A Two-Fold Suggestion

A survey, disclosing the importance and the tremendous growth of electrical transcriptions in broadcasting, has been released by one of the leading advertising agencies.

These facts show that during the past year there has been an increase of 175 per cent in the number of advertising sponsors who favor the media of electrical transcriptions.

Our company originated and developed the entire idea of electrical transcriptions and is completely responsible for the industry. We priderfully recall that our efforts made possible this important division of radio advertising.

Here is a two-fold suggestion for prospective radio advertisers. First, investigate the possibilities of electrical transcriptions. Secondly, go to the most authoritative source. May we urge that this company, the originators, be contacted rather than imitative followers.

IT IS A NATIONAL RADIO ADVERTISING PRODUCTION
ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING
Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391
Chicago: 410 N. Michigan Ave., Whitehall 4368
Detroit: 4-237 General Motors Bldg., Empire 8220
Station

WOR

Newark, New Jersey

You will be elated with

your results on

WOR

WOR  America's Leading Independent Station Serving Greater
New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

BROADCASTING • February 15, 193
Transmitting Radiotrons

are available to fill any socket from Microphone to Antenna.

Uniform quality and long life reflect our vast laboratory facilities and the genius of such men as Langmuir and White.

RCA Transmitting Radiotrons can be imitated but not equalled.

ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.
A Radio Corporation of America Subsidiary
Camden, N. J.
"RADIO HEADQUARTERS"

WFAA
BY THIS NEW METHOD YOU CAN HAVE A NATION-WIDE RADIO BROADCAST WITH LOCAL DEALERS TYING IN

When you use Western Electric Noiseless Recording over the facilities of the World Broadcasting System and associated stations, you can have local distributors identified in the program without additional cost. Ask for booklet, SELECTIVE BROADCASTING, 1932

World Broadcasting System, Inc.

World Broadcasting Building
172 King Street W., Toronto

SOUND STUDIOS OF NEW YORK, INC. (Subsidiary of WORLD BROADCASTING SYSTEM, INC.)
The "European Myth" Blasted by Facts
By MARTIN CODEL

U. S. Government Directory Shows Nearly Half of Nations accept Advertising; Data on the Rates Revealed

HAT'S ALL, this talk about contesting the "American" or the "European" systems of broadcasting mean? Except for the fact that European countries generally impose heavier license fees on radio stations, the handsomely varied amounts on the ownership of radio receiving sets—method; a system more or less (though not necessarily) akin to the "European" system. The two systems have no such thing as a "European system." There is, it is true, a lack of coordination of broadcasting systems among the countries of the world. But there is a lack of coordination of radio systems in any industrialized country. This lack of coordination may be due in part to the fact that radio is a relatively new invention, and that the various countries are still trying to find the best way to utilize it. The lack of coordination is probably due in part to the fact that radio is a relatively new invention, and that the various countries are still trying to find the best way to utilize it.

When We Have Government Ownership of Radio

[Image or text not provided]

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When We Have Government Ownership of Radio

[Image or text not provided]
Senate Committee Plans Study Of Mexican-Cuban Wave-Grab

State Department and Commission Face Grilling For Laxity as Result of Dill’s Resolution

By SOL TAISHOFF

PREPARATIONS for a sweeping investigation of the North American broadcasting situation, and why the State Department has not negotiated with Mexico and Cuba to safeguard channel allocations when American stations operate, are being made by the Senate Interstate Commerce Committee pursuant to a request (S. Res. 68) introduced by Senator Dill (D.) of Washington.

Introduced Feb. 6, the resolution immediately was referred by the Senate to the Interstate Commerce Committee. Senate action will not be taken until after the Committee has held hearings likely to start in a fortnight, and submits its report to the full body. Officials of the Senate committee and the Commission will be called.

The resolution asks the Secretary of State, with the assistance of the Radio Commission, to negotiate an international agreement with Canada, Mexico and Cuba, and any other countries involved, embodying the general principle of a joint convention, “for the protection of radio broadcasting stations in all such countries from interference and from unlawful and unfair and unequal competition in the use of radio facilities allocated for the purpose.”

Thus far, according to the International Radio Telephony Convention of Washington, in 1927, may be made.”

The move grew out of disclosures of station-building activities in Mexico and Cuba which seriously endanger the operation of stations in both United States and Canada. Senator Dill stated in his resolution that many stations in the Latin-American countries are under construction which North American stations operate and thereby are causing interference. He pointed out that it is “relatively reported” that a number of additional stations are planned and under construction near the United States border in Mexico.

Fraud Orders Issued

MEANWHILE, it was revealed by Hovace J. Donnelly, solicitor of the Broadcasting Post Office Department, that fraud orders against XED, at Reynosa, Mexico, just across the border from McAllen, Tex., are separately by CMK, Havana, Cuba’s biggest station, have been issued because of the broadcasting of illegal lottery sweepstakes soliciting money from American listeners. These, Mr. Donnelly explained, are the first in a record in which stations either in the United States or in foreign countries have been cited for violation of the postal laws involving such activities.

That the Post Office Department is on the alert to prevent illegal advertising of this or any other character, was indicated from foreign stations operating in territory contiguous to the United States, with an obvious purpose of reaching American listeners, is clearly indicated by the issuing of such orders. Postal inspectors are observing closely the operations of such stations and redoubt their investigations once complaints are received.

 Solicitor Donnelly explained that the postal laws give the department full authority to block such illicit advertising so far as possible. The method employed is to refuse delivery of mail to enterprises against which fraud orders have been issued, as well as to refuse to certify money orders con- signed to them. Such mail is stamped by the department as “Prandulent,” with an additional notation that it is returned to the sender “by order of the Post- master General.”

XED uses 10 kw., and although it is licensed in the name of a Mexican citizen, the Postal fraud order is addressed to the “International Broadcasting Co.” and the “Havana Brokerage Co.,” both apparently the same concern, which have advertised only since May, when the station is operated with 3,150 watts by the Plaza Hotel in Havana.

Both stations make their announcements in English as well as in Spanish for the benefit of American listeners. Because of their proximity to the American border they are easily heard in the United States. They are among the group of stations understood to be backed by American capital.

Trouble Brews in Mexico

FROM MEXICO, word is received that the new Mexican administration, which came into office about a month ago, will make “changes” in policy governing broad- casting. The nature is not disclosed, but it is known that American interests with investments in Mexican broadcasting are outwardly perturbed. The new Minister of Communications, Miguel Acosta, is a member of the Revolutionary Party. Already, it is reported, he has issued a rigid censorship covering all branches of communications but directed particularly at religious activities. Special efforts are being made to stamp out Catholic activities.

Senator Dill’s resolution was the culmination of several verbal attacks he had launched in the Senate as a part of his department for its failure to correct the North American problem. He has said the department was asked on several occasions to adjust conditions but that it “sits idle and does nothing.”

Standing out in the United States is the fact of an international agreement or treaty violating the use of frequencies for broadcasting among the nations, Senator Dill said he was convinced that such a treaty must be written to supersede the “radio gentlemen’s agreement” between the United States and Canada by which the 96 wave lengths are now divided to permit Cuba to be a party to this agreement.

It is by no means certain that the Senate will pass the resolution or even the amendment. The fact, however, that hearings will be held before the Senate Com- mittee to re- pose the State Depart- ment from criticism in a new light will be in the proper direction, in Senator Dill’s opinion. The committee is expected to present its side of the story. It

(Continued on page 22)

Hearing on Brown Points to Approval

Commission Nominee Defends Self Under Couzens’ Fire

SENATE CONFIRMATION of Col. Thad I. Brown, Republican general counsel, as radio commis- sioner representing the second zone, was disposed of as a foregone con- clusion in Senate hearings. The tribu- nal’s only concern appeared to be the presentation of testimony by the nominee in his own behalf Feb. 14 before the Commerce Committee. While the committee will hold further hearings regarding Col. Brown’s qualification, it is expected that a vote will be made and that the Senate will then confirm him.

Col. Brown defended himself against the charge that his relationship to the Cubans, especially with Cuba’s Commission, was improper.

Offered Second Zone

WHEN THE original Commission was created in 1927, Col. Brown said he was under consideration for that post and had such an interview and afterwards had applied for ap- pointment as general counsel. He had read in satisfaction of other Sena- tors at the hearing. Sen- ator Couzens had protested the nomination to President Hoover on two occa- sions, but Col. Brown said it was a “good opportunity.” He questioned Col. Brown particularly about his activi- ties as Secretary of State of Ohio.

Prefer Afternoon

WITH NO prize offerings and y drawing 4,000 fan letters a month to win, WKJC, Cleveland, and its several radio programs are sponsored by eight non-competing advertisers daily from the paper's popularity by being a regular legal income, made that period "preferred position" for which there is a waiting list and for which rates even higher for the evening time are held for only a year.

WOS Transfer Blocked

STATION WOS, Jefferson City, Mo., is to remain under state control and never to be sold, according to a report made by the General Accounting Office to the Senate Appropriations Committee. The office found corruption in motor vehicle department and dismissed several deputies who had diverted funds to their use.

Col. Brown denied that he asked certain of his associates to solicit senators in his behalf among whom was Col. Couzens that several Commission attorneys had consulted Sen. “If no, make up your mind if you’re stepped up.” He also said that they had promised the money to any particular assistant but had decided to make three assistant general counsel that he would have to have the vacancy filled by the Commission.

Opposed RCA Renewals

ASKED respecting his participa- tion in the celebrated “Section 1 case” against the RCA, Col. Brown said he had never thought the Commission would refuse to renew those licenses a permit the case to go to court. Col. Brown, however, did not rule out such a possibility.

In the hearing, Sena- tor Couzens asked Col. Brown if the Committee could recommend a list of actions taken by the Commission respecting Ohio station and applications. Originally it was requested to be removed, but was postponed later by the chairman to afford him opportunity to study the new information.

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Some Limitations as Well as Advantages of Broadcasting; Going on Air Stamps Advertiser as "Big League"

By LESLIE G. SMITH*
Advertising Manager, Standard Oil Co. of Ohio

Radio is generally recognized as a potent advertising medium even by its rivals, yet some enthusiastic broadcasters are apt to over-emphasize its good qualities and under-estimate its limitations. At least such is the intimation that the writer of this article gives in a critical analysis of broadcasting from an advertiser's point of view.

Radio is Effective

Radio has proved itself an effective advertising medium for many different kinds of advertisers and in many different ways. It has been recognized that radio possesses a truly remarkable ability to win "good will"—that elusive and intangible-essentially essential foundation stone of commercial success. Most advertisers who use radio probably do so first and foremost because of its peculiar effectiveness alone. However, radio can and does go a lot further than that. Sales of evidence can be procured to show that radio can also do a thorough-going job as a direct product-selling medium. The radio advertiser, furthermore, reaps a rich reward as a result of this new medium's peculiarly potent influence upon the morale of his own people and the members of his distribution organization. Going onto the air seems to stamp an advertiser as definitely "big league" in the eyes of his own people and his trade.

I hope I am not being misunderstood. I most emphatically am not promoting the radio as the universal medium. The Saturday Evening Post is a splendid medium, but it is very expensive and not necessarily a sure winner. The same thing is true of radio. Whether any given advertiser should or could use radio to good advantage is not a question of things, too many and involved for discussion here. The point I am trying to make is simply this: radio is not some mighty ray but it is one more legitimate and effective advertising medium. And as such it is worthy of careful consideration by any aggressive advertiser.

Essentially, the radio does not differ greatly from the first-line medium. The advertiser can employ it nationally, or he can confine his effort within regional boundaries, or he can localize it to a single city, in exactly the same way that he buys national magazines for coast-to-coast coverage or newspapers and outdoor space if they fit his distribution better. But what a difference we find between radio and the other and older forms of media when we turn to consideration of the technique of its use.

O.K. a radio contract and you are in the show business. But, unfortunately, too many advertisers who decide upon radio campaigns are not experienced showmen. They often soon find themselves in the position of the unfortunate lad who had the wildcat by the tail—unhappy to hang on but afraid to let go. The prime function of radio is entertainment. That is what it does. It is a good work for the radio broadcast sponsor and his product. It gives folks pleasure—if it is good—and thereby earns grateful appreciation. But all people do not like the same kind of entertainment, and right there is where the chief difficulty with the use of radio boils up.

Can't Please All Listeners

The Radio advertiser must make up his mind one thing at the very outset of his campaign. No matter what kind of program the station can, the advertisers can never please all of the radio listeners or please many of all the time.

The best he can hope for is to please some of the public some of the time.

The surest road to radio failure is for the advertiser to succumb to the temptation of building his broadcast program to please himself and his friends. He must get a clear picture in his mind of the different kinds of prospects for his products and then, with the expert aid of his advertising agency and the radio, try to build up a program calculated to please as many as possible of his real prospects.

Another thing, the radio advertiser must not get the idea that any material number of people are going to give their undivided attention to his program. They will not do it, except in extremely rare cases, such as the broadcast of the minute-by-minute progress of some great event. Therefore, I maintain that the radio advertiser must give the utmost careful attention to the form, context and manner of delivery of his program continuity.

Continuity is Important

Continuity is the weakest point in the whole radio business today. The novelty of radio has worn off; it has become "background music." The listener sub-consciously closes his ears to the stereotyped commercial announcement and often cannot tell you who has sponsored a program which may have greatly pleased him. I feel very strongly on this subject of continuity. I am convinced that it is increasingly necessary to employ every available ounce of publicity and skill if the advertiser is to get his money's worth out of radio. A few—but woefully few—programs now on the air "click" with the public, but certainly too large a proportion of radio advertisers fail in this respect. This matter of good continuity becomes of tremendous moment when we consider the high cost of radio talent. Talent is what advertising composition and plates are to publication advertising, what paper is to poster space. But the radio talent is still the same: It is still selling in comparison to the art and mechanical-to-space cost in other media.

If the writer of this article could, so an advertiser could take a magazine or newspaper page, plop a big black logotype into the center of it and Register his name and selling message and falls to get the full measure of value from his expenditure. This may seem to be an extreme view. Check up for yourself. Ask 25 of your friends—not advertising people—who their favorite radio advertiser is and who sponsors the program. You'll be surprised.

The attitude of our newspaper friends toward radio is colored by their own judgment. If you watch a show, you vote for it. But by their manner of listing programs under the name of the particular orchestra leader, they may indicate their continuity, rather than a bright star on the program, they not only deny the radio advertiser the credit due him, but also the treatment and attention feature, which I maintain is legitimate interest of newspaper readers, but they practically force him, buy a lot of "big names" in order to get any kind of advance notice for his offering. Of course, that simply aggravates the talent problem. It also raises the radio advertiser's cost of merchandising his program—and it must be merchandising by radio in which to announce his sponsorship. As a matter of fact, money spent in this way is money wasted. The advertiser's medium—is going to figure out an entirely new technique for program building—a technique peculiar to the radio medium. Perhaps television will bring it.

Time Off at KGER

The MUNICIPAL band of Long Branch, New Jersey, at KGER, took seven days "time off, without pay," from Jan. 13 to 20, inclusive, in the interest of music. The musicians will take an entire month off during the fiscal year, according to George Tyler, assistant conductor.
Hearings Begin on Copyrights; Mills Rejoins American Society

L. G. Caldwell Appears for Broadcasters at House Session Feb. 15; Rosenthal Post is Filled

COPYRIGHT legislation is affecting broadcasting comes under attack by President L. G. Caldwell of the National Association of Broadcasters, appearing before the House Committee on Patents, Trademarks, and Copyrights, and representing the broadcasters' consolidated views on proposed copyright bills.

Coincident with the announcement by Rep. Sirovich (D.) of New York, the new chairman of the committee, that the broadcasters will have their say, it was herein announced that E. Claude Mills, formerly president of Radio Music Co., an NBC subsidiary, is to represent American Society of Composers, Authors and Publishers as its general manager.

Mr. Mills succeeds the late J. C. Rosenthal, who before his death in the latter December was working on a new "broadcasting copyright" bill to be introduced in its place which will have become effective Feb. 1 but which has been indefinitely extended, having been referred to a committee over which Mr. Mills will presumably now preside.

Sirovich Writing Bill

THE HEARINGS on Capitol Hill are of great importance, with no definite bill pending before the committee. Rep. Sirovich is himself planning a broadcasting copyright bill for introduction by March 1, and Senator Dill (D.) of Washington is also writing a copyright bill.

At the hearings Mr. Caldwell will state the views of the organized broadcasting fraternity, after being the internal combustion engines of J. P. Loughlin, managing director of the National Association of Broadcasters, who will state the scope and aims of the association.

The general copyright hearings began Feb. 1, with the Authors League of America presenting its views.

Whether Mr. Mills will appear for the Society is not yet known. It is understood that he has been on a week's trip to the east, and when he returns to Radio Music Company will be effective shortly after it was decided to reorganize that company's staff.

Mr. Mills returns to the Society, with which he was affiliated before he joined the telephone industry, with an intimate knowledge of radio and, it is presumed, with a more compromising attitude toward the broadcasting fraternity's present concept of copyright. On copyright matters he is regarded as one of the best informed men in the country.

L. G. Caldwell, once he was born in 1881, Mr. Mills spent his early youth in Texas, attending schools there. He spent some years in Mexico and South America, returning from three years at Panama with the Isthmian Canal Commission, before becoming general manager of a string of broadcasting stations in the Southwest. He came to New York in 1916 to help organize the Vaudeville Managers' Protective Association. Three years later he became executive head of the Music Publishers Protective Association, and shortly thereafter he reorganized the American Society of Composers, Authors and Publishers.

Disk Program Nearly Trebled in 1930; Five Distinct Advantages of Use Cited

Prejudice Against "Canned Music" Disappearing; Great Care Insures Perfect Reproduction

MORE THAN 75 regular weekly educational programs sponsored by national advertisers were on the air at the beginning of this year, according to a survey recently made by Batten, Barton, Durstine & Osborn, Inc., advertising agency.

Representing an increase of about 175 per cent over the number of the same character broadcast as of Jan. 1, 1930, the figure indicates a steady growth in the number of commercial transcription programs in 1929, the agency pointed out. The present figure, however, does not include those records made as catalogues without sponsorship and sold to stations or local advertisers as individual broadcast by electrical transcription, the agency stated, apparently is meeting a real need. It is estimated that one five-eighths of the audience, the producer and the station were placed roughly in five classifications, as follows:

1. It can bring another cast which could not otherwise be assembled for a direct broadcast or series.

2. It permits practiced presentations, thereby insuring a perfection in some cases beyond that of programs of the same character broadcast after a hurried rehearsal, or held under unfavorable conditions.

3. It enables the producer to have the program ready for radio, and where he wants it and to review the finished product before presenting it to the public.

4. Frequent programs give greater selectivity geographically in reaching the desired audience.

5. It often affords coverage of a more significant radio network.

"Present transcription programs," according to the agency, are the most common type; the new program which includes news events, dramatic episodes and musical scenes; orchestral selections, choral numbers and vocal solos and a few program or other sound effects are recorded entirely by an orchestra.

A specific example of the news programs is the Radio Broadcasting Orchestral Fortunes of Hollywood. Its releases have included the arrival of a famous actress on a trans-Atlantic program, and their use at the Los Angeles Breakfast Club and Wampus Club, a Hollywood first, night, and scenes taken during the actual filming of feature pictures.

Made on the Spot

"IN EACH case these transcription programs are made on the spot. They were recorded as news events, with a large cast of stars and important people whose participation could not have been secured for a studio broadcast. True, they were carefully planned in advance, but the actual recording occurred at the time they were new.

"A mayor's welcome to a distinguished visitor might be recorded and broadcast immediately, perhaps at 10:30 a.m. when many listeners are away from home. Transcription enables this same broadcast to be at a time selected as most propitious from the listeners' point of view, taking into consideration time and differences in time zones.

"The Seiberling Singers represent one of the best all-musical programs now on the air and the transcription services of Vincent Lopez and his orchestra are certainly one of the superior dance programs.

"Frequent programs do not have to be made at a definite time, and it is therefore possible for the singers to be in their brilliant wardrobe when they prefer electrical transcription, claiming it assures them true voice replacements. From the possibilities of mistakes such as occasionally mar the direct broadcast. In the recording laboratory, it is sometimes necessary to work for a day or two before the master record is passed as perfect by the director.

"Outside the studio experts examine the records with the scopes in advance to make sure they are mechanically perfect. The disks are then placed on the turn tables and a signal is given for the program to start. One false note and the record is cast aside. This continues until there may be many records piled against the wall.

"Once the record is made, however, it is a new record best taken 'on location' or a musical program, studio recorded, a duplicate is made to insure a perfect copy in case of mechanical damage during transportation. The actual electrical transcriptions which are used in broadcasting are the result of several involved processes, during which plates of brass, copper and finally a hard shellac composition are used.

"A review of fan mail from various sections of the country indicates that the prejudice to transcription programs or 'canned music' has been largely overcome by the superior quality and careful recording of the regular sponsors.

"The transcription records used on most regular programs are of two sizes, the 12-inch records which exactly 78 revolutions per minute and the 16-inch records made to play at 33 1/3 revolutions per minute. The larger records, with their slower speed, is possible to record a program lasting as long as 15 minutes, and it is the latter which are recorded as transcription records are used. They are particularly useful in making radio stations known.

"For the next program which the record are sent to each station and afterwards destroyed.

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Oppose Court Broadcasts

CHARGING its committee on professional ethics to investigate and prevent a "broadcasting convention in Washington next fall, the executive committee of the American Bar Association at its winter meeting in Chicago, Feb. 13, recently declared that the broadcasting of criminal court cases from the courtroom and the photographing of trial scenes is "out of harmony with the solemnity of court procedure." The proposed bill to go into effect in Illinois, if adopted by the legislature, would make it illegal for any person to make a broadcast or counterphotograph a criminal court or a civil court trial. If this bill is passed, the committee recommended, "we should have a uniform policy." The committee also recommended that the administration of justice be preserved from "all unauthorized publicity, including the news media of motion pictures and television."

Radio Threat Concerns Press, Says Don Gilman

FREE SPEECH, free press, free radio—these three cardinal principles of American liberty by Don E. Gilman, NBC vice-president in charge of the Western Division, before the San Francisco Advertiser Club, Radio and newspaper forum, was said, offer two distinct fields to advertisers and are not competitive.

"Radio is being made the subject of a political attack consisting of the most serious situation it has faced thus far," he declared. "More bills directed at broadcasting have evolved in the present session of Congress than ever before. I do not think of any other threats to the continued operation of pleasure by self-appointed mentors has gone about as far as it can go in this country."
Three-Point Landing in Radio Advertising

By HERBERT G. FOSTER
Adams Broadcasting Service, Inc.

Ordinary Horse Sense Necessary in Selecting Programs; Some Follow-up Steps Which Sponsors Often Forget

WHAT IS TERMED a "crime" in broadcasting is described in this article drawing an analogy between airplane flights and the use of radio for advertising purposes. When a sponsor decides to publicize his product on the air, there are three fundamental factors to bear in mind if he expects results. The author of this article, an ex-flier, has had six years of radio advertising experience with a network, advertising agencies and spot broadcasting. He was one of the original commercial representatives of WEAF, New York, under the A. T. & T.

I HAS BUSINESS or curiosity taken you up in an airplane? If you have ever flown, you will easily appreciate the analogy between flying and radio broadcasting. In both you must make a "good three-point landing." Otherwise there's trouble. The lack of good business judgment or the usual advertising common sense displayed by many users of the "air" is a crime. It's a frightful waste of money and a black eye to the advertising agency or radio counselor who permits the client to forget the three-point landing of broadcasting.

In broadcasting the three points are:

1. The program's the thing.
2. Intelligence selection of stations and of broadcasting time.
3. The merchandising tie-in to insure getting back the full dollar plus interest from (a) sales force, (b) retail outlets, (c) listeners.

All of which sounds like so many bromides, but in no medium are these three factors more true than in radio broadcasting. If you have an interesting, saleable story to tell, how shall it be told and to whom? First, you determine not the plan of approach to your buying public; then you decide between black and white or color, after which you weigh, for example, the merits of THE SATURDAY EVENING POST, COLLIER'S and LIBERTY, or the LADIES HOME JOURNAL, THE WOMAN'S HOME COMPANION and the PICTORIAL REVIEW, or consider the National Broadcasting Company, Columbia Broadcasting System or spot broadcasting.

You do not contract for space and/or broadcasting time and then call a hurried conference and open it with the prayer "My God, what shall we do?" Your program of sales approach to the public has been determined beforehand as have the copy angle and the question of colors or no colors.

Choosing Talent Carefully

THEN WHY not use that same advertising merchandising horse sense in advertising radio, especially without panic at the last moment, what type of radio program is the most natural link between the product sponsoring the broadcast and the logical purchasers?

To use the same radio talent regardless of what is supposed to create good work, forget about as sensible an approach as collecting a lot of adjectives and adverbs, comparatives and superlatives, for anything you want to write about. Be sincere. Move up the salesstreet your factory is built on.

"The program's the thing," but the program must be up your special alley and then be produced and staged with—yes, perhaps—intuitive showmanship. A pencil doesn't make a copywriter, a brush an artist, nor do five years of violin or piano make a radio impresario. Use the analogy as far as you want to but use it . . . if you expect a return on your radio investment.

The second point in the three-point landing on the radio field is the same cold-blooded analysis used in selecting publications. The same keen analysis should be applied to "station" values. I put the quotes around "station" because that word refers here to a local station used for actual studio broadcasts or for radio-trained talent as well as to a "group" or to an entire network of radio stations.

Do advertisers believe all of the solicitations made to them by newspapers, magazines, 24-sheet posters and broadcasting "stations"? (Don't forget the full quotes). No, on the printed media they have skilled men to weigh the pros and cons and to sift facts.

Today, unfortunately, we haven't the record of field signal strength and radio publications have A B C reports showing points of purchase. No network contains all the best stations; each has its share of firsts, seconds, and losers.

And many independent stations can sit up and challenge the best of them:

Is the product sold nationally, sectionally or locally? Is network or spot broadcasting the more economical as judged from a score of angles? Put down the and near seconds. And many independent stations can sit up and challenge the best of them.

Is the product sold nationally, sectionally or locally? Is network or spot broadcasting the more economical as judged from a score of angles? Put down the and near seconds. And many independent stations can sit up and challenge the best of them.

I have seen advertisers fuse and fume over the selection of a baritone or over the choice between two stations in a city, and then disregard completely (despite oral and written entreaties) sending out proper notices to the sales force, or notifying the stores which sell their products, or sending them in their local newspaper advertisements or in the magazines, or running a page in their house organs to dealers and to the public. I have seen advertisers request radio letters in order to count the size of their fan mail and then not open all the mail or send even a form letter out or utilize the public response in sales promotion to their dealers or salesmen.

When a man helps another to spend his and his stockholders' money, it is a sacred duty both for him and for the advertising agency. He has the responsibility of not being afraid to disagree even agreeably, with the man who spends the money.

Are we all pilots or are we simply going along for a ride in somebody's radio plane?

Station and Agency Clash on Program

Opposite Points of View Seen In Talks to College Club

BROADCASTERS and advertising agencies agree that the program is the thing, but they differ somewhat on the responsibility for forming this program according to talks made by Harry Howlett, commercial manager of WEA, Cleveland, and Frank Hubbell, of the Hubbell Advertising Agency, at a recent dinner club of the Cleveland Advertising Club.

Said Mr. Howlett: "Too often, when an agency enters the broadcasting field, some individual in the organization views it as an opportunity for self-expression. Immediately, in his own mind, he becomes an authority on music, art, drama and regards himself as an impresario. The station, though wiser through bitter experience, may be forced to accept an inferior program, and the result is a black eye for radio.

"The station is asked to guarantee to the best extent he can give exact cover- age of the number of listeners, but it cannot do so, for the program is the thing. Buyers of time are paying for phenomenal results rather than average results; they want too much of radio, too quickly.

"The station affords use of its facilities, builds an organization calculated to assist the buyer of time, and it should suggest the type of program. In fact, the station must insist upon doing this, for if the radio advertiser fails the station fails."

Replied Mr. Hubbell: "We look at radio as we do at the publishers—to furnish the medium to take the advertiser's story to the public. Hence the station should not be expected to write continuity or even determine the type of program any more than the publisher should furnish the layout and copy.

"Properly or not, the station representative is interested only in selling time, without considering whether the broadcasting fits into the advertiser's plans or not or whether the amount of expenditure is equitable. The radio station is interested in selling all open time. The agency is interested in selling only the time that will do the advertiser the most good."

February 15, 1932 • BROADCASTING
House Passes Davis Measure Providing Radio Lotteries Ban

Bill May Be Consolidated With White Proposals; Other Legislation Pending in Both Bodies

AT THE END of a veritable "radio field day," in the course of which a score or more members of Congress joined in wordy wrangling over legislation dealing with broadcasting, Rep. Ewin Davis (D.) of Tennessee, chairman of the House committee in charge of radio legislation, on Friday, November 26, introduced his bill (H. R. 7716) amending the Radio Act of 1927 and seeking to curtail radio broadcasting.

Further tightening of radio regulations may be expected if this bill, which now goes to the Senate, finally becomes law. Probably its most important provision, from the point of view of broadcasters, is the one placing radio under the same restraints as newspapers with respect to lotteries and schemes of chance. That provision (Section 3) reads:

"No person shall broadcast by means of any radio station for which a license is required by any law of the United States information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part on lot or chance, or any information concerning any ticket, certificate, or instrument representing any such scheme, share, or interest in or dependent upon the event of any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part on lot or chance, or any list of prizes or information concerning any such scheme. Any person so doing, upon conviction thereof, shall be fined not more than $1,000 or imprisoned not more than one year, or both."

Other provisions of the Davis bill include:

1. To end trafficking in wave lengths, a provision is added to Section 12 of that act so that a station license shall be transferred, assigned or in any manner either voluntarily or involuntarily disposed of only by the consent of control of any company, corporation or association holding such license, to any person, firm, corporation, or association holding such license, to any person, firm, corporation, or association holding such license, unless the Commission shall, after a hearing, decide that such transfer, assignment, or disposition would give its consent in writing.

Eliminates Territories

2. Section 2 is amended to eliminate the territorial possessions, the Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa and Hawaii, from the zone system which was established by the Act to make applicable the other provisions of the radio law to them. The effect of this amendment is that clear channel facilities will not be charged, as now, against zone quotas.

3. Section 3 is amended to provide for the approval of the Radio Commission annually, as well as a vice-chairman.

4. Section 4 is amended to make hearings mandatory on all changes in wave lengths, power, time. This section also contains other provisions designed to "tighten up" hearing provisions.

5. Section 9 is revised to embrace Clause 14 of the present act and amended so as to give the Commission authority to "revoke, modify or suspend" any station license. The Commission had requested authority to do this more than 30 days as a punitive measure. As amended, the section fixes no limit on suspension, but simply requires that before action is taken the Commission shall notify the parties in writing and give them opportunity to show cause why such an order should not be issued.

6. The appeals provisions of the law embodied in Section 16 were rewritten to eliminate ambiguous language and to provide for an appeal from a Commission permit as well as other denials.

The bill differs from the White or McNary bill in the Senate in that it contains the lottery provision but does not include the section aimed at Dr. John R. Brinkley, now operating XER, at Villa Acuna, Mexico, by remote control from Del Rio, Texas, just across the border. The Brinkley bill, introduced by Rep. Davis is working on another bill to end broadcasting by Americans from foreign lands, notably Mexico and Cuba, pending in the House, except of course, the provision of curbing the American radio law.

Bill Merger Expected

IT IS POSSIBLE that the Davis measure just passed will be consolidated with the bill introduced by Senator White (R.) of Maine, but the Senate Committee on Interstate Commerce has not yet set hearings on radio legislation. At any time before the Davis bill was passed by the House, many angles of radio were discussed and criticism of the Radio Commission was rampant. Many amendments were offered, but all rejected. One amendment would have required Commission approval of Radio Commission before the Senate passage and Presidential approval before it becomes law.

Before the Senate, at least, the Brinkley bill was passed by the House, many angles of radio were discussed and criticism of the Radio Commission was rampant. Many amendments were offered, but all rejected. One amendment would have required Commission approval before the Senate passage and Presidential approval before it becomes law.

The Senate bill (S. 1057) for consolidation of the McNary-Davis-Davis bill is pending in the Senate, still awaits passage in the House. Another bill just introduced in the House (H. R. 8759) by Rep. Amlie, (R.) of Wisconsin, which has been referred to committee, proposes to prohibit commercial advertising by means of radio on Sunday. It has very little chance of passage.

Senator Davis has introduced a resolution (S. Res. 163) relating to the Mexican-Cuban situation (See story on page 5). He is working on a bill to restrict broadcasting and Rep. Davis is working on a bill aimed at curbing radio advertising, which the Commerce Committee from Mexico and Cuba and imposing license fees on broadcasting stations for the support of the federal agencies of radio regulation.

Rep. Davis says he will soon call hearings on these subjects.

Unfair Advertising

Attacked in Report

Six Classes Listed by Section Of Better Business Bureau

THE COMMITTEE on Unfair Advertising and Selling Practices of the Allied Better Business Bureaus, Inc., with headquarters at New York, this month released its report condemning six advertising practices as "unfair, deceptive, or misleading," and against the public interest.

The report states that the recommendations are designed to elimi- nate (a) unfair competition, (b) under- determination public confidence or (b) injure unfairly the sales or goodwill of a competitor.

The committee, which is national in scope, condemned the following practices:

1. "Misleading advertising—by any device of false advertising, statement, representation or illustration.

2. "Unfair competitive claims of advertising by representation or insinuation which disparages or attacks the goods, etc., of any competitor.

3. "Underselling claims—any statement or representation which lays the claim to a policy or continuing practice of generally underselling such or if another industry.

4. "Bait offers—the use of participation in, publishing or broadcasting of "bait" offers of merchandise wherein the prospective customer is denied a fair opportunity to purchase.

5. "Deceptive statements accompanying cut prices—any statements referring to cut prices on trade-marked merchandise or other in such manner as to lead the public to believe that merchandise which is not sold by advertiser is similarly low priced, when such is not the case."

CBS Adds KOY

CBS ADDED KOY, Phoenix, Ariz., 500 w. on 1390 kc, to its network, with a special inaugural program originating in the Don Lee studios, Los Angeles, Jan. 5.
Scientific Measurement of Station Coverage

By C.M. JANSKY, Jr.

Accuracy Held Dependent Upon Engineering Field Study; Three Classes of Service in Relation to Reception

There is today a great need for a new invention in the field of radio broadcasting. There is need for a "deceiver". The one which, when put in the studio of a broadcasting station, would show accurately the number of radio receiving sets which at that minute were tuned to the station. The only trouble is that no one has ever been able to invent a simple little "deceiver" to fill this need, and furthermore—no one ever will.

While speaking of miraculous inventions lacking for the determination of the number of listeners of any station, their sex, age and buying power, an engineering method of ascertaining station coverage stands out as the most accurate yet evolved. The scientific and mathematical formulae used as bases for this measurement are herewith explained in a convincing manner. The writer holds that coverage cannot be determined by mail response, power assignment, nor a house-to-house canvass and points out that it is not the location of a station that is important but the location of the night and day coverage areas.

MIRACULOUS inventions lacking for the determination of the number of listeners of any station, their sex, age and buying power, an engineering method of ascertaining station coverage stands out as the most accurate yet evolved. The scientific and mathematical formulae used as bases for this measurement are herewith explained in a convincing manner. The writer holds that coverage cannot be determined by mail response, power assignment, nor a house-to-house canvass and points out that it is not the location of a station that is important but the location of the night and day coverage areas.

reception if those receiving sets are adjusted for that particular station.

Consider each receiving set shown in part III to be multiplied by a factor of 100,000. Then 100,000 receiving sets capable of receiving the program from the station (coverage), 400,000 are shown as actually tuned to it while 300,000 are either not in use or tuned to some other station. Of the 400,000 sets tuned to a particular program, 100,000 have four listeners each, 100,000 have one listener each and 100,000 have three listeners each, while 100,000 have two listeners each. The "audience" for this particular program is therefore 1,000,000. (The factor 100,000 times the number of circles shown in part IV.) Of these 1,000,000 listeners, 400,000 are shown as sometimes buying the product of the program sponsor. (The factor 100,000 times the number of circles shown in part V.) From these figures and other essential facts, the value of the program to the sponsor can be determined.

The complete commercial broadcast system as shown has certain inherent characteristics which must be given careful consideration in laying the plans for any investigation intended to determine the value of broadcasting. Some of these are:

Inherent Characteristics

1. In MOVING from left to right, that is from transmitter to buying listener, accurate facts become of greater importance in determining the value of the program.

2. However, in moving from left to right, accurate facts become more and more difficult of determination, (i.e. audience varies from day to day and hour to hour and can never be determined with the same accuracy as coverage. Coverage is harder to determine than power radiated.)

3. A knowledge of the parts of this system is basic to a knowledge of the whole (i.e. study of radio listeners who buy requires studies of audience. Studies of audience should be based on a knowledge of coverage, etc.)

4. Parts I, II and III, being parts of the radio communication system proper can be investigated only by study of the scientific phenomena of radio transmission and the engineering factors affecting radio receiving set design. In dealing with coverage, we are dealing with the scientific facts and principles which go to make up the radio communication system, and as such are applied to the study of human reactions to the broadcast programs which they receive. Not only are the methods which must be applied to the study of the communication system radically different from those which must be applied to the division dealing with human reactions, but the facts with respect to the radio communication system, while exceedingly complex, are capable of more exact determination than are facts concerning parts IV, V, and VI of this system.

5. Because of the varying nature of the system as a whole, consideration of the first three parts has been made, and it will be heard is fundamental to consideration of who listens to it and why in any well-organized course of procedure.

Reception Conditions

NOW DIRECT attention to Part III of Figure I, the last link in the radio communication system proper which is just ahead of those parts so complicated by the human reactions.

Consider a single particular receiving location where the receiving set is adjusted for reception from a particular broadcast station. Consider first daytime conditions. These may be classified under one of three heads:

1. The listener can receive the station satisfactorily any day.
2. The listener can receive the station satisfactorily only on certain days but not satisfactorily (Continued on page 24)
Present Set-up Held Most Efficient
Only 420 Stations, Rather Than 610, Operate Every Night, Records Show; Deletions Based on Careful Study

By C. B. JOLLIFFE
Chief Engineer,
Federal Radio Commission.

REDUCTION of the number of broadcast stations is often cited by critics of existing allocations as the only feasible way of attaining perfect transmissions and reception conditions. C. B. Jolliffe.

Ever so often one hears that the Radio Commission has not met this situation as effectively and that there are now on the air more than 600 stations as against the peak total of some 735 when the Commission came into existence in 1927, with the main job of restoring order on the wave lengths. These critics further point out that many of the stations eliminated "just died," that others were consolidated and that the net number decreased although still considerable.

But what are the facts? Strictly speaking, there are not 610 stations on the air, for actually there are 453, which represents a very substantial reduction from the 735 which were operating helter-skelter at the time of the inception of the radio law in 1927. Only that number of stations operates simultaneously during evening hours. Records show that 608 stations hold licenses, but the difference is made up by those operating daylight only or with limited time.

While hardly perfect, the existing allocation is scientific, and, I believe, derives the maximum benefits possible within the limitations of legal, economic and other restrictions. Improvements constantly are being gradual and on a scale and consistent with the Radio Act of 1927 and the Commission's own regulations.

Interference Measurement

THE MEASURE of interference does not grow from the total number of stations licensed but from the number simultaneously operating simultaneously. Because propagation is infinitely better at night and because the evening hours are most desirable under ordinary circumstances, basically, the measure of interference diminishes down to the 453 which were operating simultaneously during evening hours. That total is 420.

Of those stations, limited time stations are not located at locations and operating on frequencies on such a basis that minimum interference will be possible in the day-time. If these same stations operated at night, they would destroy the service areas of the dominant stations on the particular channels. The task of working out this allocation has been long and tedious, both with the Commission and with many difficulties. It went far beyond the formation and application of an engineering formula. To bring about the present situation, where in only 420 stations operate simultaneously at night as against 735 full time stations in 1927, the Commission held hearing after hearing after which it weighed the respective merits of competitive stations, took into consideration such matters as investments, and afterward debased individual cases in litigation with the help of its legal staff.

In addition to the job of reducing the number of stations, the Commission is also trying to determine whether a particular station would operate without interference on a particular frequency. By following the scientific formula, the Commission cleared up local interference conditions for the most part and established a standard of adequate geographical separations between stations on the same or adjacent frequencies.

Further regulations of the past two years have done much to improve the technical setup. Stations must have equipment capable of satisfactory broadcast under a minimum of 75 per cent modulation. The new 550-400 cycle order regulations which become effective in June, is another decided forward step.

Fifty-Cycle Order

THE 50-CYCLE order does not mean that there will be any more interference, for stations, as some suppose. It simply means that there will be interference in heterodyne interference, and it should give every existing station a larger service area. It will mean a closer approach to maximum service.

An analysis of licensed stations shows that of the 420 operating simultaneously at night, 45 are on clear channels. As of June 30, 1931, 187 stations operated on regional channels and 188 on local channels. There were 46 day stations as on that date, restricted in operation by Federal Radio Commission regulations. The stations operate on clear channels from 6 a.m. to local sunset. Of these 15 were on clear channels, 23 on regional and 8 on locals. Limited time stations, all operating on clear channels during daylight at the location of the dominant station at night when the dominant station is not in operation, totaled 21.

Part-time stations, or those operating a portion of the time, with the remainder of the time on the same frequency as a non-regional station, is 232. Of those 232, 220 were on clear channels, 133 on regionals and 77 on locals. The grand totals showed 90 stations on clear channels, 238 on locals, for a total of 612 stations as of June 30, 1931.

Education "Racket" Again!

What College Station Broadcasters Apparently Is Sacrosant Even if "Interpretation" May Border on Perjury

By JOLLIFFE

INDICATING the sincerity—nay, even the purity—of the commercial faction that is fighting commercial broadcasting behind a federal lobby seeking to secure 15 per cent of the total time on the air, commercial radio stations and educational institutions, are the contents of a "rush bulletin" addressed to all members of the Association of College and University Broadcasting Stations by T. M. BEARD, executive secretary.

This bulletin, intended as confidential, was mailed by Mr. Beard under date of Jan. 25 from the University of Wisconsin, with the Department of Town and Country Service. The association of which Mr. Beard is executive secretary is one of the nine banded together in the "15 per cent lobby" under the chairmanship of Joy Elmer Morgan, editor of the Phonograph, of the National Educational Association.

Let the "rush bulletin," quoted herein in full, own story: "Each of our members has received in the past few days a questionnaire from the Federal Radio Commission which has received an additional one-page questionnaire from the Commission to-day. I am in receipt at 1:00 p.m. to-day of a day letter from one of our program directors who evidently received a "bulletin" and a questionnaire. He advises in his wire, 'send rush bulletin to all educational stations to interpret as instructed by hour so that they do except any time sold commercially at least the percentage for good blood' to the chairman.

"This rush bulletin is being released and may I especially urge you that give particular attention to the questionnaire you have received from the Commission and make an interpretation on your report as suggested in this wire. I am quite certain that this be done. Please advise this office if the questionnaire you are filing for your station has been sent to the Commission on the basis as outlined above."

KERN Joins Net

STATION KERN, Bakersfield, Cal., which formerly was KSMR, Santa Maria, Cal., has been added to the Don Lee network as another of the creation stations of the McClatchy newspapers. KERN received an additional one-page questionnaire from the Commission to-day. Fig. 3, showing representation of stations operated by McClatchy newspapers affiliated with that network. Other McClatchy papers in the network are KTFX, Stockton; KFBK, Sacramento, and KOH, Reno.

Networks’ Revenue Gains 33 Per Cent

Largest Increase From Foods,
Toilet Goods and Tobacco

GROSS incomes of NBC and CBS for broadcast time sold during 1931 aggregated $35,791,998, an increase of 46.6 per cent over the 1930 calendar year figure of $26,815,740, according to information just made available.

The NBC networks realized $25,607,041, representing an increase of 27.5 per cent over the 1930 total of $20,088,877. CTS, which was 10,184,958, which was 51.4 per cent over the 1930 total of $6,726,859. These figures do not include incomes from "sweeps" services and other sources, or regular discounts.

The 1931 increase over the preceding year fell somewhat below the improvement shown in 1930 over 1929. Time sold by the networks in 1929 yielded $17,595,751, which was about 45 per cent below the 1930 figure.

Business in 1929 for the combination was 112 per cent above the figure for 1928, which was 121 per cent above the 1927 business. Particularly significant was the disclosure that revenue during the summer months is falling off, and that the network's nonmember notations were shown over the same months last year.

Network gross receipts during January were $3,173,130 as against $1,589,497 for the same month of 1930. In February they were $3,277,575, March, $3,140,984 and $2,095,190; April, $3,164,075 and $2,198,808; May, $3,055,925 and $2,200,245; June, $2,834,965 and $2,033,377; July, $2,764,294 and $2,074,475; August, $2,627,256 and $1,905,782; September, $2,464,047 and $1,925,298; October, $2,553,527 and $2,674,086; November, $3,540,877 and $2,576,721, and December, $3,068,110 and $2,719,177.

The groups largest increase in radio advertising for 1931 as compared with 1930 were shown by food products, toilet goods and cigars, cigarettes and tobacco. The volume of advertising on the air represented over 50 per cent of the total advertising amounted to $5,075,021 in 1931, as compared with $5,264,118 in 1930. For drugs and diet products were $5,366,667 as against $5,336,434, and for the tobacco lines, $5,371,117 as compared with $5,377,077. Among the items which showed substantial increases were shoes, furnishings, trunks and bags, soap and house and garden products, NBC Radio, phonograph and musical instrument advertising increased from $2,492,608 in 1930 to $999,067 last year.

In lieu of its former night time-sharing arrangement with KID, Idaho Falls, the Radio Commission has fired KWG, Stockton; KFBK, Sacramento, and KOH, Reno.

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Broadcasting • February 15, 1932
Evolution of the Sherlock Holmes Program

By JAMES M. CECIL

Cecil, Warwick & Cecil, Inc., New York

Radio and Popular Drama Episodes Chosen by Sponsor
To Overcome Prejudices of Public Against Product

SETTLING down in a comfortable chair with a favorite pipe and a steaming cup of coffee, Dr. Watson and his companion journey back to the days of Baker Street, when Sherlock Holmes was at the height of his career and when any knock on the door might bring the first word of a new and thrilling adventure. As Joseph Bell, Dr. Watson's secretary and an NBC radio editor, follows a willing ear, strange tales are spun out of the threads of experience. Murders return to the scenes of their crimes. Old vendettas are resurrected. Brilliant plots, hairbreadth escapes, lightning deductions—all follow in close succession.

Three times each week, Dr. Watson's leisurely drawl leads into the setting of an adventure, then the sounds of the violin interlude, and finally the characters of the drama revolve their parts. This is the current Sherlock Holmes program, sponsored by the makers of G. Washington's Coffee, the G. Washington Coffee Roasting Co., Morris Plains, N. J. Popular as it has been from the start, its popularity increases daily. In a recent poll of the radio editors of the country conducted by the New York World-Telegram, this program was voted the best dramatic offering on the air. After but two years of broadcasting, the sponsors take as much pride in these signs of popular prestige, as they do in the high standards, and commercial success of the program.

Why radio advertising was selected, in what way the Sherlock Holmes dramas were evolved, and how they fulfill the need for which they were established make an interesting story. Contrary to the usual opinion, the sponsors believed that a type of program could be found which would make it possible to explain detailed selling points by radio as well as they could be explained elsewhere. And in the case of G. Washington's Coffee, it is vitally important to explain quite clearly just what this coffee is, just how it differs from other coffees, and just how it is made.

Prejudices to Overcome

OF HARDLY less weight in the decision to advertise by radio was the realization of a number of unconscious prejudices which might (and, in fact, did) exist in the minds of the public. The most important adverse prejudices held by persons of a certain age and acquaintance with G. Washington's, or none at all, included these: (1) that G. Washington's was not coffee; (2) that G. Washington's was some type of "deteriorated" coffee; that is, either caffeine removed, or strength impaired, or flavor les-

sened; (3) that G. Washington's was merely a handy coffee of inferior grade, therefore suitable only for times and places when quality and flavor might be sacrificed for the ease and speed in making. In addition to these unconscious prejudices, the advertising was forced to combat a general and deep-rooted dislike—the dislike and distrust of any product which seems to be "centered," "preserved" or "tabloid" variety of food, regardless of its quality.

To overcome these prejudices, and to put across precise selling points radio advertising had special value. The spoken word could carry the message of a new and dramatically simple process of coffee making with great force and clarity to people accustomed to traditional, involved methods. Provided only that something unusual, dramatic, and at the same time, friendly, could be found, the dramatic element in the making of G. Washington's Coffee would do the rest.

THE MAKERS of G. Washington Coffee had a problem to solve just as Sherlock Holmes has in every one of the popular dramas which they sponsor. And they solved this problem by selecting radio advertising and an intensively interesting program to explain the unique qualities of their product. Another secret of the success of this feature, which was recently selected by the country's radio editors as the best dramatic offering on the air, is the cleverness of the commercial talks which introduce and conclude each drama.

Neither music alone, nor music and dialogue intermingled, offered a suitable background for selling a coffee which had unusual and distinctive features among its selling points. Drama, on the other hand, has been remarked upon by radio experts for its power to get and hold the close attention of the audience. It is also well adapted to use drama with thrills and humor, with running dialogue and swift action, drama which was spiked with interest and yet was the friendly, human, and natural rather than wildly melodramatic. Familiar and popular heroes were desired. And so, Sherlock Holmes came out of retirement.

Advertising Not Tiresome

THE REST of the story is one of success. The intelligence of the radio audience had been held in such high regard, so much care had been put into preparation, so much thought had been given to the desirable highest standards of commercial broadcasting, that the program was popular almost immediately. It has been substantially unchanged since its inception. It is now on the air three times each week, once on the Pacific Coast, and twice in the East, via NBC networks. Yet with all these broadcasts, the valuable credits have not become tiresome, even to regular listeners. The credits deal with precise, detailed selling points, and yet are not unwieldy. And they all have a decidedly unique feature—one in which the radio audience delights—actual coffee-making before the microphone at each performance, to the accompaniment of teaspoons clicking on cups and hot water gurgling as it is heated.

Here are one of two comments by radio columnists:

"The advertising in this series (Sherlock Holmes) is an example to every other sponsor. It is adequate from the sponsor's point of view and absolutely without offense to us."—NEWARK EVENING NEWS

"Deftly produced drama."—NEW YORK WORLD-TELEGRAM

The broadcasts are moving into a new field at the time of this writing, with the presentation of serial dramas in weekly installments. These serials were started in answer to demand that called for the repetition of last year's adventures one night a week during the present season. Above and beyond their technical success, these dramas have something which has caught the imagination of the public. A peculiar quality of charm pervades every program. And it seems, "Age cannot wither, nor custom stale, the infinite variety" of that charm.

Camel Cast on Tour

THE ENTIRE cast of the CBS Camel Quarter Hour, including Morton Downey, Tony Wons and Jacques Renard's Orchestra, will soon start an extensive tour, broadcasting from each city on regular schedule. The act will be billed as "Great Stage Play of Camel Quarter Hour," thus giving the R. J. Reynolds Tobacco Company added exploitation for its sponsor.

"Voice of Iron Range"

PERSONNEL of WJMS, Ironwood, Mich., one of the newest broadcasting stations to go on the air, having been inaugurated November 21, has been completed, according to Noel C. Ruddell, manager, who formerly was manager of WBOB, Terre Haute, Ind. Walter Patterson is program director and chief announcer and Kenneth Singleton is chief engineer. Both also came from WBOB. The station, a 100 watt, is called "The Voice of the Iron Range," serving an area in which daytime reception has been impeded because of the iron deposits there.

KCMS Now KRKD

KCMS, Inglewood, Cal., about Feb. 1, made its debut on the air, the building. Los Angeles. Coincident with the moving the call letters became KRKD. Transmitters and towers will be on the roof and studios on the third floor. The V. G. Freitag radio advertising agency has moved into the KCMS Building to the Arcade Building with offices at the KRKD studios. Freitag is broker for all of the time at KMTR, KMPC and KRKD.
Better Newspapers as Radio's Rival
Editor Raps Publishers for Laxity In Their Publications, Urges Fair Play Wherever the Two Media Compete

HERE IS a constructive view of the radio-press issue from a man who edits a newspaper in the same community from which H. O. Davis, publisher of the Ventura Free Press, directs his nation-wide propaganda campaign against broadcasting. That the author of this article, rather than Davis, has the support of the California publishers is apparent from their emphatic refusal to aid the anti-radio campaign at a meeting last month. They even went so far as to raise the question, without receiving an answer, as to where Davis is getting money for his propaganda dissemination.

By ROY PINKERTON
Editor, Ventura County Star

THERE ARE several aspects, rather than just one, of the relationship between radio and the newspaper which we should consider.

In the first place, radio unques tionably is a great agency for the dissemination of music, entertainment and information. It is in the public welfare that in every way we can use all of the facilities and aid to the extent of our ability to shape the development along the most wholesome and useful lines.

Secondly, the radio industry is an important business from which we have derived in the past a substantial advertising patronage and from which in the future we can derive an even greater income. Naturally, selfish interests dictate that from that angle we should maintain a sympathetic and understanding attitude.

In the third place, radio in some way or another to some extent is a direct competitor of the newspapers. Insofar as it competes for the same advertising appropriations, we should demand a basis of fair play. For instance, we should demand the same ethics as to types of advertising as are not to be accepted, and the same requirements as to lottery dissemination. In the matter of news handling, obviously the same libel laws ought to apply.

And perhaps most important of all, we should insist that the press association reports, for the gathering of which we pay heavy monthly tolls, not be given or sold to the broadcasting companies.

Special Advertising Rates
I HAVE a copy of the proceedings of the 1931 meeting of the American Society of Newspaper Editors. In addition to many other matters, while discussions, it contains a report of a discussion of the radio-press issue in which is so good that I wish it all, or at least a good di-

*From an address before recent convention of California Newspaper Publishers Association, San Bernardino.

Lafont Explains Order Affecting Transcriptions And Phonograph Disks

TO CLEAR up many apparent misinterpretations of the new regulation governing announcements of phonograph records and transcription records, Federal Radio Commissioner Volney H. Davis, in his statement of the new Rules and Regulations, Federal Radio Commissioner Har alo A. Lafont declared Feb. 13 that the new provisions were not intended to permit use of indiscriminate terms in announcing such records.

The growth of the electrical transmission industry, in which, recorded programs are made exclusively for broadcast purposes, was primarily responsible for the announcement of the new order, Mr. Lafont said. This applies particularly, he indicated, when program material is prepared for particular advertisers for simultaneous release over a number of stations.

"It is my personal view," said the Commissioner, "that no attempts should be made to "fool the public" by the announcement of phonograph records. To do so would be to violate the terms of the new order. Records that can be found in any number of stores and reproduced on the home phonograph are not 'electrical transcriptions' but phonograph records."

Mr. Lafont pointed out that electrical transcription producers, as distinguished from producers of phonograph records, have no desire to produce such programs entails the same processes as that which are used by the phonograph pro duction companies. That is not so in the case of a phonograph record, which is made for home reproduction.

Must Describe Records
"AS I INTERPRET the new regulation, it means that every ordinary record performed must be described in such a manner as to show the extent to which it is played. There should be a distinction, however, between phonograph records and transcriptions made exclusively for broadcast purposes.

"There is some merit to suggestions which have been made that electrically transcribed records, produced for a particular advertiser for simultaneous release, be announ ced by naming the studio that produces them. Proponents of this method point out that there is no possible way in which a phonograph record should be identified by naming the studio, since no broadcast studio prepared it, while with transcription the very fact that the program is released bears the station name shows the program was prepared exclusively for broadcast purposes."

Mr. Lafont pointed out that the modified regulation permits broadcast stations to announce mechanical records, as well as phonograph records.

The exact form of the announce ment is not prescribed, but it should be "clear and in terms consistent with good taste as was said. Broadcasters and the transcription producers, therefore, he said, may use any method of selecting the sources in selecting that language, but should not "overstep the "overstep the bounds," he concluded. 
**THE FIRST appeal to raise the issue of whether the facilities of an educational station should be forfeited upon application of a commercial station of proved merit has been argued before the Court of Appeals of the District of Columbia and now awaits decision.**

Involving the application of WOW, Omaha, operated by the Woodmen of the World, for the one-half hour time now used by WCAJ, Lincoln, Neb., on the 590 kc. channel, operated by Nebraska Wesleyan University, the case was argued before the Court Feb. 1. Paul M. Segal, former assistant general counsel of the Commission, appeared for WOW, while Duke M. Patrick, had declared since Segal, argued in defense of the Commission's denial of the Omaha station's application.

Mr. Patrick pointed out that by the court heard arguments on the appeal of WFI, Philadelphia, operated on 500 kc., with one-half hour by Strawbridge and Clothier, which was increased by increase in power from 500 watts to 1 kw., both day and night. Mr. Patrick also argued this case for the Commission before the Supreme Court of the United States.

Mr. Patrick contended that there was no showing that interference would be caused and added that both Pennsylvania and the second zone are underquota in radio facilities. The fact that WFI did not apply for facilities in an overquota zone, he held, did not alter the quota situation, and if interference would be caused, it would not be of a degree greater than that which is the Commission's function to reduce power of other stations affected in overquota states and zones.最高法院,他继续说,干扰自然要是在区域上.

A second appeal growing out of the Commission's rejection of an application by WIC, 15 kw., filed by Louis G. Caldwell and Arthur W. Scharfied in behalf of William J. Webster, Jr., operated in Lincoln, Neb. The Post Broadcasting Co., licensee, had been granted a stay order by the court. Fred H. Klein, also financially interested in the station, who sought authority to assign the WIC license to another party, was heard.

Other Court Decisions

**THE NEW appeal for Pote was based on the Commission's denial of an application for the license to an educational station on the 15 kw. facilities on 1,500 kc., with 100 watts night and 250 watts day, also appealed from the decision denying the application to the network addressed to CBS.**

At the request of the appellant, WBKO, Jersey City, N. J., operated by the Camith Corporation, the court reversed the Commission decision ordering its deletion, along with WNJ, New-ark, N. J., to make way for WHOM of Jersey City, operated by Harry F. O'Melia, on the 1460 kc. channel, which they shared also with WBMS, Hackensack, on a four-way split. The Commission subsequently authorized WHOM to use one-half hour on the frequency, but the time was still limited to the network and the station is operating under a stay order.

Notice of its intention to intervene in the appeal of WORC, Kan- sas City, from the Commission's decision deleting the station, was filed by KFH, Wichita, Kan. The Commission denied granted full time on 1300 kc. with 1 kw., and had refused renewal of WQO's li- cense for failure to serve public interest.

The appeal of WCFR, Baltimore, from the Commission's decision granting WCBM, Baltimore, author- ity to operate on a frequency 60 kc. from the former's 1270 kc. assignment, was dismissed by the Supreme Court of the District of Columbia on Feb. 2, on an order en- tered by the plaintiff.

**Most Fan Letters Addressed to Net**

SIXTY per cent of all fan mail received by CBS, including the mail received by local stations on network forwards and New York headquarters, is ad- dressed directly to the network at New York and not to the station originating the program is heard. This information is contained in a brochure on "What Does a Network Mean to the Audiences of Local Stations?" and the same will be forwarded on a survey made by the audience mail division of CBS.

Offering the La Palina, program, which features Kate Smith, as an example, a brochure points out that 12,493 of 22,730 requests for Miss Smith's picture one week were addressed directly to CBS, New York. When the mail ad- dressed to the CBS stations in New York and Chicago is excluded, there were 11,271 of the 15,730 received in the network addressed to CBS.

Oskar Radio Corporation, Carter- ville, Mo., involved an experimental station license, was ordered by the court on Feb. 2 for nonpay- ment of rate.

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**Whole Range Studies RESULTS of studies of distance ranges over which practicable radio communication is possible and the whole range of radio frequencies are published in a circu- lar issued by the British Dominions on June 15, 1931.**

The circular may be obtained from Wilberforce House, 65 Grosvenor Place, London, S. W. 1, England, for 1 shilling in cash or 10 cents postpaid, and the approximate distance ranges and the corresponding frequency channels are being distributed by the Bureau of Standards, Department of Commerce. Attached to the circular are diagrams showing the variation of radio frequency, power, and other factors with distance over which communications of given quality may be expected, and the approximate point at which communication is possible for a given power. Copies of the circular may be procured by addressing the Bureau.

**Dominion Control Of Radio Is Upheld**

Privy Council Rejects Appeal of Province of Quebec

FEDERAL control over radio com- munication in Canada was upheld by the Judicial Committee of the British Privy Council on Feb. 9, when it dismissed the appeal of the Province of Quebec from its decision to the effect that the British Privy Council was holding that the Dominion rather than the Provinces has regulatory power over radio broadcasting.

The Privy Council being the court of last resort, this decision is final, and the Parliament at Ottawa now finds itself with complete jurisdiction over radio. The decision follows closely the theory in the British Constitution that radio regulation is a federal func- 

**WORC Requires Truth In Claims of Sponsors**

ANNOUNCING on the air that it has included a new clause in its contract with sponsors that products advertised on the station must be strictly bona fide as advertised, WORC, Worcester, re- reports that "letters and telephone calls to the station indicate that the public is enthusiastically in ac- cord with our efforts and will support WORC advertisers to the fullest extent." The station's con- 

**February 15, 1932 • BROADCASTING**
Smoked Out

ITS PENCHANT for deep-dyed secrecy to the contrary notwithstanding, the State Department at last is being smoked out on the North American broadcasting situation. Thanks to the efforts of Senator Dill, the Senate Interstate Commerce Committee is going to investigate, with the Department and the Radio Commission have stood idly by during Mexican and Cuban encroachment on the rights of our broadcasting. Specifically, it will seek to find out why steps have not been taken to safeguard our broadcasting from serious interference created by the Latin neighbors—interference that is growing more pestulous weekly as new stations of high power squat on or between frequencies used by American and Canadian stations.

The State Department, or rather certain of its silk-gloved diplomats to whom international radio affairs have been entrusted, for two years have shushed every inquiry about this serious problem—more serious than the average broadcaster appreciates. As a body, the Commission, despite the dissents of two of its members, has clicked its heels together and heeded the word of the High Command. An absolute gag on any talk about the North American situation has been invoked by the Commission.

Senator Dill’s resolution calls for working out an agreement or joint convention among the North American nations for an equitable and scientific distribution of wave lengths available to the continent so as to avoid interference. It is likely that the resolution never will be passed by the Senate, but it will have served its purpose when the Committee investigation is concluded.

Whether the solution of the problem is in widening the broadcast band, as has been done in Europe, or in some other panacea, is something the Commission should have worked out long ago, in collaboration with representative engineers of the industry, and, possibly, in conversations arranged by the State Department with Canada, Mexico and Cuba. Steps should have been taken to retain the status quo and to prevent the destruction of service on some of the wave lengths until a satisfactory solution had been worked out. Instead, Mexico, and now Cuba, are running rampant, with stations going up, more than often built with American capital. Now, after two years, it will be much more difficult to unscramble things. And two months from now it will be even worse.

Both the Department and the Commission are protesting, though rather meekly, that the broadcasters have never suggested a method of meeting the situation. Whether that is correct or not does not exonerate either of these agencies, which were created to protect American interests. Senator Dill is right when he says that the half-million dollars appropriated for the Commission will be wasted it that agency does not protect its own stations.

Broadcasters should welcome this inquiry. It should teach certain individuals that, in broadcasting, as in everything else, government is an instrumentality of the people, and not the people of government.

Politics

LOBBIES and self-seeking interests have executed Radio by the American Plan, often pointing to the allegedly superior virtues of the European systems of government operation and set-tax support of broadcasting, without, however, making mention of the dangers of political control of radio already manifested abroad. But none of these antagonistic interests and certainly few, if any, candidates for political office have been able to build any sort of case against American broadcasters on the score of political discrimination in lending the use of their facilities to candidates. Now that a national campaign is in the budging, American broadcasters, regardless of their political affiliations and sympathies, must continue the same policies as before. With all manner of antagonistic interests just waiting for the opportunity to pick at flaws, here is one aspect of broadcasting that must be kept flawless.

The law is simple and clear. Section 18 of the Radio Act states: “If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: Provided that each licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.”

Broadcasters will undoubtedly be called upon more than ever this year by candidates for time on the air. They should heed Section 18 carefully. They need not give away their broadcast hours unless they choose to do so; if they do, they must of course treat all candidates alike. The politician, however, really should not expect “free space” from radio any more than he gets it from the press, which often charges higher rates payable in advance for political advertising.

While politics will be a big source of revenue to stations and networks this year, it should be viewed also for its program, public service and popular interest merits by the broadcaster accepting political accounts. Policy must be laid down carefully and adhered to rigidly. A fine example of astuteness in handling a subject of political controversy was displayed late last month when Rep. LaGuardia of New York spoke over an NBC network. Rep. LaGuardia’s own broadcast introduction to his main address tells an eloquent story: “In discussing the subject of ‘Taxation, Lobbying and the Freedom of the Air’ it might be well to state just why and how this combination of subjects is on the program this evening. When the American Taxpayers League announced a series of talks over the radio by eminent and distinguished statesmen, I protested to the National Broadcasting Company, that the Taxpayers League, which had been the subject of a Senatorial investigation, was not only exploiting the good name of the eminent men on their program, but that they were using this radio network for their own propaganda in the air, which to the great interest of a few promoters. The president of the National Broadcasting Company, Mr. Aylesworth, offered me the opportunity as he stated ‘in accordance with the company’s policy to always permit the presentation of the opposite point of view’ by The American Radio Institute. As long as the freedom of the air is maintained on such a high and fair level, radio will be the greatest public forum ever known in the history of the world.”
WHEN Alfred J. McCosker took over the managing directorship of WOR, New York’s star moved to a telegraph from D. W. Griffith, the motion picture producer, running something like this: "Congratulations, the wedding of the whisperers and the shadows." For "Mac," as he is affectionately known, was forging the way of the movies to devote his efforts to the new-born ethereal art of voice and music.

Station WOR this month is celebrating its eighth anniversary. Its growth and development of unprecedented leadership among the independent stations of the country may largely be attributed to its guiding genius. Consider what must be the problem of maintaining a place alongside the key station of the nationwide networks in a city like New York, yet without a network affiliation! Today WOR ranks with the best of them—and many of the major network features originated in that station.

Mac is a man who combines a background of journalism with extraordinary talents as a showman, a keen appreciation of public relations, a fine sense for public service and a real capacity for making and keeping friends. If ever a third natural station network is formed, undoubtedly the man best fitted to head such a venture is Alfred J. McCosker—not merely because his station is strategically located to key such a chain but because of the executive ability of the man himself.

Mac follows several cardinal rules in the direction of WOR. First, every staff member must have had previous experience in journalism or the show business, or both. Secondly, there are no titles—"stars" and the like—no sacred cows" to be exploited—not even Bamberger's and Macy's, which control the station. Decisions of major consequence are generally made by an executive board on which the station president has pondered them.

The station itself has an executive and operating staff of 82 persons who, through the medium of its radio stations, has been awarded the Chamber of Commerce's distinguished service award for "having most definitely contributed to the community welfare" during 1931. The stations now operating under the WOR banner are KSO, Clarinda; WIAS, Oitama; KFJY, Fort Dodge, and KWCR, Cedar Rapids.

WILLIAM GOOD, formerly of the auditing department of the Los Angeles Express before the merger of that newspaper and the Los Angeles Evening Herald, is the new auditor for KNX, Hollywood.

MORGAN EASTMAN, of the Chicago National Broadcasting Co., has been named to the radio committee of the advertising council of the Chicago Association of Commerce and Industry. He has been a prominent in radio for council meetings this year. Earl L. Hadley, of the Grieve Mac 1000 Co., is vice-chairman. The committee also includes Quin Ryan, manager of WGN; Pat Barnes, Station Manager of the Imperial in Chicago; Robert Kieny, WFAS in New York; Calgary CBS; E. E. Mattson, Manager of the KDKA radio network; and C. H. Hesler, WOR, and Bruce Robertson, Broadcast Advertising.

ALDOF N. HULT, formerly in the commercial advertising department of WOR, has joined the sales staff of WDGY, Minneapolis.

JOHN GILLIN, Jr., has been appointed circulation manager of the Beachcomber, Omaha, succeeding Marie Kierny, resigned to be married.

BLAYNE R. BUTCHER, formerly sales manager of WOR, New York, New York, late on the production staff of WAP, Fort Worth has joined the sales staff of KDKA, Pittsburgh.

MISS FRANCES RASOLIE LYNCH and William S. Rainey, production manager of NBC, were married Feb. 2 at the home of the bride's brother, Willard A. Lynch, in New York. Mrs. Rainey has been associated with the KDKA station as hostess for the past two years.

ALBERT CORRNER, director of sales of WOR, Newark, and Mrs. Corrner returned early from a trip to Bermuda. Feb. 11. They left New York Jan. 28.

JOHN J. CRAWFORD, manager of KFAC, Kansas City, has acquired an airplane pilot's license. Other full fledged aviators on the staff: Jack Kauker, program, Mervyn S. Adams, technical head, and Paul Myers, commercial manager.

We Pay Our Respects to—

ALFRED J. MCCOSKER

GUY C. EARL, Jr., president of KNX, Hollywood, was recipient of a beautiful gold cigar lighter presented to him at the recent KNX talent show, conducted by Calmon Lubowski, "master violinist" of the station.

GEORGE L. FEEKE, formerly of S. H. Prior Co., Inc., has been appointed general sales manager of Panorama Artists of the Air, a New York production association formed formerly a member of the Metro-Goldwyn-Mayer motion picture organization. Feeke continues to direct the M-G-M Radio Movie Club over WHN-WPW, New York.

CLYDE KRAFT, formerly of KTAT, Fort Worth, is now manager of KFJZ in the same city which, according to reports, has been purchased by R. S. Bishop, local electrical dealer.

WILLIAM E. JACKSON, who has been prominently engaged in advertising for 10 years, has been appointed creative director for KDKA, Pittsburgh, according to announcement by Lloyd C. Thomas, general manager of the Western group of stations. The new director of sales has been with KDKA since May, 1928.

GARDNER COWLES, Jr., executive editor of the Des Moines Register & Tribune, under whose direction newspapers required to license radio stations, has been awarded the Chamber of Commerce's distinguished service award for "having most definitely contributed to the community welfare" during 1931. The stations now operating under the WOR banner are KSO, Clarinda; WIAS, Oitama; KFJY, Fort Dodge, and KWCR, Cedar Rapids.

BEHIND THE MICROPHONE

CHARLES OLCOTT, called "radio's funniest man," is now heard on both KDKA, Pittsburgh, and KGC, which is formerly a vaudeville headliner.

CARLTON KELSEY was appointed musical director for KFWB, Hollywood, until the station begins its fall. He has conducted "Vanities of 1928" and other productions. In New York, he was affiliated with a musical director at the Orpheum, Los Angeles Theatre, and at several Warner Brothers' houses.

CAMERON CROSBIE, organist at KFAC, Los Angeles, was operated on recently for appendicitis, but is now recuperating. However, it will be March before he returns to the microphone. Miss Florence La Ma is substituting.

JACK PARKER, tenor, who changed from KFI to KJH, Los Angeles, recently, has been named manager of the "Microphone Club of America," which is planning a club house in Los Angeles. A free book, bureau and a sick fund benefit also are planned.

RAY KNIGHT, chief of NBC's Cuckoos, was initiated into the E. L. Knights of Canada recently. He was called by long distance telephone from the station where he works, the plan's over the wire. His speech of acceptance was broadcast over CGGW, Toronto.

EDWARD JEROME POWELL, actor, is now a production staff of WOR, Newark. After a career on the stage, he turned to the air show business as both announcer and program director on small New York stations before joining WOR.

WILLIS O. COOPER, former and radio producer, has joined the continuity staff of WBBN, Chicago. For two years he was continuity director for the station.

NELSON CASE, NBC Pacific coast announcer, has been given a 15-minute song program for a week over a local baritone solo work.

GEORGE TAYLOR, who built up the "On the Show program at KFY, San Francisco, has gone over to KFWB and is planning afternoons to provide a musical background for bridge parties.

HARRY N. LASAUX, Jr., new to the recording business, has joined KFAC, San Francisco, announcing staff.

CARLTON E. MORSE, NBC continuity writer, has been creating "Split Second Tales" for NBC in the west with the program going to KPO, San Francisco, Saturday nights.

Raymond Soat, President of National Radio Advertising, Inc., announced the following additions to the New York sales staff: Henry Ringgold, formerly publicity director of the Brunswick Radio Corp., Miles F. Lasker, formerly with Fox Films, and Bloor Schlegel, formerly in the executive editorial branch of the Hearst newspapers.

February 15, 1932 • Broadcasting
BOB program

THE

over KHJ and

JEFFERSON

and

MONROE UPTON,

Beach,

For three years

FRANK NELSON, young

DAVID

had never seen the inside of a broad-

each week, Monday to

"MIKE

The

over WBBM, Chicago, and

WLS, Chicago.

Productions

FRED NELSON, young

dramatic director, is now

FRANK NELSON, young

dramatic director, is now

producing and

announced for WBBM.

GEORGE L. DONNETT has been

transferred from the Cleveland offices of

Graybar Electric Co., to the

search production department in New

York. Harry L. Grant, formerly

manager of the Cleveland Graybar

office, has been transferred to Wash-

ington to assist radio station owners

in connection with broadcasting mat-

ters.

"THE NEW MUSIC of Electical

Oscillations, is the general subject of a

symposium to be conducted by

the Radio Club of America

at Columbia University,

New York.

W. C. ETHERIDGE has become chief

engineer of WKS, Columbia, S. C. He

was formerly with WSPA, Spartan-

burg, S. C.

NORTHERN CALIFORNIA.

JACK MONTGOMERY, chief engi-

neer, WSM, Nashville, recently made

an inspection trip to New York and

Canandaigua, N. Y.

R. R. Elects Cad

DR. WALTER G. CADY, profes-

sor of physics at Wesleyan Uni-

versity, at Middletown, Conn.,

widely known in technical radio

circles, was elected president of

the Institute of Radio Engineers for 1932 in the recent elections.

Dr. E. V. Appleton, Kings Col-

lege, London, England, was elected vice-

president. Dr. H. W. Fike, editor of Radio Retailing and

Electronics, and E. L. Nelson, second vice president.

Jack Bell Laboratories, were elected
directors. Both Dr. Cady and Prof.

Appleton are holders of the insti-
tute's gold medal. Dr. Cady was

awarded the institute's gold medal,

the former receiving it in 1928 for his work in the piezo-electric

field and the latter in 1929.

"The Wave Trap"

"THE WAVE TRAP" is the name of a new monthly house organ pub-
lished for the staff of the Yankee Network at its Boston headquar-
ters. The first issue made its appearance Feb. 1, featuring an ar-
ticle by Irving B. Robinson on syn-
cultural developments in the broad-
casting stations. The edition is largely devoted to personal notes.

It is edited by Jack M. Ford, George W. Steffy and Mark Staples as associate editors; Robert

D. Wolfe, art editor; and C. B. Q. Davis, circulation manager. The following names are frequently

mentioned in the magazine: George W. Steffy and Mark Staples as associate editors; Robert D. Wolfe, art editor; and C. B. Q. Davis, circulation manager.

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The Business of Broadcasting

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

STATION ACCOUNTS

THE EARRIL FERRIS Nursery is sponsoring a program over WLS, Chicago, with the nursery’s native Hawaiian flower songs played by a Hawaiian instructor. The program, sponsored locally on Tuesdays and Thursday from 5:00 to 5:30 p.m.

ALMA LA MARR, household economics program speaker at KTAB, San Angelo, Texas, has signed a contract for another year with the H. C. Hittenberger, San Francisco makers of surgical appliances.

A TUESDAY night, from 7:45 to 8 o’clock, KNX, Hollywood, produces a new program entitled “Just Willie,” national in scope, courtesy of United States Rubber Company. The sponsors offer a real, live pedigreed wire-haired terrier each week for the best letter from the listener, telling in 50 words, “Why I Like Keds.”

THIRTY-ONE advertisers cooperated with WCLO, Janesville, Wis., and the Janesville Gazette, in giving a 4-day cooking school, according to T. G. Murphy, assistant manager of WCLO. Each advertiser extended. Mrs. Adeline Dunne, (Aunt Em), who is conducting the homemakers’ hour over WCLO, was in charge.

FLORA BRIGGS’ talks for the LaVern Laboratories, Los Angeles, have been added to the 1,000 Majestic radio sets.

KMBR, Hollywood, will call its 4 p.m. half-hour daily program its “musical messengers” for classifiers. Eggers Brother, Stage Outfit Husky, has been added to the sponsorship list recently.

WBT, Charlotte, N.C., has added a half-hour nightly program, sponsored by WBT, Charlotte, N.C., a twice-weekly broadcast, Wednesday and Friday at 8:15 p.m., presenting Mary Brown, blues singer, and Charles Dameron, tenor.

KMTL, Hollywood, has added to its schedule the program, “Melody Bell,” the half-hour daily program of its News Network.

LOS ANGELES office of Emil Birschker agency has taken the account for Dr. R. B. Venable, made by the Good Sense Co., Los Angeles, to KNX, with a successful program launching in September.

THE ADVENTURES of Judge Quaker State has been started on KFAC, Los Angeles, once a week. It becomes a full-time, daily program this week.

COLGATE-PALMOLIVE FEET Co., Chicago, (Sudocrem) has renewed its contract for a year, from Jan. 1 for presentation of ‘Clarice Lee & Judy,’ each week.

DAVIDSON and Litch Jewelry Company and the National Permanent Wave Company have both renewed their contracts with KTAB, San Francisco, for the fourth consecutive year for spot announcements.


FIFTH state and municipal leaders are being featured as guest speakers on the new Sears, Roebuck & Co., television show in association with the WOR, New York, program.

A NEW CONTRACT on WOR, New York, is that of the Ekestro Hygiene Foundation, Inc., 122 East 42nd street, New York, New York. The program consists of scientific talks by Clarence V. Ekstroh on foods, sanitation, etc., every Monday and Thursday from 5:00 to 5:30 p.m.

E. I. DUPONT de Nemours & Co., Wilmington, Del. (Speed-breed auto polish) has renewed its contract for another 6-week contract for 24 CBS stations carrying a program feature to be decided upon. Blackett-Scanlon, Inc., New York, EST. Batten, Burton, Durstine & Osborn, New York, handles the account.

AMERICAN SAFETY RAZOR Co., Brooklyn, (Ever-Ready razors) has renewed its contract for another 6-week period with 28 CBS stations featuring its "musical messengers" program, Tuesday, 5:15 to 5:45 p.m., EST. Samuel C. Croft, Inc., New York, handles the account.

PHILLIPS-JONES Corp., New York, (Van Heusen collars), has renewed its contract with 21 CBS stations featuring a musical program, Wednesdays, 10 to 10:15 p.m., EST. Peck Advertising Agency, New York, handles the account.

CORN PRODUCTS REFINING Co., New York, (Kre-Mel), has obtained a new 13-week contract, for 18 CBS stations carrying the "Kre-Mel Singing Chef," except WVIS, 7:30 to 7:45 p.m., EST.

LEHN & FINK PRODUCTS Co., New York, (Pebeco toothpaste) has been added to its schedule of 21 CBS stations featuring Ida Bailey Allen, Tuesday, 11:15 to 11:30 a.m., EST. United States Advertising Corp., New York, handles the account.

FENNCOIL Co., Oil City, Pa., (niles), on Feb. 16 began a series entitled "Pennsylva Party" over 35 CBS stations featuring the "Pennsy Party" over stations in the Western States for western stations at 10:30 p.m., EST. Time on April 5 and April 6.

Farland Co., Chicago, handles the account.

COLGATE PALMOLIVE FEET Co., Chicago, (Sudocrem) has renewed its contract for a year, from Jan. 1, for presentation of ‘Clarice Lee & Judy,’ each week.

MANHATTAN SOAP Co., New York, (Sudocrem) has renewed its contract for 13-weeks, beginning Jan. 28, to present beauty talks by Ethel Jordam, with music by 11 NBC-stations.

KOLYOS SALES Co., Chicago, (toothpaste), on March 8 renewed its contract for 18 weeks, beginning May 15 with a series of 18 half-hour shows on 13 CBS stations.

FIFTH state and municipal leaders are being featured as guest speakers on the new Sears, Roebuck & Co., television show in association with the WOR, New York, program.

KIN On, Portland, Ore., has arranged with the Oregon Broadcasting Network (Stereo bouillon cooker), has renewed contract beginning Feb. 15, 1932, for broadcasting its "Magic Mirror" program to CBS-Dearborn Lee stations in the Northwest; at 9:30 a.m. Tuesdays, Thursdays and Saturdays from 8:45 to 9:30 a.m. EST. Batten, Burton, Durstine & Osborn, New York, handles the account.

ANDREW JERGENS Co., Cincinnati, (Jergens hand lotion), has renewed its contract with 21 stations in the Southern States for presentation of Beatrice Mabie in beauty talks on Wednesdays at 10 a.m., EST.

HUMBERT, Inc., Chicago, handles the account.

THE PIGEON MFG Co., Newton, Ia. (washing machines), has renewed its contract for year for 32 NBC-WJZ stations carrying the "Magic Mail" program each week.

ASSOCIATED SPOTLIGHT REVUE of 1931 for the year 1932 has become the "Associated Spotlight" but is continuing with its regular schedule. The program will differ from the old in offering more distinct entertainment, upon whom the spotlight will be turned during each Saturday night's broadcast.

WAVELENES&T, San Francisco office of NBC. This will mark the company's fifth year of sponsorship with NBC, the contract being made by Harold R. Deal, advertising manager of the radio division, and G. W. Fink, dancing West Coast advertising manager of the West Coast agency.

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AFFILIATED PRODUCTS, Inc., Chicago, is now handling the network accounts of the RAZOR Corp., Chicago, for its "Magic Mail" program weekly.

W. A. SCHAFFER, Pen Co., Ft. Madison, la. (fountain pens), has renewed its contract with 42 NBC-WJZ basic and KGO and supplement stations, beginning Feb. 16, to 10:15 a.m., EST. Batten, Burton, Durstine & Osborn, New York, handles the account.

QUAKER OATS Co., Chicago, has renewed its contract for presentation of "Van and Don," two programs over stations for presentation of Beatrice Mabie in beauty talks on Wednesday at 10 a.m., EST.

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WILLIAM J. HALLIZEY, New York, handles the account.

NEET, Inc., Chicago, (depilatory), has signed a 13-week contract with 21 NBC-WJZ stations in the South and Western States for presentation of Beatrice Mabie in beauty talks on Wednesdays at 10 a.m., EST.


THE PIGEON MFG Co., Newton, Ia. (washing machines), has renewed its contract for year for 32 NBC-WJZ stations carrying the "Magic Mail" program each week.
FUNSTEN FOUKE and F. C. Taylor, both St. Louis fur companies, are planning an advertising campaign, using radio along with other materials and magazines. Ehlinger & Higgs, agency of Tulsa, Okla., has been appointed to direct the campaign.


OREGON DAIRY COUNCIL will sponsor a 1932 advertising campaign to use radio, news-print and films, according to Paul C. Adams, new publicity secretary. He foresees an outlay of $10,000 from a tax on sales. The Portland Dairy Cooperative Association will put aside $8,000 of the $10,000 for the campaign.

CARNATION Co., Milwaukee, already a sizable radio advertiser, has increased its 1932 advertising appropriation 10 per cent over 1931 when it was listed at $250,000. The company's 1932 budget increase was mostly to direct the campaign.

FUNSTEN FOUKE, formerly with Fuller & Smith, Cleveland, and Frank Seaman, Inc., New York.

B. G. POWELL has opened his own radio advertising agency in the Athletic Club Building, Dallas, Tex.

PAUL WEST, manager of the advertising and sales department of the National Carbon Co., has been named managing director of the Association of National Advertisers, New York, succeeding Albert E. Haase, who has resigned to become general manager of a new corporation not yet announced.

J. RALPH CORBETT, former president of Corbett & North, New York agency, has established his own radio selling agency at 420 Lexington Ave., New York. He represents WLW, Cincinnati.

RADIO CORPORATION of America has been elected to membership in the Association of National Advertisers, and will be represented by Glenn L. Tucker, public relations director.

LOS ANGELES agencies handling radio accounts, and not previously chronicled are listed by our Pacific coast correspondent as follows: A. A. (Bert) Butterworth, 38 E. 17th Street; Clarence Young Agency, 530 West 8th Street; Guenther Bradford and Co., 620 South Hill Street; Glasser Advertising Agency, 3875 Wilshire Blvd.; Konning Advertising Co., 1206 So. Main, and C. C. Wilshire Madison Realty Building; Miller Agency, 718 Central Blvd.; W. H. Konning, 1717 So. Grand Ave., and Radio Sponsoring Bureau, 345 South Spring St.

LESTER S. ROUNDS, of Erwin Wasey & Company's New York office, has resumed radio program publicity duties after an extensive trip through seven major cities. The agency has been placed with the NBC Maxwell House Coffee program.

KENNETH CARNEY, formerly with Knight-Counselman agency, has opened a New York office for the Howard J. Ryan and Associates in the same city. Radio and other media will be used.

HOWARD J. RYAN, formerly with Milne-Ryan-Gibson, Inc., Seattle, has formed the Howard J. Ryan and Associates in New York, in connection with the same city. Radio and other media will be used.

EQUIPMENT

WEVD, New York, is making a survey for a new transmitter location, H. E. Gihring, of RCA-Victor has been assisting C. Brown, WEVD, engineer in the tests.

WORC, Worcester, Mass., has completed installation of a new RCA 100-kw transmitter. Installation was supervised by D. W. Reynolds of General Electric.

WJTL, Atlanta, is moving its transmitter from the University of Atlanta, eight miles north of Atlanta, to the Fox Theatre Building downtown. Studios will remain on the campus. An RCA-Victor centralized radio system, connecting class rooms, dormitory dining hall and the stadium has been installed together with new transmitter and studio equipment.

THE LOS ANGELES Broadcasting Co., has completed its new $100,000 transmitter within the next 90 days for a new transmitter and studio for KFAC, Los Angeles. The new transmitter will be of the most modern type and will operate at 1,000 kw. The studios are to be in a specially-constructed penthouse atop the new Cord Building, according to an announcement from S. Adams, technical supervisor, is in charge of construction of the new transmitter, a 504-A model ordered from Western Electric Co. He said it should be ready for installation by the first of March.

THE BRITISH Broadcasting Corporation has placed an order for a new Empire short wave broadcasting station with Standard Telephones and Cables, Ltd., English associate of the American Telephone and Telegraph Corp. The contract includes two Type No. 4 transmitters and 17 antennas.

THE JANUARY "Bell Laboratories Record," in an article written by R. T. Holman, C. Jones, describes a lapel microphone which is intended for the convenience of public speakers. It is only about an inch in diameter and weighs about 1 ounce. Its length of flexible cord provides the connection to the amplifier of the public address system. On the use of the instrument, Mr. Jones says: "It is expected that the lapel microphone will find frequent use in churches, convention halls, banquet rooms and the like. The instrument will be a boon to speakers who depend on gestures for effective delivery or who must turn away from the audience to slide or use a blackboard."

WESTERN ELECTRIC Company has issued two new catalogues, one covering its new frequency monitoring equipment, and the other carrying details of its later conversion parts for Western Electric's 1,5 and 50 kw. transmitters.

A. J. EAVES, research products sales manager for General Electric Co., New York, reports that new 300-A 1 kw. Western Electric transmitters are now in use at KOCI, Los Angeles, and WBPM, Baltimore.

A. M. FLECHTHEIM & Co., New York, makers of paper-dielectric condensers, announces that its new 7,000 volt Type 2X transmitting units are finding favor with television stations. More than 450 broadcasting stations is also stated, are now using Flechtheim filter condensers.

C. F. BURGESS Laboratories, Inc., New York City, has taken over the activities of the Burgess Battery Company in the sale of Burgess Radio-visor Bridges (light-sensitive cells), vacuum contacts, vacuum contact relays, micro relays, light control units and other electronic devices, as well as the acoustimeter line of the Burgess-Parr Co.

KLPC, Beverly Hills, Cal, reports that its new RCA-Victor transmitter will be installed by March 1. The operating room will be opened for public view through a large glass window.

JENKINS TELEVISION Corp., has installed a television unit in WMAL, Washington. The station is known as W2XAF, the transmitting near Wheaton, Md., on the outskirts of the Baltimore area. The telecasting-television-broadcast affiliation was celebrated at the station Feb. 6.

GENERAL RADIO Co., Cambridge, Mass., has been honored by the "American Experimenter" that its new Type 675-D piezo-electric oscillator was developed to serve a frequency standard in conduction with the Type 561-A frequency deviation meter as a visual monitor comparing with the Radio Commission's new frequency maintenance order. Both units are now in production.
Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated *Primary* Listening Area. 30,000,000 people in its tremendous *Secondary* Listening Area.—The greatest "buy" in Mid-west coverage!

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

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

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

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

WSJ, Alexandria, Va., has just issued a new rate card, which also describes the service it offers.

FIFTEEN minutes additional time was made available in February to WIVS, New York, a daylight station, and to the Mandeville Hotel in Chicago at 8:15 p.m. The station is on the 1180 kHz channel and must sign off when it is in service, except during the Pacific time zone, when the channel is shared by KYW, Portland, Ore., and KGB, State College, N. M.

GOOD RECEPTION in the West from WFEF, Reading, Pa., a recently authorized 1 kw. daylight station, is reported in the New York Times.

WGY, Schenectady, one of the 10 oldest stations on the air, will be 100 years old on March 9. This makes it the oldest station in the Pacific time zone, the voice of the house of magic," the General Electric station has been a pioneer in the technical development of broadcasting under the direction of Martin P. Rice.

VISITORS continue to flock to the new studios of WOR, New York, although they have been open for several months. Last month 7286 persons registered to attend the shows between 7 and 11 p.m. and the single day's record was set on Mar. 20, when 902 visitors were tabulated.

LETTERS from three different cities, Dunedin, Manala and Palmerston north, all in New Zealand, were received recently by the Broadcasting Company, reporting record all-time ratings of WTVU, Auckland, the morning of Jan. 1.

FOLLOWING the announcement of a new ruling of the Radio Commission, station WNUC, Newark, have been authorized to operate WAB, New York, are about to be joined by WCVB, Boston, are made to carry a blind with a nine-month moratorium, which prohibits them from programming during the month when the blind is broadcast.

WOR, Newark, maintains 27 remote lines strategically placed in the political area. These are permanent stations that are used to broadcast to remote spots at any time of the day or night. The shows are usually broadcast to carry the transmitter as well.

249 questionnaires returned by families canvassed by The Bismark (N. D.) Commercial to determine listener station preference. KFYR, Bismark, reports that 170 replies from the remote stations of the most popular. All but eight of the remote families had radios.

PROGRAM NOTES

FIRST POLITICAL shots were fired in the coming race for Illinois governor when William H. Malone started a series of 30-minute programs called "Politics with Hugh" on KWY, Illinois, Jan. 27. Mr. Malone, who has had five or six other talks over the same station, substituted for the presidential conventions of the Democratic party. The radio station is used by the Illinois station which the party will handle many of the campaign speeches.

WITH THE inauguration of a new series of programs, "Betty Bible Stories," the British Broadcasting Corporation announces that a committee of the American Legion is cooperating in arranging a series of talks on involving Sundays to essay the subject.

"MEET THE ORCHESTRA" titles a new program from NBC in San Francisco, Monday nights to KPO, San Francisco; KGK, Spokane, and K2R, Seattle. To bear out the title, various players in the group carry solo airs.

PAUL ARMSTRONG, director of naturalization in the San Francisco district, has inaugurated a series on KJBS in the same city, with a weekly talk on citizenship and a question and answer department.

LOS ANGELES school children pettioned the sponsors of "Chandu" daily mystery serial of 1938, at 8:15 p.m., to give the feature earlier in the week and not interfere with home study. So the show moved to KNX, Hollywood, at 5:45 p.m. weekdays on a transcribed. The KJH series will continue to be the first episode, while the KJH series continues in its Canadians channel.

KOIL, Omaha, Neb., will use the Royal Serbian Gypsies, a tamburitza orchestra with Slavic programs, for a tryout this week. "A Slavic Air," "beads," "konstraksa," "bienaksa" and "solar" are played as a group and also in the conjuration with violin and cello.

THE SINGING CLOWN is a new feature on WOR, Newark, receiving favorable response from the rich, colorful tenor, his comic and tragic songs represent extremes in vocalism.

A NEW SERIES of sustaining programs entitled "The Jukebox" have been launched over WBMB, Chicago. "The Jukebox" theme concerns the activities of Peter Becker, a well-known namesake, and Ann Lewis. Each episode is a complete history.

THE HOOT OWLS, famous Friday night frolic on KGW, Portland, Ore., during its winter season, has moved to KGJ, Seattle. It also goes to KOMO, Seattle, and KGO, San Francisco.

SUNDAY NIGHT hi-jinks at KFWB, Hollywood, will feature a program that Warner Brothers sound stage four, where the productions are given, over the Los Angeles station. That station has allotted weeks in advance. Last week stage carpenters knocked out one wall and replaced it with a Chinese teahouse.

THE NINTH annual series of the Chicago Opera Company, which has been carried over WNAC, Boston, is scheduled for the first week in April. The KJL series is a continuation of the series that begun last year.

KFWB, Hollywood, has announced a new series of programs in afternoons on May 18. "The Daily News" will be a new feature on WMQA, Chicago.

ONCE EACH month the weekly program of the Inglewood cemetery over KBOO, Portland, Ore., is voted to music of little known writers. Symphony orchestra and solists will be used and the music director of the music in the show will determine the compositions to be given.

KROW, Oakland, has once again announced a new one-hour program Saturday afternoons with the acts broadcast.

"VIGNETTES," dramatized highlights in the daily serial "Golden Horseshoe," which has returned to KLJ, Los Angeles, after a rest of three or four months. This week the program, which is in the new series of half-hour broadcasts with Raymond Page leading the series, has been transferred to the studio at Hollywood, and the episode with the music studio will determine the compositions to be given.

KMC, Los Angeles, will spot a new broadcast of "Panorama," a program from the LITRATED DAILY NEWS with its new music director, Kenneth W. McGloite at the microphone.

RADIO's drawing power was well illustrated early this month when Chicago's broadcasting stations and the National Radio Association meet in promoting the gigantic charity feature in all radio orchestra will be the entertainment, which was staged at the Chicago Stadium, netted $38,000 for the Joint Emergency Relief Fund. Radio talent provided the entertainment.

Mexican-Cuban Grabs
(Continued from page 6)

seems certain that the State Department's defense will be that the matter of enlarging the broadcasting band to invoke the short waves will be that the National Radio Convention at Madrid next fall, thus paving the way for meeting the requirements of Canada, Mexico and Cuba.

Dill Explains Resolution

IN INTRODUCING the measure Senator Dill said the United States is spending about $500,000 a year to maintain the Radio Commission "in order to see that it makes the maximum possible for our radio station to broadcast so that there will be no serious or beneficial results and that radio listeners may have the benefit of various programs." He said he offered the resolution because he finds it "altogether unnecessary if the money this Government is spending to assure good radio service in this country is to be devoted to the benefit of American people and not prove to be largely a waste of funds."

The Senator continued that he does not mean to interfere with the operation of the resolution by the Senate, "because I want it to go to the committee in order that we may ascertain how much of the money spent by the Radio Commission and officials of the State Department to explain the resolution we are trying to ask the Senate to take action."

Senator Dill and broadcasters generally, however, are anxious to know why the administration did not act on the proposal when resolutions first became serious. The Senator observed that the Mexican government could not be expected to take "a plausible excuse at the time. Since then, however, the situation has become staidly worse, with more and more stations "squatting" on channels, used by American and Canadian stations.

Senator Dill's resolution follows in full text:

Whereas, radio broadcasting stations in Mexico and Cuba are using frequencies assigned to broadcasting in the United States, and thereby causing interference with the service of said stations of the use of radio stations in the United States, and Cuba and that friendly nations and is a reliable report that a number of additional radio stations are planned and under construction near the American border of Mexico, and Cuba;

Whereas, there is no international agreement or treaty dividing the use of frequencies between the Governments of the nations of North America, and only an agreement of friendly nations with regard to the government of these countries providing for the mutual protection of their borders from interference by radio from stations in the United States and other North American countries,

Whereas, the value of vast investments in the radio broadcasting business in the United States and good service by the radio stations in Mexico and Cuba are upon the present condition of radio broadcasting stations located in adjoining countries;

Now, therefore, be it resolved, that the Senate hereby requests the Secretary of State to confer with the National Radio Commission, to negotiate international agreements with the Mexican and Cuban, and any other countries may be desired to protect our radio borders from interference from one another, whereby a fair and equitable division of space for broadcasting under the International Telegraph Convention of Washington in 1927 may be made.
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.

February 15, 1932 • BROADCASTING
Measuring Station Coverage (Continued from page 11)

3. The listener cannot receive a usable signal from the station any day.

Now the first condition where the listener can receive the station any day is as primary service, while the second condition is defined as secondary service and the third condition is of no service at all.

Similarly, the nighttime service at that particular receiving set location may be defined as primary nighttime service or secondary nighttime service.

To summarize, for a particular receiving location reception from a particular broadcasting station may be defined as (1) primary service, (2) secondary service or (3) no service; and since there are, in general, great differences between nighttime and daytime conditions, the complete description of reception conditions at the receiving location is given by describing first the daytime conditions and second the nighttime conditions.

Now, what are the coverage areas of a station? Simply this—the area throughout which in the daytime an antenna would receive primary service, if they were in use and tuned to the station, is the primary daytime coverage area of the station, while the area where these reception conditions exist at night is the primary nighttime coverage area of the station.

Space is not available for a detailed discussion of the complicated techniques involved in the scientific determination of coverage by field measurement. Back of the standards and methods used by the Broadcast Commission lies a program of research and study extending back to the beginning of broadcasting itself. To give an adequate description would require space enough to fill a book. However, it is essential at this point to digress in order to define very briefly the fundamental facts with respect to the determination of coverage which facts should be, or later be recognized by all those concerned with the proper development of the broadcasting medium.

How Survey is Made

1. Coverage cannot be defined by arbitrary methods.

2. Coverage cannot be predicted from the power assignment to a station.

3. Coverage cannot be determined by the analysis of station mail or by special broadcasts designated to secure mail response.

4. Coverage cannot be determined by studies of listener habits, by house-to-house canvases or by similar methods.

5. Since the factors which determine coverage are engineering in nature, coverage can be determined only by proper application of scientific methods and standards to the study of conditions actually existing at the area served. In other words, the determination of coverage is a job for properly qualified radio engineers equipped with adequate apparatus.

Any program of study which does not recognize the truth of these conclusions is bound to produce results the accuracy of which must ultimately be discounted to the extent to which the scientific nature of the radio communication system has been neglected.

From the coverage surveys which have been made by the firm of which the author is a member, there has been selected for comparative purposes the daytime coverage areas for WMT, Waterloo, Iowa, (500 watts, 600 kc.) and WJAR, Providence, Rhode Island, (500 watts, 890 kc.) in Figure II.

In Figure II the primary daytime area for WJAR has been superimposed upon the primary daytime area for WMT by assuming the transmitter locations to be at the same point. (The nighttime primary coverage area for each station is somewhat smaller than the daytime area due to interference from other stations.)

In making a field survey of this sort, the radio engineer with a field car equipped with adequate apparatus travels throughout the area served determining the field intensities produced and the conditions for service. During the investigation which might extend to three weeks, depending upon local conditions, the car will travel from one to two thousand miles or more.


<table>
<thead>
<tr>
<th>WMT</th>
<th>WJAR</th>
<th>Ratio WJAR to WMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary coverage area</td>
<td>8,589</td>
<td>1,116</td>
</tr>
<tr>
<td>(Sq. Miles)</td>
<td>14,689</td>
<td>70 (average)</td>
</tr>
<tr>
<td>Population</td>
<td>599,984</td>
<td>808,315</td>
</tr>
<tr>
<td>Number of families</td>
<td>165,167</td>
<td>194,128</td>
</tr>
<tr>
<td>Number of families having radio sets</td>
<td>72,115</td>
<td>105,533</td>
</tr>
<tr>
<td>Potential audience</td>
<td>283,633</td>
<td>439,208</td>
</tr>
</tbody>
</table>

The results of the survey are shown in tables and on the map, and are contained in a coverage report which has attached to it an affidavit certifying to the fact that the same standards and methods have been used as are used in making all other commercial coverage surveys.

Since the same standards and methods were used in studying WJAR as were used in studying WMT, comparison of the primary daytime coverage areas is particularly interesting because the power assignments are the same.

Comparative area, population and receiving set figures are given in the table above

Location Plus

FIGURE II does not show clearly that, while Mason City, Newton and Iowa City lie within the outer limits of the primary daytime coverage area of WMT, these cities are not included in the figures for primary coverage. This is because requirements for primary service in these localities are more severe than in the more rural localities and these requirements are not met. Similarly for WJAR, the cities of Woonsocket and Taunton were excluded although they lie inside the outer limits of the primary coverage area.

Attention is directed to the fact that it is not the location of a particular broadcast station which is important but rather the location and extent of the night and daytime coverage areas. Consequently, the standard market data folders and booklets for these stations are designed to direct attention to the coverage areas and all market data analyses have been made accordingly. The importance of directing attention to the coverage areas in making market data analyses will be obvious to those familiar with marketing problems.

The Study of Figure II and the table accompanying it will show how widely coverage areas of stations may vary from one another even when the power assignments are the same. Consideration of the essential parts of the entire commercial broadcast system, as shown by Figure I, should make evident to even the most skeptical the importance of coverage. The gradual accumulation of accurate coverage information for a large number of stations secured by the application of uniform standards and methods to all will, as time progresses, prove to be of great benefit to the entire broadcasting industry as it will furnish a sound basis for the evaluation of its effectiveness.

Philco Granted Vision On Time-Sharing Basis

SUSTAINING Examiner Elmer W. Pratt, the Radio Commission on Feb. 9 granted the application of the Philadelphia Storage Battery Co., Philadelphia, for an experimental visual broadcasting station. The grant was made despite objections raised by RCA-Victor Co., Camden, now assigned to the same frequencies requested by the Philco set manufacturing concern. (Examiner's Report 303.)

The station was authorized to use the medium band of 2750 to 2850 kc. as well as the very high frequency bands reserved for television, ranging from 43000 to 80000 kc., with maximum power of 1500 watts. The station will use the call W3XE.

WPTF

SERVES THE RICH TOBACCO BELT OF NORTH CAROLINA

CENTRAL CAROLINA'S ONLY NBC OUTLET

NO OTHER STATION WITHIN 80 MILES

Broadcast your 1932 message to the people of the rich tobacco belt of North Carolina—where business is always good. WPTF is the favorite station of the people in this territory.

Power 1,000 Watts Western Electric Frequency 680 Kc.
Equipment Double Western Electric 78's and 33 1/3's.

WPTF — RALEIGH, N. C.

H. K. CARPENTER, Manager R. L. BRIDGER, Commercial Manager

New York Office: Lincoln Bldg., 60 E. 42nd Street
De Forest
Frequency Monitors
and Control Units

To the designs and specifications of the Radio Research Company, Inc., of Washington, D.C., DeForest adds engineering refinements and true craftsmanship in realizing the utmost precision in its Frequency Monitoring and Frequency Control Units. Precise visual means of determining frequency shift of a broadcast station during operation, from almost any part of the control room because of a large meter which allows wide-angle reading range, is afforded by the DeForest Frequency Monitor. Precise driving of a broadcast transmitter well within limits set by General Orders 116 and 119 is accomplished by the DeForest Broadcast Frequency Control.

Precision equipment—custom built to meet individual station requirements—not stock items built down to a price, these DeForest units are intended for broadcasters seeking to render the highest type service. Two outstanding features serve to eliminate the usual major sources of error in monitor crystals:

Crystals of Greater Accuracy

There are two kinds of monitor crystals available, namely, those cut on X axis and those on the Y axis. The latter are cheaper and can be employed in units built to a price. However, such crystals are more apt to possess spurious frequencies. The X cut crystal is more expensive but there is a minimum chance of frequency change. DeForest units employ X cut crystals exclusively.

Precise Temperature Control

Since the frequency of the controlling crystal is dependent upon temperature, it is of prime importance that the temperature control at the crystal be exact. To insure this prerequisite, DeForest groups the crystal, thermometer and thermostat in the double wall crystal box, and provides a fan arranged to maintain uniform temperature throughout the enclosure. This allows for very close control, as contrasted with the scattered components and still air of the usual double wall crystal box built to a price.

Technical data covering the DeForest line of Frequency Monitor and Frequency Control Units as designed by Radio Research Company, Inc., of Washington, D.C., is available to broadcasters and engineers writing on their firm letterheads. Also, the DeForest engineering staff is ready to cooperate on transmitting, frequency control and station synchronization problems.

DeForest Radio Company
Passaic, New Jersey

February 15, 1932 • BROADCASTING
Applications . . .

FEBRUARY 1

NEW, Boston—New England Broadcasting Co. for CP to use 1560 kc., 100 w., 256 w. LS, half time.

NEW, Milwaukee, Wis.—Voluntary assignment of license to WNBW, Inc.

WWM, Nashville, Tenn.—Modify CP for 50 kw.; request installation of new transmitter.

MAK, Berwick, Pa.—Location to be modified.

WDPO, Orlando, Fla.—Modification of license to change from KJMJ to WQAM.

WSUV, New Orleans—Insignificant automatic frequency control.

KFO, San Francisco—Voluntary assignment of CP to National Broadcasting Co., Inc.

FEBRUARY 2

WMT, Waterloo, Ia.—CP to move station from Waterloo, Iowa, and utilize special antenna system; also change from 254 to 256 w. on experimental basis; to 500 w. WCAJ, Lincoln, Neb.—Modification of license to change frequency from 1300 kc. to 1200 kc.

WAAT, Jersey City—License to cover CP for new existing station.

WGBB, Freeport, N. Y.—Modification of CP to extend completion date to 5-1-31.

WTJW, Milwaukee—Automatic frequency control.

FEBRUARY 3

WFPE, Manhattan, N. Y.—License to cover CP granted 4-28-31 for a new station on 1430 kc.

WFRE, Sturbridge, O.—CP to use 1260 kc., 100 w., unlimited.

KFTX, Flagstaff, Ariz.—CP to move station to Yuma, Ariz.

KERN, Bakersfield, Calif.—License to cover granted 1-31-31 to move station to Stockton, Calif., to Bakersfield.

FEBRUARY 5

WOV, New York—TP to make changes in equipment.

WIAW, Pittsburgh—Modification of license to change frequency from 1410 kc. to 1420 kc., unlimited.


WGN, Chicago—Modification of license amended to request unlimited time instead of 6:15 a.m. to 10:30 p.m. Tuesday through Saturday; except Sunday, when to be on from 4:15 p.m. to 11:30 p.m. daily from 4:15 p.m. until Saturday, p.m. until Sunday, 4:15 p.m. until Monday, 4:15 p.m. until Tuesday, 4:15 p.m. until Wednesday, 4:15 p.m. until Thursday, 4:15 p.m. until Friday, 4:15 p.m. until Saturday, 4:15 p.m. until Sunday.

WLAN, Canton, S. D.—Modification of CP to install new equipment and increase power from 1 kw. to 15 kw., 10 kw. LS, unlimited.

WZMI, West Spartanburg, S. C.—TP to cover modified requests of 50 kw. transmitter for the approval of the Commission.

KGGX, Sandpoint, Idaho—Voluntary assignment of license to Sandpoint Broadcasting Co.

Application returned: WHUN, Canton, O.—Change equipment and increase power.

FEBRUARY 9

WFFR, Baltimore—CP to install new transmitter.

WPRD, Providence, R. I.—Modification of license to include hours of operation from sharing with WPAW to unlimited.

WPRD, Richmond, Va.—Install automatic frequency control.

NEW, Elmhurst, N. J.—The Community Station of the WJBZ, Philadelphia, is granted temporary authority for use of transmitter ciliations of KFOR.

WFTW, Fort Wayne, Ind.—CP to make changes in equipment.

WFCO, Col., CP reactivated; now requests authority to move station locally, change equipment and change from 1210 kc., 160 w., to 580 kc., 500 w.

FEBRUARY 10

WXAO, Chicago—Assignment of license to Western Television Research Co.; visual broadcasting service.

FEBRUARY 12

WNBC, Silver Haven, Pa.—CP to install new transmitter, provided it is consistent with type of equipment to be installed.

KEYO, Abilene, Texas—CP to move transmitter and studio from Abilene to Texas Technical Campus, Lubbock.

KZL, Denver—Application to install automatic frequency control.

NEW, Roseville, Calif.—R. J. Morrow and R. F. Brill for CP reissued and amended to request 1420 kc., in excess of 1400 kc.; 100 w.; unlimited w. of frequency instead of D; and to request name be changed from RO. ROGERS to Richard J. Morrow & Ronald F. Brill.

WKY, Kansas City, Mo.—License to cover CP granted 11-17-31 to move station locally and make changes in equipment.

WJW, Mansfield, Ohio.—CP to move station from Mansfield to Akron and make changes in equipment.

WNNW, Mt. Airy, Va.—TP to cover new station.

WHR, Baltimore—CP to install new transmitter.

WIXR, Roanoke, Va.—CP to move station from Roanoke to Charleston, W. Va.

FEBRUARY 13

WASH, Grand Rapids, Mich.—Modification of license to include new equipment.

WCEO, York, Pa.—Modification of CP: requests approval of transmitter location at West Manchester; near York, Pa., and changes in equipment.

Decisions . . .

FEBRUARY 2

KKRD (formerly KMCJ), Los Angeles—Granted permission to use 50 kw. transmitter as auxiliary for 50 days while new transmitter is operating, to check effects that may develop in new transmitter.

KMLR, Monroe, La.—Granted authority to operate unlimited time for period of 10 days from Jan. 29 because of flood conditions.

WKAR, Lansing, Mich.—Granted renewal of CP over entire license period to 12-25-31; daily except Sunday, 7 p.m. to 11:30 p.m. daily except Saturday, 7 p.m. to 11:30 p.m. Monday only.

WHOM, Jersey City, N. J.—Authorized to use time hereinafter assigned to WKBD, Jersey City, since Court of Appeals of D. C. has dismissed the appeal of WKBD at its request; from decision of Department February 2. This order gives WKBD half time, WJNJ, Newark, quarter time and WHMS, Hackensack, N. J., quarter time on 1410 kc.

FEBRUARY 5

WGCP, Newark—Granted CP to move transmitters locally in Newark, and make changes in equipment to conform to G.O.'s 111, 115 and 116.

WTOC, Savannah, Ga.—Granted CP to make changes in equipment to conform to G.O.'s 111, 115 and 116.

WBBM-WJBT, Chicago—Granted CP to install new transmitter.

KDLR, Devils Lake, N. D.—Granted authority to install automatic frequency control.

WPRL, Philadelphia—Granted modification of CP approval equipment.

WJL, Detroit—Granted license covering changes in equipment and increase in power to 9 kw., unlimited.

WHW, Philadelphia—Granted license covering installation of new equipment 1500 kc., 100 kw., 250 w. LS, unlimited.

WZEU, Reading, Pa.—Granted license covering erection of new station.

KGPF, Pierre, S. D.—Granted license covering installation of new antenna system; 200 w., unlimited.

WFBF, Rock Island, Ill.—Granted license covering location and construction of new studio; 1210 kc., 100 w., unlimited time.

WQAS, Walla, Wash.—Granted license covering changes in equipment, 1370 kc., 100 w., specified hours.

KGDY, Mason, S. D.—Granted modification of license to decrease operating hours from unlimited to 4 hours a day, 3 hours Sunday, for period of 60 days.

KRDK, Los Angeles—Granted permission to modify CP to add 100 kw. to equipment (500 w. to W. E. 304-A, 1 kw. transmitter).

KFJX, Grand Junction, Colo.—Granted renewal of CP for new station on 1510 kc., unlimited time.

FEBRUARY 9

WIS, Columbus, S. C.—Granted CP to install new transmitter.

WHT, Twin Falls, Idaho.—Granted modification of license to change frequency from 1350 kc. to 1240 kc. and to increase power from 10 kw. to 25 kw. until January 1.

WKBW, Little Rock, Ark.—Granted authority to install automatic frequency control.

FEBRUARY 10

KREG, Aurora, Ariz.—Granted permission to change regular schedule on Sundays in order to broadcast church services for period of 60 days.

FEBRUARY 12

KGRL, Rochester, Minn.—Granted 10-day extension to operate unlimited hours because of flood.

FNK, El Paso, Tex.—Granted modification of CP to increase hours of operation from sharing with WPAW to unlimited time.

WKNJ, New Orleans—Auction in favor of WPWO.

WJWR, Barre, Vt.—Granted renewal of license, 880 kc., unlimited time, dismissed from hearing because applicant requests 500 kw. power on regional frequency, inconsistent with Rule 16.

WEY, Lexington, Mass.—Granted CP to move A. H. Smith, Springfield, Mass., to operate on same frequency, same power and time, sustaining Examiner R. L. Haas.

WNX, Springfield, Vt. (Ex. Rep. 239)—Denied CP to move from 1300 to 1350 kc. up to 10 kw. w., hours 6:30 a.m. to 11:30 p.m. Sat.; 12 a.m. to 6 p.m. on Sundays; also 12 a.m. to 6 p.m.; Saturdays 9 to 10 a.m., 11 a.m. to 12 a.m., 1 to 6 p.m. and 8 p.m. until 6 a.m. following morning.

KCE, New Orleans, La.—Denied CP to move from 1320 to 1350 kc., unlimited time, dismissed from hearingocket because applicant requests 150 kw. power on regional frequency, inconsistent with Rule 16.

WJAY, Cleveland—Petition to reinstate application for modification of license of applicant defaulted in hearing scheduled for Jan. 22, 1932.

GLOSSARY

CP—Construction permit.

Kilocycles.

P.—Power.

Light local until sunset.

Daytime.

Night.

Kilowatts.

J. G. O.—Granted.

J. G. O.—Denied.

J. G. O.—Dismissed.

ACTIONS OF THE FEDERAL RADIO COMMISSION—FEBRUARY 1 TO FEBRUARY 13 INCLUSIVE

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BROADCASTING • February 15, 1932

www.americanradiohistory.com
Population Data

The 1930 populations of states and counties, of urban and rural areas and of incorporated places of 1,000 and over are given in "Population". The information is compiled from materials available by the Government Printing Office and available from the Superintendent of Documents at 15 cents. This bulletin not only summarizes the 1930 census of population, but presents comparative figures for the states and the larger cities for all preceding censuses. For populations of townships or corresponding minor civil divisions in any state, reference may be made to the First Series Population Bulletins. These bulletins are available from the Government Printing Office. These figures should prove invaluable in calculating the number of persons in any given area. Taken along with the state radio census reports, which are broken down by counties and cities to show the number of families owning radios, the proportion of radio-owning to non-radio-owning families and the average number of persons per family in each state, county or city, this booklet should be an important adjunct to the research departments of radio stations.

Washington Visitors*

Walter C. Evans, West Jinping, Chinese
Fred R. Gamble, A...A...A., New York
Frank H. helping, A...A...A., New York
Ray B. White, KPOF, Denver
Arthur Washburn, WZMM, New York
W. R. Hathaway, WCCS, Akron, O.
... and 12 others.

* A register of visitors at the offices of the
  Federal Radio Commission, the National
  Broadcasting Company, and other
  Broadcasting offices.

A Fine Tribute

By FATHER CHARLES E. COUGHLIN
(Excerpt from broadcast sermon Feb. 7)

DURING the past few years the American people have been involved in political turmoil as perhaps never before in the history of the nation. Political warfare has been carried on with an intensity and a bitterness quite unknown before. The issues involved have been political; but it is likely that they are to all intents and purposes, issues of a spiritual and religious nature. A great war of spiritual conquest is on the record.

In this war of spiritual conquest, the men of the press, the radio, the advertising agencies, the film producers, are the combatants. The methods employed by these individuals in carrying on the war are those of propaganda, or the art of persuading men to think and act as we do.

The influence of radio in these matters is enormous. It is a weapon of war, which, in the hands of those who know how to use it, is a great force for evil, but in the hands of the Master, and those who have accepted his direction, it is a mighty instrument for the extension of the Kingdom of Right, over the Kingdom of Evil.

The powers of the radio are limited only by the imagination of the users. It is a weapon that can be used either for good or for evil. It is a weapon that can be used to destroy, or to build up, to destroy the interests of the poor, or to uphold the interests of the great and powerful. It is a weapon that can be used to spread hatred and division, or to spread peace and understanding.

The radio is a powerful tool in the hands of those who know how to use it. It is a powerful tool in the hands of those who have accepted the Master's guidance. It is a weapon that can be used either for good or for evil. It is a weapon that can be used to destroy, or to build up, to destroy the interests of the poor, or to uphold the interests of the great and powerful. It is a weapon that can be used to spread hatred and division, or to spread peace and understanding.

In the hands of those who have accepted the Master's guidance, the radio is a powerful tool for the extension of the Kingdom of Right, over the Kingdom of Evil. It is a weapon of war, which, in the hands of those who know how to use it, is a great force for evil, but in the hands of the Master, and those who have accepted his direction, it is a mighty instrument for the extension of the Kingdom of Right, over the Kingdom of Evil.

Let us pray that the radio, in its hour of power, may be used for the extension of the Kingdom of Right, over the Kingdom of Evil.
Poland, Roumania, Spain, Turkey and Yugoslavia all have advertising on the air—much of which, though they don’t talk about it—is intended for the ears of the listeners in neighboring countries that may ban advertising. At Luxembourg, tiny independent duchy squeezed in between France, Germany and Belgium, a new 200,000-watt station will go into operation next summer under private auspices but with governmental sanction with the plain intention of "covering all Europe" with sponsored programs patterned along American lines.

This station will be one of the most powerful in all Europe and its service area, especially if it goes, as planned, to a long wave, should be tremendous. French capital is supposed to be back of it, for in France radio advertising in privately owned stations is well developed. It is barred on France’s government-owned stations.

That British Broadcasting with adequate receiving sets have been prone to tune to continental broadcasts, especially the sponsored broadcasts from France, is well known. This condition has so far been recognized by Sir John Reith, director general of the B.B.C., that he indicated during his recent visit to this country that he intended to protest to continental radio administrations against the acceptance of “accounts” of British companies for the purpose of advertising British goods to British listeners via French and other stations.

The British ear lately has also been “assailed” by advertising from the Irish Free State’s new station at Dublin. 2RN, operating with 1,500 watts on 725 kilocycles (415 meters) on its own station accepts advertising but not of goods competing with Irish products. Another station 2RPN is supposed to be in contemplation in Ireland—a station that will open with 60,000 watts and have a capacity of 120,000 watts and that also will accept advertising.

Advertising Resume

FOLLOWING is a brief summary of radio advertising in the countries accepting it, as derived from “Broadcast Advertising in Europe” and from other sources:

ESTONIA—Sole rights to broadcast have been granted by the government to a private concern, O/O Radio Riihingaul, of Tallinn, which operates the 10 kw. station at Tallinn on 1013 kc., and the second station at Tartu on 644 kc. Commercial advertising is not permitted between numbers of programs, 10 minutes being set aside each hour, and each afternoon during which the advertiser can broadcast as he pleases. More time is available if needed, but this has been sufficient up to now. Rates are not given, but details can be procured from the concessionaire at Tallinn.

FRANCE—French owned stations at present may place certain programs under "patronage" of commercial firms which means that the sponsor, upon defraying the expense, can have his name, address and specialty mentioned at times during presentation. Privately owned stations have no restrictions and accept all forms of advertising at varying rates. Eleven stations have furnished rate cards and full information about them may be procured from their representatives, who are: Radio Paris (13.5 kw.), Informations et Publicite, 50 Rue de Chateaudun, Paris; Petit Parisian (800 watts), Post Radiophonique du Petit Parisian, 115 Champs Elysees, Paris; Radio Tou- louse (9 kw.), Toulouse; Radio Bretons (1.5 kw.), Radio Information, 51 Rue d’Alma-Lorraine, Toulouse, and Service de Publicite Radiophonique, 118 Champs Elysees, Paris. Radio Nor- maudie at Pecamp handles its own time sales with International Broadcasting Co., 11 Hallam St., London, as its British agency. Radio Constant at Juan-les-Pins (250 watts) sells through Publicis, 62 Boulevard de Strasbourg, Paris.

GERMANY—Radio advertising is heard at fixed intervals from all German stations except Deutschlandsender at Koenigswusterhausen. No foreign firms are allowed to broadcast though exceptions have been made in case of two large foreign manufacturers, one American, having plants in Germany, and employing German workers. Radio in Germany is administered by the federal postal authorities, who collect the set taxes. It has an advertising branch known as the Deutsche Reichs-Postkamera G.m.b.H. at the German Federal Post Advertising Co., which makes all contracts and in turn pays the various stations for their time. There are 29 stations varying in powers from 10 kw. watts to 150 kw.

IRISH FREE STATE—The government has an arrangement with the Irish Radio Publicity Co., of which Col. F. C. Russell is manager, at Dublin, for handling all advertising programs, nearly all of which may advertise goods competing with Irish products. Cost of advertising varies according to type of program, being around $100 for a phonograph concert and $175 for a full orchestral and vocal program. All kinds of records may be used. Among products now being advertised are American and English tooth pastes, cigarettes, chocolate, corn flour, jam, confectionery and a magazine.

Acceptable in Italy

ITALY—Broadcasting in Italy is a monopoly controlled by Ente Italiano Audizioni Radiofoniche, Corso P. S. coli, Milan. All eight stations accept advertising through the Societa Italiana Radiofonica Anonima, Via Bertolli, No. 40, Turin. Rates run from 2 lire daytime (a lira is slightly over 5 cents) and 4 lire night per word on the smaller stations such as Palermo (3 kw.) to 6 lire day and 8 lire night for Milan (7 kw.) and no minimum guarantee is necessary. Rates for more than one station and for long periods have varying scales.

NORWAY—Rain advertising has not assumed great importance in Norway, but it is accepted through the Kringkastelselskap A/S of Oslo, which serves seven stations in a network. Advertising is restricted to the 7-7:55 period each evening. Rates are 2 kroner per word (a crown is about 36.8 cents) with a minimum charge of 50 kroner and certain rebates for a series of broadcasts.

POLAND—Polskie Radio, Warsaw, operating a new 158 kw. station that controls broadcasting and accepts all forms of advertising, quoting rates on a word basis. So far the chief advertisers are social institutions, although food products, clothing and the like are being advertised. Recently sent its radio director to the United States to study radio, and he entered into an arrangement with NBC whereby that company is authorized to fill its time as its sole American agent.

ROMANIA—The one station that accepts advertising in Rumania is (Continued on page 30)

C. C. DILL—United States Senator from Washington: “In order that you may know how much I really value it (Broadcasting) I enclose herewith check for $3.00 for one year’s subscription.”

ARTHUR CAPPER—United States Senator from Kansas: “A most useful publication. I believe the radio world will at once recognize the value of this publication . . . There is real need for such a magazine.”

MAJ. GEN. CHARLES MCK. SALTMAN—Chairman, Federal Radio Commission: “The Commission welcomes the entrance of Broadcasting into the national radio field. . . . With radio in its present developing age, Broadcasting assumes a most interesting and important duty.”

JUDGE IRA E. ROBINSON—Former Chairman, Federal Radio Commission: “Broadcasting is in every way a fine piece of work. It looks like a high class journal and reads like one.”

M. H. AYLESWORTH—President, National Broadcasting Co., Inc.: “Permit me to send you a brief message of congratulation. You are starting out splendidly—for better than I dared hope for.”

WILLIAM S. PALEY—President, Columbia Broadcasting System: “Your magazine has a splendid opportunity of welding together the broadcasting industry and, judging from your first issue, you are making a valuable contribution toward this objective. In no other industry is it more important that the members be informed on their current and common problems.”

DOUGLAS COULTER—Vice-President, N. W. Ayer and Son: “You fellows are doing wonderful work in getting up a real trade paper on radio advertising.”

How About Yourself?

Don’t you like Broadcasting? Doesn’t it bring you news of the industry whose future is your future? If you like our magazine let us hear about it. Help us give you what you want. Broadcasting is your magazine, you know.

Hundreds of our readers have already entered paid subscriptions to Broadcasting. They like the magazine—they believe in it—and they are expressing their liking and their belief in tangible form.

Won’t you, too, fill out the coupon below and mail it to us now?

(IF the coupon is too much trouble just send us a card.)

SUBSCRIPTION CARD

Yes, I do like Broadcasting; please enter my subscription for one year at $3.00.

Name

Address

Check inclosed Bill me □

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

BROADCASTING • February 15, 1932
Charlotte ($573.50)

SALUTES THE WINNING THREE!

- District of Columbia . . . ($681.65)
- New York . . . . ($575.12)
- California . . . . ($573.73)

BUT WATCH OUT, California, for here we come! That little lead of twenty-three cents in YOUR per capita sales will soon be overcome when those agency chaps sit up and realize what a grand market they’re overlooking in this healthy, wholesome “State” of CHARLOTTE!*

Even the big Empire State will have to watch its laurels. Just a little more good broadcast advertising over WBT will induce Charlotteans to dig down in their jeans and spend a couple more dollars a year. And then we salute only the Nation’s capitol!

WHAT’S this all about? We’re telling you something you’re overlooking! Let’s lay the cards on the table—face up. You folks up there in advertising headquarters think we’re in the dumps down here. We’re not—perish the thought.

The South has some of the most cheerful spots in the country. Where are the bread lines? Not here! Where do you find manufacturing plants working day and night? Come down and we’ll show you.

It IS true that North Carolina’s per capita sales are below par. The good old North State has a multitude of seaboard counties, purely rural, that have modest buying power. But you can’t judge the Charlotte market by that—Charlotte and the rich Piedmont Carolinas served by WBT.

Digest these few figures on retail sales (1930 census of distribution) for Charlotte, per capita sales $573.50, total sales $47,420,000.00:

Food Bill $9,220,000.00
Apparel Bill $4,440,000.00
Automobile Bill $9,190,000.00
Lumber Bill $2,540,000.00
Miscellaneous $2,540,000.00
General Merchandise $9,530,000.00

*Please overlook our seeming ego in creating Charlotte into a State. It isn’t, but neither is D. C. But don’t overlook the fact that Concord, Gastonia, Monroe, Salisbury, Statesville and other cities close to Charlotte show per capita sales of approximately $500!

STATION WBT INCORPORATED

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

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

February 15, 1932 • BROADCASTING
Success of Announcer Depends on His Interest In Products, Says WJR

BORROWING a statement by Arthur Brisbane, noted newspaperman, WJR, Detroit, uses it to demonstrate what he feels to be the prime essential in being a successful radio announcer. Mr. Fitzpatrick has posted the following on the WJR program department bulletin board:

"Arthur Brisbane says, 'It is not the power of the voice which brings sales to the hog caller, but rather the appeal in his voice. Proper appeal in advertising will bring back prosperity.' "WJR says, 'It is not the power of the announcer's voice which brings sales to radio advertisers, but rather the appeal in his voice. Proper appeal in radio advertising will help bring back prosperity.' "Which, when interpreted, means this: 'Appeal in an announcer's voice is created, not alone by volume, pleasing tone quality, or perfect diction, but by an interest in the product he is advertising; and a consciousness that to the public he represents an honest, good product. An honest, good product cannot be sold over the radio by a man who merely reads copy. They can be sold by a man who knows the production, and is interested in selling it.'"

Two Stations Seeking Wave "Loaned" to KYW

RENEWAL of the old battle for return of the 1020 kc. channel, now used by KYW, Chicago, to the second zone, from which it was "borrowed" in the last reallocation, is indicated with the receipt of a second application by the Radio Commission for the channel from a second zone station.

Supplementing the application of WXYZ, Detroit, regional operated by Koons & Trendle Broadcasting Corp., an application was filed Feb. 5 by WJAS, Pittsburgh, regional, for the KYW facilities. A hearing on the WXYZ application had been set for Mar. 9, but with the receipt of the Pittsburgh request the Commission decided to consolidate the cases and defer the hearing until the end of March or early in April.

KYW, a pioneer station, is owned by Westinghouse and operated under lease by the Chicago Herald & Examiner, Hearst newspaper. Two years ago the station successfully defended its right in the courts to 1020 kc., despite the Commission's contention that it was "assumed" to the fourth zone and against a number of adversaries. While each zone, under the reallocation, is assigned eight clear channels, the fourth actually has eight and one-half, and the second seven and one-half. The 1100 kc. channel assigned to the fourth zone, is being used one-half time in the second zone on the "loan" basis.

A REPORT is current in Europe that KV-39, known as Moscow-Stalin, and rated at 100 kw., operating on the 797 kc. channel used by Radio Madrid, is to go to 300 kw.

Vocational Guide Series Starts Feb. 18 over CBS

IN ADDITION to the weekly series of educational broadcasts over NBC, the National Advisory Council on Radio in Education, with the cooperation of the National Vocational Guidance Association on Feb. 18, will inaugurate a series of broadcasts on vocational guidance over WABC, New York, and a coast-to-coast CBS network of more than 80 stations. Eight broadcasts are scheduled during which ends April 24, and dramatic skits as well as lectures by prominent educators are listed on the program.

European Radio Myth (Continued from page 28)

under strict supervision of the Socle- tate Romane de Radiodiffusion, Strada General Berthelot 56, Bucharest. The managing director is Ing. Carmu Man- teanu. Short announcements are ac- cepted at from 20 to 30 lei (12 to 18 cents) per word. Advertising is hand- led through the Advertiu Publishing Co., Strada Sarindar, Bucharest, Radio Bucharest has 12 kw. on 761 kc.

SPAIN—Two companies operate broadcasting stations accepting advertising in Spain. Union Radio, S. A., Flu Margall 10, Madrid, has the principal stations at Madrid, Barce- nesa, Cartagena, San Sebastian, Seville. Radio Asturia S. A., J. Tar- tiere 2, Oviedo, handles another group, not indicated. Rates of Radio Union are on a word basis. (Full card rates and list of its stations may be pro- cured from Electrical Equipment Divi- sion, Department of Commerce.)

TURKEY—Telas Telef. T.A.S., Istanbul, has exclusive rights over Turkey's two stations until 1937, one with 6 kw. at Istanbul and one with 7 kw. at Ankara, both on long waves. A limited volume of advertising, none of which can be accompanied by entertain- ment, is accepted. Rates are on a word basis. There are 160 in- stances of "telephone written lines" being allowed once daily for 100 dinars, or 2,500 dinars per month. (One station has a fee of 50 plasters (about 25 cents) per word. Turkish and French are the languages used.

YUGOSLAVIA—Radio set and equipment makers have been the chief advertisers so far on the three Yugo- slov stations accepting advertising, namely, Radio A. O. of Zagreb, 115 kw.; Radio Zagreb, of Zagreb, 700 watts, and Radio Ljubljana, 3 kw. Advertisements of up to one hundred words are allowed for "telephone written lines" being allowed once daily for 100 dinars, or 2,500 dinars per month. (One station has a fee of 50 plasters (about 25 cents) per word. Turkish and French are the languages used.

Artists Aplenty

BECAUSE more than 2,000 artists have been accepted and registered for broadcasts, the British Broad- casting Corporation has suspended for a period of six months, from Jan. 25, all musical auditions in London.

Let Us Help You

control sound and beautify your studio

W ITHOUT obligation one of our USG Sound Control Engineers will gladly consult with you on any prob- lem you may have in the field and our complete line of materials for acoustical correction and insulating against disturbing noises enables us to solve your problem. Special attention is given to studio de- sign.

Some of the many stations where we have assisted in com- bining perfect acoustics with beautiful interior decoration fol- lows:

WBRC, NAC, WBEN, WDDO, KYW, WJJS, WBBM, WMAQ, WENR, NBC (Chicago and New- York), WCH, KNBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

Please write to us for further information or an appointment with a USG Engineer. He will gladly study your acoustical problems and make recommenda- tions for the attainment of definite, predetermined results. Address the United States Gypsum Co., Dept. B-2, 300 W. Adams St., Chicago.

RCA Will Build Station Checking Plant in West

AS AN EXTENSION of its recently inaugurated frequency checking service for broadcasting stations, RCA Communications, Inc., is planning to erect a labora- tory on the west coast similar to that now in operation at River- head, L. I. The second laboratory will be located at Point Reyes, Cal., according to Arthur A. Isbell, manager of the commercial department. It will be ready for opera- tion next June.

FULL TIME was granted WPRO, Providence, R. I., by the Radio Commission, Feb. 9. The station, formerly known as WDWF-WLSI, is a 100 watt on 1210 and for- merly shared with WPAB, Paw- tucket, now discontinued.

Classified Advertisements

Classified advertisements will appear per word for each insertion. Cash must accom- pany order.

Forums close 28th and 13th of month preceding issue.

WANTED to buy

Interested in purchasing used Western Electric 6-B Transmitter with automatic frequency control panel, complete with motor generator for use in Southern California. Communicate immediately, Erwin Oster, 210 South Menlo Ave., Los Angeles, Calif.

United States Gypsum Co.

Sound Service

Broadcasting \* February 15, 1932

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www.americanradiohistory.com
CALL LETTER SIGNIFICANCE—

W E told the curious, in the early days of radio, that WMAQ meant “WE MUST ANSWER QUESTIONS.”

M ANY years—ten, to be exact—of earnest attention to business have shown our listeners that WMAQ stands for “WE MAINTAIN ABSOLUTE QUALITY.”

A LL careful advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

Q UALITY is our keynote—NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.
Dominant!

From whatever angle you consider WLW, it looms up as the dominant radio station in the rich central section of the country. Its excellent programs, tremendous power, convenient position on the dial, and central geographical location enable it to reach the greatest number of your logical prospects. Its vast enthusiastic audience looks on it as an excellent radio entertainer and an extremely reliable buying guide. Our free, 48-page brochure gives the whole WLW story. Send for it.

WLW is powered by 50,000 watts. Operates on a frequency of 700 kilocycles. Has a cleared channel with 100% modulation. Is on the air 19 1/2 hours daily.

An extremely interesting free, 48-page brochure gives the whole WLW story in facts, figures and illustrations. Send for it.

The Crosley Radio Corporation
Powel Crosley, Jr., President
Cincinnati