American Tobacco Company, and was paid $50,000 per year for his services.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

At the time of the trial, the columnist was under a contract with the American Tobacco Company, and was paid $50,000 per year for his services.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.

At the time of the trial, the columnist was under a contract with the American Tobacco Company, and was paid $50,000 per year for his services.

The columnist, in his defense, charged that the American Tobacco Company had defamed him in its advertisements.
Device to Measure Television is Asked

Terrell Reveals Experiments On Modulation Percentage

TELEVISION'S invasion of the ether waves, even though still experimental, makes necessary the measuring of the various channels to guard against interference, William D. Terrell, director of radio, Department of Commerce, declares in asking for television measuring apparatus in his annual report.

Reporting to Secretary of Commerce Lamont, Mr. Terrell said an experimental receiver for interception of television and measurement of the frequencies of television stations should be obtained as soon as possible. At the present time, he declared, these stations can be measured but cannot be identified.

He brought out that many experiments have been conducted by the Radio Division during the past several months and have enabled him to determine how these measurements could best be made. The receiver will be sent to a laboratory for television.

He added that his division is trying to determine a satisfactory method of measuring the percentage of modulation at broadcasting and other radiotelephone stations.

Records of the Division were said by Mr. Terrell to show a constantly increasing improvement in frequency control since the monitor division was inaugurated. For example, last December 339 broadcasting stations were measured, and the frequency varied by more than 100 cycles above or below the assigned frequency. The variation of 66 was the highest recorded, while the variation of 238 stations was more than 200 cycles.

In June 339 stations were measured and the frequency variation of them was less than 50 cycles, of 71 others less than 100 cycles, and of 69 others less than 200 cycles, with the remainder amounting to 200 cycles. He pointed out that, while the permissible deviation now is 500 cycles plus or minus, beginning June 22, 1932, the tolerance will be reduced to 50 cycles.

"The reduced tolerance will necessitate broadcasting stations exercising greater care and in some cases providing better equipment," he said. "It is anticipated that this will also mean a considerable increase in the work of the monitoring stations.

Further tests are being conducted by the Division with the aim of measuring not only the percentage of modulation and quality of broadcast but the degree of distortion which might be present, Mr. Terrell said.

Such tests have been especially significant, he explained, in that they enable the broadcasting to improve his service and offer the listening public better reception through the reduction of distortion. Also, the tests reveal directly whether the station is meeting the requirements of the Radio Commission with respect to modulation.

In fields outside broadcasting, Mr. Terrell brought out that there have been marked advances both in amateur and police radio. In 1929, he said, there were 16,829 licensed amateur stations. In 1930 there were 18,942 and this year there are 22,739. The use of radio as an aid in directing the work of police continues to grow, he stated, pointing out that last year there were 20 such stations, whereas up to June 30, 1931, the total had grown to 53 in operation with others holding construction permits. The total now approaches 100, including those holding construction permits.
Congress

"WHEN people are standing in breadlines, why should Congress bother about this propaganda against radio and advertising?" Thus spoke one influential Senator as Congress was gathering for next week's opening session. With the welter of emergency legislation growing out of economic conditions before it, there is little probability that Congress of its own volition will divert energy into radio problems. But that it will be harrowed by powerful lobbies opposed to existing broadcasting is certain.

Various bills, some "repeaters" from the last session, will be introduced. These include the Fess bill to allot 15 per cent of the wave lengths to education and the Vestal copyright bill. There will be a measure to bar lotteries and schemes of chance from the air; this probably will pass because there is no serious objection from the broadcasters. Other miscellaneous measures will include amendments to the legal procedural provisions of the radio act, a proposal by Representative LaGuardia, of New York, to tax broadcasters 25 per cent on gross receipts in order to realize $100,000,000 for the Federal Treasury (the folly of which is so apparent that it does not warrant discussion) and all kinds of other proposals.

In February, the Senate must confirm the appointment of a Federal Radio Commissioner, for the two-year term of Judge Ira E. Robinson of the second zone expires Feb. 23. Whether he will be reappointed by President Hoover is still conjecture. Though he has hosts of friends, it is known that several persons are angling for his job. This is the one tangible piece of radio action that can be expected from the new Congress, in which, withal, it is to be hoped that there will be little more than talk about radio.

Racket

IT IS IDLE and unnecessary to answer, paragraph by paragraph, the sixteen points raised by the estimable Mr. H. O. Davis, publisher of the Ventura (Cal.) Free Press, in his memorandum offered to newspaper publishers that week about "radio operas" for a death fight against Radio by the American Plan. Broadcasting publishes his covering letter and the memorandum fully in this issue simply to call attention of the radio world to the presence of insidious propagandas—with motive all too obvious—that is going on behind the scenes.

As we pointed out in the last issue of Broadcasting, wherein we published a list of 155 newspaper-owned or affiliated radio stations, there are too many newspapers and newspapermen in radio, and there are too many journalists enlightened about radio's problems, to fear any real results from the various antiradio campaigns now under way. Mr. Davis' campaign is one such; it is directed through copious mailings emanating from his little newspaper office and from branches he has established in Los Angeles and Washington.

But the misinformation and misconstruction of facts, and the lack of constructive propositions behind them, and the wailing of somebody's annoyance now and then, the facts should out as to what he is doing.

Radio may have its shortcomings, but they are undoubtedly the growing pains of a young industry—the same pains the press suffered before free speech was firmly established and before the better element began to reject quack medicine ads and check up on other suspicious advertising. We fail to see, however, where broadcasting, with various competitive networks serving variously owned competitive stations, and with more than 600 stations in the hands of nearly as many different enterprises, can be called a monopoly.

We fail to see where broadcasting, liberal in the extreme in the allotment of its time to education and offering the educators still more, has been guilty of squeezing education from the air. We fail to see where radio threatens to bring what Mr. Davis calls "movie sex smut" and "idealized gangsters" into the homes of the land. We fail to see where broadcasting has encroached upon the amateur's inalienable right, and we offer the amateur organization themselves, whose alumni are the technical basis of the present radio structure, as witnesses. We fail to see where radio as a whole has been guilty of "inside propaganda" against any existing institutions.

It is on this very matter of propagandas that we have our strongest convictions. If the broadcasters will take the trouble betimes to tell their audiences the plain and unvarnished facts about their problems, the necessity of earning their own way in the absence of any form of subsidy (not even such postal privileges as the press enjoys), about the real menace to society that are fighting to take their hard-earned substance away—if the broadcasters will do this, they will have the most powerful force on earth behind them, Public Opinion.

Let the public know the facts, take them inside the stations, and soon these very Senators and Representatives in Congress and the Legislatures—from whom Mr. Davis seems to expect so much support—will know the facts too.

As a matter of fact, radio, with all its proved effectiveness as a political campaigning medium, hardly yet seems conscious of the tremendous editorial power it can wield in itself. We do not suggest that the broadcasters should plunge individually into the maelstrom of politics and use their mikes for "insidious propagandas" for any cause. We mean that they have many powerful friends whom they ought to cultivate, the Public being the chief of these, of course.

Broadcasters should realize that in their stations (quite properly restricted by law to give equal opportunity to all candidates for political office) they have political media that are absolutely necessary to candidates. Those candidates, in our experience, become staunch friends of radio, once they have a modicum of opportunity for campaigning purposes—whether they pay card rates for the privilege or not.

With all the power of the press, radio is one of the most potent political forces in the world. It has been abused thus far, as nearly every candidate who has used it will testify. It is not likely to be abused in the future. Mr. Davis overlooks the fact that the "managing editor" of a radio station is quite as powerful as the managing editors of the newspapers in that same community.

The RADIO BOOK SHELF

DECRYING radio as an agent of war propaganda, Helen B. Blankenhorn, in an article on "The Battle of Radio Armaments," in the December Harper's views with alarm what he considers international friction in nation-to-nation broadcasting. Assuming a pessimistic attitude, Mr. Blankenhorn asserts that "radio is broadcasting more war than peace." The difficulties in international broadcasting appear to the author as inherently domestic. He lays stress on the fact that governments, recognizing the power of radio, fear it as an instrument of propaganda. Technical difficulties and the heavy expense involved, the firm belief of each nation in the superiority of its own programs, and the "organized monopoly," he holds, are detrimental to successful international broadcasting.

But do they constitute a source of fear that "science, which * * * devised the horrors, the gas, and liquid fires of the last war," will dedicate radio to the same end? Commercial broadcasting is less to be feared than governmental. Indeed, that it is decidedly less nationalistic in character. Governments which infuse nationalistic propaganda into their programs are taking a step backward in the march toward successful international broadcasting.

According to Mr. Blankenhorn, tolerance is the only opinion that permits "radio in the hands of the dictator and the bureaucrat may become a source of inflammatory propaganda. Free radio means an easy and constant interchange of thought between one country and another. Free trade in radio broadcasting may well provide a source of international understanding and good will. But the trend is not in that direction." One might infer that Mr. Blankenhorn's fears are not for "radio in itself" but for the "throttling" of it. The author is identified by the editor of Harper's as "A New York journalist, now residing abroad, who has written frequently for the liberal press.—LAURA SMITH.

"EMOTIONAL KICK" is the thing in a successful radio program, concludes John Eugene Hasty in the Nov. 19 Publisher's Ink. The program which fails to include this priceless ingredient, he says, may, like the steam shovel, gain only solicitude from "passive listeners, who haven't anything better to do. "But," he adds, "so far as getting genuine attention and interest (Continued on page 28)
TWENTY years of stewardship is Uncle Sam's first radio official being rounded out by William J. Terrell, director of the Department of Commerce. And the...
IN THE CONTROL ROOM

Kolin Hager Made Manager of WGY

Dr. Vladimir Zywobyn, Westinghouse cathode ray television executive, delivered a talk on "Television with the Cathode Ray Tube" Nov. 11 before the Television Society of London, England, meeting in University College.

The ENGAGEMENT of Miss Theresa Crippen for the radio, control room engineer of WGY, Schenectady, was recently announced. Miss Crippen, daughter of William and Theresa Crippen, and granddaughter of the late Tony Crippen, is now in her second year at the School for Girls in Schenectady, N.Y.

Kolin Hager, until recently vice president of NBC's Rupert Murdoch Broadcasting Corporation, has returned to WGY, Schenectady, as manager after an absence of two years. He succeeds A. O. Congerhall, for the last two years acting manager, who continues in an executive capacity.

Although the exact arrangement has not yet been announced, WGY has entered into a closer time-allocation arrangement with NBC's "Funtown" which is carried on the complete outlet at Schenectady without, however, the management of the station and its license, as in the case of other General Electric Company stations, KOA, Denver, and KGO, Oakland.

Mr. Hager will continue to offer local presentations and the identity of WGY as an upstate New York station will not be lost by the fact that a large portion of its time will be made available to the network.

It was in 1922 that Mr. Hager, then employed in the advertising department of WGY, was selected to assist in the preparation of the inaugural program of the station. He had a knowledge of broadcasting and could speak voice. Overnight his voice became known to thousands; he was made a regular and followed soon. He operated the station for seven years under the direction of Martin P. Rice, who was managing director of General Electric, and he participated in most of the pioneering efforts of the station, including the radio television dramatization of "Pulitzer" association with Dr. E. F. W. Alexander.

California Judge Holds Cable Broadcast PROPER

Despite protests from bar associations, Superior Judge Harry W. Lasher, Los Angeles, ruled Monday that murder and other sensation trials should be carried to the radio audience via microphone stations in accordance with current press dispatches quoting him.

Criticized for permitting the local broadcast, the judge in his ruling said that murder and other sensational trials should be carried to the radio audience via microphone stations in accordance with current press dispatches quoting him.

Meetings Suspended

The FEDERAL Radio Commission will hold no regular meetings between Dec. 22 and Jan. 4, but emergency business will be handled in the customary manner, subject to ratification when the next regular meeting is held.
The Business of Broadcasting

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

STATION ACCOUNTS

DEMOCRATIC leaders in New Jersey, experiencing the first and last of the season, have paid the usual visit to the headquarters of the party in Newark. Democratic nominees for the gubernatorial seat were Ernest E. Ackerman, representing the city, and Joseph R. F. M. S. Savers, representing the town of Ossining. These visits were made in response to an invitation from the state committee.

GUBBLE Sude Review, the first radio newspaper to reach the air, has had no better growth as it also has no better air than the air as it is. A feature of the station is its Miss Jane Taylor's Jack-o'-Lantern, which is sponsored by Proctor and Gamble, Chicago.

INCE Feb. 9, 1931, when it first began a commercial station, WBISO, at Los Angeles, Calif., it promised to be a success. The station was then a company of American family Soap Flakes and American Amity Soap.


HEN a change in time made it possible for KYW, Chicago, to continue with the Ken-rillation program for another year, the new program is sponsored by the city's chamber of commerce. The program is carried on the air by the station.

OUR half hour periods are being used by The Greater Boston ore, J. T. Lewis, III, for his new transistors football and basketball games, and various other programs.

In a matter of fact, the station is now operating a radio advertising agency, which is located at the station.

L'キング的 Countryside, 601 East, 3rd St., New York, N.Y., is the new advertising agency, operated by Carl King who sells the local advertising and promotes the program in the area. The station's slogan is "The Voice of the Showman's Bank of the City." E. DAILY shopping news service R Gw, Portland, Ore., is being broadcast by Archibald Presby.

The Business of Broadcasting

CURRENT transcriptions accounts of KMOX, St. Louis: Jim Corbett talks, Mail Pouch; Edna Wallace Hopper, John Hersey, Remington typewriter; Henry Ford, Zenith; and John son floor wax.

WITH the announcements of new automobile models in national adver-
ses, it seems only natural that cigarette companies should follow suit. It is found that several Twin City dealers wished to tie up with local broad-
casts. One of the dealers presented a special program, "A Detroit Quartet," which included songs of the new Buick at his establish-
ment the next day. Several Chevro-
let dealers are also planning special broadcasts with the showing of their new model Dec.

KX, Idaho, morning weather returns are announced from the program of the Campbell Cereal Co., Chicago, a week early Cornings' feature on KKL, Los Angeles; Kenneth Niles, an- nounces "The Carpet Mill, Stock Granger," in Sears, Roebuck Store.

RAJPUT, a high caste Hindu with an Oxford diploma and more than eight years of experience in the British Service in India, is enthralling mid-western listeners five evenings a week with his "Mr. Goldstein" program in service in his native land over WBBM, Chicago. The program is sponsored by Dr. Strauss, Chicago, and with a neat tie-up is turning into one of the better letter-
pullers on the station. At the con-
clusion of each broadcast Rajput tells his listeners that if they have a flap from a Dr. Strauss toothpaste cartridge, write this name and address on it and mail it. The first letter which the station will send the writer a good-luck ivory soap.

WOL, Washington, has inaugurated two new electrical transcription accounts, both for clothing stores. On one account, which is sponsored by the company of Bond & Sons, Inc., in con-
currence with the Washington store, the contract to run, indefinitely. A second transcription ac-
count, 18 for the National Miecte, which has begun a 13-week contract for a 15-minute recording.

KJS, San Francisco, is carrying some morning broadcasts for inde-
pendent groups of grocery and drug stores.

EGNF, North Platte, Neb., is offering for commercial sponsorship its "Prairie Cornings," the butte's reheasals of old-time stock hops and literary society meetings with rubric and music.

WDGY, Minneapolis, is broadcasting a program for the Co-Ed Company, Chicago. The contest announcements and names are used on a new cosine line are reported as reaching around 3000 fan letters on each broadcast.

KVI, Tacoma, Wash., is grouping its "bargains of the day" in a 15-minute period every Sunday.

KTH, Houston, Tex., has just inaug-
urated a series of programs known as the "Traffic Time," under spon-
sorship of a local auto-body firm. The broadcast includes a review of traffic accidents during the previous 24 hours and includes human interest notes gleaned from the traffic tower. The program, of course, warns against driving "wild" but admits it sometimes they are unavoidable. Whenever the participants can prove the veh-icles were in a traffic accident, the radio sponsor will repair the damage from the ch冰淇淋, J. J. Belcher, commercial manager of KTH.

CHAMPION, St. Louis manufacturer of "Champion" gas engines, is a program a campaign directed by National Sales Men's association for the competition from low-priced gas engines.

CHANDU, daily mystery serial for KJH, Los Angeles, and created by Earnewalh-Yong, Inc., local agency, will be announced in its first week by the Farnheit's Wax Mfg. Co., Chicago.

THE LOMPOC, Cal., Chamber of Commerce, has contracted with Los Angeles, for a program of Monday afternoon programs to advertise "The Rathgeber character," by the Lompoc Lumber Co., to the local WAKC program.

HOLLYWOOD, Cal., Cemetery As-
ciation has sponsored three programs weekly KTM, Los Angeles, using commercial spots for the "Roth-er & Moore," the actor, and her gang. Sundays the program is turned over to the remote control from the Masonic temple lodge room on the cemetery grounds.

EMBLEM Petroleum Corporation, Los Angeles; the November station to use KJH, Los Angeles, for 39 half-hour programs with Harold Roberts for producer. The program consists of four broadcasts a week, three of which are presented to the new Liberty branch of gasoline.

OPTOMETRISTS of Salt Lake City are using local broadcast stations for their promotional needs, and are now in the process of finding out the stations will send the writer a good-luck ivory soap.

NEW BUSINESS of the month is "Optometrists of Salt Lake City," which includes the December 7, 1931, 5:15 EST., "Transcri-

NETWORK ACCOUNTS

LAMBERT Pharmacal Co., St. Louis, Mo., has signed a 52-week contract with NBC for 156 performances by Russ Colombo and his own orchestra, which will run nights. Beginning Dec. 7, 1931, the orchestra will be heard over WBN, Chicago, every night at 8:30. The contract includes the NBC program, "NBC'S "Barnum & Bailey," which runs Tuesdays, Wednesdays and Saturdays at 10 p.m., EST, over all NBC stations, the "Night Club," and a new NBC program, a jazz band, which has been awarded a contract for exclusive use of the NBC stations.

VACUUM Oil Co., New York, will inaugurate its first coast-to-coast Mobileli Theater series of NBC stations. The series will run nights, starting Dec. 7, 1931, over NBC stations, and ending Dec. 20, 1931. The series will be under the direction of the "Night Club," and will be broadcast from the NBC studios.

HUCHMEISTER & Sons, San Francisco, has signed a contract with NBC to produce a series of radio programs to be heard over NBC stations. The series will be under the direction of the NBC studios.

F. W. Fitch Co., Des Moines (Fitch Shadow), has signed a 45-week contract with NBC stations. The series will be heard over NBC stations.

Radio's force as an agency for the promotion of goods and services has been augmented last month by WAB, Washington, and Chicago. The company's Dynamic Hour over WRC, Washington, and WGN, Chicago, is now making one, two, and even three advertisements a day. The company is reserving the time for local advertisers in the case of local advertisers in the case of the local advertisers.

CURRENT transcriptions over KOL, Seattle, include a weekly thea-
tical program for the Hancock Oil Co., Bri-
sacher agency; Valvoline, National Radio Advertising, Inc., once weekly, to April; Capodine, Scott Howe (Barnum & Bailey), once weekly, through WIBW, Topeka, is concerned.

CHALLENGE Cremery, Los Angeles, has taken off sponsorship for the "Cremery's Reporter of the Air" as a daily 15-minute feature of the best.

A series of Sunday feature skits, popular appeal, are heard over WMCA, New York, and Baltimore. Characters are "Mr. Goldstein" and "Mr. B. S. Maltzer," and are woven around the experiences of two pushcart peddlers who ply their trade on the streets of the city. The program is sponsored and presented by Breakstone Brothers, makers of cream cheese.

Page 21

www.americanradiohistory.com
CARLETON MCVARISH, sales promotion manager of the Yankee Network, has been the subject of two new accounts: W. H. Graham Co, Boston; and Getz Bros., San Francisco, agents of Father John’s medicine; Gold Seal Associates, placed through the Hanf- liff agency, and CET, Chicago, is being placed through National Radio Advertising, Inc. to go out on the market.

CARNATION Co, Milwaukee (evapor- ized milk) has signed with NBC for 11:30 p.m. Monday broadcasts from 8:30 to 9 p.m. starting Jan. 11 with Morgan Eastman and a 30-piece orchestra; the show is known as Carnation’s Golden Hour, Arnold, special Carnation representative, and Jean Paul King, announcer. Embassy Tobacco and Company handle the account.

CONTINENTAL Oil Co, Phoenix City, Ohio, will sponsor 15 Sunday travel talks from 11 to 11:30 a.m. by Car- veth Wells, beginning Dec. 6, over the western stations and the Southwest supplementary network.

DETOIT White Lead Works, Chicago, has announced Jan. 25 to sponsor 13-week series known as Aunt Jemima’s Continental Show of 18 CBS stations, Tuesdays, Wednesdays and Thursdays from 2 to 2:15, EST. Ball, manager, Inc., Chi- cago, handles the account.

CORN PRODUCTS Refining Co, New York (Link) will renew its contract with NBC for 11:30 a.m. broadcasts Nov. 23 on the NBC radio network, to be launched in a campaign to promote Rogers brushing lacquer.

WYETH CHEMICAL Co, New York (Wiltex) is sponsoring WCI, Chicago, for a 13-week series known as Aunt Jemima’s Continental Show of 18 CBS stations.

THE NURITO Co, Chicago (Nurito), making its debut Dec. 14, will use radio along with other media. The total annual appropriation is $150,000 and the advertising is placed through WJCK, 540 No. Michigan Ave., Chicago.

PARKER Rust Proof Co, Detroit (rust proofing) will make it up its contracts during December, using radio along with other media. The advertising is handled by Adamo, Chicago.

COLLEGE INN Food Products Co, Chicago (Tomato Juice Cocktail and Chickens, and Briggs) is scheduled for December, using radio and other media. The account is placed through Wayne Williams, Inc., 6 No. Michigan Ave., Chicago.

UTAH OIL Refining Co, Salt Lake City (Petroleum) has launched its first campaign for winter gasoline and Vico winter motor oil. Radio stations will be used, according to L. S. Gilham Co., Salt Lake agency.

CLOSSET & DEVEREZ, Portland, Ore. (G & W Furniture, etc.) will make up its lists in December, using radio along with other media. The advertising is handled by Wilkins, Inc., Portland.

MANNING WAKEFIELD, former as- sistant to the publisher, Scripps-Howard newspaper and recently connected with Charles Green, has joined the New York City, has joined the staff of Scripps-Howard, Inc., as general contact man.

AIRWAY Sales Engineers, Merchandise Mart, Chicago, have been ap- pointed to lecture for Fitzpatrick Bros., Inc., Chicago (Kleenex, etc.)

WEDNESDAY Western Electric Co, New York, has announced its No. 16-A Radio Receiver, A.C. Audio, Audio-Pre-amplifiers and 5-A Speech Input Equipment.

INTERNATIONAL Resistance Co, Philadelphia, has announced the election of a new executive president, president, as succeeding Frank R. Ehe, recently killed in an airplane accident, its range now including RCA stations in the Carolinas, the Southeast, and the Midwest.

HOUSING CO, Boston, Acoustex Divi- sion, has just completed the installa- tion of a new installation of high fidelity in the studios of WOR, Newark. Previous jobs included similar instal- lations in Federal Radio, WOR, and CBS New York studios and in the studios of WOR, Boston: WBBR, Brooklynn: WNYC, New York: WMGF, WGBH, WGBS, CNFR, Halifax, N. S.

GRAYBAR Electric Co, New York, has announced its contract with WOR, New York.

L. H. HARTMAN Co., New York, on Feb. 1, will handle the account of the Consolidated Cigar Co., New York.

LON RICHARDSON, who has been on the west coast with a nation-wide tour of stations in various capacities, has joined the staff of L. S. Gilham Co., Inc., Salt Lake agency.


THE MARSH LABORATORIES, Inc, 306 Michigan Ave., Chicago, has re- afirmed its transcription activity to work with sponsors and agencies. It does not produce recordings and is sa- tising programs to be distributed directly with stations. The recording is done in its own studios, with the plating and pressing done elsewhere.

JACK Northheimer, widely experienced in sales and promotion, has been assigned by Continental Broadcasting Corporation, Inc., New York, to represent them in the field.

UNIVERSAL Recording Laboratories, Inc., New York, has announced its direct from radio, has transmitted the entire broadcast of the Southern Cali- fornia School of Religion, between 10 a.m. and 1:30 p.m.

OUT OF 293 aspirants for announce- ment posts heard Nov. 14 at an audionication, 24 were selected for later eliminations at which one or two are to be chosen. WNAQ follows this method regularly to fill vacancies.

"WMCA Monthly News" is the name of a new 6-page paper being published by George H. Bricker, editor, WMCA, New York.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- tion for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

INDEX TO STATION NOTES

WJR, Detroit, and WGBR, Cleveland, have been the subject of most interest, with fully illustrated brochures in attractive sueide bindings covering data on distinctive features, specific areas and setting forth the coverage and results attained by the stations.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- tion for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

OUT OF 293 aspirants for announce- ment posts heard Nov. 14 at an audionication, 24 were selected for later eliminations at which one or two are to be chosen. WNAQ follows this method regularly to fill vacancies.

"WMCA Monthly News" is the name of a new 6-page paper being published by George H. Bricker, editor, WMCA, New York.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- tion for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

INDEX TO STATION NOTES

WJR, Detroit, and WGBR, Cleveland, have been the subject of most interest, with fully illustrated brochures in attractive sueide bindings covering data on distinctive features, specific areas and setting forth the coverage and results attained by the stations.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- tion for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

INDEX TO STATION NOTES

WJR, Detroit, and WGBR, Cleveland, have been the subject of most interest, with fully illustrated brochures in attractive sueide bindings covering data on distinctive features, specific areas and setting forth the coverage and results attained by the stations.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- station for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

INDEX TO STATION NOTES

WJR, Detroit, and WGBR, Cleveland, have been the subject of most interest, with fully illustrated brochures in attractive sueide bindings covering data on distinctive features, specific areas and setting forth the coverage and results attained by the stations.

A FOLDER of facts about WPTF, Raleigh, has been issued by that sta- station for use of advertisers interested in reaching the large audience covered by the WPTF trading area, showing retail and business interests reached by the radio station, as revealed by the U. S. census and giving other prominent facts about the station’s activities and operation it is.

INDEX TO STATION NOTES

WJR, Detroit, and WGBR, Cleveland, have been the subject of most interest, with fully illustrated brochures in attractive sueide bindings covering data on distinctive features, specific areas and setting forth the coverage and results attained by the stations. 
MEMBERS of the staff of WCCO, Minneapolis, have formed The WCCO Playmakers, a group of young people who entertains plays under the sponsorship of the American Legion or similar organizations.

A RADIO campaign to make the nation tax conscious will be started by the American Taxpayers League Dec. 7, five weeks before tax day. It will be in public life, including journalists, congressmen, governors and industrialists, who will discuss every phase of the tax problem in weekly talks. Entered in the campaign will be six regional stations, including 1,000 national advertisers, 300 advertising agencies and 300 local or metropolitan advertisers. The second purpose is to build a classified prospect list which would be worked upon by radio stations following up on personal contact. Traceable results so far have been "highly satisfactory."

KJR, Seattle, since its inception last June by NBC, has announced that it will take more spot announcements and no expense radio station's or NBC sustaining programs. Local advertisers must furnish entertainment and the shortest spot announcements will be 15 seconds.

WOW, Omaha, Neb., is aiding education with programs picked up from the University of Nebraska and from the University of Nebraska, University of Iowa, University of Texas, University of Kansas, University of Colorado, University of Missouri, University of Minnesota, University of Wisconsin, University of Illinois, Massachusetts Institute of Technology, University of Chicago, and the University of California. All of these are college radio stations which it is believed will eventually be national in scope.

KGS, Los Angeles, according to its owner, has announced its integration with the Motion Picture Service Co. of Los Angeles, which will handle all business and advertising arrangements for the station.

Memories of the late Fred Ibbetz, developer of the first radio station in St. Louis, are being recalled in various parts of the country. WOAR, St. Louis, broadcasts for an hour a week, and KFYR, Bismarck, North Dakota, celebrated the birth of the station's second owner by playing a selection of records.

At the University of Colorado, the band of the University of Colorado is to broadcast over KELW, Boulder, Colorado, for entertainment, it is announced by some of the faculty members.

In New York City, an organization of New Yorkers, chairman of the league's radio committee, will inaugurate the series of talks Dec. 15 on "The Economy," under the sponsorship of the League of Women Voters.

The Colorado Coloreds, of KOA, Denver, will resume their weekly broadcasts of patriotic songs over an NFC network.

The Colorado Voters Forum, through the cooperation of KOA, Denver, and the Women's City Federation, is to sponsor a weekly series program from the Denver station.

EMILY POST, national arbiter of polite social usage, opened a series of weekly radio talks on the "Art of Living" over the NBC-WJZ network. The talks are from 4 to 4:15 p.m.

WITH THE Minneapolis Community Fund, $200,000 short of the goal set for it in the current syndicated appeal, decided to make a final push on the air.

EMERGENCY service, issued a mess- age to NBC over the air in the New York area, calling for the concerted efforts of the listeners to help close the 12-hour working hours of the day. In May, when a similar check was made, it was found that the Community Fund, by its own standards, had not reached its goal, but exceeded it by a little over $250.00.

ONE OF THE two most unusual attractions of the W17,920-a-week program "The Great

December 3, 1931  •  BROADCASTING
Battle Over KYW Channel Renewed

REOPENING of the inter-zone controversy involving the use of the 1020 kc. channel, now assigned to KYW, Chicago, is foreseen with the filing of an application by Kunsky-Trendle Broadcasting Corp., Detroit, for that frequency. If the applicant contends it is one of the eight clear channels assigned in 1928 to the Second Radio Zone.

Use of the frequency with 10 kc.—the power assigned KYW channel operated by Westinghouse—would enable the station to cover effectively the whole state of Illinois, it contends. A more equitable distribution of broadcasting facilities should be made, it is held, since Illinois and the Four-State region are over-quota, while Michigan and the Second Zone are deficient in facilities. The application follows closely the granting of an increase in power from 5 to 10 kw. to WJX, Detroit.

In the past about a half-dozen attempts have been made to wrest the 1020 kc. frequency from KYW on the same legal grounds, but all have been blocked. The Kunsky-Trendle says it would spend $56,000 for a new Western Electric transmitter and that a Blaw-Knox vertical radiator would be used, if practical.

Radio Ad Award

"HANDLING Radio Advertising and Making It Pay" was the theme of the 1931 winner of the D. F. Keller prize award, given each year by the American Radio Advertising Bureau, for the best papers on the fields of advertising, marketing and merchandising at Northwestern University. Leonard Reinsch, winner of the award, is now associated with Airway Sales Engineers, Merchandise Mart, Chicago.

Kark New Call

EFFECTIVE immediately, KGKF, Little Rock, Ark., has been authorized by the Radio Division, Department of Commerce, to change its call letters to KARK.

Healthy Station

THE RADIO station at Battle Creek, Mich., noted as a health resort, has appropriate calls. They are WELL.

K-MBC

"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.

www.americanradiohistory.com
SPENDING MONEY IN PHILADELPHIA

Buyers!

THOUSANDS and thousands of them doing their buying in Philadelphia's great shopping district.

The picture is a typical daily scene on the main shopping streets where the residents of communities within a radius of fifty miles buy.

Philadelphia is one of the greatest retail markets in the United States because, in its buying area, there are more than

642,149 DWELLINGS . . . the majority owned by the occupants.
1,152,292 . . . male buyers, over 15 years.
1,161,021 . . . female buyers, over 15 years.

Radio sets are in the majority of these homes. Recent surveys conducted by students of the Wharton School of the University of Pennsylvania, show that Station WCAU is by far the most popular local station.

It is economical to use Station WCAU to reach this vast army of potential buyers because it has the greatest circulation.

WCAU
PHILADELPHIA

is the only station in Eastern Pennsylvania operating on a nationally clear channel using 10,000 watts power, 10 times stronger than any other local station.*

*50,000 watts power has recently been granted by the Federal Radio Commission.
SUPPLEMENTING recent announcements that both Australia and New Zealand intend to set up radio organizations patterned after the British Broadcasting Corporation, comes word that the Irish Free State may follow suit. This is occurring despite what is said from time to time in the Empire about the "bureaucratic methods" of the B.B.C.

ERECTION of a new 200 kw. "publicity broadcasting station" at Luxembourg has been undertaken by the Compagnie Francaise Radiellectrique, builders of the new Radio-Paris. Reports state that the station will use the 275 kc. channel but other European stations are expressing skepticism because of the congestion in the long waves.

TALKS on the attractions of the British Isles will be broadcast over 300 American and Canadian stations during the winter months to encourage travel visits to the Isles, according to Wireless World of London. Arrangements have been made by the Travel Association of Great Britain and not only with the North American stations but with several European outlets.

A FRESH impetus in radio sales is expected to result from a recent Berlin radio exhibition, according to a report to the Department of Commerce, electrical equipment division, from the American Commercial Attaché's office, Berlin. Despite a decline in the standard of living, he said, sales of radio equipment have shown advances since 1930. The census of April, 1931, showed 3,700,000 receiving sets in use in Germany, the report stated, or an increase in 24.3 per cent of all households, as compared with 21.1 per cent on the same day of a previous year.

Sales of radio equipment during the first half of 1931 advanced approximately 30 per cent in volume and values and compared with a same period of 1930, despite a curtailment of the German production volume.

HUNGARY has chosen her broadcast wave length with a fine regard for listeners with unsellective receivers, the two official channels being 1,428 and 545 kilocycles, states Wireless World of London. Up to now only the latter wave length has been used. A 120 kw. transmitter to work on the shorter wave length, together with four low-powered relay stations, probably to be synchronized to the parent station, have been ordered.

ADVANCE figures of the number of radio sets in the air and outstanding according to the Post Office department in London's metropolitan area alone show that some 250,000 new listeners have registered—a figure, according to a recent report, that is attributed chiefly to the activities of the Post Office dector van in discovering listeners who had been paying sets without paying their share of the cost of providing programs.

THE "Gloomy Dean" Inge, of London's famed St. Paul's church, sees the day coming when the entire contents of a new book will be read over the radio.

URGES Program Features of Good But Paying Calibre Difficult Job to Serve Public And Make Station Pay

SUSTAINING programs of unusual quality must be maintained by broadcasting stations if they are to hold their audiences and live up to the "public-servant concept," but broadcasters at the same time should keep in mind that the people are serving best when their ledgers show black rather than red ink.

That is the sound advice which a speaker from WOR, Newark, anent the subject: "Radio as a Public Servant." Boiled down, the advice simply is that "service is well enough as long as it is not wholly gratuitous."

A. A. Cormier, commercial manager of WOR, pointed out that radio occupies a unique position inasmuch as it is not only a medium of entertainment and advertising but also a disseminator of unusual news through the presentation of personalities who figure in current events.

"Because it depends upon the size and the good will of its audience for its existence, the radio station must endeavor to hold this audience through the building of sustaining programs of unusual quality," he declared. The great symphonies of New York, Philadelphia and Boston, the individual artists of such calibre as Margaret Anglin, Mme. Melba, Tosca, Seidel, Ernest Hutchinson, Eddy Brown, who have become sustaining features, serve to impress a stamp of individuality upon a station which otherwise might be lost in the morass of repetitious commercially sponsored programs.

Much has been written on the subject of relations between the station and the public, the WOR statement asserts, but all the talk about the debt of radio to its public does not clarify the issue.

"The casual reader is inclined to suspect the the 'lady doth protest too much' and that there may be the proverbial blackamoors in the woodpiles," the statement continues. "Identified as a 'public servant' by the Federal Radio Commission, the radio station has been officially sanctioned to live up to this classification while not being unmindful of the fact that it is highly desirable that the ledgers show black instead of red figures.

"The extent of the public service rendered by the radio station has never been so thoroughly demonstrated as during the present economic crisis. Broadcasters have literally thrown open their time to the various relief committees, state, national and civic. The two major networks are collaborating on a weekly coast to coast broadcast for the duration of an hour and fifteen minutes. Independent stations have allotted fifteen minute periods throughout the week for the purpose of bringing the pleas of the public in their area."

"Such international broadcasts as Mahatma Gandhi, H. G. Wells, George Bernard Shaw bring the actual voice and personality of these outstanding figures to an audience which heretofore has had to content itself with the printed message. The legal and political forum hours which are offered as weekly features also perform a public service.

"Broadcasting has opened up an entirely new vista in the field of politics. Any election, whether national or local, is extremely profitable even though it occasions a temporary embarrassment due to charges of partisanship. Unlike the newspapers, the radio station cannot afford to champion any political cause no matter how strongly the individual policies of the executives lean to one side or the other. Because that candidate purchase time on the air, practically any broadcast of a political nature brings an avalanche of letters and telephone calls protesting that the station is pro-Democratic or pro-Republican or pro this or that. During non-election years radio stations are apt to reflect a partisanship for the incumbents but this is only because they are so prominently in the news of the day."

LISTENERS Club Gathers Data on Static Abroad

THE RADIO Listeners Club of Central England has undertaken the task of gathering data on static through a series of scattered observations over a period of several weeks. Fifty members, equipped with data sheets, will listen in at the same time from various sections of Worcester and Worcestershire county.

The club is the only one of its kind in New England. It supports a DX broadcast over WTAG, Worcester, every Sunday morning from 1 to 1:30 o'clock; and Gossip Corner, a feature of the Evening Gazette, is conducted regularly to exchange comments.

NOW AVAILABLE Complete Detailed Certified Facts Regarding The Iowa Market and The Ability of WMT To Cover That Market For Detailed Information Write The Waterloo Broadcasting Co. WATERLOO, IOWA

BROADCASTING • December 1, 1931
KMOX
ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

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

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

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

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

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

THE VOICE OF ST. LOUIS, INC.

OPERATING KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

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

NOVEMBER 14

WIDM, Jackson, Mich.—Modification of license to change power from 500 to 50 kw.

WBNJ, Detroit—Application for license to change power from 50 to 100 kw.

NEW, New Philadelphia, O.—Eastern Ohio Broadcasting Corp.—Granted to install new transmitter and change operation until sunset at New Philadelphia instead of Shreveport.

WAIU, Columbus, O.—CP to change equipment and increase power.

WLAP, Louisville—Request for extension of special privileges to operate on 1560 kc. 500 W. time.

NEW, Sturgis, S. D.—Black Hills Broadcasters for CP on w. 1200 kc. 15 kw. share with WCAT.

WLBK, Muncie, Ind.—Modification of license to change from sharing with WJAK to simultaneous operation with WJAK.

WGN-WLBI, Chicago—License to cover CP granted 5250 kc. to WGN, 5250 kc. to WLBI.

KFXD, Nampa, Idaho—License to cover CP granted 5143 kc. CP to increase power.


NOVEMBER 17

WDEL, Wilmington, Del.—CP to move station locally.

WEMS, Montclair, N. J.—Application for extension of departure time to 11:30-11:45 p.m.

WMSJ, Ironwood, Mich.—License to cover CP granted 5200 kc.

KIT, Yakima, Wash.—Modification of CP granted 1115-1415 kc.; CP to change transmitter and studio location which was granted.

Applications returned: WSMK, Dayton, O.—Voluntary surrender of license to WPKN, 5240 kc.

—Modification of license for 1 kw.; WJBC, LaSalle, III.—Modification of license for unlimited time.

NOVEMBER 18

WAWZ, Zanesville, O.—License to cover CP granted 5371-5372 kc. for change in equipment.

WSMS, New York City.—Modification of license to extend commencement and completion dates to 11-15-31 and 12-22-31.

WJMS, Ironwood, Mich.—License to cover CP granted 5200 kc.

KLRF, Little Rock—License to cover CP granted 5600 kc. for local station management.

WTAR-WPOR, Norfolk—Modification of license to increase power from 500 kw. to 1000 kw. 1 kw. day.

(Correction of 11-10-31 report.)

WQBC, New York City—Modification of CP granted 5300 kc. to 5300 kc., unlimited (facilities of WLSX).

WORL, Knoxville—CP amended to change in frequency from 500 kc. to 550 kc. Unlimited hours.

WLAM, Lexington, Ky.—License to cover CP granted 1500 kc. to move to Elkhart and change equipment.

KFAE, Los Angeles—Change of hours of operation from 2000 to 2300 kc. for specified hours.

RGKX, Standford, Idaho—Voluntary assignment of 500 kc. for Sandpoint Broadcasting Company.

KJHR, Elkhart, Ind.—License to cover CP granted 1031-1032 kc. for change in frequency.

WKPR, Greenwich, Conn.—CP 8750 kc. to move to New York City.

Applications returned: WORL, Harrisburg, Pa.—Copper Cities Broadcasting Co., Globe, Ariz.—CP for new station on 1210 kc. (G.O. 105.)

NOVEMBER 28

WBZ, Boston, Mass.—Modification of CP granted 11-17-31 for transmitter of 50 kw. capacity, requiring application to cover the proposed transmitter location at Millis Township, Mass.

KJQ, Richmond, Va.—Modification of CP granted 11-17-31 for 50 kw. Requests approval of transmitter location at Newport News.

NEW, Newark, N. J.—Granted to run WNBC-D, LaGrange, Pa.—CP to erect a new station at 1120 kc. 100 kw. unlimited.

NEW, Albert Rosenstein, Savannah, Ga.—CP to erect a new station at 1160 kc. 75 kw. day, 200 kw. night, 8 hours per day.

KWIN, Waco, Tex.—Modification of license requesting specified hours of operation.

KZQX, Waco, Tex.—Modification of license requesting specific hours of operation.

NEW, Joseph, La.—Modification of license to erect an auxiliary transmitter in San Antonio to use 5 kw. for emergency purposes.

KWEA, Shreveport, La.—CP to make changes in equipment.

WSTM, Stockton, Cal.—Modification of license to change from daytime to limited time.

Decisions...

NOVEMBER 17

WAAT, Jersey City—Granted CP to install new equipment to conform to G.O.'s 111, 115 and 116.

KSSC, St. Louis—Modification of CP to move transmitter and studio locally.

KGUI, Los Angeles—Granted modification of license to change frequencies.

NEW, Jersey City—Granted 15-day extension from Nov. 16, to conduct program test.

WLCL, Ithaca, N. Y.—Granted renewal of license 1210 kc., unlimited time, for one 6.5 kw. 12/15 p.m. on Sundays only.

WIPL, Minneapolis, Minn.—Granted temporary license subject to decision as result of investigation concerning improper broadcasts.

Set for hearing: WJBH, LaSalle, III.—Renewal of license to be heard. License to be moved from 1500 kc. 500 kw. to 1510 kc. 500 kw. the 1st regular license, and then 1510 kc. 500 kw. the 2nd regular license.

Applications approved: WFEA, Manchester, N. H.—Modification of CP amended to request change from 1560 kc. to 1580 kc. (facilities of WFUN).


NOVEMBER 22

WXHJ, New York City—Renewal of experimental license for 5kw., 34600, 60000-00000 kc., 40010 and above.


WXEB, Bridgeport, Conn.—License to cover CP granted 5200 kc. 50 kw. to WXEB.

Applications returned: WFOJ, Watertown, Mass.—Application for renewal of experimental CP for license.

KWBQ, Kent, Ohio—Modification of CP to extend completion date to 1-27-32.

Applications returned: Empire Broadcasting Corporation of America, Inc. for CP with 46 megacycles, 500 kw. Visual broadcasting.

NOVEMBER 24

WBGS, New York City.—Granted modification of CP to allow 60 kw. effective radiated power (ERP) for Tower, change type of equipment and extend completion dates.

WBBK, Brooklyn.—Granted license covering changes in CP for unlimited time, 1400 kc., 500 kw., shares with WLTW, WFBK and WFOZ.

KOFF, Shawnee, Okla.—Granted license covering installation of new equipment.

KOLU, Council Bluffs, la.—Granted authority to determine licensed power by direct measurement of antenna input.

WXYD, Milwaukee, Wis.—Granted CP to change location of transmitter.

Applications approved: stations given temporary licenses and applications set for hearing:

WLXW, Winter Haven, Fla.—For new station on 1250 kc., unlimited time.

WXQ, Bellevue, Neb.—For new station on 1250 kc., unlimited time.

KFXJ, Grand Junction, Colo.—Granted temporary license to Jan. 1, pending decision on hearing.

Applications returned: WMPC, Lancaster, Me., and WOPI, Bristol, Tenn.—Because facilities have been applied for.

NEW, Troy Broadcasting Co.—For new station, 1500 kc., 50 kw., D. NEW, S. A. Latet., Winn, Me.—Granted temporary license and application removed from hearing docket.

Weat—Granted authority to determine licensed power for visual broadcasting.

Applications approved: stations given temporary licenses and application removed from hearing docket.

Applications returned: WMPC, Lancaster, Me., and WOPI, Bristol, Tenn.—Because facilities have been applied for.

NEW, Troy Broadcasting Co.—For new station, 1500 kc., 50 kw., D. NEW, S. A. Latet., Winn, Me.—Granted temporary license and application removed from hearing docket.

Weat—Granted authority to determine licensed power for visual broadcasting.

Applications approved: stations given temporary licenses and application removed from hearing docket.

Applications returned: WMPC, Lancaster, Me., and WOPI, Bristol, Tenn.—Because facilities have been applied for.

NEW, Troy Broadcasting Co.—For new station, 1500 kc., 50 kw., D. NEW, S. A. Latet., Winn, Me.—Granted temporary license and application removed from hearing docket.

Weat—Granted authority to determine licensed power for visual broadcasting.

Applications approved: stations given temporary licenses and application removed from hearing docket.

Applications returned: WMPC, Lancaster, Me., and WOPI, Bristol, Tenn.—Because facilities have been applied for.

NEW, Troy Broadcasting Co.—For new station, 1500 kc., 50 kw., D. NEW, S. A. Latet., Winn, Me.—Granted temporary license and application removed from hearing docket.
NOVEMBER 27

WPRO, Providence, R. I.—Granted license covering signal in equipment and move studio, 1210 kc., 100 kw., unlimited time.

KLRA, Little Rock, Ark.—Granted license covering signal in equipment and studio locally, 1390 kc., 50 kw., unlimited time.

WNBR-WBGC, Memphis, Tenn.—Granted license covering signal of transmitter locally and installation of new equipment, 500 kw., 250 kw., unlimited time.

KSTeln, Anchorage, Alaska—Granted license covering signal of transmitter locally and installation of new equipment, 250 kw., 125 kw., unlimited time.

WMJI, Cleveland, Ohio—Denied renewal of license covering signal in equipment and installation from which signal is now broadcasting under a stay order from Court of Appeals for Sixth Circuit.

THE RADIO BOOKSHELF

(Continued from page 18)

The Radio Bookshelf—est, and focusing the attention and interest upon an advertising message, it’s about as useful a device as a steak knife at a vegetarian banquet.

Mr. Hasty emphasizes the need of showmanship and deplores the lack of it in many programs. To be effective a program must attract and hold a large audience and appeal to a common emotion—sympathy or friendliness for a character, curiosity, suspense, or the emotions that produce laughter. This rather elemental principle of showmanship has yet to be learned by most builders—and sponsors of radio programs, says Mr. Hasty. In a sense, he holds it is even more necessary a principle to radio than to the novel and the theater.

"Introduce into your program a special announcer, or master of ceremonies, who has the knack of projecting a certain amount of air and making people like him, and I’ll risk my reputation as a prophet that you’ll have a greater number of people listening to what he says about your product—and, what’s more, believing it."

Washington Visitors

WASHINGTON VISITORS

Lester E. Lee, New York City
Arthur Stringer, Chicago
G. H. Bush, author of "John H. Buchtel, the Man"
KGV, Pittsburgh
H. B. Day, WJTN, Yonkers, N. Y.
KVO, Toledo, Ohio
Albert H. Stackpole, WHP, Philadelphia
Walter Leight, WXW, Des Moines, Iowa
Louis A. Brinton and W. T. Wozencraft, RCA, New York
Merle O. Turner and Glenn Snyder, WLS, Chicago
Kenneth A. Hathaway and Marcus Hin- nel, WJAT, Jacksonville
William B. Hedges, WMAG, Chicago
Henry A. Bellow, WCCO, Minneapolis
J. R. Gorano, WNOB, Binghamton, N. Y.
NEC, Buffalo, N. Y.
W. F. Williamson, WKBW, Youngstown, Ohio
WCH, Scranton, Pa.
S. D. Gregory, Westinghouse, Pittsburgh
George C. Plunkett, WOR, New York
Charles M. Bruce, WHDL, Tupper Lake, N. Y.

*A register of visitors at the offices of the National Association of Broadcasters and Broadcast- ing, November 11-24.

Censorship of Radio

TO GIVE a summary of an article which is itself a well reasoned and critical statement of a broad and complicated subject, is impossible. To register a judgment on the merits of the work as a whole in its particular interest for the interested reader is, therefore, difficult. With Caesarist decisiveness, Edward C. Caldwell, in his treatment of the subject "Censorship of Radio Programs" in the October Journal of Radio Law (Northwestern University Press), divides his material into three parts.

His first concern is the Historical Development of the Right of Free Speech and Press and its analogy to radio broadcasting. Then follows an analysis of the Court Case Law of Freedom of Speech and Press, in which is pointed out the extent to which the Supreme Court has already gone in protecting these fundamental constitutional guaranties. Using the most recent decisions of the Court as stepping stones to his ultimate conclusion, the author carefully portrays the right as one of the most jealously guarded that the people possess and emphasizes that "it must be given under these circumstances as the principle to radio and shall be expanded, not contraband.

In part three, treading perhaps less cautiously, the law of free speech and press as developed by the courts in their treatment of broadcasting. Here the author queries the intention of Congress to give the Radio Commission an uncontrolled discretion in its supervision of program content. What are the limits, if any, of what is acceptable and what may the apparent conflicts between Sec. 11 and 29 of the Radio Act be reconciled? Mr. Caldwell answers both questions with convincing lucidity and in each instance attempts to derive the meaning of his findings from the Supreme Court's decisions, and in such cases, from the most recent decisions of certain Courts of Appeal. The author thoroughly investigates the Congressional prohibition of censorship in that they misconceive the practical effect of disapproving past programs which he conceives to be the very essence of censorship.

As pointed out, the licensing authority has broad discretion and may exercise its best judgment in considering the question of musical and entertainment programs but "when the programs consist of the utterance of serious opinions and sentiments, of propaganda bearing upon the social, political and economic life of the country or of the exposure of supposed wrongs suffered by individuals or communities," then the Commission has no power or discretion to disapprove applications for renewal licenses merely because it does not approve of the subject matter broadcast. This would not preclude the Commission from examining matter broadcast solely for commercial advertising purposes, but the determination must be more confined to direct advertising; where the advertising is indirect, the guaranty of free speech should apply. To Mr. Caldwell this is "the only way that censorship of radio programs may be avoided and free discussion preserved."

Mr. Caldwell, an associate of the law firm of Kirtland, Fleming, Green and Martin, Chicago, is a brother of Louis G. Caldwell, Washington radio attorney. He was counsel in the cases 2, 3, 4, 5, and 6 for the Petitioners in which the U. S. Supreme Court recently upheld the freedom of the press against legislation designed to permit courts to enjoin publication.

December 1, 1931 BROADCASTING
Shanghai Adopts U.S. Radio
American Manager, Visiting This Country, Says Talent for XCB is Plentiful and Audience Large

SHANGHAI, international melting pot of the Far East, boasts a broadcasting station operated by an American agency on American lines which in four months has achieved a total of 56 sponsored programs.

The story of Station XCBL, Shanghai, is told by Mr. Osius, a native of Detroit, organized the station last summer for Millington & Co., British advertising firm, and operated under the corporate name of China Broadcast, Ltd., is told by F. A. Osius, manager of the station, now in the United States studying American broadcasting methods and arranging for business contacts. The station, now in the United States, has proved successful in China because the country is 80 per cent illiterate and because the listener can understand what he hears though they cannot read. Announcements are made both in Chinese and English.

There are a minimum of commercial announcements over XCB, Mr. Osius said. Time sells for $80 a month for 15-minute period a week, the charge being in American gold dollars. Mr. Osius explained it is a profitable business even at this rate, because excellent talent is available for hire.

"We have some of the best talent in the world at Shanghai," he asserted. "The premiér soprano and one of the conductors of the former imperial opera at Moscow, are available for use. Top-notch performers are plentiful, and our orchestral talent, which we believe is equal to any in the world, receives $150 a month. We get our music for a song, so to speak."

In Shanghai alone the broadcast area is estimated a radio audience of between 140,000 and 175,000.

"Within the service area of the station," he said, "there probably are about a half-million listeners. Unlike this country, one finds 60 or 70 Chinese huddled about a single receiving set, uttering not a word but listening intently to the music or words. Radio receivers are in great demand. Recently a consignment of 1,000 American sets, advertised by the importer over the station, was disposed of in three weeks. The last of the sets brought high prices."

The largest foreign industrial agencies are advertising over the station, according to its manager. Among these are Ferranti Radios, Italy-Great Britain; General Electric of China; British-American Tobacco Co.; French Radiola S.F.E.; Telefunken Siemens Co., Germany; Phillips Radio Co., Holland; Marconi (China) Co.; Smith Premier Typewriter Co., U. S.; Bruckwick, U. S.; Peach & Co. (furniture), of Shanghai; and Callender Cable Co., England.

Short Wave Case
Hearing Proposed

LEGALITY of the contract recently entered into by RCA Communications, Inc., with Western Union for a domestic pick-up and delivery service is questioned by the Federal Radio Commission in a petition filed with the Court of Appeals of the District of Columbia Nov. 25 in the continental short wave point-to-point litigation. The Commission also questions the status of the Mackay Radio & Telegraph Co., in the same respect, because of its inter-corporate relations with the International Telephone and Telegraph Corp.

Sections 17 of the Radio Act, which prohibits the merging of wire and wireless interests engaged in external communication, but provides for competition, is the statute involved. The Commission asks the court to clarify or modify its mandate in the case, made last January, to permit the radio body to hold such hearings as it may consider necessary to develop the information.

Certain questions, both of law and fact, are presented with respect to the legality of the new Western Union-RCA contract, as well as that of the Mackay-International Telephone and Telegraph Corp. Since both companies have made applications for certain of the continental frequencies for point-to-point service, the Commission states that the court should be aware of all these facts, which could be brought out at further hearings. The whole case grows out of the allocation in December, 1928, of 40 of the available continental waves to the now defunct Universal Wireless Communications Co.

Myrt and Marge Cast

MYRT AND MARGE, the new Wrigley CIBS feature, which is competing with Amos 'n Andy in the East, requires one of the largest casts in radio. The actors and musicians take part in most of the presentations, and no member of the cast appears in a double role. The William J. Wrigley, Jr. Co., sponsor, is reported to be so pleased with the reception of the feature that it is planning to book the noted black-face comedians in the West also.

Electrical Transcriptions

"If better transcriptions can be produced—the name on them will be"
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.
RMA Fights False Television Reports
Many Radio Issues Discussed By Board in Cleveland

PROBLEMS of vital interest to the radio manufacturing industry, and bearing also on broadcasting, were discussed at a meeting of the board of directors of the Radio Manufacturers Association in Cleveland Nov. 19. Sales promotion and television were prominent in the program. The bulletin contains commercial notes for sponsors and potential sponsors.

Evans the Initiator Of Remote Control

CREDIT for what is claimed to be the first remote control job belongs to Walter C. Evans, superintendent of broadcasting operations for Westinghouse, who linked KYW Chicago, with the news room of the Chicago American for news flash broadcasts more than ten years ago. This is the story told by William J. Ollie, radio editor of the American, in the Bill Schutt "Going to Press" feature over CBS on Nov. 18. Here's how it goes:

"The American inaugurated the first news bulletin service. News bulletins were put on a couple of times a day and once in the early evening. At first we sent them via messenger from the American to the radio studio where an engineer announced them. Then came a great idea to Walter C. Evans, the pioneer radio engineer, now one of the big shots in the industry.

"Mr. Evans devised a method of attaching the terminal of the telephone on my desk to the sending set on the roof of the Edison Building, and then the teleprinter became the 'day of days.' We broadcast news flashes directly from the newspaper office to the radio set by telephone. So far as I know it had never been done before and there was a great 'to-do' with flashlight pictures and everybody standing around wondering what it all was about. We didn't have a microphone in our office because there was only one microphone in Chicago, and that was in use at the Edison studio."

Brevity Soul of Radio

(Continued from page 9)

when the listener was feeling a bit hungry.

Therefore, news items, say of the arrival of new head lettuce, the great orange crop or some other legitimate and interesting food detail—descriptions of savory dishes that fairly make your mouth water—word pictures of the results to be obtained from the use of this or that heater and sketches depicting some form of service would seem more beneficial to the sponsor than the sales talk filled with claims and generalities.

Ideal Program

IT ALL simmers down to the fact that the average person likes to be told a story, but has little desire to be "sold" something even if he is sitting in the safety of his home and is being paid for listening by a program of unusual entertainment.

It might be said then that the ideal program would be of some excellent entertainment reflecting the personality of the product to be sold and with a sales talk that is not too long to bore but interesting enough, because of its style, to hold the listener and create in his mind a desire for the article advertised.

Merely to list the good points of an automobile seems futile, but to tell what pleasure or safety or convenience those good points will give the user is something else again. Desire-creating sales talk should be pictures—word pictures deftly handled by the announcer or narrator in a friendly yet dignified manner. When that is brought about, it is reasonable to believe that there will be fewer kibitzers about "too much advertising on the air."

When you write your next radio script, take a tip from Salome Don't try to tell the listener about your product—make him see it, make him understand how he will benefit by its use, and above all, don't bore him with too much talk. It is not recorded that Salome said a word when she began her job of selling Herod. Brevity was her motto and it goes results. Perhaps it would do the same for you. What do you think.

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL
Washington, D. C.
500 Watts 'T 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

ASK THE ADVERTISER
ON

WNAX
Yankton, South Dakota

We rest our case on the results obtained by past advertisers, and the results being obtained by present advertisers. The best recommendations we can offer are the figures showing the "Cost per Inquiry" by those who have used the facilities of our station.

Write for Facts and Figures

THE FRIENDLY AUDIENCE OF THE FRIENDLY STATION

WNAX
1000 Watts
526 Meters
570 Kilocycles
YANKTON, SOUTH DAKOTA

Page 32
A Vicious Fight Against Broadcasting
(Continued from page 10)

rusion of advertising which the
F,!.
A.
'3.
3.
artment of most radio
icule
wn men
(tact your
e
rampant.
books of
Their
ting
ear
r
The
...

women's clubs.

were

radio

ion

for

of

the

ed

as chief

them to

licensing the

and

using the

radio

are

on

of
due to
the

Radio

of

the

the

of

if

to

with

and

that

for

of

the

the

is

of

ally

in

of

are

of

for

of

in

national

trained

in

of

the

the

of

the

of

of

of

of

of

of

of

of

in

in

in

in

in

press

the

of

the

with

the

a

and

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

of

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
Brinkley Reported Seeking Television

REPORTS are current that Dr. John R. Brinkley, former Kansas cattle breeder, is planning to secure Mexican installation of television equipment to be operated in conjunction with his well-known broadcstation, XER, at Villa Acuna, Mexico, just across the border from Del Rio, Tex.

Brinkley, it is reported, has consulted several television transmitter manufacturers concerning apparatus. It is not definitely known whether he has completed negotiations and decided to install the station. In view of the recently expressed attitude of the Mexican authorities that Brinkley's operation of XER is not prejudicial to the United States, it is believed that they would not object to a visual adjunct.

Presumably, Brinkley would operate his television station in the continental short wave experimental television band of 2,200 to 2,500 kc. This channel band, under agreement with Canada, is shared with the United States. The Federal Radio Commission has not assigned any American stations to it because of possible interference. There has been no agreement between Canada and Mexico, however, might be sufficient to permit the simultaneous operation of visual stations without interference.

The United States is using four 100-kc bands in the continental short wave spectrum for experimental television as well as three very wide bands in the ultra-high frequencies. Since it is evident that Brinkley desires to reach an American rather than a Mexican audience, it is concluded that he would select the lower frequencies with their greater coverage range rather than the ultra-high with which it seems to be restricted to "line of sight" transmission.

It is also reported that Mexican communications authorities are reviewing a number of radio engineers who have been either studying or employed in the United States.

RMA Places Set Sales At 3,000,000 For Year

RADIO receiving set sales this year are estimated at 2,500,000 to 3,000,000 in a statement by the Radio Manufacturers Association. The usual fall production and sales increase is reported, according to RMA, and most radio factories are now in their busiest season.

Increased radio sales are expected by the association in view from the Federal Radio Commission's recent decision granting 50 kw. power to more than 3,000 stations and 25 kw. to six others. The seventh annual convention and trade show of the RMA, it was announced by B. C. Erkine, shows chairman, will be held in the Stevens Hotel, Chicago, the week of May 25, 1932.

Commission Denies CBS Booster

(Continued from page 6)

An Ultra-Modern Plant
(Continued from page 12)

of M. A. Howlett, president and general manager, Harry, commercial manager, and Eric, program and studio director. All three were born in England and reared there and in Canada. M. A. has had almost world-wide experience as lecturer, engineer, medical practitioner, publisher and business man. Harry worked many years as lecturer, engineer and salesman and anunciencer before coming to Cleveland. Eric is trained in theatrical and musical matters.

The associate director is Louis Rich, native of Cleveland and widely known as violinist, director and composer. The vocal director is Griffith J. Jones, nationally known, especially among public schools. Public relations is directed by Deane S. Kintner, who formerly was radio editor of the Cleveland Plain Dealer. An artist's bureau has just been formed, with Thomas Wade Lane, baritone, in charge.

Copyright Question

To the Editor of Broadcasting: In your editorial comments on "Copyrights" in the Nov. 15 issue of Broadcasting, you make the statement that you are in agreement with the NAB Committee that Card Rites furnishes the best yardstick for determining copyright fees. May I take the liberty of disagreeing with that statement.

Since a yardstick would work a severe hardship on the smaller stations of the country. There is a certain minimum income without which no station can operate efficiently. In order to obtain that income in the case of the smaller stations in less populous centers, they must make their rates proportionately higher than the larger stations in cities where the potential population is larger. On the basis you propose these stations are then taxed out of proportion to their income. As a matter of fact this is already the case with numerous local units that I could mention.

Think it over.

S. CLARKE.

Director, WBTM,
Danville, Va., Nov. 17, 1931.
"" - consistently pleasing the larger audience on
KSTP"

10,000 WATTS
100% Modulation

Day and night throughout the year, the larger radio audience in the great Twin Cities and surrounding Northwest market listens most to KSTP because this station broadcasts by far the heaviest schedule of the outstanding entertainment features. Such listener approval assures a better response to the advertising message. It will pay you to add KSTP to your sales staff right now.

SAINT PAUL – MINNEAPOLIS

NORTHWEST’S LEADING RADIO STATION
WHAT STATION DOMINATES* THE RICH MARKET OF CHARLOTTE, N. C.?

Let listener preference answer that question

Just a moment, please! Before you convict us of tooting our own horn, please understand that, if we do so, at least we did not write the music! The facts given here were extracted from the second study of radio popularity conducted and audited by Price, Waterhouse & Company, which facts show that:

IN CHARLOTTE* 86.7% OF ALL LISTENERS PREFER WBT

IN CHARLOTTE'S PRIMARY LISTENING AREA** 92.9% PREFER WBT

It is difficult to boil down the forty-five pages of method, data and tables of the comprehensive Price-Waterhouse survey into a few lines and tell the whole story. But if you want to do a real job of promoting a product in this section via broadcast advertising, you'll ask us to see that all the story reaches you!


STATION WBT INC.

Key Station of the Dixie Network of the . . .
COLUMBIA BROADCASTING SYSTEM
Wilder Building, Charlotte, North Carolina

*WBT is in the unique position of being the only high powered station serving two neighboring states. Its 5,000 watt transmitter dominates by at least a 5 to 1 ratio every other station in North and South Carolina. It is, moreover, the only radio station in Charlotte, N.C.