BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

TALENT

Available for
BROADCASTING
PHONOGRAPH RECORDING
SOUND FILMS
VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT

N. B. C. ARTISTS SERVICE
George Engles - Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD
OFFERS A MORE BRILLIANT ARRAY OF STARS,
NOR A BROADER SELECTION OF REPRESENTATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS

NEW YORK • 711 Fifth Avenue
CHICAGO • Merchandise Mart
SAN FRANCISCO • 111 Sutter Street
PORTLAND, Ore • Public Service Bldg.
THANK YOU, MR. MASSEY!

- ADVERTISING AGENCY HEAD POINTS WAY TO TAKE HEADACHE OUT OF CURRENT PROBLEMS

Gives Radio Credit for Clients' Increased Sales and Commends WBT for Cooperation in Making Broadcasts Effective

"The renewal of our contract with you for the continuation of the 'B. C. Sports Revue' for an indefinite period of time is evidence enough to prove that we regard WBT very highly.

"Our client, the B. C. Remedy Company, is very much pleased with the manner in which you have handled the sports revues and the splendid way in which your whole staff has cooperated with us in making these broadcasts effective.

"We feel that your station has been of material assistance in helping us consistently increase the number of radio stations used by the B. C. Remedy Company, and the B. C. officials do not hesitate to give radio due credit for the increased volume of business they are now enjoying."—C. KNOX MASSEY, Vice-president of Hoyt, Martin & Massey, Inc., advertising agency.

Read the story between the lines. Or shall we interpret it with you? Like this:

WBT is a good station to use. Because it has 5,000 watts. Cleared channel. Located in the biggest city in North and South Carolina which also, by the way, is the main distributing center and almost the geographical center. Has 4,000 more watts than any other station in those same two states. Full time, too.

WBT's listeners are loyal. They gave this station as their first preference in Charlotte in a recent audit of station popularity made by Price Waterhouse Company.

Always attentive to its advertisers, WBT's very capable executives and staff stand ready to work with you, cooperate with you, and help you get results. You can use this station . . . profitably.

Our "Red Book," conscientiously compiled, tells a true story of WBT's coverage and market. Interested executives not already supplied are invited to ask for their copy.

STATION WBT INCORPORATED

- Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING CHARLOTTE NORTH CAROLINA

BROADCASTING • January 1, 1932
TWO UNITS
Never Before Available

For use with existing equipment, the RCA Victor Co., Inc., offers broadcasters two units never before available.

TYPE EX 4170 FREQUENCY CONTROL EQUIPMENT

A highly developed crystal control unit such as is incorporated in the RCA Victor broadcast transmitter. It consists of an oscillator panel (with provision for duplicate crystal) buffer amplifier panels and power supply panel,—all suitably designed for rack mounting. This equipment is sufficiently flexible to meet the requirements of any broadcasting station in compliance with General Order No. 116.

TYPE EX 4180 FREQUENCY MONITORING EQUIPMENT

This equipment comprises a crystal oscillator guaranteed to hold its frequency within 10 cycles and a visual indicating frequency meter, showing in cycles the deviation of the carrier from the monitoring frequency. This device is designed to enable broadcasters to comply with the orders of the Federal Radio Commission that, effective June 22nd, 1932, equipment be maintained to check the carrier within 50 cycles of its proper frequency.

RCA Victor Company, Inc.
Radio Corporation of America Subsidiary
CAMDEN, N. J.

"Radio Headquarters"
CODE OF ETHICS
of the
NATIONAL ASSOCIATION OF BROADCASTERS

[Adopted March 25, 1929]

1. Recognizing that the Radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the Radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of The National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges and notify the station of its findings.

National Association of Broadcasters
National Press Building
WASHINGTON, D. C.
The Industry Looks to 1932 With Optimism

New Year Expected to See Greatest Test of Broadcasting: Advances Predicted in Technique, Programs, Business

MERLIN H. AYLESWORTH
President, NBC

PUBLIC interest in broadcasting as shifted from the novelty appeal of a few years ago to the program appeal of today. Occasional statements to the contrary, more people are listening to more programs for more hours each day than ever before.

Seeking the cause for this accelerating interest in broadcasting, we find several contributing factors. In the main, the older programs have become almost household interests and are listened to regularly as the daily papers are read. Also, the newer programs are utilizing the cumulative experience of the past ten years in program composition and presentation.

But far and above any other consideration, the most important progress is being made towards the realization of that great influence which is inherent to broadcasting. The closer cooperation between schools and broadcasters, churches and broadcasters, public and broadcasters, and other phases that go to make up our national life, is tending towards the administration of programs and their use to the best advantage of the public at large. I believe that 1932 will mark the rounding off of the idea of broadcasting as the greatest cultural service to our people.

H. A. BELLROWS
former Federal Radio Commissioner; Vice-President, CBS

THE BROADCASTING industry during 1932, in my opinion, has its fate largely in its own hands. The value of broadcasting as an advertising medium has been demonstrated, but it remains to be seen whether the broadcasters will be able to hold and further enlarge their audiences by intelligent program service. If the broadcasters, any considerable number of whom are so stupid as to fail to look beyond the hope of quick cash returns, they may seriously injure and perhaps destroy their own business. If, on the other hand, they will realize that their main task is building solidly for the future, there will see to it that their stations first of all render an adequate and varied service to the public. If 1932 is a year of thorough housecleaning among the broadcasters, it will be a good year in itself and a long step toward better years ahead.

COL. THAD H. BROWN
General Counsel, Federal Radio Commission

RADIO is now an art and an industry. In the beginning it was just an art. Then, as its tremendous possibilities were realized, it became an important industry in an incredibly short time. Possibly the best known branch of that industry is broadcasting. In its infancy, broadcasting was such a novelty that the public was content with almost any kind of programs. That time has long past.

FRANK BULL
Manager, KMTR, Hollywood

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Greatest Test of Broadcasting

The coming year is promising; the broadcasters, not far behind the record of 1931, may fail to realize the great power and the great responsibility which is now theirs. They will have to make their stand against the stanchions of the old broadcasting industry, and they will have to prove themselves to the public as the best defense and bulwark of the many interests which depend on broadcasting.

LOUIS G. CALDWELL
Former General Counsel, Federal Radio Commission

IN THESE troubled days that cast a shadow over the coming year, broadcasters have an opportunity for service such as is open to the representatives of no other industry. Channel headquarters half the homes of America have been placed in their trust. Over these channels, without cost to a listener, there is a veritable flood of information and education. It is within their power to deliver a message of cheer and a wealth of information and education to aid us all in finding the path back to happiness and prosperity. The studio and the microphone have replaced the public platform at a time when issues of the deepest significance to our welfare are to be debated.

The year 1932 should witness the establishment of broadcasting more firmly than ever as a vital necessity in the daily life of our people. Yet it must not be forgotten that the opportunity is one which can be impaired by a number of evils. Some press from without; such are the dangers to good radio reception proceeding from unscientific allotment proposals and from failure to protect the rights and the future of the broadcasting industry against interference from stations laying on the other side of international boundary lines. Such also are the dangers of unduly rigid
and unsound legal restrictions, whether by law or by threat, and of governmental intolerance toward free discussion of public problems. Other dangers just as formidable press from within, such as excessive advertising, may lead to undesirable legislation. They are not reversible; they are not theoretical; they are very real.

I am confident that, by the exercise of constant vigilance and by the maintenance of high standards, the broadcasting industry can and will prove itself fully equal to the opportunity which is open to it.

POWEL CROSLEY, Jr. President, WLW, Cincinnati

IT IS RATHER a difficult matter to make predictions regarding the future of broadcasting. In an industry as young as this, trends control the future. However, the following trends seem so well established that they will undoubtedly hold true for 1932.

1932 will witness the return of longer programs, replacing the 15 minute programs and straight announcements. It will be the trend toward the more and more popular during the past year. There is sufficient evidence to prove that an hour or half hour in programs creates a more lasting impression in the minds of listeners than the shorter periods made up mostly of thin acts such as crooners, comedians, etc.

Commercialized, the broadcasting business should continue to prosper. Under present conditions those appropriations are given more searching scrutiny by the public. Broadcasting appears to be the answer in affording greater coverage at a more economical rate.

If properly controlled by the industry itself, the future of broadcasting is assured. It will take its rightful place as one of the basic advertising mediums.

WALTER DAMM Manager, WTMJ, Milwaukee

THE CHILD whose every gain in conscious growth was a look upon with great glee, and whose every gurgle and outburst of word in its vocabulary, has suddenly become the young boy and girl of the parents, lavishing money on the child, are at the point where they now find themselves--at the point of having to take its place in the world of business he must stand on his own feet and support himself—he must go out and earn his own bread and study for his career.

Radio today is accepted as an advertising medium, and the prospects for 1932 for radio as an art and industry are just what the broadcasters will make them.

Broadcasters who have proceeded on the theory of taking every thing there was to be had while the having was good, from now on, look to other fields for their profits. Those who have made real contributions to building broadcasting as an art and industry may find that a while business may not be as easy to get as it was in the past, by using sound business principles they will build the future for themselves and the entire broadcasting indus-

try on a solid bed rock foundation, and that such growth will follow that of business in general.

1932—from a revenue standpoint—will be the greatest in the history of radio broadcasting. However, with the additional expenses confronting all broadcasting stations, the net returns this year will be less than during the past years, and will not be determined until the magnitude of these additional expenses is reached.

DR. LEE DEFOREST Pioneer Radio Inventor

IT SEEMS highly probable that the development of some constructive and possibly radical step towards the improvement of American broadcasting, resulting from the earnest study and ever-increasing protests which its defiled commercialism has at last brought down a censor, will result from almost every class of society.

The much lauded "American Plan" has now proven to be simply and unblushing fraud. What is going out from the government's freely granted franchises to the public is not the last remaining dollar from the advertiser, quite without regard to the public's interests in radio broadcasting.

The stand of the radio industry today is more due to the miserable quality of radio programs than to any other cause. The public simply isn't listening in—not to a degree remotely approaching that of three or four years ago. More and more commercials are being sold—yes—but usually unused. We have learned that the switch-off is the most valuable part of a radio set.

Under these existing conditions, the duty of Congress to remedy, or eradicate, these evils is paramount. If they decide to tax radio, prescribe censorship, require the press advertising, re-make the Radio Commission more in the public's interest, the broadcasting will have only themselves to blame.

It is high time that we begin to realize that radio broadcasting will continue as long as the public is interested in the broadcasting, will have only themselves to blame.

When a man sells a product he is interested in, he will do what he can to make it profitable, even if compelled by law to make it profitable.

May 1932 bring reform to radio.

CLARENCE C. DIL

U. S. Senator, Oregon

BROADCASTING during 1932 will probably contain more political discussion than ever before in the history of radio. Not only will the Presidential candidates give greater opportunity to reach all the people by means of the great national wide chain of broadcasting, but the candidates for Governor, Senator, Congressman and minor offices will probably spend much more money than ever before to purchase their views to the American people.

This freedom of use of the air for political campaigning is in striking contrast with the limitations placed upon public discussions in other countries. In those cases, where radio has reached its highest development—particularly in Germany, Denmark, England and Sweden—individual candidates cannot use the radio. Even the leaders of the opposing parties are limited in the discussions in short periods just previous to election day. Of course, in Russia, the government uses radio for propaganda, and it is said that the people never hear but one side of public questions. In this country, the only limitation which the law places on the radio for political purposes is that if the owner of a radio station permits any one to use that station, he must allow opposing candidates to use the same privilege on the same terms.

I think, too, that objectionable advertising in sponsored programs will probably become less during the year 1932. Unless some such result is accomplished, either the Radio Commission must interpret the words "public interest" now in the statute, so as to lower the standard of what is too much advertising, or public opinion will compel Congress to pass legislation which will limit advertising by radio.

ROY S. DURSTINE Vice President and General Manager, Batten, Barton Durstine & Osbornes, Inc.

FROM WHERE I sit it looks as if there would be the same trend in radio broadcasting in 1932 as in recent years. The general realization of the public that in radio advertising he is putting over the air he must be just as courteous, just as persuasive, and just as considerate as he is in the personal selling of his product. When he trains a house-to-house salesman he must be sure that the training includes an agreeable appearance, an agreeable personality and a knowledge of the fact that many a sale is ruined because a welcome in a Stereotone is not given.

2. It's a presidential year and if 1928 is any guide that means the sale of a lot of radio sets. May be this will be the year in which industry which will receive an impetus from the campaign on the air.

3. It will be interesting to see whether the politicians who object when an advertiser uses the air to sell his product will exercise the restraint which they advocate when it comes to their own personal selling. Most advertisers are quick to condemn over-commercialism in everybody else but have a blind spot when it comes to their own personal selling.

4. A realization on the part of talent concert boards and artist management that they are not going to get less than they did a year or two ago and that in the face of that trend talent costs cannot ride at a price to keep abreast of the growing labor costs. This will be the year that the major talent management companies will tend to be careful in making their contracts.

5. The exercise of greater ingenuity in the building of programs rather than the expendit of buying one big name.

EDGAR H. FELIX Radio Consultant and Writer

WITH THE special consideration the advertisers are being forced to give economic expen-

siture of his appropriation. He is convinced that the outstanding de-

velopment in broadcasting an industry during 1932 will be the establishment of methods for determining the value of broadcast coverage. The broad cast management must be able to plan before the advertiser definite proof of coverage in an area based upon day field intensity measurements. The potential number of receiving sets in such areas can now be accurately established with the aid of the recent census figures, with the result that the cost of serving a receiver per hour can be established and compared with that of other stations. In spite of the apparent accuracy, magazine circulation figures offer the advertiser no more information than will be the cost per page of the proposed cost trend toward field intensity or pro of coverage is already established. Several important stations will submit surveys of evidence of coverage within the next few months.

DEANE FITZGERALD Manager, WDAP, Kansas City

NEVER in the history of radio have studios been so full of the finest arts, never in the his-

tory of radio have production methods in studios been as well equipped with enthusiasm as the present.--but, and nevertheless, with these points granted, radio remains a journalistic medium at heart. When a publisher buys a magazine he buys a journal if the merchandising elements is permitted to dominate and shove into a small corner production values.

LEO J. FITZPATRICK General Manager, WJR, Detroit

ART AND indus- try in radio an Siamese twi- n. The life-stream of both is radio advertising. No merely of financial size, the growth of this, but true but because of the great challenge, competitive, and diversified spirit with which advertising inspires radio as a whole. Advertisers themselves, and in the control of their finances, have been the first to recognize a new for improvement in the presenta-

tion of radio advertising; and not ever before on the air has there been a demand to outdo its competitors in smooth-

ly, unobstrusively handled com-

munications. Hand in hand with these improvements in presentation is found a steady development of the radio station as a public institution, as an agency and a tool to reach a keener realization of edu-

cational and informative duties to city, state and country.

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January 1, 1932 • Broadcasting

V. G. Freitag
Manager KMTR-KMPC-KMCS Network

The year 1932 will probably solve itself into individual efforts to provide something “new and novel” in the shape of enter-
prising programming, but it will probably end without much suc-
cess in that line, for practically any conceivable type of feature that has been presented in some form or another.

I think that the year will un-
wind and many changes in the indus-
try with at least another national, as well as intercity and interstate paparazzi.

The stations will have to stick to their laurels, for many do-it-yourselfers on today's air waves will probably not be satisfied.

Station time rates have arrived at after considerable thought and in most instances represent the lowest possible.

BOND GEDDES
Executive Vice President, Radio Manufacturers Association

The economic climate in broadcasting is sure to cast as deep shadows in 1932. American enterprise in "America's past-
time” of broadcasting will deepen new uses, and the realization that the art and the in-
to, the benefit of the radio, and the broadcasting business con-
form the principle of adcasting as a public service, a
sine of public progress, and not just a program of entertainment. With higher development of sound adcasting in 1932, there is also the horizon of widening of exist-
ential advertising and its ultimate union, in the years to come, a service to the public which exceeds the imagination.

Radio broadcasting, already an established daily feature of Amer-
ican life under the American standard of living, will not only enlarge entertainment features in 1932, also will increase its public service in world peace, economic stability, and civilizing influence, through many of its other agencies, local and national development.

J. C. Gurney
Manager, WNAV, Yankton, S. D.

My person or firm having a history of life, we have been re-
quired, and by that I mean using, properly tied in with the old accepted forms of advertising, which we believe to be the only proper way to do it, and catalyzing, spreading, and so forth, we pros-
per ahead of all other forms that we have come to know. All of the radio stations that have a preponderance of radio listeners in their own ter-
ritory will secure a preponderance of this radio advertising if they have a wide awake commercial de-
partment.

A radio station, to be called such, must render a service to its listeners, entertainment, not all national programs; some local; markets, sports, religion, education, and above all, programs must be clean. The solution having these activities and others, and which fronts on advertising a product or program that does not benefit the listener, will prosper in 1932.

DON E. GILMAN
Vice President in Charge NBC Pacific Division

The Intelligent broadcaster is constantly responsive to the demands of the radio audience, because he knows that the importance of radio programs depends upon their acceptance by listeners, and second upon his own ability to shape that acceptance along better and better lines.

Despite the economic crisis through which we have passed, 1932 will prove to be radio's greatest year, from the standpoint of quality of programs, variety of programs, international exchange of programs and the presentation of diversified services.

Because of this, 1932 also will offer the broadcaster his greatest opportunity. Education must put its broadcasting forward during the coming months, and his alertness to his responsibility in this direc-
tion of gaining assistance in the presentation of programs designed to improve the mind of the radio audience. The successful broadcaster must develop a sense of this responsibility without show or pretense which would indicate that he believes himself a mentor of pub-
lc taste.

Radio on the Pacific Coast is governed by a peculiar necessity of its own, in that the night time middle and late evening hours on chain stations or networks, must be created locally, and must be up to the standard of the program. But I am confident that 1932 will see the West offering programs measuring up to those offered in any other part of the nation.

WILLIAM S. HEDGES
Manager, WMAG, Chicago

The year 1932 in the lives of radio broadcasters has been definitely established as the world's most important year in the history of mass communication. International broadcasts have become events in the lives of radio listeners throughout the world. More than sixty million people in the United States can be brought into one vast audience through na-
tion-wide programs.

The increasing assurance of the mili-
dium makes attacks upon it inevi-
table. Many groups will arise with the object of losing themselves partial or complete control of broadcast, even though such control might entail complete destruction of the unique characteristics of the nation. These groups will not be deterred by the fact that the American system of broadcasting is the largest electronic medium in the world and that under such a system, developed through en-
couragement of private enterprise, the world's largest audience for radio audience has been created.

Never before in the history of American broadcasting has there been a need for unified action among broadcasters been so great. A solid front among broadcasters is essential if the American system of broadcasting is to be preserved.

It is fortunate both for the broadcasters and the public they serve that the means for presenting this solid front has been pro-
voked through the National Association of Broadcasters. The ex-
ecutive committee of the association has adopted a comprehensive program designed to pro-
tect the American system of broadcasting for the benefit of all the people.

I am sure thanks to the intelligent leadership in broadcasting, further advance-
ment both as an industry and an art can be confidently predicted. The economic soundness of the American system of broadcasting has been proved. The technique of advertising over the air will be further improved and the radio public has assurance that the high standards established by American broadcasting will not only be main-
tained but will be pushed to even higher levels.

Dr. C. B. Jolliffe
Chief Engineer, Federal Radio Commission

A long stride toward the goal of technical perfection in public cast-
ing is in prospect during the on-
coming year. The year just ended witnessed a marked improvement in the quality of broadcast transmission as a result of the cooperative ef-
fors both of broadcasters and the Commission.

When the new 50-cycle tolerance regulation becomes effective next June, there unquestionably will be a material reduction in interfer-
ence. To comply with this regulation means additional expense to broadcasters but the result will be invaluable in the interests of the public.

Of course the ideal technical ar-
angement cannot be achieved with the large number of stations to be accommodated on so few channels but we are making the best of a difficult situation.

Clarence B. Jenua
Production Manager KMTR, Kansas City

The coming year, I think, will bring little that is new in the field of broadcast entertainment. But it ought to be a year in which the various broadcasting companies, because of their increased financial stability, build up more standard and varied programs, having an easily enforceable code of ethical practices, and realize that the operation of a radio station is at once a responsi-
ble duty and a responsibility to the public service. On the other hand, if the radio manufacturers produce sets that will really get everything out of the broadcasters, the manufacturers of transmitting equip-
ment keep steadily improving the apparatus, the triangle will be com-
trolled and the public and the broadcasting companies are prone to discuss the depression, others foresee visionary events, but if we all set our minds on the wheel and work, nine-tenths of our imagina-
}
RADIO’S status as a fixture in the American home should be cemented by 1932. I am convinced that 1932 will witness a reinforcement of radio’s already strong position as a whole—some element in the life of our people and as a vital business betterment. On the entertainment side, I think I am not alone in perceiving a need for the quality, variety and human appeal of the average program. Radio promises vigorously to maintain its status as one of the effective means of paid commercial publicity. In 1932, if and as we gradually escape out of the valley of depression, radio is certain to be an enormously helpful factor in the strengthening of morale, the enhancement of public courage and cheerfulness, and the rapid dissemination of accurate business information. In the coming months, radio should make us all increasingly aware of the common interests that bind together the several sections of the country. And in 1932, especially, there can be no doubt that we can make the vast majority of our citizens more keenly conscious than ever before of the basic conditions that affect their American national policies and governmental efforts.

All these forces, taken together, should work powerfully for an increase in broadcasting activities, in the radio-manufacturing industry and in the business of selling sets.

Harald A. LaFount
Federal Radio Commissioner

By Jack Keifer
Manager, KMPC, Los Angeles

In view of many unstable conditions, almost anyone’s guess is as good as the next that we can expect to have been towards feature programs which will operate on a daily basis. Enormous audiences have been built up on certain programs which everybody knows will be of household words. Of course this does not mean that the type of presentation, but I think that the trend will be in the above direction.

I think that sponsors begin to realize that the value of station time and talent is not necessarily greater because of volume of fan mail. While in many cases it is necessary and desirable, it seems to me that commercial sponsors are coming to appreciate the good will of broadcasting, rather than the direct selling appeal.

By DR. JULIUS KLEIN
Assistant Secretary of Commerce

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The broadcasting industry can look with confidence toward 1932 as a year in which it will realize a growing ability in its region to the listening audience, with a wide acceptance among advertisers as the vehicles to be used in certain fields to be obtained. We believe the industry should direct our intelligent efforts to obtain a more effective program that is adequate in a definite campaign to educate our important clients to the importance of and necessity of such a service. The broadcasting system, while the best in the world, is not perfect and because of its nature perhaps will never attain that state, but it has within it at the present time the essentials; we need but to play more intelligent direction.

WILLIAM S. PALEY
President, CBS

RADIO broadcasters in 1932 will gain in increased evidence that they realize their responsibilities toward the public. Broadcasting is one industry that has not p e e r longingly bounded corners. Its opportunity is here and now. The men who run it are men of good will, and the public is so supplied with this sense of the result at if there has not been a dwindling of criticism, it has at least come from few, and they on the other hand, we know a hundred different ways that the public is better and better pleased.

In 1932 we shall continue to work with our advertisers toward more effective and acceptable commercial credits. Fortunately, we find them increasingly inclined to cooperate. In 1932 also, we shall continue to improve our techniques and arrangements to keep pace with continual improvements in the mechanical efficiencies of transmission. Our efforts along educational lines, such as the American School of the Air, continue to win more millions of listeners and will be more diversified than ever before. Our plans international broadcasting are a result in most interesting program interchanges and 1932 we expect to present more music by fine music by American organizations than ever before. Columbia's search for radio entertainment is now continually widened—who shall say what prizes it will produce in 1932?

RUTHERFORD PLATT
President, Redifford, Inc.

ERY industry goes through a period. Not until that period is over does an industry become established and realize its possibilities. The broadcasting period is now closing, broadcasting has become an established, recognized, and reliable industry and art. An important influence is the perfection of the electronic circuitry. Today, this method takes its place beside the best direct broadcasting in quality of production. Electrical transmission by broadcasting is more flexible, makes it more useful and efficient.

MARTIN P. RICE
Manager of Broadcasting, General Electric Co.

RADIO broadcasting, begun as an experimenter's hobby and expanded in accordance with the development of technical development because of the need for better service, is today a great and important industry. It has grown steadily—ever during business depression—and will continue to grow during 1932, as conditions improve.

On the artistic side, radio broadcasting is showing a definite growth. Formerly the broadcaster sought to mirror the theater and commerce, but the growth of technical development and the development of jazz is being corrected, and the trend of popular music today is toward melody rather than rhythm. The swing in music that is important for radio are forming a huge library of music distinctive in quality and of unquestioned appeal.

IRA E. ROBINSON
Federal Radio Commissioner

I THINK that 1932 will mark a great improvement in the broadcasting art. The Commission will do its part within the limitations of the law. But I hope, indeed I believe, that the broadcasters will greatly improve the way they put on advertising in a more subtle, attractive, and respectable way. To do so is in their interest, as well as in the interest of the advertiser upon whom they must rely for the support of the art. Good judgment must be used. We are the interest of the public who listen, should be applied by all licensees of broadcasting stations. Since under our system the radio is supported by advertising, we should not object to the advertising, but to any bad or revolting method by which it is done. The broadcasters can improve the method, and naturally should do so in their own behalf as well as in behalf of the public.

MAJ. GEN. C. Mck. SALTZMAN
Chairman, Federal Radio Commission

THERE is every reason to believe that a majority of the countries of Europe will endeavor at the next International Radio Conference to be held in Madrid next fall to have the present 500-1500 kilocycle broadcast band widened in order that more frequencies will be available for Europe. The United States is making a bigger (as well as a better) use of these frequencies and is accommodating more stations on them than all the combined countries of Europe. Therefore, it is likely that more frequencies in the United States than in Europe. If additional frequencies are made available for broadcasting without increasing the number of stations, it will afford great relief to many regional and local stations, giving each a larger service area, eliminating interference now experienced, and giving these stations the opportunity of delivering audiences in the homes of their listeners. As the importance of broadcasting grows in the United States, it is inevitable that there must be additional frequencies.

DAVID SARNOFF
President, Radio Corporation of America

EACH year since 1920 has witnessed improvement in the scope and service of radio broadcasting. We have now reached a point, as evidenced by the recent broadcast tribute to Marconi, where virtually the entire world may listen to a program distributed universally, available to any nation which possesses modern receiving apparatus. New opportunities open for 1932. Radio has become an indispensable means by which the people retain touch with their government in Washington. In the presidential campaign of 1932, it will play its most vital part. New services will be added; new avenues of technical advancement will be explored. Radio as a means of education, for the education, information and entertainment of the people as a whole. Its growth has resulted from its dedication to the public interest. Its future service will be broadened or limited in accordance with its continued fidelity to that ideal.

HARRY SHAW
President, National Ass'n of Broadcasters

NEW AND IMPORTANT economic and political problems will confront the broadcasters during 1932.

The wise broadcaster will take great pains to familiarize himself with the market served by his station and adjust his operating conditions accordingly. Advertisers and agencies are now demanding that broadcasters make available to them market data which is as accurate as that required from other advertising media. The day when small stations in Iowa can sell New Zealand as a part of its service area is past. Broadcasters must have more careful study to the general public as it affects their business. No business is conducted more at the mercy of the Federal government. Until the business is stabilized, broadcasters must keep abreast all political developments and take such precautions as are necessary to protect their rights.

RAYMOND SOAT
President, National Radio Advertising, Inc.

RADIO broadcast ing, in its commercial sense, should reach full crystallization during 1932. Any outlet that offers a maximum circulation of the nation's families can hardly be called "supplementary." The term "primary" to fix radio as a primary advertising medium is new status has two significant implications: (1) sectional usage of radio broadcasting will achieve a marked increase; and (2) the coming campaign of the advertising copy which is a necessary part of a commercial radio program. The advertising copy usage at present is characterized by a limited number of awkward efforts that are not in harmony with public acceptance, and the emphasis of these mistakes will not exist long.

W. D. L. STARBUCK
Federal Radio Commissioner

DURING the coming year I expect that advertisers, both large and small will appreciate the value of pleasant and attractive advertising as a part of its element of good taste. The broadcasting public is a trast with a forced understanding. There has been rapid progress made in the solution of technical problems and I expect that the solution of program problems will show a like progress. The troubles of the broadcasters are our troubles. The proper regulation requires time and patience and a mutual understanding.

E. O. SYKES
Federal Radio Commissioner

VIEWING broadcasting both as an art and industry, it seems to me that its prosperity has been exceedingly bright for 1932. As an art, we can look back over the five years since the Radio Commission was formed and see a decided improvement in programs both as to their character and rendition. While we are still getting some complaints of technical problems, I think that phase is constantly improving too over what it was a few years ago, although the criticism today seems to be as the result of the improvement in transmitter technique constantly being effected. As an economic entity, I believe the public as a whole is more satisfied with the improved broadcast advertising and I predict an increase rather than a diminution of radio for that purpose.

January 1, 1932 • BROADCASTING
FROM the twin viewpoints of art and industry, it would appear that radio will see broadcasting on the threshold of a new era. As an art, it is certain that there will be many new unusual and interesting developments. The Chicago division of the National Broadcasting Company is at present producing one-third of all the programs passed over our networks and our plans look forward to broadcast features that will be of greater appeal to the radio audience than the program presented before.

The technique of radio programs has been incubating during the past five years with amazing rapidity. Two of the changes that have been noted are: First, international broadcasts; second, the switch-over from the use of radio programs of unknown and mediocre entertainers to the employment of the greatest names in the world of art, science, and literature. As an industry, broadcasting has been recognized by American business as the front line in the fight against the world's worst business lull. In its position as the "shock troops," it has demonstrated most thoroughgoing efficiency as one of the major forces in the promotion and development of good will and sales for advertisers.

JEFFERSON B. WEBB
Manager, WWJ, Detroit
RADIO'S future in 1932 is up to the broadcasters themselves. We who operate radio stations have been entrusted with a great responsibility—a responsibility we must not abuse. If we keep the air clean and our progress free of that charade which, in the past, has been radio much richly-deserved criticism, radio cannot but prosper whether it be 1932 or any other year. If we broadcasters do that, radio will gain and hold the confidence and support of the listeners. As we have been hearing all through the year that "in 1932 all things are to be better." This note of optimism augurs well for business in general. Let's hope, for the sake of the public and the broadcasting stations, that radio will be so conducted as to profit by this inevitable upturn. It is a great opportunity and we must not fail. Let's make 1932 a better year.

LEWIS ALLEN WEAVER
Southern California Manager, Don Lee Broadcasting System

BROADCASTING has developed a technique in its artistic production that is so sympathetic and attuned to public taste that any previous entertainment effort, bold, more automatic and severe than obtains under any other circumstances. Consequently, broadcasters recognize the necessity for catering to the human desire for entertainment, realizing that only such sheer merit can the continued attention of the audience be maintained. This recognition is reflected in the steadily improving standard of broadcasts, which promise a new peak during 1932.

As an industry, broadcasting has so definitely established itself as an economical and resultful advertising medium that its place in the sun of advertising has no longer be questioned. If the trends of the last 18 months are maintained, 1932 will witness the greatest expenditure of radio advertising that has ever been expended in any medium of equal popularity.

While those having to do with the business of broadcasting are conscious of a constant necessity for striving toward new goals and ideals, they face 1932 with a firm faith and conviction that their efforts in this direction will be amply rewarded.

FREDERICK WILLIAM WILE
Political Analyst, CBS

THE YEAR 1932 is destined to reveal radio at the zenith of its popularity and usefulness as an art and an industry. From the standpoint of a political analyst, it conjures up opportunities unparalleled since the American people became familiar with the magic of the wireless, winning with the Geneva Disarmament Conference in February, which I shall be privileged to broadcast. Continuing, and henceforward into the critical American presidential campaign, the wave lengths will be heaped with events of vital interest to every man, woman and child in the United States and in the world.

Shuler on KNX

REV. BOB SHULER, militant pastor of Trinity Methodist Church, South, Los Angeles, whose station, KGFV, was silenced by the Federal Radio Commission, started a series of talks over KNX, Hollywood, on Dec. 15. He made a plea for money and baskets for the poor.

Immediately afterward he made arrangements to use KNX each Tuesday and Thursday at 11 a.m. (PST) for 15-minute broadcasts relative to his candidacy for the Senate. He now is endeavoring to get KGFV reinstated by an appeal to the Supreme Court on the free speech issue.

Forum Switches

NATIONAL RADIO FORUM, arranged by the Washington Star, with Managing Editor Oliver Owen, Kuhn as master of ceremonies, will switch to NBC Jan. 18, to be continued as a weekly sustaining program featuring talks and reviews with national notables. The program will be heard 10 to 10:30 p.m., EST, every Monday night. It has been featured on CBS.

Opera on the Air

COMpletely successful was the first broadcast of a full-length opera on Christmas afternoon: namely, Humperdinck's "Hansel and Gretel." From the Metropolitan Opera House over the coast-to-coast NBC network. Short wave transmitters carried the opera to Japan and other Oriental countries. A box in the grand tier was converted into an observation booth, from which Deems Taylor described the action and engineers controlled the smaller microphones hidden in the footlights. So universal was the appreciation of the experiment that another opera, "La Boheme" went on the air the following day and "The Magic Flute" for New Year's Day. Metropolitan will be continued through the season as a sustaining feature.

Newspaper Affiliations

RECENT new newspaper affiliates of broadcasting stations are the (Hartford) Courant which carries news flashes over WMBD, Peoria, and the Joliet (III.) Spectator, sponsoring a daily news flash over WKBW, Joliet. These are addenda to the list of newspaper-owned and affiliated (corporate and news) radio stations published in Broadcasting Nov. 15. To that list also should be added WORC, Worcester, affiliated (news) with the Boston Herald and Boston Record and WBOY, Terre Haute, affiliated (news) with the Terre Haute Tribune.

CBS Adds Three

THREE stations were added to the CBS network during December, bringing the total to 90 as the new year opens. The three additions are WMBD, Peoria, Ill.; WODX, Mobile, and WSFA, Montgomery.

Both NBC and CBS are making preparations for complete coverage of the major events of the 1932 Olympic Games, the winter sports of Lake Placid, N. Y., Feb. 4 to 13, and the summer events in Los Angeles in July.

Rosenthal's Deal Delays Fee Fixin' In Copyright Issu

LICENSES Good Till March But Plan To Go Forward

THE DEATH of Julius C. Rosenthal, general manager of the American Society of Composers, Authors and Publishers, will not brok the plans of the Society to lev new broadcast license copyrig fees, according to Gene Buch, presiden.

Existing licenses which are ex piring, however, are being co tinued and the Society will not ract March 1, rather than until Feb. It appears that the passing of M Rosenthal will delay the work out of new schedules beyond Feb. 1. He date originally had fixe No announcement has been ma by the Society as to when the new schedule, upon which fees will be based, actually will be formulate. Assurance have been given, however, that the organized broad casters will be consulted before definite steps are taken.

The National Association Broadcaters, it was stat Philip G. Locks, managing dire tor, has not received notice from the Society for a conference on the copyright problem. The spec committee of the NA appointed last year, has been car ried over. It comprises Henry WCCO, Minneapolis Frank M. Russell, NBC vice pres ident; William S. Hedges, WMJ, ter; Walter J. Dam TWMJ, Milwaukee. This Commi tees will be called into session wi the Society again as soon as noti is received.

Mr. Rosenthal died at his hom in New York City on Dec. 13 af an illness of three weeks. He was 47 years old and had been genera manager of the Society since cretion 16 years ago. He led it in the fights for the protection of per performing rights and intelligible works. Born in Elmira N. Y., he was graduated from Cor nell University at the age of 13 and from New York Law School at 21. He is survived by his widow a son, two daughters, his mother three brothers and four sisters.
Small Stations for Percentage Music Fee

By A. S. CLARKE
Director of WBTM, Danville, Va.

Strong Organization Called Need of Regionals and Locals; Prosperity of Industry Denied, Networks Blamed

IN THE DECEMBER 16th issue of this publication there appeared an account of my efforts to sound out the real and regional broadcasters with reference to their choice of a yardstick for the gaging of entries by the American Society of Composers, Authors and Publishers. My sincerity has been questioned by some and the wisdom of the move discussed by many, all of which is a matter of no particular concern to me.

Heralded in some quarters as a move designed to split the industry, it was in fact nothing of the kind; and, if the facts brought to light by the canvass and the deductions therefrom are intelligent. As a result it can be said the reasoning point of a really united industry capable of meeting and overcoming the difficulties that unmerit necessity face us and all face us in increasing numbers in the future.

The questionnaire was intentionally designed to arouse sufficient interest to get an opinion from a portion of the industry pretofore notoriously apathetic. The canvass has done nothing, it has aroused the small stations and made the Society and the National Association of Broadcasters, "small stations' conscience.

The details of the questionnaire familiar to most readers of this publication so nothing further will be said of that. The purpose of this article is not to argue the relative merits of the proposed yardstick, but to report the results of the survey.

At the time of this writing, 12 yrs after the mailing of the letter, 730 replies had been received, 40 of which expressed definite views. The rest were from non-commercial stations or NAB members who, as all good Tammany witnesses, excused a commendable loyalty and refused to commit themselves.

Fifty-seven per cent of the replies were from locals, 23 per cent from regionals; 24 per cent of those answering were NAB members, divided as follows: 18 per cent locals and 30 per cent regionals.

Gross Rate Favored

THE LOCAL classification, 92 per cent of the stations favor a percentage of gross’ yardstick. Gross time sales are, exclusive of tallies and direct sales of some small stations, a card yardstick, and 8 per cent favor some pet plan of their own. The regional classification 70 per cent favor a percentage of gross, 11 per cent favor a card rate yardstick and 19 per cent have no pet plan.

The average percentage agreed as fair and equitable by the locals was 2.5 per cent of the gross times sales revenue of the stations.

In the case of regionals, the average is 4.2 per cent of the gross. The virtual unanimity of the stations on this point was unusual. This average was obtained by adding up all the suggested percentages together and dividing this total by the number of stations expressing a preference for the plan.

The poll so far represents a section of the industry which has no organized voice. This is due to the fact that so many to the NAB as to the stations themselves, and they are beginning to realize it. Now the question is whether or not the NAB, if it wants to eventually take these stations into the fold, can ignore their expressed desires in this matter when attempting to get together with the Society on a reasonable and equitable basis for fee fixing. If it does ignore these stations, hope for a really representative and powerful organization will suffer a decided setback. NAB has the opportunity at this time of taking a real step forward.

The supplementary comments obtained in the replies to the questionnaire have led to the conclusions set forth below. And let me say right here, that I deem this information more important than any table of percentages could ever be. They are matters which concern everyone really interested in the future of this business of broadcasting.

Present Laws Futile

THE FIRST of these conclusions is this: Broadcasters realize and respect the rights of the copyright owners. They are, however, deeply resentful of the arbitrary, unfair, unequal, unjustifiable, and discriminatory method adopted by the Society in determining rates. The most interesting thing about the whole proposition is the recognition by the industry of the appraoch to the need.

Under existing laws nothing can be done. In the proper recognition and evaluation of this fact lies the hope for overbreathing the field for the industry, as far as copyrights are concerned.

The small-station owners are being made during this canvass I know one big strong organization, representing a real majority and a cross-section of the industry—an organization adequately financed, aggressive and powerful enough to meet and overcome the attacks which are sure to come from many sources. There are a surprising number of stations outside the NAB who would like to join and which do so if properly contacted. There are many conservative, level headed owners of regionals and locals who feel that the NAB and its board are now constituted does not give a proper recognition to the small stations. Let me reiterate that I do not criticize NAB for this condition. It is due to the apathy of the stations themselves, a condition that I believe in turn is due to lack of contact with NAB and lack of knowledge concerning the aims and actions of the association. As a result of contacts made during this canvass I know of at least two stations added to NAB membership.

ANNOUNCEMENT in the previous issue of Broadcasting that broadcasters were being circulated with a questionnaire asking whether they favored the percentage, card rate or some other basis for fixing copyright fees, has aroused such interest that the proponent has written this article to explain his purpose in conducting the poll as well as to reveal some of the results. One of these, he reports, is that the small broadcasters are awakening to the need of concerted action.

There has never been a time when a united industry was needed more than at present. And right now there is a chance to hold together the various elements in the industry. There's nothing like a fight and a time of trouble to make men stick together. What NAB needs more than anything else is one or more good contact men in the field, selling the NAB and its program of cooperation, calling state and sectional meetings and dispelling some of the misgivings that prevent small stations from seeing eye to eye with the others. Personal contact alone can do this. Such contacts, if broadcasting was, would pass through increased membership resulting from their activities. If the NAB would do this, and then give regionals and locals proper representation on the board and various committees, it would have the content that is needed and the lets mean something and that truly represents the industry in all its classes.

Prosperity is Myth

ANOTHER very important fact brought out in this canvass was thinking little of the industry which we hear about simply does not exist. Many, many very frank letters were received on one point of the questionnaire. The depression has hit Mr. Broadcaster just as much if not more than it has the Average Business Man. The local and regional unit is dependent upon Mr. Average Business Man for his revenue. And, since broadcasting was the last thing added to his budget, it usually becomes the first thing lopped off. This whole idea of the industry's prosperity is based upon the wide dissemination of ill-advised publicity which has never been true.

Just how much of this revenue trickles down the line to associated stations you all know. On top of the one thing to the next thing added to this, which comes from the advertising business, the profits. Just how much of this revenue trickles down the line to associated stations you all know. On top of the one thing to the next thing added to this, which comes from the advertising business, the profits. Just how much of this revenue trickles down the line to associated stations you all know. On top of the one thing to the next thing added to this, which comes from the advertising business, the profits.

Outside a few key stations in select territories, mighty few broadcasters will see anything but real ink this year. The smaller locals and regionals in those select territories are bearing a burden all out of proportion to the income and profit possibilities in their area. They hope to be able to continue the burden already borne and are making a fight of it. I still insist that this can best be done by the adoption of a percentage basis of license fees. It is the only common denominator.
Warning Issued on Blatant Advertising

Commission Proposes Self-Regulation to Stave Off Congressional Action, Upholds American System

VOLUNTARY elimination of excessive commercialism to "proper legislation" limiting advertising on the air was recommended by the Federal Radio Commission. The recommendation contained yet firm warning to broadcasters regarding advertising.

In its first formal pronouncement on the subject, the Commission made public a statement in which it commended to the attention of the broadcasting industry the code of ethics of the National Association of Broadcasters, adopted three years ago, as an "aid and guide in the matter." Advising each station to give its "most serious consideration" to the code, the Commission stated it "will be fair and just to the broadcaster and to the listener and that it is an avenue by which the industry can regulate itself."

In its statement, adopted by unanimous vote but only after lengthy deliberation, the Commission voiced its confidence in the American system of broadcasting as opposed to the European. Asserting that the various broadcasting programs under the American system arises out of the kind of advocating that is allowed to be made a part of them, the Commission used such terms as "false, deceptive or exaggerated" and "offensive" in describing certain types of program advertising.

"The good will of the listener is the station's only asset, and therefore, this good will should rest with the licensees of stations," said the statement. "The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections. If they decline the opportunity, or sabotage it, the matter should be treated with proper legislation."

Congress Spurs Action

BEFORE adopting the statement the Commission considered a number of suggestions for more stringent action on advertising. Coalition provisions of the Radio Act and other questions of law and policy, however, should first be rest assured with the licensees of stations, said the statement. "The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections. If they decline the opportunity, or sabotage it, the matter should be treated with proper legislation."

CODE OF ETHICS

National Association of Broadcasters

1. Recognizing that the radio audience includes persons of all ages and all types of social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the broadcaster, the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the air.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid material.

Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right to do so.

7. Where charges of violation of any article of the Code of Ethics of the National Association of Broadcasters are filed with the managing director, the Board of Directors shall investigate such charges and notify the station of its findings.

"Adopted March 25, 1929, and commended to attention of all broadcasters in a statement by Federal Radio Commission."

Rehearing Denied

THE PETITION of CBS, seeking a rehearing on its proposed synchronized program of "Christmas Ballyhoo," was denied by the Federal Radio Commission.

"The principal objection to programs under our system arises out of the kind of advertising that is allowed to be made on the air."

"The Commission recognizes that the industry is young, that many policies must grow out of experience, and that some systems today are making efforts constantly to raise the standards of broadcasting, that most of these efforts are made by a few stations. There is not a single station that can escape responsibility. A heavy responsibility rests upon all chain companies."

"Today, approximately 550 persons, firms or companies hold licenses which give them the right to use the air to its maximum capacity for radio broadcasting purposes. There are 123,000,000 people dependent upon these few persons for their radio entertainment. Their rights in this new art cannot be denied. And if their share of this form of entertainment can be received only at the expense of advertising statements or claims which are false, deceptive or exaggerated, or at the expense of programs which contain matter which would be commonly regarded as offensive to persons of recognized types of political, social and religious belief, then they are justified in demanding a change in the system."

Industry to Wage Fight On Proposed Sales Tax Of 5 Per Cent on Radio Ads

VIGOROUS opposition to the special sales tax of 5 per cent on radio advertisements recommended to Congress by the Treasury will be waged by the radio industry as "discriminatory and unfair," according to an announcement by the Radio Manufacturers Association, which has joined with five other business organizations combating the Treasury's "luxury" tax proposals.

Following a meeting in New York Dec. 14, the Receiving Set Committee of the R.M.A. announced the industry would favor a general sales tax of a small fraction of one percent on all manufactured products but "vigorously objects to and will oppose the proposed special sales tax of five percent on radio ads." Radio, it said, cannot be fairly classified as a luxury, semi-luxury or non-essential.

A general small sales tax on manufactured goods would produce much greater revenue than the proposed 5 per cent sales tax on radio and a few other selected commodities the Treasury is proposing. "The greatly reduced radio sales in 1931, it added, the Government's return from the proposed special radio sales tax "would be less than one-third of one percent of the estimated federal deficit for the 1932 fiscal year of $2,125,000,000."

Public Will Suffer

"The radio industry is in no condition to bear increased tax burdens which are special and not general," the committee stated.

"A tax of this sort, therefore, becomes one which will be borne directly by the buying public as it cannot be absorbed by the industry." In support of the argument that radio cannot be classified as a non-essential, the committee said that during the past depression radio furnished low cost entertainment to the entire family, education in the home, in its scientific and religious aid to those in despair.

"Like the daily newspaper," the report adds, "radio is a daily means of communication to millions of people. Its cost has been brought so low that its use is universal, and we oppose a special tax on this great service to the millions of the radio public."

"Public opinion registration of the R.M.A. is supported by the Radio Manufacturers Association, the National Federation of Radio Associations, including dealers and jobbers, and the National Association of Broadcasters. The industry, the committee said, feels confident that its "reasons for objection to the unfair and discriminatory tax on radio ads" will appeal to the fairness and sound judgment of Congress, the radio industry, and the American people who are to be fair to the Government and will ask that the Government be fair to radio." The Treasury proposals do not contemplate a tax on the 15,000,000 or more sets now in use in American homes."

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BROADCASTING • January 1, 1932
successful NBC Tests and More Receptive Attitude of Body Indicate Important Debates Will Soon Go on the Air

FOR THE FIRST TIME since the advent of broadcasting, legislators on Capitol Hill are sympathetic to Senator Dill’s repeated proposal that significant Senate proceedings be broadcast for the benefit of the American public. As a consequence the radio interests are conducting tests with concealed but sensitive microphones with the view of presenting a plan to the Committee on Rules. Senator Dill expects a hearing to be held shortly after Congress reconvenes following the Christmas recess. This radio-minded Washington legislator explains why he believes the nation is entitled to listen in on sessions of the Senate. He urges speed so that no other country will beat the United States to the idea.

The time has come to broadcast important Senate debates and proceedings. The first necessary step for this purpose is to provide the Senate with microphones and other equipment to make broadcasting possible. I have repeatedly introduced a solution providing for equipment the Senate for radio broadcasting may be attached, and also to install microphones, control switchboards, and all other apparatus necessary for connection of microphones with any broadcasting station or for the purpose of broadcasting speeches, debates, or proceedings of the Senate as may be decided by the Senate. They were ready to broadcast the Senate chamber with the proper electrical connections and equipment for the maintenance and operation of the same is hereby authorized to be paid out of the contingent fund of the Senate.

The Committee on Rules of the Senate is hereby authorized to make arrangements for the broadcasting of such proceedings of the Senate as the committee may determine to be the most important. They were not only complete but were amazingly successful.

William Chew, NBC field engineer, with new type parabolic microphone proposed for use in broadcasting proceedings of U. S. Senate. Four to six of these microphones, hidden from view behind panels, would be used. Recent tests in the Senate chamber demonstrated their complete practicability.

There is a growing sentiment for such a proposal and such sentiment is much stronger in the Senate than it was a few years ago.

When such a resolution was introduced a few years ago members asked whether or not I was trying to get some advertising by its introduction. They refused to take it seriously. Two months after the resolution was introduced, many Senators who had formerly looked upon it as impracticable and opposed to the dignity of the Senate declared they favored it. Now a much larger number are favoring it and good Senators who refuse to commit themselves agree that it will inevitably come.

Favored by Public

Those in charge of both national broadcasting chains have stated that they were ready to broadcast Senate debates at any time proposed. Universities in colleges and high schools favor it, and a large number of private citizens are urging it. It would afford opportunity for the people to hear Senate debates following the Christmas recess. It would prove a view to maintaining the beauty and present architectural designs of the Senate chamber.

On occasions such as the closing debate on the moratorium, or on a tariff bill, a farm bill, or other measure of great importance to the people, when a vote is set at a certain time in the afternoon, the debate becomes most interesting and extremely informative. It is often unanimously agreed in the Senate that debate on a certain measure shall close at a certain hour, such as 4 p. m., and that after 2 p. m. no Senator shall speak more than once, or longer than 15 minutes. Such a debate would hold the attention of millions of listeners and would permit them to hear the Senate at its best.

Radio station owners in the United States have developed the most remarkable variations in radio programs, and their initiative and cooperation have made possible the largest radio audience listening to a single program ever known to the world. Senate debates should be an excellent radio feature, because no other great legislative body on earth permits its debates or proceedings to be broadcast. Despite these efforts, in other countries to bring about such broadcasts, I am hopeful the United States Senate will be the first to put its proceedings on the air.
Radio Division Transfer Bill Reported As Congress Recesses

Nineteen Radio Measures Introduced Embracing Lotteries, Copyright and Investigations

CONGRESS adjourned for Christ- mas holidays recess with 19 bills directly or indirectly affecting radio in the hopper. Thirteen were introduced by the Senate and 2 by the House, and all of them were referred to the proper committees. Hearings have not been held on any committees having radio bills in charge, but it is expected that several will be scheduled soon after Congress reconvenes.

Only one of the radio bills (S. 1037) has thus far been reported out of committee. It is the bill introduced by Senator Dill (D) of Washington, co-author of the Radio Act of 1927. It proposes the transfer of the Radio Division of the Department of Commerce to the Federal Radio Commission. The bill, which is the same one that passed the Senate last session but was never reported out of the House, is now being considered by the Senate Commerce Committee. The report was adopted, with a recess made Dec. 21.

A "movie in the air" into broadcasting is planned by Chairman Elin W. Davis, (D), Tenn., of the House Committee on Merchant Marine and Fisheries, and the House reconvenes Jan. 4. Mr. Davis said the Committee desires to give consideration to a "movie in the air" to the detriment of lesser interests, proposals for the allocation of facilities to education, agriculture and other special interests; and the curbing of advertising which makes some programs "offensive."

Woul Broadcast Senate

SENATE DILL has also introduced three other radio bills. One, on which he expects hearings to be held, is S. Res. 71, for the re-equipment of the Senate chamber for broadcasting. Another is S. Res. 58 for investigation of the stock company of the Radio-Keith-Orpheum Corp., and the 4th is S. 1866 "relating to suits for infringement of patents where the patentee is violating the anti-trust laws."

Senator Couzens (R) of Michigan has not yet reintroduced his bill for the creation of a commission on Communications, but may do so after the recess. As Chairman of the Interstate Commerce Commit- tee, he has before him a bill (S. 4) by Senator Fess (R) of Ohio providing for the allocation of 15 per cent of all broadcast channels to education; S. 481, by Senator White (R) of Maine, providing for miscellaneous changes in the radio laws; S. 758, by Senator Hoyt (R) of Oregon, prohibiting lotteries and schemes of chance on the radio, S. 1225, by Senator Mendenhall (R) of Alaska, prohibiting the use of broadcasting equipment, and S. 1566, by Senator Stimson (R) of Idaho, prohibiting the use of broadcasting equipment, and S. 1566, by Senator Stimson (R) of Idaho, prohibiting the use of broadcasting equipment.

Status of Radio Legislation

THE FOLLOWING tabulation shows the committees to which the bills and resolutions now pending in Congress have been referred and their status to date:

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<tr>
<th>STATUS OF BILL</th>
<th>COMMITTEE</th>
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<tr>
<td>S. 175 — Hebert copyright bill 1035-Tydings copyright bill</td>
<td>S. 1866-Dill patent bill</td>
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<td>S. 139 — Vestal copyright bill</td>
<td>S. 135 — Fest censorship bill</td>
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<td>H.R. 256 — Merchanhine Act, 1927</td>
<td>H.R. 256 — Prohibiting radio lotteries</td>
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<tr>
<td>H.R. 410 — French radio lottery</td>
<td>H.R. 6009 — Sirovich to transfer Radio Commission to Department of Commerce</td>
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<td>H.R. 412 — Howe bill to amend I.C.C. Act, known as &quot;common carrier.&quot;</td>
<td>H.R. 412 — Howe bill to amend I.C.C. Act, known as &quot;common carrier.&quot;</td>
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Form New Group

CENTRAL Michigan Broadcasters, Inc., with offices at 2842 W. Grand Blvd., Detroit, has been formed for combining the interests of broadcasting advertisers and merchants in the Detroit area. A group of organizations, WJBR, Highland Park, WLL, Battle Creek; WIBM, Jackson, and WFEP, Flint.
Follow-up System Aids Household Feature

By PAUL W. MORENCY
General Manager, WTIC, Hartford

Success of "The Mixing Bowl" on WTIC Traced to Novelty Of Model Kitchen, Printing of Menus, Able Director

A YEAR'S experiment with a novel departure in the field of domestic science has culminated in success for WTIC, Hartford.

The first year of its household service feature, "The Mixing Bowl," has demonstrated that it is possible for the individual station, by means of systematic planning, to build up an audience of housekeepers with a permanent and cooperative interest. The effectiveness of the program is due to the utilization of several unusual methods of attracting a consistently large and enthusiastic following, a goal which the WTIC broadcasters are convinced is unattainable in housekeeping features that are tossed blindly upon the ether waves.

Believing that a steady, loyal clientele could not be established solely by the transmission of programs on the air, WTIC worked out a follow-up system which includes the monthly distribution among "Mixing Bowl" fans of printed menus, recipes and household hints; periodic public demonstrations to which the audience is invited; and a standing invitation to visit the model "Mixing Bowl" kitchen. Each of these follow-up services provides advantages to the sponsor which would not be available to him if the feature were limited to broadcasting alone.

The first step taken in organizing the program was the construction of the model experimental kitchen. The culinary laboratory is the hub about which the whole scheme revolves. It is a clearing house for housekeeping ideas, where every recipe and household hint given out over the air is thoroughly tested and then passed on to the audience. It is also much an integral part of the WTIC layout as the orchestral studios, and because of its immediate proximity to the studios, it can truly be said that the director of "The Mixing Bowl" steps from cooking range to microphone in order to give first-hand, authoritative counsel to her audience. Unlike the cartoonist's favorite conception of the radio physical director, that is, a fellow who puts his audience through its set-up exercises while reclining languorously on a cushioned davenport, the director of "The Mixing Bowl" actually practices what she preaches.

Director Well-Equipped

FLORRIE Bishop Bowering, director of the program, assumed the supervision of "The Mixing Bowl" following a broad experience in the realms of household economics. She was educated at Boston University, where she majored in domestic science, and served several years in executive capacities in public utility concerns throughout New England. She has conducted several cooking schools under the sponsorship of newspapers in New England and New York state, and immediately prior to becoming permanently affiliated with WTIC, she was director of the home economics division of Landers, Frary and Clark of New Britain, Conn., manufacturers of the Universal electric appliances. In the interest of this firm she conducted a series of broadcasts from WTIC, establishing an enviable following in New England. Her drawing power

10 o'clock. The continuities are attractive, opening with a spirited fanfare of trumpets by the three "Musical Chefs," and permeated with slyly musical fare served by a string orchestra. Most of the material broadcast is the work of Miss Bowering, whose radio personality is distinctive and pleasant. Some of the material, however, is submitted by members of the audience, and this gives the programs

qualities of the foodstuffs exploited in the programs, are made apparent to the visitors as Miss Bowering demonstrates their uses. During the summer, several groups of summer school students, notable a class of 27 young women taking a domestic science course at Columbia University, were entertained in the kitchen.

Further, Frary and Clark have been aligned with the program since its inception, and they contracted for another full year at the termination of their original one-year agreement. The list of sponsors who at this writing are participating in "The Mixing Bowl" plan demonstrates its wide scope. Besides the Universal range and the General Electric refrigerator, the roster includes the makers of Massasoit Coffee, Star-Rite Magic Maid, Land O'Lakes Butter, Virginia Dare Extracts and Mirabel Preserves.

The experience of the Fitzgerald Manufacturing Company of Torrington, Conn., in its alliance with "The Mixing Bowl," provides a convincing demonstration of the effectiveness of the program. This company, which manufactures the Star-Rite Magic Maid electric mixer (Continued on page 325)
Announcement from WCFL operatin... of the year, New Year’s Eve. This affec... of years permit commercial phonograph records to be broadcast. Several broadcasters, with the exception of the Chicago Broadcasting Co., is now affected by the strike of Chicago Federation of Labor. Stations have announced they will fight through to end and are preparing to carry on programs with their own personnel. The NBC announces that it will feed member stations on New Year’s Eve with orchestra music from other cities, and that it will not use an injunction restraining Petrillo from interfering with these outside bands.

Stations United
FOR THK first time in a number of years—in which they have received and for the most part accepted one union ultimatum after another—many of the broadcasting stations have united to oppose the demands of Petrillo. As a result the union officials are faced with the first real test of their proposition they have encountered and the broadcasters, firm in their stand, are waiting expectantly either for a fight, a compromise, or their first victory in dealings with the musicians’ organization.

ANOTHER radio survey designed “to take the guesswork out of radio as it affects advertisers” has been completed, this one by N. W. Ayer & Son, Inc., finds several peculiarity among stations that will be of interest to advertisers.

The survey was conducted by means of questionnaires which went to every county in the United States, including the Philippine Islands, 2,500 or more inhabitants, and to many smaller communities. Stations themselves were also circu... music. Many newspapers use... are other advertisers, drugstores, country stores, ag... to me to the research... of American radio audience from the number of conditional licenses, the Commission states, inability on the part of stations to agree “compels the Commission to refuse for hearing the case.” To avoid this seeming waste of time, the Commission states that it has experimental orders. In case of the station which is the authority to do so, the Commission will permit the station to carry its experiment on the condition that the station has the authority to do so, and that the station will not be permitted to continue to carry on the experiment until the conclusion of the court proceedings. The Commission, however, has ordered the station to cease and desist from carrying on the experiment until the conclusion of the court proceedings.

Two More Stations Ordered Del... of the total number of broadcasts which have been reported by the Federal Radio Commission. In the case of WOQ, the station has been granted a renewal of its license, while in the case of WKBW, the station has been ordered to cease and desist from operating. In both cases, the Commission has made clear that it intends to enforce its orders and that it will not tolerate any further violations of its rules. The Commission has also ordered WOI to cease and desist from operating on 1040 kc. with 1 kw., and limited time, effective immediately. No need was found for the service rendered by the station. The Commission also ordered WMAK to cease and desist from operating on 1300 kc. with 1 kw., and limited time, effective immediately. No need was found for the service rendered by the station. The Commission also ordered WMAK to cease and desist from operating on 1300 kc. with 1 kw., and limited time, effective immediately. No need was found for the service rendered by the station. The Commission also ordered WMAK to cease and desist from operating on 1300 kc. with 1 kw., and limited time, effective immediately. No need was found for the service rendered by the station.

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Radio Law is Written by Court
As Three Appeals Are Denied

Validity of Quota Rules and Davis Amendment Upheld in Cases Filed by WPTF and KECA

HOLDING the validity of the quota regulations (General Orders 92 and 102) and also the constitutional
viability of the Davis Amendment, the Court of Appeals of the
District of Columbia affirmed a decision by the Federal
Radio Commission and adopted the latter's construction
that the Davis Amendment is not arbitrary or capricious,
said the court in the WPTF opinion.

"The number of radio stations already operating in the
field is so great that a faithful com-
pliance with the restrictive regula-
tions relating to the establishment
of new stations or the increase of
the power of existing ones, is neces-
sary to avoid confusion. At
times this may seem harsh,
but it is conducive
to public interest, convenience, and
necessity, when the broadcasting
system of the country is considered
an entirety,"

WPTF, operated by the Durham
Life Insurance Co., the court re-
cited, operates daytime on 680 kc.
with 1 kw. It sought an increase
to 5 kw and asked for a construc-
tion permit to install new equip-
ment in the station to meet the demands. The
Commission moved that the appeal
subsequently be taken under
its power to modify an existing station
license.

Effect on Power Cases

"IT DOES not seek a change of
name, ownership, frequency, time
of operation, or substantial change
of location, the court said in the
WPTF case.

"It seeks only an increase of
power, with permission to
install transmitting equipment
necessary for that purpose. Orders
of the Commission denying such
applications are made appealable
by both statutes above cited." The

Political Talks Via Disks

Radio-Minded Kansas Legislators Thus Keep in Touch
With Constituents While in Washington

MARKING a new departure in
political steward-
ship likely to spread far afield are
weekly disk talks
Senator Capper
and McGe
ing. The
Congressional
ranks, two
radio-tele-
vised legisla-
tors from Kansas
in the Senate,
are keeping their
home fires
burning by
remote con-

Washington, via the wax disk.

Home-recording radio is the
instrument providing new political
contacts with their constituents.

Capper, Republican of Kansas,
himself owner of
WIBW, Topeka,

and Representa-
tive Harold McGugin, Republican,
of Coffeyville.
Both legislators are making
radio-transcriptions
weekly on current
events and proceedings in
official Washington
of interest to their constituents.

Senator Capper's transcriptions
are broadcast over his own
station. The first went on the
air two weeks ago. Representative
McGugin makes his weekly
speaches via disks

KGGF, in his home town of Coffey-
ville, and KWCD, Shreveport, La.
H. J. Powell, part owner of
KGGF, and W. K. Henderson, owner
of KWCD, both are making the
Congressman's transcription
regular features.

Senator Capper had been making
talks personally over WIBW
each Tuesday during the Congress-
sional recess. By the tran-
scription method it is possible
to continue the series while he is in

Washington.

Representative McGugin
explained that he uses an ordinary
RCA home-recording radio com-

bination in making these records.
The instrument, which makes
records of both 33 1/3 and
78 r.p.m. Using the former, he
explained that a 15-minute speech

..k
can be recorded on the two sides
of a single disk.

The records for both Senator
Capper and Representative
McGugin are made at the
apartment
of
a

Washington
...k.

Saturday afternoon. They are
immediately played back for
checking purposes, and, if the
recording is satisfactory, they are
dropped at once to the stations.

Representative
McGugin, who is serving his first
term, conceived the idea while cam-
paigning in his
home state. He

began the
transcript
series
when Congress con-

vened last month.

Robert D. Heiln
of
Washington,
...k.

well-known radio
syndicate writer,

had this to say about
one of the

new idea:

"One of the big problems for
Representatives and Senators,
we necessarily must spend most of
their time in Washington, is to
keep their political friends back
while they are away. No matter how
brillian a record they may make in
living up to it, they write letters
frequently and send plenty of
seeds, or whatever pamphlets or
speakers they have available."

...k.

(Cocontinued on page 36)

January 1, 1932 • BROADCASTING

Page 17

WTMJ Withdraws
RCA, High Power
Appeals Suddenly

Commission Amends
Decision On Power of WFLA-WSUN

The case which involved the
validity of the more than 1,400 radio
station licenses held by subsidi-
dies of the Columbia Broadcasting
System, the Federal Radio
Commission of last June, removing
for WTMJ the danger of losing
its broadcasting license by con-
frontation of the anti-monopoly pro-
visions of the Radio Act, now
stands unquestioned in the courts.

With a new management, includ-
ing WTMJ's manager, has been
involving in future litigation, having
filed a new appeal in the case, a
mail from the Commission since 1929.

Almost simultaneously with the
Journal's article, the Commission
amended its previous decision hav-

ing to do with the services others
of WTMJ on the 620 kc frequency.

The station has been a subsidiary
of WFLA-WSUN, Clearwater,
Florida, the Commission decided
earlier, arbitrarily reducing
WFLA-WSUN's power on 620 kc.
from 1 kw. to 21 kw., day and 2 kw.
night. The DMJ was authorized
December 31 to install new equip-
ment at a new location, and to make tests with varying wattages to ascertain how much
wattage can be used without un-
duly interfering with WTMJ. Pendl-

ing further order of the Com-
mission, however, the Commission
of the District of Columbia, may
to certain acts complained of
by the Commission.

It's supplemental decision, ren-
dees WFLA-WSUN to install new
equipment at a new location, and to make tests with varying wattages to ascertain how much
wattage can be used without un-
duly interfering with WTMJ. Pend-

ing further order of the Com-
mission, however, the Commission
of the District of Columbia, may

to certain acts complained of
by the Commission.

...k.

(Basis of RCA Case

The FIRST appeal was filed by
WTMJ on July 14. It was con-
cerned December 31 to install new
equipment at a new location, and to make tests with varying wattages to ascertain how much
wattage can be used without un-
duly interfering with WTMJ. Pendl-

ing further order of the Com-
mission, however, the Commission
of the District of Columbia, may

to certain acts complained of
by the Commission.

...k.

(Cocontinued on page 36)

www.americanradiohistory.com
Radio Advertising Is Compared To Press Display Before I.C.C.

NBC and WGBB Argue Right to Reject Accounts at N. Y. Hearing; Decision Will Be Delayed

Broadcasting stations are not common carriers, and, therefore, like printed periodicals, may accept or reject advertising matter. That was the crux of the arguments advanced by NBC and WGBB, Freeport, N. Y., at the hearing in New York Dec. 14 before Examiner W. M. Chesaldine of the Interstate Commerce Commission in the effort to show that the I. C. C. does not have authority to regulate the broadcast advertising structure. (I. C. C. Docket 24738).

While the hearing was based on the complaint of the Sta-Shine Products Co., Inc., of New York, a new radio company, about which little is known, arguments were restricted to the question of jurisdiction. The complaint alleged the charging of exorbitant rates, violation of the Interstate Commerce Act and refusal of the company to pay for the time on the air to the company, which were not argued.

M. B. Aylesworth, NBC president, contended in his testimony that NBC reserved the right to accept or reject any program and "to broadcast or not to broadcast" in all cases. The complaint alleged the charging of exorbitant rates, violation of the Interstate Commerce Act and refusal of the company to pay for the time on the air to the company, which were not argued.

Since the rates were advanced by Harry H. Carmen, owner and operator of WGBB, Arthur Butchler, supervisor of radio of the Commerce Department with headquarters in New York, was called as witness for the Sta-Shine Co. Butchler gave his general opinion as to the locations of the stations involved in the case. Mr. Aylesworth and Mr. Carmen also testified as to the general nature of their businesses.

Not a Common Carrier

Questioned by Ernie Adamson, counsel for the complainant, on the leasing of telephone lines, Mr. Aylesworth said his company leased lines from the A. T. & T. to link stations subscribing to its programs. He contended that NBC does not engage in the transmission of intelligence for hire by wire or wireless nor in any other practice to the provisions of the Transportation Act of 1920.

Frederick H. Wood, special counsel for NBC, argued against the contention of Sta-Shine counsel that the NBC was not a common carrier in broadcasting. He held that point-to-point communication was something entirely different from the services given by Mr. Wood, widely experienced in rate regulation law, traced the origin of the common carrier concept and sought to show that it was not meant to apply to broadcasting, which hardly had its inception when the act was promulgated.

Mr. Wood was assisted in the presentation of the case by A. L. Ashby, vice president and general attorney for NBC.

Examiner Chesaldine explained that the hearing was concerned only with the question of jurisdiction. He said that it was decided that the Commission has jurisdiction, a second hearing will be held to decide the issues raised in the complaint.

Briefs to Be Filed

Both Sides were given 30 days in which to file briefs, after which Mr. Chesaldine will submit his report to the Commission. The examiner indicated that several months probably would elapse before his report is submitted because of the pressure of other business which takes precedence over the radio rate case.

The complaint of the Sta-Shine Company, filed last fall, for the first time raised the practical issue of I. C. C. jurisdiction over broadcasting. The Commission must decide whether the law gives it authority to regulate advertising rates, just as it fixes passenger and cargo rates of railroads and other carriers, and whether it must evaluate broadcast properties as the basis for such rates. Informally, a member of the Commission has expressed the belief that the Commission does not have jurisdiction over broadcasting and that broadcasting services are not common carriers.

Originally filed Sept. 19, but amended on two subsequent occasions, the Sta-Shine complaint alleged that the NBC and WGBB charged "exorbitant" rates for time on the air. It contended that NBC had refused to furnish facilities to it; that the two respondents had failed to file schedules of rates, as required of all "common carriers," and that the I. C. C. has jurisdiction to regulate broadcasting rates under the express provisions of the law.

Coercion Charges Cause Plea Denial

N. Y. Outroated

Larry Fisk, chief audio engineer of WGBB Chicago, recently cooperated with CBS engineers in New York City to demonstrate to the New York Electrical Society, that Chicago's theater hour traffic in the loop makes four times as much noise as does the crowd at Times Square. A condenser microphone was suspended from the windows of the Oriental Gardens in Chicago in the center of the noisy throng, and the roar was carried to New York City. The subdued sound from Times Square were a mere murmur in comparison.

Coercion charges caused Plea Denial

Supervisor's Letter Introduced By License of KGDE

Following a hearing in which there was a strange aura of mystery and of perjured testimony involving many officials inside of radio stations, Radio Ad- mission on Dec. 3 denied the application of Jacob L. Pete, for a new 100-watt local station at Elly, Minn., in opposition to KGDE, Fergus Falls, Minn.

In its decision, the Commission stated that Charles L. Jaren, licensee of KGDE, alleged his consent to relinquish a portion of the time assigned to his station to Pete was an important consideration in the recommendation of the examiner. At the original hearing before Chief Examiner Ellis A. Yost on Sept. 10, 1931, Jaren offered the Pete application and offered to yield one-half of his time on 1200 kc. In oral arguments before the Commission on Sept. 9, however, he retracted his former testimony and made flagrant charges against the pressure.

Pete is a county commissioner for St. Louis County and a banker represented as influential in the affairs of F. X. Kerg and A. F. Wulff of Duluth, a business man represented as being a factor in Minnesota politics, according to Jaren's charges. Meanwhile, H. D. Hayes, supervisor of radio at Chicago, was implicated through the introduction of written statements tendered to Jaren in reply to the broadcaster's request for the official's personal views.

In its statement, the Commission quoted the Hayes' letter in full. It did not, however, quote the Jaren letter, which quoted the Dec. 9 hearing disclosed facts which "clearly indicate that the testimony given by Jaren at the first hearing in no respect represented his true position" and that he was unduly influenced by circumstances and considered the application "an involved matter" and "a change of knowledge of the Commission." It stated further that Jaren visited Senator Schall, Rep. Minn., and said "he is a very difficult position.

"This record," said the Commissioner, "indicates that the testimony given by applicant Jaren at the original hearing on Sept. 10 with respect to Jaren's willingness to relinquish a portion of the assigned operating time of Station KGDE and need of the proposed service at Elly was influenced by a desire to acquire some of the recommendation contained in the letter of Oct. 8, 1931, and that such recommendation is to some extent by conversation with the applicant and Farrell. The result is that such testimony did not reflect the true position of Jaren in the matter."

While there appears in this record unexplained for the recommendations written by Supervisor Hayes, yet it appears conclusively that Jaren did have respect for and in favor of this man for the government radio official. And under such circumstances this Commission was properly inclined to the recommendation of the examiner.
Education Stations Turn Commercial

To Out of 44 Sell Time Whereas Business Broadcasters Offer Greater Percentage of Scholastic Programs

The fallacy of some of the arguments of educational factions seeking more radio facilities is strikingly reflected in the "vital statistics" recently revealed in a survey made by the members of the Federal Radio Commission, which disclose that an un-可想而知 large number of educational stations have failed to obtain service because they were unable to stand the financial strain and that many have been forced to change from the non-commercial to the commercial side of the field.

A check of Commission records against the Standard Rate & Data Commercial listings reveals that 17

214 listed educational stations of the 331

stations operated by schools, universi-

ties, churches, municipalities and charitable institutions, about 30

percent have conceded and are not in operation.

An analysis of these records brings out the rather startling fact that educational stations themselves are more inclined to operate educational programs than are the commercial stations, and, moreover, that they are not utilizing any- whatsoever of the time at their disposal which they are licensed. While commercial stations, on the average, devote only 6 percent of their program time to educational programs, the educational stations are offering some- something like 24 percent of their time to this purpose.

Commission records show also that a very high percentage of edu-
cational stations closed down during the summer months, and that this is not the theory that people do not need education in the summer. Practically all educational stations, unless called educational stations cease operation from June to September, by special dispensation from the Commission.

The records show, too, that ap-

approximately 60 educational stations have abandoned the entire enterprise since the Commission's order in 1927. Unstable financial situations, inability to meet the financial responsibilities of either stations, and recent regulations requiring drastic technical improvements are the most apparent rea-
fons for these failures. Half of the 60 stations transferred their licenses voluntarily to commercial enterprises, through outright sale, or by accepting a new agreement. Ten

stations were deleted by the Commission in 1928 as a part of the general real-location, and the other were either deleted or forfeited their licenses during the ensuing months.

Lafount Asks Cooperation

Federal Radio Commissioner Arford A. Lafount has expressed himself clearly on the subject of radio and education. In calling the attention of educators and broadcasting enterprises to work together in the presenta-
tion of adequate educational pro-
grams, he pointed out that educa-
tional stations have failed to make any important contribution largely because of the lack of finances and inability to stage such programs properly. Commercial broadcast-
ers have shown a willingness to offer, free of charge, educational programs which they know from experience will hold the audience, he said.

Several months ago Commis-
sioner Lafount made a survey of all stations on the air and dis-
closed that six minutes of each hour on the air are devoted to educational programs. He brought out that the 49 educational stations throughout the country operate a total of 3,669.2 hours a week but that they actually used about one-third of that allotted time. And of the time they were on the air, only 283.85 hours a week, or about one-
fourth, was devoted to education. He said that there is no reason why the Radio Act did not require that each assignment be used to its capacity, because of the recognized value of educational broadcast facilities, that "ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more."

With all stations devoting more and more time to educational pro-
grams, Mr. Lafount said he be-
thieved the public would be much better served by the present sys-
tem, if the proposed percentage allocation of channels to edu-
cation. He said it was his experi-
ence that the public would not stand for an exclusively educa-
tional program for a whole day or night from any station, and that the average adult would not listen to an educational program even for two hours a day.

The National Committee on Edu-
cation, Dr. Tupper, in reporting the Fess Bill (S. 4) which seeks 15 percent of the wave lengths for education, publishes in one of its pamphlets a list of 49 stations which it states are in the educational category. Four of the stations listed, how-
ever, are not licensed in the names

of schools but to city or state de-

partments. One, WOS, Jefferson

City, Mo., licensed to the Missouri State Marketing Bureau, was never-

ever licensed and was voluntarily assigned to commercial hands.

Education Stations Decrease

Almost weekly, the Commission's records show an application for a license or renewal for voluntary assignment of its li-
cense to a commercial company. Thus the ranks of exclusively educational stations are thinning out.

Included among the educational stations listed as commercially oper-
ated are WAPI, Birmingham, University of Alabama; KUOA, Fayetteville, Uni-
versity of North Carolina (reor-
dered Dec. 18); WWST, Atlanta, Geor-
ya, School of Technology, WJTL, Atlanta, Oglethorpe University; WN, New Orleans, Loyola University; KFRO, Columbia, Mo., St. Louis Col-
lege; KBG, Albuquerque, New Mexico State College; WQK, Kansas City, University of Kansas; KFWB, Loyola University; WHBY, Green Bay, Wis., St. Norbert College; WFC, Emory, Emory College; KGY, Lacey, Wash., St. Martin's College; WRUF, Gaines-
ville, University of Florida.

Other educational stations listed on the Commission's rolls, concerning which no definite information is available as to whether they sell time are:

WCAC, Storrs, Connecticut Agri-
cultural College; WJAC, Mar-
y, N. Y., Seneca Vocational High School; WCYC, Canton, N. Y., Seneca Vocational High School; WJCC, Troy, N. Y., Cor-
nell University; WOK, Kansas City, Missouri; WJL, Wisconsin State College; WNAD, Norman, O., University of Oklahoma; WTAG, Allentown, Pennsylvania; WFWX, Westville, Ind., Purdue University; WOI, Ames, Iowa State College; College of the Ozarks, Clarksville, Tennessee; WWSU, Iowa City, State University of Iowa; KFFU, Lawrence, University of Massachusetts; WJnas State College of Agriculture; WLB-WGNS, Mississippi State College; WFXW, Northfield, Minn., Carleton College; WCAL, Farmington, Connecticut; WFEW, St. Louis, St. Louis University; WCJ, Lincoln, Nebraska West ern State Teachers College; WVSA, South Dakota State College; WCAT, Rapid City, South Dakota State College; WHKN, San Francisco, California; and WJAX, Wytheville, Virginia; MCW, Mount Holyoke College; KOAC, Corvallis, Oregon State Agricultural College; KRPS, Portland, Oregon; PC- son Polytechnic School, and KWS, Pullman, State College of Washington.

New Antenna Developed

A NOVEL type of antenna is being employed in the regular telephone service inaugurated on Dec. 23 between Hawaii and the North American mainland. The antenna includes between stations near San Francisco and on the island of Oahu. The antenna is known as the double- V type and is made from a maximum power of 60 kw. is used. The service is the first step in the extension of the Bell System voice telephone service to the Far East.

January 1, 1932 • BROADCASTING
FIVE POINTS of view on broadcasting and television experimentation in the United States, three of them favorable, have been expressed this month by American experts just returned from abroad.

The survey, conducted by the Royal Television Society, London, is said to have been based on reports made by experts who have obtained valuable information from engineers, broadcasters, and industrial circles concerned with the wireless industry. These reports have been compiled and approved by the Society, which bills itself as an organization for the advancement of radio science and its applications.

The reports will be published in a book to be issued later this year. The book will be distributed free to members of the Society, who will be asked to make it available to other persons interested in radio.

The reports will be available in mid-December, according to the Society.

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How to Pick Proper Transmitter Site

Location Held More Important Than Power Increase; Maximum Efficiency Depends on Several Factors

By A. D. RING, Senior Engineer, Federal Radio Commission

ONE OF THE most important factors in determining the success of a broadcast station is the location of the transmitter. The Commission's records m e a t s the many cases now existing: A certain 500-watt station is more effective in covering the primary city's population than a 5,000-watt station; a 1-kw. station is superior to a 50-kw. station and a 5-kw. station superior to a 50-kw. station.

If data were available on the coverage of the primary area and on the population of all stations, it would appear that power alone is of minor importance and other factors determine the service from stations in these areas. As a matter of fact, the percentage of modulation is usually more important than power, and the effectiveness of the site and efficiency of the transmitting system (antenna) are more important than either.

The power and minimum percentage of modulation are fixed by the Commission, and every licensee should select a site from which the maximum city and rural coverage may be had and a minimum amount of interference produced with other stations. By the Commission's present plan, only allocation, power is allocated to radio broadcast stations by steps of approximately twice the power of the next lower site. A study of the transmitter locations and radiating systems indicates that these two may have a greater effect on the effective modulation in these small power stations. A station now assigned 500 watts may, by the mere expediency of selecting a very advantageous location and installing a more effective radiating system, increase the effectiveness much more than by increasing the power at the present location to, say, 1,500 watts. Commercial surveys of broadcast stations emphasize the importance of the best locations.

Objectives of Site

THE THREE primary objectives to be attained in the selection of a site of a broadcast station are as follows:

1. To serve adequately the center of the population and give maximum coverage to the adjacent areas.

2. To cause minimum of cross-talk interference with other stations assigned to adjacent channels.

3. To pass the requirements of the Federal Radio Commission. The following system is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, every site should be investigated and then determined whether or not the station should be located in the center of the city or at some distance from the center.

In case the power and the population of the city are such that it should be located at some distance, the approximate distance is given as well as the population of the so-called "blanket area." The "blanket area" of a broadcast station is moved as the area necessary if the average broadcast receiver would not be able to receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply but the general principles set out will still hold.

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Another factor to be considered is the relation of the site to airfield regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less than this distance, it may be possible, after the site has been carefully painted and lighted in conformity with Aeronautics Bulletin No. 9, or if the towers are not higher than the can, to avoid the hazards.

The latter is poor radio engineering. In selecting a site the local aeronautical authorities should be consulted if there is any question concerning erecting a hazard to avigation.

In selecting a site in the center of a city it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the installation of a group of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or towers, as these may interfere with the efficiency of the antenna and in the direction which it is desired to serve. Such a building may not be ideal, for it may materially reduce the efficiency of the station.

If from Table I it is determined that a site should be selected remote from the center of the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the center of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 1000 ft.
3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of hills between the site and the center of the city. The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil and the principle area to be served. Sandy soil is considered the worst type with glacial deposits over areas next. Alluvial and marshy areas and salt water bogs have been found to have the least absorption. One is fortunate to have available such an area and, if not available, the next best condition must be selected.

Cutting Blanket Area

IF A SITE is to be selected to serve a city which is on a general sloping area, it is usually better to select a site below the city than above the city.

Careful consideration must also be given to selecting a site so that the number of people in the blanket area is a minimum. The last column of Table I gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general broadcast transmitters are constructed so that approximately the same power can be grouped in the same approximate area and the necessary interference between them.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a site whereby a table locating will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. Maps giving the density of population will be a key to this. The map showing the elevation by contours will be used to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

In finally selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the usual practice to use the air fields for grounds consisting of a radial buried wire system. If the area is such that it is not possible to use such a system, or if there that remains moist throughout the year, it probably will be found better to erect a centerpoise.

Understanding the reader, in the opinion of the writer, a counterpoise properly erected is as efficient as a top of a hill. If it is not possible to secure an excellent ground, the counterpoise should always be given consideration. An antenna system, however, self, must of course be designed properly for the operating frequency and other local conditions.

It is also advisable, when an excellent field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by the field intensity survey that the one taken with a transmitter at the different sites that can be determined which is more desirable. There are also cases where this inefficiency that cannot be determined by any other method.

(Continued on page 38)

January 1, 1932 • BROADCASTING
Table Manners

RADIO REFORMERS, wave-grabbers and calamity-howlers will find little comfort in the Federal Radio Commission's first public utterance on the much mooted subject of radio advertising. Despite the railings of those groups, the Commission asserts its confidence in Radio by the American Plan.

But in that carefully worded "press release" there is a note of warning to broadcasters that cannot be ignored. That the bounds of good taste in presenting the advertising message are being exceeded by many stations, cannot be denied. It may be the "so-called or not youth" of broadcasting or it may be overzeal, but the fact remains that not all broadcasting has learned its table manners.

The Commission would like to keep its hands off the advertising question. So would Congress. That's why the Commission recites the facts as it sees them and advises broadcasters to remedy the situation voluntarily. Failure to take this opportunity, the Commission warns, will lead to its treatment with "proper legislation." That means legislative censorship, with a rigid limitation on the amount and kind of advertising. It should not be necessary.

The Commission displays wisdom in commenting to the attention of broadcasters the Code of Ethics of the NAB. That able instrument was drawn nearly three years ago. It should have been enforced then and since. Its terms are still valid. It is the "avenue by which the industry can regulate itself."

Broadcasters should be gratified by the Commission's stout defense of American broadcasting as providing the best form of radio entertainment that can be found in the world. With that pronouncement, broadcasters should get back to their knitting and pick up those dropped-stitches. A word to the wise should be sufficient.

Intelligent Approach

FROM A SMALL station operator down in Virginia comes one of the most intelligent discourses on the copyright situation it has yet been our privilege to read. Whether or not you agree with Mr. Clarke in his conclusion that the percentage yardstick furnished the logical common denominator for fair and equitable copyright license fees, you must admit that he approaches the problem with logic and foresight. The questionnaire which he circulated among local and regional stations to sound out their opinion should have been sent out long ago on behalf of the organized broadcasters—so that negotiations might be conducted with the American Society of Composers, Authors and Publishers with a goodly cross-section of the industry represented.

Mr. Clarke found a preponderance of his responses favoring a "percentage of gross" yardstick. But, naturally, the broadcasters don't want the percentage too high. As Mr. Clarke points out, the vaunted prosperity of the business of broadcasting is a myth growing out of widely published reports about rising network income. The American Society is supposed to be considering a 10 per cent levy, but as far as we can learn that figure is mere rumor. It has not yet announced its intentions, except to say that new license fees will be levied in February, an action which may possibly be delayed by the recent death of Mr. Rosenthal. Mr. Clarke found locals agreeing upon an average 2.5 per cent levy on time sales renewals; the regions at 2.3 per cent of gross.

This is a subject of many ramifications. It is a problem that, as Mr. Clarke so emphatically points out, needs the organized front of the broadcasters. Mr. Clarke's suggestion that the locals and regionals join in a common cause to protect their interests seems sound.

More Broadcast Waves

THAT THE RULERS of American radio are very much aware of what is taking place abroad, particularly in the matter of the use of longer waves for broadcasting, is evident from the statement by Chairman Saltzman in his brief discussion of 1932 prospects for broadcasting in this issue.

Whether the long waves are the solution of the problem of congestion on the North American broadcast wave lengths, a problem that grows more and more acute as new and powerful stations are built in Mexico and as Canada quietly makes ready to go to higher powers, it is for the technicians to say. Then it is for the rulers to determine whether the broadcast band should be widened at the lower frequency end to relieve the congestion and to accommodate stations in this country and in other countries of North America.

Very little publicity attended the Canadian government's decision last year to assign broadcasting stations to the 540, 550 and 520 kc. channels, three waves just below the present 550 kc. limit of the broadcast band. Nor did this country voice a protest, the Army radio authorities using those frequencies for aviation purposes simply deciding to make the best of the situation. Here are three more channels, which, if stations are spaced wide enough apart and powers limited, can readily be adapted for broadcasting, for it should not be a difficult matter to coil receiving sets to embrace these waves. It may be the beginning of longer wave broadcasting in North America.

Radio Comes of Age

METROPOLITAN Opera on the air and the magnificent technical accomplishments of Dr. Leopold Stokowski and his Philadelphia Orchestra are, to our minds, outstanding achievements on the program side of network broadcasting. These spectacular developments reveal that radio has really come of age, for they have brought the finest in music to the homes without distortion and with such a high degree of fidelity that it bespeaks much for radio's continuing prestige as an artistic medium. There is now hardly a great musical aggregation or artist who has not appeared before the American microphone; to our mind come only two exceptions, Kreisler and Paderewski, and we look forward to hearing them too in 1932.
TO DEVELOP broadcasting as a messenger of peace on earth, good will toward man the world around... M. H. AYLESWORTH

DEATH: dcleuth,-vcncidng ideal ever since he took

CONSUMING IDEAL EVER SINCE HE TOOK THE REINS OF NBC at its inception a little more than five years ago. That a radio signal, flashed from the Holy Land by the Rev. Dr. Rennie MacInnes, Anglican Bishop of Jerusalem, should have hit the chimes of Old Trinity in New York ringing on Christmas Eve, to be heard over the nationwide networks, was a fitting con- summation of that ambition.

Mr. Aylesworth's international broadcasting plans have already given the American audience tastes of speech and music from a score of nations, some of them in the far corners of the earth. Consider the multination greetings to Marconi on Dec. 12. Consider the Christmas Day broadcasts from abroad, at long last. Probably his most brilliant achievement, aside from extending American radio's scope beyond the borders of the land, was his successful in- tervention in finally persuading the impresarios of the Metropolitan Opera Company to allow that great musical aggregation to go on the air directly from the stage in a series of sustaining programs, begun Christmas Day. For years more—in fact, ever since Dr. DeForest broadcast a test adio program from its August 1910 broadcast, a few key lumpen then available—Metropolitan has turned a deaf ear to all the importunities of the radio peo- le.

The president of NBC and his staff, especially to John F. Royal, vice-president, and the NBC corps of engineers whose developments work finally persuaded the rulers of Metropolitan that radio has come of age and can faithfully re- place our old medium. Today practically every artist of note, with the ex- ception of F. A. Ackerman and Kreider, has been heard on the American air, as well as nearly every concert or musical and dramatic aggregation of major magnitude.

Mr. Aylesworth's rise may be attributed in as large a degree to his ability to pick the right men for jobs to be done as to his own almost uncanny sense of public rela- tions. He is 45, his birth date being July 19, 1896. He was born in Cedar Rapids, Iowa, the son of the Rev. Barton O. Aylesworth. He was graduated in law from Denver University in 1918 and attended Colorado Agricultural College, the University of Colorado, University of Wisconsin and Columbia University.

After practicing law in Fort Collins, Colo., from 1908 to 1914, he became chairman of the Colorado Public Utilities Commission, holding that post until 1918, when he became an executive of the United Power and Light Co., Salt Lake City. In 1918 he became managing director of the National Electric Light Association, which post he held until he became the first president of NBC in 1926. He is married and has two children. He is a member of the Christian Church and Sigma Chi fraternity.

HARRY S. GOSDEN, brother of Free- man Gosden, the "Amos and Andy" team, and newspaper and publicity man with experience on the New York Journal, Atlanta Journal, and other newspapers, has joined the advertising staff of the Asheville (N. C.) Citizen and Times, which owns and opera- tes WWNC.

STEPHEN BOLLES, director of WCLO, of the Jatonville (Wis.) Gazette and editor of that newspaper, has been appointed chairman of the publicity committee for the Wisconsin and Upper Michigan District of the Kiwanis International.

BORN, to Mr. and Mrs. John Elwood (NBC vice-president), a baby boy, weight nine pounds, to Mr. and Mrs. Ralph L. Walker (Federal Radio Com- mission examiner), a baby girl, Helen Clark, Dec. 10, weight eight pounds; to Mr. and Mrs. George S. Porter (as- sistant general counsel, Federal Radio Commission), a baby girl.

DON HIGGINS, formerly with the press relations department of NBC in New York, has joined the press department of CBS.

GEORGE WESLEY and his wife, both well known in radio, have announced their engagement. The wedding date has not been set.

CHARLES FRANCIS COE has re- turned to his work at Radio A- rizona and has been named general manager of the station. He left his position as assistant director of the Book League of America, director of the series.

ALICE JOY, contessa, who leaped from the vaudeville stage into radio station management when she signed a contract placing her under exclusive management of the NBC Studios Service, is now soloist on the Prince Albert Hour.

BUDDY ROGERS has quit the screen to organize and produce his own show and now has signed a contract for management by the NBC Artists Service and has been named assistant vice-president. The initial broadcast is scheduled within the next few weeks.

J. BILL WILLIAMS has been named director of the production department, WMCA, New York. He has considerable experience as a radio producer and in 1921 he organized WMQ, Chicago. He has been with CBS recently.

MISS KATHLEEN STEWARD, con- cert pianist of NBC, has become engaged to Everett Martine, an executive of the National Bank. They will be married in May.

C. L. MENSER, production manager of the Chicago NBC studios, presented a resolution of thanks to President Hoover at the convention of the National Association of Teachers of Speech, Detroit, Dec. 29. He outlined the station's varied steps in constructing and presenting a radio play.

THE STAFF OF WHK, Cleveland, spent Christmas with Seth Parker and his Singing School at Jonesport, Me. A special program was broadcast via telephone to the schools.

HOWELL, general manager of WHK.

MRS. MARIAN S. CARTER has joined the program staff of WBOW, New York. She will specialize in morning programs.

DAVE RUBINOFF has signed a contract to continue for another year as musical director of the daily even- ing Chase and Sanborn Programs over an NBC-WEAF network.

KFI-KEOA, Los Angeles, doesn't re- quire that listeners double up in character, but many of them do. Pianists among the staff, other than the regular head of the orchestra, who is the director; Don Ricardo, bar- tine, and Jim Colby, are also piano- players, Pat Kelly and Ruth Clark, singers; Charles Theodore, orchestra director, and Joe Rodriguez, publicity.
IN THE CONTROL ROOM

H. WARDEN (Heck) WILSON, of the NBC field engineering staff, who has achieved considerable distinction for his ability to mimic notables heard on the air, is to be named "ghost announcer" on the new Royal Gelatin program to be heard on an NBC network beginning early in January.

AL WARNER is the latest addition to the technical force of KFI-KECA, Los Angeles, and has achieved considerable distinction over the KFI stations in civil engineering and metallurgy as well as radio.

WAH CHAN CHOCK and Wilfred Chock, two of Hawaii's best known radio technicians, have just come into the radio business at 544 S. Beretania Street, Honolulu.

JOIE WARNER, one time announcer of NBC in New York, is doing a nightly program of song and chatter for Challenge Cream and Butter Association over KNX, Hollywood. This replaces the transcription of Louie's Hungry Five, which the sponsor formerly used.

JACK DUNN, leading his Rainbow Gamble Band, plays on a remote control to KTM, Los Angeles, nightly, has done a test record for Columbia at the Lang studio, Hollywood. He expects to start a series of recorded music early in January.

KEN HAMILTON, whose programs in the form of "This and That Show," a daily feature of KNX, Hollywood, for two years, and more recently at KCMO, Kansas City, Dec. 1st, moved over to KECA, Los Angeles, for a week-day broadcast.

WGN Seeks Relay Unit for Foreign Broadcasts

AUGUSTLY to build a relay broadcasting station as an adjunct to WGN, Chicago, was made a recent hearing before the Federal Radio Commission by the Chicago Tribune, licensee of WGN. Carl J. Meyers, chief engineer of WGN, testified, that if the application is granted, it is the intention of the Tribune to arrange with foreign radio stations for the purpose of broadcasting the proceedings of the state legislature.

The foreign correspondents of the newspaper, he said, are located in every important center in the world, and they would be called upon to make arrangements with stations and to arrange for making musical and other programs.

"It is our intention," said Mr. Meyers, "not to use commercial or sponsored programs for the purpose of broadcast relay broadcasts and until the Commission gives its approval of this practice. This is a standard which is not, however, being followed by any relay broadcasting station now in existence which has come to my attention.

Relics on "Aerophor"

THESE sustained bass passages in the symphonic works of Wagner and Tchaikowsky, base of all bass players, hold no terrors for J. Austin Austin, staff double bass and tuba player of WLY, Cincinnati. Sometimes single notes must be sustained for as many as 20 measures.

J. Hustin, the "Aerophor," a German wind machine with which tones may be sung indefinitely. The device, said to be the only one of its kind in use in this country, consists of a bellows, a small water tank containing an electric light and a tube running from the bellows to the player's mouth. Before being con- necting to the source, the air is passed over the water, heated to proper temperature by means of the electric light and thus given sufficient moisture and warmth to prevent throat irritation.

Cantor Holds Over

EDDIE CANTOR will remain as headliner on the Chase & Sanborn Hour through Jan. 17, according to NBC Artists Service. Cantor's two additional appearances were made possible because of his simultaneous vaudeville engagements in the middle-west, and he will leave before WGN's goal of fulfilling a movie picture contracts. Originally he was scheduled to leave for the movie colony the first of the year, to return to the air in the Spring.

NBC Moves on Coast

PACIFIC coast NBC studios have moved from the twenty-first floor of the Hunter Dunil Bldg., 111 Sutter St., San Francisco, to the entire second floor. A gala program commemorating the event will be released about the first week in January, according to Don Gilman, NBC manager on the coast.

Mexicans Rap XER

PROTESTS against Dr. John R. Brinkley's XER at Villa Acuna, Mexico, have been filed with Gov. E. A. Gutiérrez by various Mexican radio listeners, according to press reports. The basis of the protest is that the station is being used to broadcast "Yankee imperialist propaganda.

NBC Adopts Strict Policy on Audition

MANY FEEL the call to be radio announcers but few are chosen, according to the NBC, which has just adopted a policy of granting auditions only to persons or applicants who have completed the necessary prerequisites. The new policy will be announced in writing, answering questions as to training, experience and style.

If the candidate is given a test audition, the audition staff pass on the sound of the voice alone without seeing the speaker. If it passes this, then a second audition is held before a group of program executives.

One of the chief stumbling blocks of the 2,500 heard under the wide open policy audition was the first selling. The test script was prepared by Patrick J. Kelly, super- visor of announcers. It was: "This seething sea ceaseeth, and the seething sea sufficeth," Name of foreign composers also stumped many aspirants.

The ten announcers who were chosen in the past two years are: John Hubrook, winner of the 1932 diction medal, Edward J. Bennett, Drama; Frank W. Grauer, William Warner Lunden, Ezra McIntosh, Allan Kent Daniel Russell and Charles O'Connor.

Court Programs Barred

GOVERNORS of the California state bar went on record late in December, condemning the Beacon Press' plans for broadcasting the proceedings of the state legislature. The state meeting of the bar governors, held in Santa Ana, also adopted a resolution urging that no state court permit such broadcasting. Action came as the outgrowth of the Clark murder trial in Los Angeles, which the justices were barred from.

Seeks WMJR's Channe

CHARLES L. BENNETT, general manager of WFOX, Brooklyn, has been named by the Federal Radio Commission for the place of WMBJ, Jamaica, N. Y., on the 1210 kc channel, now shared by WMF, WCOH, WCHS, and WGBB, Freeport L. I.
The Business of Broadcasting

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

STATION ACCOUNTS

WJMI, Milwaukee, has renewed for another year its contact with the Milwaukee Homestead Gas Co. Baltimore gas dealers and distributors of the Homestead Co. have been in the city Jan. 6, 1932, featuring a new act presented by two old bachelors called "Two Times." Business in the line had increased 28 per cent, and demands came from adjoining communities.

On CARNEY, Uncle Don at WQW, caused a stir, and noted for his Luke Higgin broadcast, has a new theatrical interest for the "Old Man at the Real (Children's) Restaurants." Mary Hope is the heroine. Music is furnished by the California Bandit Orchestra and a guest soloist. The program airs the air Thursday nights at 9:15 o'clock.

HOLTS Advertising agency, Los Angeles, handling the account of the Empire Construction Company in the New York City area, has been named to handle the account of the Real Estate Company over CJOR, both Vancouver stations.

BE REV. JOHN BROWN, of the famous John Brown Schools, has taken over KMPC, Beverly Hills, Calif., for 45 minutes each morning. Since he utilizes this time to talk about his activities and the John Brown Schools, he appears in the dual role as sponsor and artist. When the program, "John Brown'senge," signed off the air for the last time, P. Shuler, was revoked, Brown hitched his program to the Beverly Hills station.

ATLANTIC advertisers now occupy 95 per cent of the time of WLW, Brook-lyn. Among the recent national advertisers are the Mother's Food Co., Boston, Tex., Kodak Meat, Kansas City, Loom- yant, Coward Shoe Co., Iowa Pearl Stovetop Company, Vicks Vapour-Rub.

LMORE OIL CO., Los Angeles, producers and distributors of Gilmore and Lion Head motor oil, on Christmas eve distributed one million only baby-sitter's specials to all radio listeners in Los Angeles, and a Pacific Coast NBC affiliate from KFI, Los Angeles.

SD KING Cole Club," sponsored by Cole's department store, WJZ, LTH, Brooklyn, has now more than 800 members. The popularity of the children's feature has been growing daily, and the membership is expected to continue to grow.

IE OLDEST commercial program at WLJ, Omaha, is that of the John B. Brinkley show, which is being heard at the Nebraska station for ur and a half years. They give a lively forecast of sports events and happenings.

MERCHANTS of Weiser, Idaho, who have carried the banner of the Weiser, Idaho, gas and electric company, have been liberal in their support of the "Two Times" station.

SEEING Southern California," half-hour program of music and travel talk twice a week over KJL, San Juan Capistrano, Cal., is being carried by the Motor Transit Stages and Pacific Electric Railway to promote travel by rail and by orange shows, county fairs and the Ramona pageant.

BULLOCKS, Los Angeles and Beverly Hills department store, has signed with WCL, Los Angeles, for a nightly program called "Wholesale Bill Club," featuring Harry Jackson and entertainers.

KJH, Los Angeles, has renewed a contract with the Mutual network for another quarter with a twice-weekly musical program, "One of these Days," during the hour which listeners are awarded prizes for detecting errors in presentation.

PAUL LAMKOFF, onetime writer and producer of the National and Universal studios, has made arrangement with KFAG, Los Ange- les, for "motion picture hour," as a half-hour broadcast. Lamkoff, a Russian composer, sings and is assisted by a cellist and pianist. Gossip and news of studios from coast to coast, conducted by Lamkoff, will be heard on his half hour beginning at 8 p.m. EST.

DEMOCRATIC National Committee, New York, has signed with CBS for the broadcast of the Victory Cam- paign. The program will be heard over 10 stations from 8 to 9:15 Jan. 14 from 10 to 11:30 EST. Jones & Brakeley, Inc., New York, handles the account.

BULOVA WATCH CO., New York, on Jan. 1 will start a 52-week series of time announcements over WABC, New York, has the account.

WILLIAM WRIGLEY, Jr., Co., Chicago, (cheewing gum) opened an tri-weekly program over 10 CBS stations Dec. 21. A dramatic skit, "The Lone Wolf Tribe," with an Indian background, is scheduled each week. Monday, Wednesday and Friday 5:45 to 6 p.m. and 6:30 to 6:45 p.m.; Saturday 5:30 to 6 p.m. Western stations will carry second broadcast. J. Walter Thompson Co., Chicago, handles the account.

BLUE MOON CHEESE PRODUCTS Co., Minneapolis, Minn., begins Jan. 1. The program will be heard over 23 NBC-WEST stations. The program will be heard Saturdays from 5:30 to 5:45 p.m. EST. J. P. Muller & Co., New York, handles the account.

OLDSMOBILE MOTOR CO., Detroit, has contracted to stage a single program of music and dialogue for the Blue Moon Financial Co., Sherman, Clay Music Co. presents a Sunday night musical as a KGW studio program.

THE MAIN Street Sketehs returned to WOR, Newark, at 7:30 p.m. Dec. 29 with Leonard E. L. Cox, creator of the program, and other members of the cast. It will be on the air Tuesday and Friday nights.

LANGENDORF United Bakers, San Francisco, has renewed its three weekly programs at the dinner hour over KWAL, San Francisco, under a contract expiring Dec. 31, 1932. Sun- set Seed and Nursery Co. will continue to carry the program with con- tract expiring May 17, 1932.

NETWORK ACCOUNTS

WES TERN COCK, LosAlte, Ill. (KFSO), with a contract beginning Jan. 1, will start a new series over 17 NBC- WEAF stations. Dramatic sketches with "The Chief of Staff" and "The Chef," to run 26 weeks over 30 CBS stations from 11:15 to 11:30 a.m. EST, Eben, Bar on, Duru, Dwore, Chicago, New York, handles the account.

R. B. DAVIS COH, Hoboken, N. J. (baking powder) on Jan. 6 will begin a new series over 24 NBC-Western stations, and "The Old Timer," to which it will add "The Chief," will be heard Tuesdays and Thursdays from 10:45 to 11 a.m. EST, Batten, Bar on, Duru, Dwore, Chicago, New York, handles the account.

GENERAL FOODS CORP., New York (Log Cabin syrup), on Jan. 10 will begin a new series over 10 NBC stations with (30-day cancellation clause) over 21 CBS stations. The "Real Folks" sketch will be featured Sundays from 5 to 5:30 p.m. EST. ERWIN, Wasey & Co., New York, handles the account.

CARNAHON MILK CO., Milwaukee (Carnation milk), on Jan. 4 will begin a new Monday night series over the NBC-WJZ network to be known as "William". The program will originate in the Chicago NBC studios and will present an original character, "William," which will be under the direction of Morgan L. Eastman, and will be conducted semi-weekly. "William" will be heard once a week half hour beginning at 8 p.m. EST.

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**AGENCIES AND REPRESENTATIVES**

**GENERAL MOTORS CORP.,** Detroit, on Jan. 4 will renew its contract for 41 NBC-WEAF and NBC-KGO stations, beginning at 8 p.m. EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

**STANCO, Inc.,** New York (gasoline), on Jan. 6 will renew its contract for 21 NBC-WEAF stations, heard on Sundays, 8 to 8:30 p.m. EST. McCann-Erickson Co., New York, handles the account.

**PROSPECTS**

**VAN CAMP SEA FOODS CO.,** Inc., Toronto, Canada, has signed contracts for January, and February to advertise its tuna fish, using radio along with newspaper and advertising. A total expenditure is $350,000. R. F. Harper is in charge of advertising, which is placed by Emil Brissacher and Staff, Crocker Bldg., San Francisco.

**M. MARSH & SON, Wheeling, W. Va.,** manufacturers of stovepipe and other media. W. L. Kattenstein is in charge of sales and advertising. which is placed by Emil Brissacher and Staff, Wheeling, W. Va., handles the account.

**COLORADO FUEL & IRON CO.,** Denver, has signed contracts for January to advertise steel products and coal, using radio with other media. A. Brown is in charge of advertising. Advertising is placed by the Cusseaux White Co., 509 Seventeenth St., Denver.

**WESTERN AUTO SUPPLY CO.,** Los Angeles, makes up lists during January, and February to advertise tires, batteries, auto parts, home appliances, hardware, tools and golf goods, etc., using radio with other media. Harry J. Press is in charge of advertising. Advertising is placed by W. 10th St., Los Angeles, handles the account.

**AN APPROPRIATION of $1,000,000 has been made by Pennsylvania the Robert E. Hires Co., Philadelphia, manufacturers of root beer, extract, and other beverages. A contract for advertising in January, which has already been entered upon a radio campaign by Emil Brissacher and Staff, transcibers through Mark O'Dea Co., 400 Madison Ave., New York.

**SALT LAKE CITY chamber of commerce** has been granted $25,000 for funds to finance a national campaign for the spring of 1932, and appropriations in 1931 cut short the community advertising campaign which had been conducted for several years.

**EAST SIDE FEDERATED Clubs of Kirkland, Wash.,** expect a cooperative community campaign for smaller cities on the east side of Seattle, opposite Seattle, will be under way for an early time in 1932, if plans mature.

**THE SEATTLE chamber of commerce plans to carry on its 1932 advertising campaign similarly, and has scheduled for February and close in June. Two new sub-committees have been appointed. John F. Reid heads the media selection committee, and Gordon Tongue directs the copy supervision committee.

**STEVENS AND WALLIS, Inc.,** Salt Lake City, has announced a forthcoming campaign in its territory for the Western Building and Loan Association. It will be run in cooperation with one other agency. It will be largely in national publications, newspaper and radio advertising, and will be used in certain sections.

**AN APPROPRIATION of $200,000 is available for the State of Colorado's advertising campaign, to be used on behalf of the crime commission. While it will be largely in national publications, newspaper and radio advertising, it will be used in certain sections.

**WILLIAM H. RANKIN CO.,** Chicago, have scheduled for the radio and newspaper advertising account of the Allen A. Hosiery Co., 8 to 8:30 p.m. EST, which is handled by a New York agency.

**HANCOTT OIL CO., Los Angeles, has appointed the Los Angeles office of the Emil Brissacher agency to handle all of its advertising activities. The present arrangement is in charge of the KFBI, Long Beach, Cal., by which the station calls are given daily as "This is the Hancock Oil Company station, KFBI."**

**UNIVERSAL Advertising Service, 201 Brown Palace Hotel, Denver, has been established an office to handle radio advertising for the firm. Advertising is placed by D. S. McKittrick, 200 Market St., San Francisco.

**TRANSCRIPTIONS**

**1000--The Hanzell socialite,"** the Midland States News. "I have been given a contract to handle advertising and publicity for the new year. My objective is to create a national interest in the new work."**

**UTILIZING an idea conceived by Ed-**


**EQUIPMENT**

**CLEM WADE, president of Western Television Corp., Chicago, announced that the following are using Western WEAF:**

**310** WEAF, Chicago;** 980** WEAF, the Western Television Corp., connects with WIBO, Chicago;** 980** WFA, of the Western Television Corp., connects with** 980** WMAQ, Chicago; First National Televi-**


**STATION NOTES**

**CONSOLIDATED Press Association wires, New York, inaugurating**

**SUNDAY--WKBW, Indianapolis; WIBO, Terr Haute, and WQFB, Evansville, on Dec. 11. The Pacific print media have installed the stations for reception of the various networks. KFWB, Los Angeles, began the service on Dec. 1.**

**NEGOTIATIONS with WAWA, Oma-**


**A SAN FRANCISCO studio to KROW, Oakland, has been established by the KROW station of the San Francisco Broadcasting Co., on Market Street. This includes a control room, announce booth and artists lounge. The main KROW studio is located in Oak-**


**ARCHIE TAFT, owner of KOL, Se-**


**RCA COMMUNICATIONS, INC.,** the New York office of the Home Room R. C. A. Cable, on the Pacific Coast, is now issuing a series of eight 15-minute programs. These features, now being released nation-
SERIALS for the week of December 23 include "The National League of Baseball Clubs" on NBC and "The Field of Dreams" on CBS.

The NBC and CBS dramas are presented by the Los Angeles Times and the New York Times, respectively. Each network broadcast is followed by a series of radio commercials.

The weekly schedule for other networks includes "The Growing Tree" on ABC, "The Amazing Dr. Kildare" on Columbia Broadcasting System, and "The Blue Ribbon" on Mutual Broadcasting System.

In addition, Columbia Broadcasting System will present "The Adventures of Don Diego" and "The Adventures of Don Diego" as part of its weekly schedule of dramatic serials.

Also, the National League of Baseball Clubs has announced that it will present "The Field of Dreams" in a series of radio commercials.

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**DECEMBER 15**

W6XAH, Bakersfield, Calif.—Modification of CP for extension of time of 10-24-31 to 2-24-32. Visual broadcasting service.

NEW, Charlotte, N. C., Wade H. Dellingier, for CP for 14500 to 15000 kc. during first 5 months of the year. Facilities of WBT.

NEW, Rapid City, S. D., Arthur E. Chapman and Claude R. Brand, for CP to use 1200 kc., unlimited power, unlimited time, unlimited station, but with facilities of WYBC, 2000-2400 kc., visual broadcasting service.

NEC, Enid, Okla.—License to cover CP granted 7-21-31.

KAR, Little Rock, Ark.—Install automatic frequency control.

KCCG, Enid, Okla.—License to cover CP granted to make changes locally granted 7-21-31.

W6BS, Monticello, Ala.—Extend completion date of CP to 3-3-32.

WBT, Charlotte, N. C.—Modification of CP requesting approval of present transmitter location for 25 kw. power.

NEW, Portland, Ore.—License to cover CP granted 3-1-32. Request change to 1500 kw., unrestricted time and unlimited station.

NEW, Rapid City, S. D., Arthur E. Chapman and Claude R. Brand, for CP to use 1200 kc., unlimited power, unlimited time, unlimited station, but with facilities of WYBC, 2000-2400 kc., visual broadcasting service.

NEW, Rapid City, S. D., Arthur E. Chapman and Claude R. Brand, for CP to use 1200 kc., unlimited power, unlimited time, unlimited station, but with facilities of WYBC, 2000-2400 kc., visual broadcasting service.

W4C1, Detroit, III.—License to cover CP to rebuild transmitter granted 12-4-31.

KFTI, Twin Falls, Idaho—Modification of license re-submitted to request change in frequency from 1370 to 1000 kc., unlimited power, unlimited time, unlimited station, but with facilities of WYBC, 1000-1500 kc., visual broadcasting service.

KQL, Portland, Ore.—License to cover CP granted to new equipment.

KGY, Lacey, Wash.—Voluntary assignment of license to KCG, Kennewick, Wash.

Application Returned: W6SL, Springfield, Tenn.—Automatic frequency control.

**DECEMBER 18**

W9HE-WABO, Rochester, N. Y.—Voluntary assignment of license to WHBC, Inc.

WIA, Toronto, Ontario, Canada.—Modification of license to increase D power from 400 kw. to 500 kw.

KGL, Tyler, Tex.—Application to cover CP granted 11-6-31 for change in equipment.

KEGA, Tupelo, Miss.—CP to move station from Tupelo to Texarkana, Ark., and change frequency from 1350 to 1200 kc.

KGMP, Elk City, Okla.—Voluntary assignment of license to E. M. Woody.

KCK, Elk City, Okla.—Move station locally and make changes in equipment.

W9VX, Ala.—Modification of license to change from 1410 kc. to 1340 kc., with unlimited time; facilities of WOCA.

NEW, Baton Rouge, La., Louisiana Broadcasting Co. —CP to use 1310 kc., 100 kw., unlimited facilities; KRMV, New Orleans.

W9RM, Minneapolis—Modification of license amended to request unlimited time. Instead of to increase hours only.

**DECEMBER 19**

W6XG, DuPont Radio Company, Portable—Modification of CP for extension of completion date to 2-25-32; visual broadcasting service.

**DECEMBER 20**

WNBO, Silver Haven, Pa.—CP to make changes in equipment.

W9BAZ, Elkhorn, Neb.—CP to make changes in equipment.

KJZ, Haymarket, Va.—CP to cover WAZZ, Amsterdam, Tex.—Specified hours of operation. KGRT, Amarillo, Tex.—Specified hours of operation.

**DECEMBER 22**

NSW, The First National Television Corp., Kansas City, Mo. —CP granted 2000 to 2500 kc., 500 kw.; visual broadcasting service.

KQV, Pittsburgh.—Modification of license to change sharing with WSMK at night until unlimited.

WCOA, Pennsylvania, Pa.—Voluntary assignment of license to CP and to W6FA for facilities of W6COA.

NEW, Massena, N. Y., I. D. Cornett and N. H. Zerfer for CP to use 1200 to 1400 kc., 500 kw., unlimited power, unlimited time, unlimited station, but with facilities of W6VA, 1500-1900 kc., visual WSPD.

KAGO, Corpus Christi, Tex.—Determine license power by direct measurement of antenna input.

KQV, Tuna, Col.—License to cover CP granted 11-10-31 for change in equipment and increase in power to 100 kw.

**GLOSSARY**

**CP**—Construction permit.

**KC**—Kilocalcetes.

**LP**—Limited power.

**KL**—Kristal.

**KLW**—Lattice.

**LT**—Limited time.

**LS**—Watts.

**KC**—Kilocalcetes.

**KQV**—Kilocalcetes.

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WASHINGTON VISITORS

David Sarnoff, RCA, New York.
M. H. Ayersworth, NBC, New York.
Edgar Franklin Banks, Manufacturers Advertiser, New York.
Harden Pratt, Mackey Radio & Telegraph Co., New York.
T. W. Stever, Radiomarine, New York.

PRESENTING facts and figures designed to provide "a foundation for the correct interpretation of studies and surveys dealing with the national networks," the National Broadcasting Company has issued an elaborate 96-page volume titled "NBC Markets." It is one of the most carefully worked out economic analyses of the leading sales territories in the United States, in their relation to radio stations, ever produced. Fully indexed and annotated, it is designed "to fill the need for a study which presents not only the important facts regarding radio station themselves—such as the economic picture of the market—but also those economic guidelines that reveal the sales possibilities of the territories in which the stations are located."

The first section contains a general summary, followed by detailed maps in full color and complete statistical tables. This is followed by sections dealing with the basic networks and supplementary groups in turn. Each section carries a general summary, followed by detailed maps of each group in brief, and for each individual territory there is a sheet containing a large-scale county outline map of the arbitrary service area; tabulated facts regarding ownership, power, who owns the station, the station's technical history; a condensed economic review of the territory in the station's service range, and specific data on population, homes, receiving sets, telephones, cars, income tax returns, manufacturers, value of farm wage earners, number and value of farms, value of land and buildings and value of farm machinery.

This is an exhaustive and valuable book to marketing managers and those who plan accounts with stations. It is loose leaf, so that later addenda may be made. It is essentially intended to show that "stations which comprise the NBC networks are strategically located throughout the population centers of the United States," but as a market analysis it goes far beyond that simple scope.

The RADIO BOOKSHELF

(Continued from page 29)

to compile legal, scientific and economic facts, as well as information on the present status of educational broadcasting, and comprehensive reports were presented to the first annual assembly held last May.

For the most part, the reports are advisory and of no legal force. However, Joy Elmer Morgan, of the National Education Association, who is chairman of the National Committee on Education by Radio (not affiliated with the National Educational Radio Association in Education) in his address on "Education's Rights on the Air," tolerates no compromise with commercial interests, and condemns the present status of the broadcasting industry as a "private enterprise with a monopoly, lack of vision." Speaking from the standpoint of an educator, and also representing the National Association of Broadcasters, Henry A. Bellows, CBS vice president, gives a rational and fair picture of the entire relationship and mutual dependence of educational and commercial broadcasting, and states that there could be no greater disaster than a divorce between the two.

Commercial broadcasters bitterly oppose the attempt on the part of educators to secure allocation of 15 per cent of the channels for educational broadcasting, as proposed in the Fess bill in Congress sponsored by Mr. Morgan's organization, which has not yet been passed. The most plausible solution to the contents of both Education and Commerce appears to be the setting aside for educational purposes a proportion of time allocated to stations on all channels.—LAURA SMITH.
Radio vs. Newspaper "Circulation"

Editor & Publisher Interprets Radio Census Figures to Own Convenience; Here's How We See Them

COMPARISONS usually are odious, and never are they more so than when figures are inter- preted to prove a point. For figures can be juggled to tell almost any kind of story. Witness the comparison by our worthy contempor ary, Editor & Publisher, which in its issue of October 28, 1930, a few months before the census of radio in American homes as of April 1, 1930, against its own estimates of average newspaper circulation figures for the six months ending March 31, 1931.

As the editor of the radio's worth for each state—now exactly 21 months old—Editor & Publisher lists daily circulations of morning and evening newspapers in the same states. Then it compares the totals for the United States as a whole against the number of families reporting the ownership of radios in the official census was 12,078,345, the morning circulations of daily newspapers alone are averaged at 14,001,968. Afternoon circulations are given as 24,532,317.

Thus morning and afternoon newspapers were said to issue 38,534,253 paid copies daily—more than twice the number of homes having one or more radios.

3,732,273 Radios Added

Aside from the fact that reliable estimates of the number of new homes added to the radio audience in the 21 months since the census was taken are placed at 3,732,275 to bring the total of American homes with radios to 15,801,- 620 to date; aside from the well-known inaccuracies of the official census count; aside from our own hesitancy to make comparisons between two media that by their inherent nature should be cooperative rather than competitive—leaving aside all these, let us take another look at these figures.

What Editor & Publisher failed to include in its listing and comment was the column in the official Census Bureau release showing an average of 4.1 persons per family in the United States. With 12,078,345 owning radios, the 4.1 average may be used as a multiplier to compute total potential audience. Thus we get a total radio "circulation" of 49,521,214.5 as of 21 months ago.

Nevertheless, we believe bulbs quite large against the figure for paid newspaper circulation, dated one year later. We concede that more than one person per family reads its newspaper but practically all members of the family hear its radio. We submit, however, that the Editor & Publisher argument radio's lack, shows its tremendous influence into American home life—an accomplishment of little more than a decade! We might add, too, that radio is heard by all the family at the same time (its advertising announcements, one at a time, by the combined family circle, too) whereas only one person can read a newspaper at a time. And that simple person can select or reject his reading matter.

News Circulation Duplicates

THE FACT also remains that there is duplicated delivery of various editions of morning and evening newspapers into the same homes in many millions of cases. But let the figures stand:

3,732,274 paid daily circulation of newspapers as of March 31, 1931, and 49,521-
214.5 persons in the radio adience as of April 1, 1930.

As the latter figures, in fairness to radio, should be added 3,732,274 times 4.1 more audience, or 15,265,427.5 more persons, to bring the audience to date. That means: newspaper circulation nine months ago, 39,334,253 (with we doubt very many additions since then); radio audience as of Dec. 1, last, 64,786,824.

Of course, there are a multitude of variables in radio audience—popularity of programs, time of day, personal habits of listener, etc. There are variations, too, in newspaper circu lation, we understand. Again we say we don't like comparisons, but we don't like misinter pretations of figures by omissions either.

Thus the Editor & Publisher's attempt to translate attitude toward radio—though radio, if the truth were told, has been a larger builder of circula tion and lineage for the intelligent publishers who have used radio and could be used even more to that end—how does our currently contemporary reconcile its consistent depredation of broadcasting and its interpretation of the radio census with the pointed paragraph by a writer in that same Dec. 12 issue? The writer, William Nelson Taft, editorial direc tor of the Retail Ledger Publications, makes this sound suggestion:

More Business Ahead

"THE NEXT time a radio dealer gets down in the dumps and says something to the effect that 'everybody has a radio these days, so there's no sense in advertising them,' quote the Census Bureau figures, just released, which show that there are 14,001,968 homes in the United States that have radios.

"Even in New Jersey, which boasts the largest per capita radio ownership in the country, only 63.5 per cent of the families own sets. Then there is California, the home of cameras, too, to the tune of 76.2 per cent of the families, and in Mississippi, to 54.7 per cent. And so the radio mar ket has a long way to travel before it gets within hailing distance of the saturation point."

True, though we might mention here that the figure is better than 50 per cent for the country as a whole today due to the additions in the 21 months intervening since the radio census was taken. But all power to the newspaper publishers. A few years ago, the KJR group was able to sell 50 per cent of all future radio sales. That means good business for everybody—manufacturers, dealers, newspapers carrying their advertising and broadcasters serving those sets. No shortsighted view of radio will down these facts.

Anyone whose affairs are touched by government activities—and the radio industry is by no means the only one which has to keep a eye on Washington—has a juggling business. Washington has a means of knowing the exact "what and when" of Federal and many state actions affecting it. The United States Daily has just published its 1930-1931 Index and Digest and the entire industry is in fashion this year in striking fashion a wealth of information which is by no means limited to mere references. Touching everything from "abrasives" to "zoos" and including subjects on every business man's agenda, the index is furnished directly on radio alone—a valuable book ought to save many an argument, letter or period of research to say nothing of possible confusion. Information is available from The United States Daily Publishing Corpora tion, Washington, and costs $15; $20 on rage.

Blames Broadcasters

(From Advertising & Selling, Nov. 21)

The advertiser bears the brunt of the criticism of lack of constructiveness in Am erican radio programs. Educational foundation issue frequent comparisons between the British and the American broadcasting systems. The advertiser, however, should not be held responsible for the lack of constructive feature on radio. It has been a marvel to me (with so-called educational features, such as analysis of the news by competent critics, music appreciation hours, educational programs and women's programs) that in the entire phase of radio broadcasting, however, is not the advertiser's function, per se: his sole duty is to find the program that will do the most good for his interests among his prospective purchasers. The elaboration of program standards to where they will universal respect is the duty of the broadcasting station and the network managements. If there is any ground for criticism, it should be leveled at broadcasters who have elected to sell programs that will do more harm than good, rather than to build up its constructive possibilities. The editorial responsibility has been passed by the proprietors of broadcasting to the station management, but well-established precedent.—EUGER FELD

Sees Federal Censorship

(From the California Broadcasters, Nov. 22)

Radio advertising is sponsored by advertisers who pay the bills, and radio newscasts, at definite features that will always stay upon the station.

Despite the frantic efforts of certain newspaper groups; despite reams of figures compiled to prove that the public is tired of radio advertising, the public rush to listen to it if they did want to; despite the exaggerated misstatements of biased publishers the truth is that radio advertising at this time is almost any major newspaper or magazine's biggest single earner. It is the money that moves the wheels of the people, and what people want they get. And they will have it as they want it—just as the politicians believe they should have it.

Every great improvement has been met with ridicule, opposition and detraction. Yet every improvement has added to the list of facts on which the public insists on looking forward until even the most reactionary old fogey has come to embrace it as a necessity.

During the past 10 days publishers from all over America have been hollering that the truth is that the Los Angeles and San Francisco. Radio and radio advertising have been discussed in detail by many of these groups. These groups adopted resolutions that radio should be under federal supervision and that programs should be determined. A strong issue in the country is radio's relationship with the press. These resolutions were sponsored by newspaper publishers and they have been heard by the people, and they have been licensed for 90-day periods at a time. Any group that thinks that it has a real interest may cause the loss of their license.

As for air news, and competition to publish such news, radio will not take the place of the printed word. There are three, yes, three radio newscasts, by its very brevity will better the curiosity of the listener and drive him to the newspapers for details unavailable from the broadcast.

The press, in fighting radio, is striking the broadcast industry to public consciousness of radio adver- chment. If, as certain press groups seem to think, radio is usurping its advertising privileges, they will eventually have to fall back and let radio march on.
IN EVERY SECTION OF NEW ENGLAND

WBZ-WBZA GIVE YOU AN AUDIENCE

IT is a fact that the synchronized stations WBZ-WBZA are the only stations having an audience in every trading area in New England.

It is a fact, too, that through no other channel can you reach a group of listeners as representative of the New England market as the WBZ-WBZA audience.

These facts were recently established by the application of the Westinghouse Yardstick of Audience Value to the radio audiences in 108 cities and towns throughout New England.

In this territory, alone, the daily average audience of Westinghouse Radio Stations WBZ-WBZA is more than 421,000—a vast audience and a vast market, representing all the trading areas in New England.

Write, 'phone or wire any one of our offices listed below, for facts about Westinghouse Radio Station audiences—facts that will permit greater accuracy in the distribution of your broadcast advertising effort, and in the coordination of your sales activity with broadcast advertising.

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE

WESTINGHOUSE RADIO STATIONS

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<tr>
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<th>990 Kilocycles</th>
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<td>WBZ-WBZA</td>
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<td>KDKA</td>
<td>Pittsburgh, Pa., Hotel William Penn</td>
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<td>KYW-KFKX</td>
<td>New York, N. Y., 50 E. 42nd St.</td>
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<td>Chicago, Ill., 1012 Wrigley Bldg.</td>
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Built His Program for Town of 25,000

Elwood Says Networks Strive for Local Point of View

John W. Elwood

MUTUAL understanding of the respective needs of independent stations and the networks alike has resulted in a program building which is essential to John W. Elwood, vice president of the National Broadcasting Company. In an interview Mr. Elwood declared that all programs should be acceptable to the average small town resident, regardless of the place of origin. Programs that are not suited for local audiences are "no good" for the networks, he said.

"The national chains," declared Mr. Elwood, "are trying to be the best of their ability to furnish a sound editorial policy which will be successful nationally. The local station manager should try to get a national point of view, and it is also equally important that the national program manager should try to have an appreciation of the problems of the local manager.

Program building of necessity has been a rather slow process, the NBC executive asserted, with the changes dictated by listener reaction. He pointed out that when symphony orchestras first were introduced on the air there was general complaint about too much of this type of music. The demand then was for jazz dance music.

"Now," he said, "the demand is for more and more symphony music. Walter Damrosch, I believe, is responsible for most of that sentiment. He made music live for the average person."

A pioneer in network radio, Mr. Elwood was program manager of NBC in its early days. He is responsible for the creation of many of NBC's first programs and is now supervising general program activities of the network. His latest accomplishment was the arrangement, in collaboration with Levering Tyson, Director of the National Advisory Council on Radio in Education, of the new educational series over NBC's Red network, which began Oct. 17.

"When I was program manager," Mr. Elwood declared, "1 always tried to build programs that would be acceptable to towns of 25,000 inhabitants and under, but using the talent from the great centers, where talent congregates, and over which the broadcasters have no control.

Mr. Elwood said he has definitely reached the conclusion that there is a place for the "specialist" on the air. Programs of particular appeal to a limited number of the audience must be offered in a well-rounded station schedule. For example, he declared the NBC has received amazing response from the 15-minute talks of Merle Thorpe, editor of Nation's Business, although his audience unquestionably is restricted to listeners who are interested in business.

"I believe that we must put some of the things on the air that part of the people don't want all of the time."

Rabbit Outdoes Cat

A RABBIT came to the rescue when a cat fell down on the job of making hens cackle for the Pratt's Experimental Farm broadcast at 1 A.M. every Thursday morning over WCAU, Philadelphia, and the CBS network. Walter Keller and Charles H. Schaeffer, confronted with the problem of making the hens cackle when the continuity for the program called for this sound effect, first put a cat in the chicken coop. The hens, being farm bred, were undisturbed. Then Keller suggested trying a rabbit. Thereafter the hens cackled whenever the intruder appeared.

Sponsors Back Foreign Language Radio Feature

FOREIGN language commercial broadcasts have been inaugurated with considerable success by KROW, Oakland, Calif. A Portuguese program, with a mixture of ceremonies, songs and dramatic skits and music all from the homeland, brought a spontaneous response that W. A. Miller, station manager, presented programs in Spanish, Italian and Slavonic languages.

While many of the sponsors are of the same nationality as the audience they try to reach, many business houses are said to be realizing the opportunity offered to widen their markets.

Some of the firms which have sponsored the programs are: Liggett and Myers, Chesterfield cigarettes; Lusitania Corporation, building and loan; S. A. Folger & Co., coffee, tea, and spices; General Steamship Co.; La Vida Water Co.; Pabst Laboratories.

Canada's Sets Mount

THAT CANADA'S radio sets number well beyond the half million mark—possibly exceed 1,000,000—is indicated by trade reports showing that 925,236 receiving sets valued at $2,776,000 were produced in Canadian factories, centering largely around Toronto, during 1930. At the same time, Department of Commerce reports show Canada continuing as one of the leading importers of American radio apparatus. In 1929, Canadian production alone was valued at $20,775,000.

Reports from the Dominion Department of Marine, which has charge of radio, show that about 500,000 set owners have paid the $1 annual license fee. It is well known, however, that many thousands of Canadians do not pay the fee since the government is not very strict on collections.

New Station Appeal

AN APPEAL from the decision of the Federal Radio Commission declaring the application of A. B. Murray and T. P. Singletary for a new 100 watt station at Baton Rouge, La., on 1500 kc. with unlimited time, was filed in the Court of Appeals of the District of Columbia Dec. 11 by John M. Littlepage Co., counsel. The appeal alleges that the Commission's decision was erroneous because Baton Rouge is not now adequately served, and because the Commission failed to defer action until pending litigation in the Court of Appeals had been adjudicated.

Transmitter Replaced

KXRO, Aberdeen, Wash., is back on the air with a new transmitting plant following a disastrous fire or Nov. 22 which entirely destroyed its transmitter. The station was off the air for three days and was enabled to resume operation only when a group of amateurs pieced together a 50-watt transmitter. A new 12-A Western Electric transmitter, together with speech input equipment, has now been installed.

Microphones Stolen

BURGLARS entered the First Presbyterian Church of Hollywood, Cal., a few nights before Christmas and made away with three microphones valued at $1000, according to reports made by Pastor Stewart McLenan to the police. The church has a remote control connection to KNX, Hollywood, Sunday night and special events broadcast.

IN THE SPIRIT of THE SEASON

KFH extends the sincere gratitude of its great audience, and that of its management, to the Federal Radio Commission for its action in awarding this station "full time."

By this action we will be afforded an even greater opportunity to adequately serve the listeners of a vast territory, otherwise inadequately served.

We pledge ourselves to ever strive to merit the confidence thus implied.

Crowded time schedules will be relieved to the extent that there will be available a few choice periods for shrewd advertisers who wish to avail themselves of the unusual facilities provided by this station.

KFH WICHITA, KANSAS

BROADCASTING - January 1, 1932

10,000 WATS FULL TIME SCHEDULE NORTHWEST'S LEADING RADIO STATION
WIP-WFAN Tests Its Selling Power

WHILE realizing radio's ability to sell directly to the housewives, indicated by tremendous growth in the number of domestic science and home economic programs broadcast by network and local stations throughout the country, WIP-WFAN, Philadelphia, of which Benedict Gimbel, Jr., is president, recently conducted an experiment to test the drawing power of a local station in this field.

Anice Ives, home economist, was engaged to organize home economics in any way she saw fit so long as it showed evidence of WIP-WFAN's selling power to the housewife. After sounding out the women listeners and organizing an informal club, for which a name and song were chosen, Miss Ives proposed a picnic to the Great Valley Mills at Pauli, about 20 miles south of Philadelphia.

More than 500 women paid their own transportation fees and attended the picnic in special buses. They were entertained at luncheon by the mill's management and each was given a complete sample set of the company's products.

The result of this experimentation on the part of WIP-WFAN is that a selling list of more than 3,000 names has been assembled, covering every type of buying power in six counties of Pennsylvania, parts of New Jersey and Delaware states as well.

Proposals Are Drafted
For Lisbon Conference

PREPARATIONS for the third meeting of the International Technical Consulting Committee on Radio Communication (C.C.I.R.) to be held at Lisbon in 1933 were made at an engineering conference in Washington, Dec. 14, under the auspices of the Federal Radio Commission. While the proposals drafted are simply recommendatory, they will serve as the technical basis for consideration at the International Radio Conference to be held at Madrid next Fall. Frequency phenomena and the characteristics of the various classes of frequencies were discussed in detail, but little mention was made of broadcasting and the practicability of utilizing long waves for broadcasting purposes on this continent, as now is being done in Europe. Dr. C. B. Jolliffe, chief engineer of the Commission, presided.

Monitor Moved

THE MONITOR station at Atlanta, Ga., is being moved to a location near Marietta, Ga., and will be in operation during January, according to an announcement by William D. Terrell, director of the Radio Division, Department of Commerce. Interference from electrical devices in the vicinity of the Atlanta office necessitated the change to the more remote location.

A NEW YEAR DAWNS

If you would make 1932 a really happy and Prosperous one, let this be your resolution:

"That I shall consider every day as the beginning of a New Year and shall consider that day lost whose low descending sun shall find some opportunity for increasing my business has slipped through my fingers."

Advertising, well placed and thoughtfully made up, is the life of the business.

1000 Watts

WNX

YANKTON, S. DAK.

Page 33
mixer, joined the program as an experiment, for its advertising policy had hitherto made no provisions for radio. The number of sales of the mixer traceable to "The Mixing Bowl" convinced the company that it should not only extend its contract in "The Mixing Bowl" but also should purchase a program on one of the national networks.

Widespread Response

SHORTLY after the informal opening of the model kitchen on the air, a public dedication of the "Mixing Bowl" was staged in the auditorium of The Travelers Insurance Companies, which own and operate the station. The event was announced in broadcasts. Originally planned for two days, the public demonstrations had to be extended to three in order to accommodate the crowds that attended. An idea of the interest of the feminine audience in the new program may be obtained from the fact that of the 3,000 women crammed into the limited space of the auditorium, many came from long distances, including towns and cities in New York State, Rhode Island, Massachusetts and New Jersey.

It was evident in the written comments that the attention of the public "Mixing Bowl" demonstrations that the program was attracting a very desirable class of listeners. They were prospective customers in whom the retailers of electric ranges, refrigerators and other expensive products would be interested. In fact, considerable publicity attended the first "Mixing Bowl" dedication party due to the fact that the governor's wife was injured in an automobile accident while driving from the auditorium to her home. The object of mentioning this incident is not to encourage such methods of publicity, but merely to show the type of woman to whom the "Mixing Bowl" plan is attractive.

For such a program as "The Mixing Bowl," the Connecticut station occupies a peculiarly fortunate strategic position, for according to Department of Commerce figures, there are more than four million radio receivers within 300 miles of its 50,000-watt transmitter. This number comprises one-third of the total count of receivers in the nation. In addition, the station is in the center of the nation's richest section. Greenwich, a few miles north, is the business city per capita in the world, with Hartford itself following closely in second place.

Everyone on the list of 10,000 regular adherents to the program receives each month a series of menus to be bound in a loose-leaf binder provided by the station. The recipes include all those given on the air by Miss Bowering and stress the qualities of the products of "Mixing Bowl" sponsors. They are printed in an attractive form so that they will take a permanent and conspicuous place in the home-maker's library of cook books.

Two Denied Television Station Applications

TWO APPLICATIONS for experimental visual broadcasting stations were denied Dec. 18 by the Federal Radio Commission. Sustaining Examiner Pratt (Report No. 278), the Commission denied the Pilot Radio & Tube Corp., Lawrence, Mass., authority for a station on 2000-2100 kc. with 250 watts, on the ground that the applicant failed to show that the equipment proposed to be used would be suitable.

Indiana's Community Broadcasting Corp., Hartford City, Ind., was denied its request for assignment to 2750-2850 kc., with 50 watts, on the ground that the applicant did not show an adequate technical facility to insure experimentation that would advance the visual art. The Commission sustained the recommendation of Chief Examiner Yost in this decision (Report No. 276).

$10,000 Football Sponsor

SPONSORSHIP of the recent Army-Navy football game for unemployment relief, carried over NBC and CBS networks, cost the John B. Stetson Co., Philadelphia hat manufacturers, the sum of $10,000, all of which was contributed to the unemployment fund. The networks did not charge for the hookup.

Radio Straw Vote

RADIO straw votes appear to be the coming vogue in broadcasting. One such, recently conducted by KNX, Hollywood, brought in nearly $30,000 ballots. Herbert Hoover led the field with 12,494. Franklin Roosevelt came next with 9,336. Other votes were cast as follows: Will Rogers, 2,382; Hiram Johnson, 2,147; Al Smith, 1,121; William Borah, 1,107; Governor Murray of Oklahoma, 640; William Gibbs McAdoo, 311; William Randolph Hearst, 278; Governor Ritchie, 160. The vote came from 11 states, with Hoover leading in California, Colorado, New Mexico, Oregon, Utah, Washington and Wyoming. Will Rogers led in Arizona and Nevada, Roosevelt in Montana and Borah in Idaho.

An Oregon Move

AUTHORITY to change its location from Astoria to Klamath Falls, Ore., and to shift from 1130 to 1210 kc. was granted KFJI, Astoria, Ore., a 100-watt, by the Federal Radio Commission Dec. 4, in approving the recommendation of Examiner E. H. Hyde (Report 289). The Commission found that Astoria and surrounding vicinity now receive adequate broadcast service, while Klamath Falls is being inadequately served.

There are seven offices of Scott Howe Bowen, Inc.—located in seven important centers where advertising originates. It is the aim of these seven offices to represent exclusively, to the best of their ability, a group of non-competing radio stations. Their entire efforts are devoted to the sale of radio time for these stations.

There are undoubtedly many radio station owners who are unfamiliar with this unique sales service. There are just as many who could use such a service profitably. We invite you to inquire for details.

Scott Howe Bowen Inc.

Chrysler Building
New York City

Chicago  
E. Wrigley Bldg.

Detroit  
Fisher Bldg.

Kansas City  
1915 Baltimore Ave. 185 Devonshire St.

Boston  
Omaha  
San Francisco

502 Barker Bldg. 861 Mission St.

NATHAN SINROD, Manager

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BROADCASTING • January 1, 1932

www.americanradiohistory.com
Network Reporters Sail For Geneva Conference

FREDERICK WILLIAM WILE and William Hard will sail for Europe about the middle of this month to act as “speaking reporters” for CBS and NBC, respectively, from the Geneva disarmament conference, scheduled to begin Feb. 2. The NBC last month appointed Dr. Max Jordan, formerly Wash-ington correspondent of the Berliner Tageblatt, as its Central European representative. Dr. Jordan has just returned from a special trip around the world for the newspaper in which he combined with official diplomatic work for his government. He sailed Dec. 15 and will make his headquarters in Basle, Switzerland. One of his first tasks will be the arrangement of a new series of broadcasts to NBC from Germany and other European countries. Cesar Saerchinger, Lon-don representative of CBS, who was recently on a visit to America, is now on the continent making arrangements for special broadcasts to this country and for pickups abroad of CBS relay programs. He will make preliminary arrangements for Mr. Wile at Geneva.

Detroit News Sponsors Music Feature on WWJ

THE DETROIT NEWS has inaugurated a series of Tuesday evening programs on its WWJ, Det-rroit station, designed to offer good music with a minimum of sales talk. The programs, conceived and produced by Miss Marion Martin, are not restricted to classical music but often include semi-classical or popular numbers as “Song of the Bayou” and “Rhapsody in Blue.” Brief advertising talks carry service as their theme. Listeners are urged to buy to America, is merely reminded that the newspaper strives to help them in numerous fields. Considerable favorable response has been received.

U. S. Closes Stations

UNCLE SAM will close down its Naval radio stations at the Great Lakes Naval Training School, near Chicago, on Jan. 1, as a measure of economy, the Navy Department announces. The equipment, however, will be maintained in operating condition, so that it may be manned by personnel of the Naval Communication Reserve for communication with training vessels of the Naval Reserve Units during their Great Lakes cruises next summer. The Navy Department on Jan. 1 will also close down its radio stations at Savannah, Gt., and St. Augustine, Fla. The two southern stations will be dismantled permanently.

Denver Radio News

THE ROCKY Mountain Broad-caster, a newspaper devoted to the interests of radio station operators, has begun publication at 1826 Broadway, Denver. D. B. Herrick and J. G. Payton, formerly Gun-mson, Col., newspapermen, are editor and advertising manager, respectively.

AN ABLE STAFF and correspondents in strategic points throughout the country gather this news and present it to you to enable you to know what others are doing in your field—BROADCASTING was conceived and is being developed as a medium for the exchange of ideas among all the elements that participate in this art and industry.

YOUR COOPERATION in the matter of news notes, splendidly furnished so far, is deeply appreciated by the editors. Your continued cooperation with the editors and correspondents is earnestly desired. This is your medium—the medium of the broadcasting field as a whole.
Radio Law is Written by Court

(Continued from page 17)

motion to dismiss the appeal is there-

in view of these rulings, it is expected that the court will not dismiss five appeals now pending in the high power case, which in-

volves renewal of construction permits, rather than for modification of licenses, although the ap-

peals have been twice filed with the Commission for modification to safeguard themselves on possible appeals.

Going into the facts in the WPTF case, the court stated that North Carolina is located in the Third Zone, which is over-

2

100,000 watts or 11 per cent. The state is underquota by 1,01 units, but if allotted the increased power, it would be 0.47 unit over-

quot." It is true that the increase of power requested by appellant would subserve the public conven-

ience and interest of the people residing in the additional area which would be better served thereby, the court stated. "But the Commission must give due consideration the public conven-

ience, interest and necessity of the radio coverage for entire community, of which appellant's station and its service area are but a part.

Los Angeles Well Served

IN THE KECA case, the court re-

cited that the station, operated by the Pacific Development Radio Company (Earl C. Anthony), is assigned a power of 1,000

and unlimited time. It had sought an increase to 2½ kw. for day-

time, with retention of its 1 kw. night power, and for permission to use a 5 kw. transmitter.

The Los Angeles metropolitan area now has 19 radio broadcasting stations (8 of which are using four frequency assignments, 2 stations sharing time on each), said the decision. Evolution of an ap-

pellant's application, therefore, was that the public have not ade-

quate radio reception, but that Station KECA was successful in reaching the entire area with its programs with more than a fair sig-

nall during daylight hours of operation.

The court brought out that the Fifth Zone has 91.08 units, or 11.98 units in excess of the allotment to which the zone is entitled under General Order 92. It added that "it appears also that the state of Cali-

fornia is now assigned to 11 of the 12 excess of facility units as compared with other states in the Fifth Zone, and furthermore, that the granting of the application would tend to preclude the granting of other pending applications for broadcast-

ing of entire communities in the state which do not now have ade-

quate service.

The court further held that the Commission previously refused to grant the request of KECA for authority to use a 5 kw. transmis-

sion, since, under General Order 91, a 1,000-watt permit is required for the use of a 1,000-watt transmitter. "This requirement is plainly with-

not offend against either statutory or constitutional provisions.

KFQU Appeal Denied

A THIRD case decided by the court, also in favor of the Com-

mission, was that of KFQU, Holy City, Cal., which was denied re-

newal of license because of viola-

tions of General Order 7 or exces-

sive frequency deviations. The case, KFQU Appeal No. 229, was argued on Dec. 7, with Fanney Neyman, assistant counsel, appearing for the Commission and Howard S. LeRoy, counsel, for W. E. Riker, owner of KFQU.

KFQU was assigned to 1420 kc. with 100 watts, sharing with KGGC, San Francisco. The cita-

tions during the first three months of 1930 for frequency deviation be-

came the primary reason for the Commis-

sion's action. In evidence was offered of Riker, without the presence of the Commission, that he had transferred "substantial rights" given him in his license. Failure to show the character of the deviation and the need for its service also were cited.

The court upheld the Commission's decision in toto. In addition it

found that the Commission's re-

fusal to accept a written statement of the engineer of the station stat-

ing that the assignent frequency within the prescribed limits "and that a violation of this order will be deemed by the Commission to be a violation of the license under Section 14 of the Radio Act of 1927." This ruling is interpreted to mean that the Commission may revoke the assignment of licenses of stations violating Com-

mission regulations. Thus the new procedure of becoming effective next June, is expected to be a potent weapon for the Commission, particularly in the light of the new opinion.

WTMJ Withdraws Appeal

(Continued from page 17)

televison, trans-oceanic, ship to shore, facsimile, and other author-

izations held by NBC, RCA Com-

mission and Sylvania Electric Radio Company and RCA-Victor.

The Commission, by a three-to-

two vote, with Chairman Saltzman and Commissioner Sylves dissent-

ing, renewed the licenses of these companies which, for the preceding two months, had been in jeopardy. The WTMJ Appeal No. 275 reviewed the whole case into litigation.

The case had its inception when the Supreme Court finally agreed to review the "Clause 9" decisions of the lower courts against the RCA. "Clause 9" was the provi-

sion by which manufacturers using its patents initially to equip their receivers with RCA tubes. This, the court held, tended toward monopoly. The

majority of the Commission held that the court judgment in the case did not require cancellation of the RCA licenses within the meaning of Section 13.

RCA Counsel Surprised

LOUIS TITUS, counsel for the RCA companies in the Section 13 litigation, was taken by surprise by the dismissal action on the part of WTMJ came as a "complete sur-

prise to counsel himself and his client." We know of no reason why the Journal Company should have suddenly decided to dismiss this ap-

peal. The 100-page brief had been prepared and filed and were all ready for oral argu-

ment. It is a matter of regret to record that this action will give the Radio Com-

pany, that this appeal should have been dismissed, as we were prepared to support an authori-

tative court decision as the ques-

tion involved as we have never had any reason to doubt that such deci-

sion would have been favorable to us.

In supplementing its decision on Dec. 11 in the WTMJ service area case, the Commission denied the application of WFLA-WUSN for a con-

struction permit for a new station but denied Mr. Segal's motion to postpone for 20 days the effec-

tive date of the previous decision as well as his motion for recon-

sideration. In the supplemental order, the Commission said: "It is ordered that the applica-

tion be granted, but the con-

struction permit will be issued in accordance with the decision, Section 14 of the Radio Act of 1912, 5422.)

CINCINNATI newspapers, after six months of extreme condensa-

tion, have dropped out of the syndicate, and have adopted a new policy of publishing the names of participating artists while still barring the names of ad-

vertisers or advertised goods.

PROFESSIONAL DIRECTORY


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

BROADCASTING  January 1, 1931

WCAE Dedication To Be Held Jan.

RADIO and the newspaper are pre-

pared to bear a closer alliance Pittsburgh as a result of the estab-

lishment of the WCAE by the Pitt-

sburgh Sun-Telegraph of the Inter-

ests. The purchase was largely to the initiative of Har-

I. Bitner, race-minded publisher of the Sun-Telegraph, who also owns the Pittsburgh Commercial Times. Mr. Bitner will be a part of the cer-

emony.

The station began operation a 17-hour schedule on Dec. 15, will be known as "WCAE, Voice of the Pittsburgh Sun-Telegraph." WCAE was one of the six or seven stations to form the first NBC net-

work.

Production of special broadcast shows devoted to local events is currently being scheduled by the station. These events four times a day, will be under the direction of Jack Keow-

ace sports announcer of San Fran-

cisco. Other station personnel will in-

clude the following: J. L. Kau-

man, manager; Clifford Stryker, sales manager; Frank Molo, public relations; Howard Adam, accountant, Miss Florence Schma-

horst and Miss Dorothy Deer, secretaries; William Miller, C. B. McCormick, Miss W. G. McGee, Wilbur Sutherland, The
dore Epstein and Leonard Baze, announcers; John Wentley and J. W. Walker, commercial agents; L. Bílxbee, chief engineer, and Harold Holland, Richard Bower, technical assist-

ants; and George Xavier, William Scott and Arthur Brown, control operators.

For Sale

250 watt transmitter and control, main-

taining frequency within fifty cycles. One hundred percent modulation, complete A.C. operated. Immediate delivery. Faxed price. Address Box 6, 2/6 BROADCASTING.

EDGAR H. FELIX

202 Beechwood Road

Ridgewood, N. J.

Field Intensity Surveys

Allocation and Station Management Problems
New Jersey Leads in...
Percentage of Families Owning Radio Sets

Newark, New Jersey Leads in...
Percentage of Families Owning Radio Sets

~ Newark Evening News, November 30, 1931

Offers an Opportunity to Concentrate on Distribution in the World's Largest Center of Population and Richest Buying Market

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY • New York City

AMERICA'S LEADING INDEPENDENT STATION
Serving Greater New Jersey and New York Metropolitan Area
How to Pick Proper Transmitter Site

(Continued from page 21)

engineer with experience in selecting a site can generally do a pretty good job by inspection, but he cannot be certain without the survey.

Aims of Survey

THE FIELD survey should prove the following things:

1. A field intensity of 10 to 20 millivolts per meter will be obtained over the business area of the city.

2. Field intensity of 2 to 10 millivolts per meter will be obtained over the residential sections.

3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in that area should be followed as well as the results of tests on other sites.

4. The field intensity at the outer limit of the nuisance range is not less than 7.5 to 100 millivolts per meter.

In the absence of field surveys, the average conditions are presumed to be identical. Field intensities may be determined under these conditions from Figure 1 of the Fifth Annual Report of the Federal Radio. It should, however, be borne in mind that the absorption of the signal across cities is generally greater than that which would be indicated by this figure. This is also usually true of hilly country or very sandy soil. If a compromise must be made between sandy soil, high elevations, and intervening territory, a field intensity survey should be made from several sites.

Considerable work is now being done to develop a radiating system that will be less subject to decided directional characteristics. Much usage can be made of such a radiating system. If a station is operating at a site and it is found that with the power assigned satisfactory coverage cannot be made over the city in the primary service area, then one of several of the directional radiating structures may prove materially beneficial. A gain of as high as one and one-half to three times in field intensity in a given direction may be obtained from such structures, or if a station is between two cities which are fairly well served, it is possible by means of a directional structure to obtain Figure 8 pattern and thereby concentrate energy over both cities.

In conclusion let it be said that there are many stations licensed to operate with specific powers which could undoubtedly gain a better coverage of their primary service area by selecting more suitable sites and erecting efficient radiating systems than could be obtained by a one or two station increase in power. As commercial surveys become more popular this fact will become evident throughout the industry.

In making the final determination of a site, one cannot stress too much the need for a good field intensity survey to establish the exact conditions and the consideration of the results with the field intensities measured in comparison not only with other sites but also with other existing stations in the same and other areas. The selection of a perfect site for a broadcast station is an important engineering problem and can only be done by experienced radio engineers.

3. This bulletin may be obtained from U.S. Gov't Printing Office, Washington, D. C. No charge.


Agency Radio Survey

(Continued from page 16)

Agency Radio Survey

SIGNIFICANCE TO ADVERTISER

"WHEN WE consider that there are 3,073 counties in the United States and some 3,165 municipalities of 2,500 or more residents and that our information covers all these, its significance to the advertiser is tremendous. Add to this data, the market information which we maintain in a minute detail and we have a set-up that has never before been approached. And, still further; with information obtained from the 1930 United States census, and knowing the effectiveness of a broadcasting station in any given county, locality or territory, we can furnish the advertiser with exact information on how many radio sets there are in that county, locality or territory and therefore how many families as potential listeners to his program.

"There is a general belief that all radio is more effective at night than in the daytime. Yet we find some localities where Station A gives perfect results during the day but cannot be heard at night. Such is the report from a section in the West.

"In North Carolina we find that one section consistently listens in on a Florida station at certain times although there is a good station only 25 miles distant. Atmospheric conditions are said to be responsible. From a good territory in Oregon we hear that the best reception is from the South and that a Los Angeles station 1,200 miles away is more effective than another station only 200 miles away.

"In Montana there is a town which has perfect day-time reception and yet while still another reports that a local station is giving avelous day-time reception especially to rural listeners. Other sections of the West and Middle West report certain stations which have widespread rural acceptance, due to the type of programs, weather information, market reports and such. This is particularly true of a number of stations in Wisconsin, Nebraska and the Dakotas.

Station Peculiarities

"WE FIND also that some stations actually "hop over" one or two counties and then go merrily on with perfect broadcasts; that some are useless in the daytime and others to all intents and purposes dead at night; there are others which are far more effective in summer than in winter and some that are popular with a large number of people because of their programs and others because of their ‘attitude.’ For instance we have this information from a town in Nebraska: ‘Station X is one of the least popular, as they have a snotty attitude which doesn’t take; people don’t have to listen, you know; and they sure won’t if they do not like the station’s manner.

"Of course, Wisconsin we get the information that there is one completely ‘dead’ spot for a powerful and otherwise effective station; from another section we learn that Station Y is popular because of its children’s programs.

"I could cite a thousand bits of such information which have been developed by this survey and which illustrate its tremendous scope and detail. They are interesting a such, but in their totality and when classified in a dozen or more of their various phases will be the most valuable compilation of factual radio material in existence as applied to the needs of the present or prospective user or radio broadcast advertising."

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 • January 1, 1932

WB T Issues Weekly

A WEEKLY news sheet was inaugurated on Dec. 24 by WB Charlotte, N. C., following a contest among listeners through which "News, Views and Views from WBT, Charlotte, C.,” was selected. The sheet, which appears every Thursday, will carry news of the station personnel, programs for the week in advance, and notes of the Dixie network, which WBT is the key station.

Standard Order Form

FINAL draft of the proposed standard order form for agencies will shortly be submitted for the approval of the Commercial Committee of the National Association of Broadcasters by the Radio Committee of the American Association of Advertising Agencies.

"It is believed that the agencies can..."
Riding the Element... Like a Living Thing!

For six years the Bell Laboratories have been studying the science of spot broadcasting by electrical transcription. From these laboratories today comes Western Electric Noiseless Recording. Tones that ride the element like a living thing. Every hint of extraneous surface background is swept away. The musical range is almost doubled. When your advertising calls for fresh expression; when your sales need stimulation; when you want to spot your radio programs in your sales areas and not waste money broadcasting elsewhere—think of this!

This new method for spot broadcasting is now offered to national advertisers* by the World Broadcasting System Inc., and its subsidiary, Sound Studios of New York, Inc., licensee for Western Electric noiseless recording. Programs of World Broadcasting System, Inc. are the aristocrats of radio productions. There is nothing finer. Advertising and sales executives wishing information on this remarkable forward step in radio procedure are invited to write for the booklet Spot Broadcasting, 1932.

World Broadcasting System, Inc.

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

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee
179 King Street W., Toronto 6-242 General Motors Building, Detroit 333 N. Michigan Avenue, Chicago Baker Hotel, Dallas, Texas.

Western Electric Noiseless Recording

January 1, 1932 • Broadcasting
ANOTHER LOOP
DEPARTMENT STORE
MAKES ITS BOW ON WBBM

The Davis Company Launches
"Two-a-Day" Shoppers' Service

ON DECEMBER 2ND, the Davis Store—one of Chicago's largest and finest department stores—inaugurated over WBBM a daily (morning and afternoon) “Radio Shoppers' Service,” adding one more distinguished name to WBBM’s already imposing list of local accounts.

To those advertising men who have found that local advertisers know their local media BEST, it will be interesting to know:

1. That WBBM’s leadership in the Chicago local field is of years’ standing.

2. That this leadership is not measured by a narrow margin, but by a predominance of local accounts that makes it indisputable.

3. That WBBM does not offer, and has never offered a so-called “local” rate as a special incentive to local advertisers.

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

The Air Theatre

WBBM
CHICAGO

WESTERN KEY STATION of the COLUMBIA BROADCASTING SYSTEM