ELECTRICAL Transcriptions brought $12,000,000 and scores of advertisers to radio stations in 1931.

No other organization has performed so significant a service to commercial radio as did this company in originating and developing electrical transcriptions.

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
The Broadcast Advertising of Carson Pirie Scott & Co. for 1932 Is Carried EXCLUSIVELY by The Air Theatre WBBM CHICAGO Western Key Station of the Columbia Broadcasting System

BROADCASTING • March 15, 1932
EXTRA care here and there insures for DeForest Frequency Monitor and Frequency control units that precision required by the better broadcasting stations.

To gain the utmost immunity from room temperature changes, for instance, the complete DeForest units are now TESTED AND CALIBRATED AT TEMPERATURES RANGING FROM 0 TO 20 DEGREES FAHRENHEIT, obtained in refrigerators and in electrically heated ovens. To eliminate any variation that might be introduced by the tubes, all DeForest units are tested and calibrated with tubes actually aged in the equipment itself. And as a final measure of extra care, all parts entering into the construction of these units are thoroughly aged before assembly. These and other features assure:

- CONSTANT READING FREQUENCY INDICATING METER compensated for ambient temperature so as to be free from temperature variations. The meter, readily read from almost any angle and part of the control room because of the large dial, is controlled by frequency alone and is ABSOLUTELY INDEPENDENT OF VOLTAGE FLUCTUATIONS.

- Thermostat, thermometer and crystal operating in perfect unison for the common temperature, because these elements are grouped closely together and are in DIRECT METALLIC CONTACT. This arrangement assures taking into account the heat generated by the crystal itself. The air in the crystal oven is kept in constant circulation by a fan.

- Equipment mounted on standard rack to match other transmitting equipment, and requiring no changes in the transmitter.

These and other refinements, added to designs and specifications of the Radio Research Company of Washington, D. C., result in frequency monitoring and frequency control equipment that not only meets but actually excels the requirements of General Orders 116 and 119.

Technical data on DeForest frequency control units, as well as the complete line of DeForest transmitting and amplifying equipment, will be sent to anyone writing on a firm letterhead. And remember, there is a DeForest Audion or tube for every transmitting, receiving, industrial, laboratory and scientific need.
World Broadcasting System, Inc.
World Broadcasting Building
50 West 57th St., New York
179 King Street W., Toronto

Sound Studios of New York, Inc. Western Electric Licensee (Subsidiary of World Broadcasting System, Inc.)

You can build your own broadcasting chain...

The new day requires that your advertising dollar be spent where it counts the most. We urge our clients to be guided by their own distribution figures when broadcasting. Note the scope of the World Broadcasting System. Realize that you can select exactly those stations you want—either complete territories, or one station from each territory, or any combination. And when you build your own chain with the new facilities of the World Broadcasting System you are employing the latest Bell Laboratories’ developments perfected after six years of experiment. We will gladly send to Sales and Advertising Executives a booklet telling about this important development. Ask for SELECTIVE BROADCASTING 1932.

Any or all of these stations are available through the facilities of the World Broadcasting System, and are equipped to broadcast by the latest Western Electric method of noiseless recording:

New England
Boston, Mass., WAAAB
Bostan, Mass., WBZ
Springfield, Mass., WREAA
Boston, Mass., WERI
Boston, Mass., WNAC
Bridgeport, Conn., WBCJ
Hartford, Conn., WDRC
Hartford, Conn., WBCJ
Portland, ME, WCSH
Providence, R.I., WARB
Worcester, Mass., WTAG

Middle Atlantic
Albany, N.Y., WOCO
Atlantic City, N.J., WPG
Baltimore, Md., WBAL
Baltimore, Md., WCAO
Baltimore, Md., WFRB
Buffalo, N.Y., WGR
Buffalo, N.Y., WBEN
Buffalo, N.Y., WKBW
Harrisburg, Pa., WFM
Jersey City, N.J., WHOM
New York, N.Y., WAGA
Newark, N.J., WAMM
Newark, N.J. (N.Y.), WBOC
Oil City, Pa., WLBW
Philadelphia, Pa., WIP
Philadelphia, Pa., WIL
Pittsburgh, Pa., WCAG
Pittsburgh, Pa., KDKA
Pittsburgh, Pa., WOB
Pittsburgh, Pa., WQL
Pittsburgh, Pa., WQX
Washington, D.C., WMAL
Wheeling, W.Va., WWVA

South Eastern
Atlanta, Ga., WSB
Birmingham, Ala., WAPI
Charleston, S.C., WRT
Chattanooga, Tenn., WDOJ

Columbia, S.C., WIS
Covington, Ky., WCVY
Greensboro, N.C., WBOG
Jackson, Miss., WLOX
Knoxville, Tenn., WNOX
Lebanon, Ky., WYAS
Memphis, Tenn., WMAC
Memphis, Tenn., WREC
Miami, Fla., WIOD
Montgomery, Ala., WSFA
Nashville, Tenn., WMAC
Pensacola, Fla., WODA
Raleigh, N.C., WPTP
Richmond, Va., WRVA
Roanoke, Va., WRB
Savannah, Ga., WOTC
Tampa, Fla., WDA

Middle West
Bay City, Mich., WBCM
Chicago, Ill., WBBM
Chicago, Ill., WICF
Cincinnati, O., WCKG
Cincinnati, O., WCKR
Cleveland, O., WGBK
Davenport, Ia., WHO
Dayton, Ohio, WWHO
Detroit, Mich., WJR
Detroit, Mich., WWJ
Detroit, Mich., WXYZ
Evansville, Ind., WGBF
Fort Wayne, Ind., WOWO
Indianapolis, Ind., WFBM
Indianapolis, Ind., WFBM
Kansas City, Mo., WPMF
La Crosse, Wisc., WIBH
Lawrence, Kans., WREK
Madison, Wis., WIBA
Milwaukee, Wisc., WMJW
Northfield, Neb., WJAG
North Platte, Neb., KGUF
Omaha, Neb., KOL
St. Joseph, Mo., KGBX

Columbus, O., WOCY
Detroit, Mich., WWJ
Dayton, Ohio, WWHO
Louisville, Ky., WQQI
Memphis, Tenn., WMAC
Memphis, Tenn., WREC
Miami, Fla., WIOD
Montgomery, Ala., WSFA
Nashville, Tenn., WMAC
Pensacola, Fla., WODA
Raleigh, N.C., WPTP
Roanoke, Va., WRVA
Savannah, Ga., WOTC
Tampa, Fla., WDA

St. Louis, Mo., KEX
St. Louis, Mo., KSD
St. Louis, Mo., KRM
Toledo, O., WSPD
Waterloo, Ia., WMT
Wichita, Kans., KFIE

North West
Bismarck, N.D., KEFR
Duluth, Minn., WREB
Minneapolis, Minn., WCCO
Sioux Falls, S.D., KISO
St. Paul, Minn., KSTP
Yankton, S.D., WNA

South West
Amarillo, Tex., KGRR
Beaumont, Tex., KFDM
Dallas, Tex., WFAA
Fort Worth, Tex., WRAP
Hartington, Tex., KGBV
Hot Springs, Ark., KTHB
Houston, Tex., KPRC
Little Rock, Ark., KLRB
New Orleans, La., WWOB
New Orleans, La., WSSB
Oakland, Calif., WDOU
San Francisco, Calif., KGB
San Antonio, Tex., WOAI
Tulsa, Okla., KVOO
Wichita Falls, Tex., KGRO

Mountain
Denver, Colo., KJZ
Salt Lake City, Utah, KSL

Pacific
Hollywood, Calif., KXT
Los Angeles, Calif., KFWM
Portland, Ore., KOM
San Francisco, Calif., KGB
San Francisco, Calif., KFRC
Seattle, Wash., KDL
Spenoke, Wash., KQH

Broadcasting • March 15, 1932
www.americanradiohistory.com
U.S. Trade Body Head Lauds Radio Ethics

By SOL TAISHOFF

Suggests Voluntary Conference to Cure Advertising Ills; Investigation Is Planned as Part of General Program

IN THE FACE of all the propaganda stirred up against commercial radio comes glowing tribute to the broadcasting industry from the Federal Trade Commission that the basic "quality and integrity" of its advertising and the ready willingness of stations to cooperate in the elimination of the questionable matter.

In an interview with Broadcast-

No, William E. Humphrey, chairman of the Commission, which is known as one of Uncle Sam's most "hard-boiled" agencies, directed that not since the advent of broadcasting has it been necessary for the Commission to issue a formal complaint against a station. The Commission has dipped into broadcasting several times, he said, but the stations involved without exception have voluntarily thrown out the questioned accounts in advance of formal Commission ac-

"Honesty pays in advertising by radio as well as in any other medium," Chairman Humphrey asserted. "We have met with coöperative cooperation from radio stations, and we are very much pleased with the movement something such as this taken. While fraudulent advertising does exist in some programs in some stations, it is not a condition that is common with the medium.

Trade Parley Proposed

I WOULD like to see the broad-

casters have a trade practice con-

ference with the Federal Trade Commission for the purpose of coöperatively drafting rules by which the industry could regulate itself and thus, avoid the pitfalls of fraudulent or misleading advertising. The plan might very well follow that of the publishers, who, after a conference with the Com-

mission, designated the National Press Bureau as its ad-

vertising clearing house.

"The broadcasting industry could establish some central organization to keep tab on programs broad-

cast to see that they measure up to the standards set up in the industry's regulations. This organization might notify offending sta-

tions and could conduct investiga-

tions for the industry into ques-

tions of mis-

conduct," Chairman Humphrey said the commission feels that one of the most effective ways to protect the public and honest competition is "to help business from itself of practices that are unfair and mis-

leading"—via the trade practice conference method. He declared the conference may be defined as a method of cooperation between the Commission and the industry in a house-cleaning campaign. "It gives the industry a chance to achieve decency, rather than to have the government thrust decency upon it," he said.

"When an industry shows the necessity for a conference and makes sufficient requests to in-

duce the Commission to believe that it will be a success, the con-

ference is authorized and one of the commissioners usually pre-

sides. The Commission never calls a conference on its own motion and never urges the holding of such conferences. The commissioner pre-

sides only in a friendly or advisory capacity. He may suggest but never direct. Those conducting the conference may discuss any ques-

tion they wish and adopt any rules or regulations they desire.

"These rules would not add to or take from any person participating in the conference any right, privi-

lege or immunity whatever. The conferences in no way increase power or jurisdiction of the Com-

mission, nor do they change the law. Yet every industry that has held such a conference has largely eliminated fraudulent and unfair practices."

Chairman Humphrey explained that the Commission has very defi-

nity authority over commercial radio under Section 5 of the Fed-

eral Trade Commission Act, which instructs the body to prevent un-

fair methods of competition in inter-

state commerce. Since 1927, when the Commission instituted its first action involving radio as an advertising medium, about a half dozen cases directly or indirectly involving broadcasting have been developed, but all have achieved the same result—the voluntary elimi-

nation of the alleged evil by the station.

The Commission is watching radio closely, and its special board of investigation, which acts as a sort of subcommission, contem-

plates an exhaustive inquiry into the medium just as it investiga-

ted newspaper, magazine and periodical advertising. This, it is understood, would be a part of a prearranged program to survey the entire advertising field, rather than a direct assault, for which there now does not exist a basis.

Chairman Humphrey explained that the radio station and the ad-

vertiser and, if one is involved, the advertising agency are made a party to any original proceed-

ing. All are given opportunity to show cause why punitive action should not be taken. Stations in-

variably have shown that the "advertisers and not the advertising medium is to blame," he declared.

"We are working to suppress fraudulent advertising in every field. In so new a field as radio the problems are much more complex but not serious. We are not hostile to these interests. We feel we are protecting them in calling to their attention practices which we construe unfair and in giving them opportunity to correct them in advance of punitive ac-

tion."

"We HAVE been able to do something in the way of stopping fraudulent advertising over the radio, but we are handicapped in stopping that type of broadcasting by the fact that we are not often able to get the exact language used. We have to depend upon some one complaining, which is like in newspapers and magazines we have the exact advertisement before us."

Talking generally of advertising, Chairman Humphrey said: "It is one of the greatest forces for good or evil in modern life. It is one of the greatest methods of dem-

inishing the truth and also one of the greatest means of deception and fraud."

"The people of this country are annually robbed of hundreds of millions of dollars by false and misleading advertisements appearing in newspapers and magazines. I do not refer to those in the twilight zone, but those that are shamelessly and brazenly false on their face—such as those holding out alluring promises of lucrative employment to the uninitiated; those that are in no sense good or inde-

cent; patent medicine advertise-

ments for incurable diseases, fre-

quenting the advice of doctors in value, that rob the victim not only of his money but often of life; various methods for correcting bodily deformities; beauty creams and rejuvenating cosmetics—and perhaps the greatest of all just at present, the many anti-fat reme-

dies, appliances, soaps, belts, pow-

ers and medicines; all of them fakes and all of them dishonest, and some of them dangerous. Fabulous sums are spent for these anti-fat frauds since the female

(Continued on page 30)
Radio Covers Lindbergh Kidnapping
Staff Men Rushed to Scene for Spot News Broadcasts;
24-Hour Vigil Maintained to Keep World Informed

EVERY available resource of American radio was freely placed at the command of the Lindberghs, the police and the public during the Lindbergh kidnap affair. Blunders were made, but the Lindberghs' newspaper newspaper was furnished by reporters, and by their own "radio reporters" on the scene, provided the control.

Radio from the outset was accepted as a medium of journalism along with the press by all the principals in the case, and partially in the natural expectation that the kidnappers might themselves be listening to the reports. The Lindberghs' newspapers, and the police department, were broadcast by announcers, and police investigators as well as radio's own commentators regularly took their places before the nearby microphones.

"Scoop" for WOR

WOR logged 11:35 o'clock on the fateful Tuesday night, March 1, as the time it flashed the first news of the kidnapping. It stayed on the air continuously thereafter for 72 hours, having a remote control established at Trenton police headquarters at Trenton early the next day. David Casem of the WOR press department rushed to Trenton with Vice President R. J. McRell of Newark, and the remote connection was established by J. R. Poppele, the station's chief engineer.

Columbia and NBC were on the air continuously for about 150 hours each after the kidnapping. Both also rushed announcers and engineers to Hopewell, N. J., and to other nearby points. Bulletins were flashed every half hour, and member stations throughout the country stood by to carry them. The nation was kept apprised of every detail in the case.

Though the word "scoop" has practically disappeared from newspaper parlance because of the highly efficient and mechanized press associations, no less an authority than the NEW YORK TIMES credited WOR with "being the first on the air Tuesday night with an official bulletin said to have been placed at the New Jersey state police depot." On Wednesday night Col. Norman H. Schwartzkopf, head of the Jersey state police, spoke to the WOR audience from the remote control at Trenton.

Scene in tiny room above store in Hopewell, N. J., where CBS established its press relations men, most of whom by sheer coincidence happened to be in the studio, were quick to realize that the most important story in radio's history had "broken." Quick phone calls to police heads in Trenton speedily confirmed the startling news, but in accordance with its policy of carrying news announcements with the signatures of newspapers or press associations, the news was reconfirmed at the NEW YORK TIMES.

Just after midnight, CBS interrupted a dance program from Chicago for the news break, necessitating relaying the news over the monitor wire to its Chicago key, WBBM. There Harlow Wilcox, announcer, picked up the bulletin and read it to the whole network at 12:14 a.m.

By Wednesday morning CBS engineers had lines established into Hopewell, and on the air with a corps of engineers handling the remote controls. Rushing by train to Hopewell were Jesse Butcher, director of public relations; Nelson S. Heese and Don A. Higgins, of the press department; Joseph McElliott of the news photo department; William A. Schutt, Jr., television director, and Herbert B. Glover, director of news (Continued on page 21)

KNX Uses United Press Wire Service To Broadcast Four New Editions Daily

Similar Tie-ins Held Dependent Upon This Experiment;
Station Has Staff of Seven and Sells Sponsorship

By DR. RALPH POWER

AFTER operating for three months on a memo agreement, United Press and KNX, Hollywood, in February signed a three-year contract for daily wire service, according to Guy Earl, jr., former publisher of the LOS ANGELES EXPRESS and now president of the group controlling KNX.

Unlike the customary contract between UP and member newspapers, the radio station arrangement does not call for an exchange of news on the part of the broadcaster. Yet, in many instances the contract is said to be voluntary to the station which has turned over to the wire agency scoops from its radio reporters.

The KNX news service of the air includes four daily broadcasts, known as the morning edition (7 a.m.); the afternoon edition (noon); the home edition (6 p.m.) and the final (8 p.m.); plus any "extras" that might become necessary because of the importance of dispatches.

The United Press has looked upon the KNX arrangement as somewhat in the nature of an official experiment, and it is believed that arrangements with other broadcasters depends on the smooth hewing upon the final outcome of the KNX tie-in.

So far, say officials, no objections have been voiced by city newspapers though some country publications have expressed disapproval of the idea.

Issue Up to Press

IT IS understood that the UP arranger to this has been to the effect that when the newspapers as a whole can get together and decide what to do about radio, that will be time enough to iron out any differences of opinion as to UP-KNX or similar tie-ins.

Many member newspapers use the UP dispatches both for their newspapers and for paper-owned radio stations. Thus UP heads can see no logical reason for not selling the service directly to broadcasters.

The KNX news organization depends largely upon the Radio News Service of America, a newspaper group in Hollywood that provides local dispatches for the station. This group, together with the KNX news services, number seven men who prepare the KNX newspaper of the air. Including a city editor, copy reader and leg men, this staff provides the station with a comprehensive service in preparing copy for its news announcement.

The cost for UP service to the station is understood to be about $1,000 a month. To this sum must be added the salaries of the local/news staff and the time used in broadcasting. Though the station offers the radio news as a public service, it helps to defray the expenses by local sponsorship.

While it does not attach commercial names to the news as a whole, KNX uses a floating announcement at the beginning, middle and end of each news item wherein such accounts can be sold.

As the station staff rewrites all of its wire service UP as it does all the local copy, no credit line is given to either news gathering service.

KNX is the only station at present employing the UP wire service, it utilizes such dispatches as its own exclusive news, and this UP war correspondence, in dispatches through KNX, becomes "KNX's own correspondent in the war.

While the station has semi-exclusive rights within a certain territory, it is understood that should any local station secure similar rights the KNX rate should be lowered on a sort of pro rata basis.

The original deal was largely a personal experiment by Guy Earl jr., but the three-year contract clarifies the arrangement, with official approval of both parties on a business basis.

Radio Journalism

A detail of the NORTHERN University Evanston, III., has created a new concept in journalism—radio writing. Arthur A. Bailey, advertising and commercial writer, will conduct the course.

WFEA Joins Net

WFEA, Manchester, N. H., on March 1 became associated with both the Yankee and the CBS net. WFEA now uses 500 w. on 1430 kc. The Yankee net, now also includes WNAC, and WAAB, Boston, as members, the station. The station uses 1480 kc. for UP service, and 1430 kc. for CBS service. WFEA's news coverage includes Kingsport, Wibaux, Montana; and WWC, Bridgeport—New Haven: WLBZ, Banger, and WNBN, New Bedford.

Calls Assigned

Work are the call letters granted the new daily stations recently authorized in York, Pa. Transmitter will be at West Manchster Township, near York, and it will operate on 880 kc. The new station at Portsmouth N. H. will bear the call letters WHEB.
How to Use Radio Tie-ups Most Effectively

By E. P. H. JAMES
Sales Promotion Manager, N.B.C.

Printed Advertising Supplements Ear Appeal With Details As Well As Builds Greater Audience for Programs

THERE is a very peculiar looking chart on the next page which probably does not follow the best rules of chart design, but which must be understood in a truly effective way, the relation of broadcast advertising to other forms of advertising and to the major channels of sales promotion.

A scientific marketing specialist could undoubtedly be able to suggest modifications of this chart, but it is not so much the construction of this chart as the attention it is to the general principles on which it is based that are of interest. It must be remembered that as advertising has evolved, new forms have developed, like television and radio, which cut across rigid or mechanical channels of this nature, reaching salesmen, dealers and consumers alike.

Other Advertising Affects
ADIO goes further than this. It affects not only the individuals along the line of promotion and distribution; it affects other advertising in both dealer and consumer publications, point-of-sales display, and follow-up promotion. A local newspaper is a team, and a station, too, becomes a team of all who talk radio, but which is too important to overlook in any consideration of broadcast advertising. As the ad supplement is supplemented by the eye in all normal human contacts, so broadcast advertising supplements both and is supplemented by visual advertising in all media.

Thus, in the case of an automobile manufacturer announcing a new line of cars, a radio program may be used most effectively to include the thinking of general radio listeners to bring to the minds of listeners, rather than to bore them with technical details. On the date when the car is introduced, the radio program in a gala event, with announcements designed to get the attention of listeners that they will return to the current network in order to see what the new car looks like and to read detailed specifications, while this is a very crude example, my point is that a much more effective job of announcing the car is done when each medium is used to carry out that part of the job which is best suited to it, rather than to have all of the new models to be talked about, and broadcast advertising lends itself admirably to the stimulation of interest and to the making of an immediate desire to own a car. The two, working as a team, will always make a much better job than if each tries to do the entire program of stimulating interest, chiefly by attracting peoples' tongues wagging about the car and describing it in detail.

Teamwork Is Best
APPLYING the same idea of "teamwork between media" to the relations between newspaper advertising and broadcast advertising, we might easily work out a similar dovetailing between the functions of these two forms of advertising. For instance, newspaper advertising can identify local dealers in a way which is impossible in national network broadcast advertising—or in national magazines, for that matter. It can display price and in this respect has an advantage over the national media, particularly in cases where prices vary according to the territory in which the merchandise is sold.

In one instance where a special newspaper spotlight schedule was run in order to provide listeners with coupons to be mailed, with 25 cents, for each magazine and 50 cents for each radio magazine. The logical division of work between the two media in such cases is obviously more effective than a hit-and-miss attempt to make each medium "stand on its own feet," which is a very misleading way of saying that each medium should be able to do exactly the same thing as every other medium, regardless of the basic differences between them.

The networks have consistently encouraged the use of "spotlight" spots on the radio program pages of newspapers and in weekly and monthly magazines carrying radio listings. Many thousands of lines of this type have resulted from advertisers going into radio. A study of the records shows that prominent broadcast advertisers have shown a stronger tendency to keep up their newspaper and magazine expenditures than many who are not on the air. In other words, loss in newspaper and magazine circulation has not been due to the switching of money into broadcast advertising, but so much as to a general curtailment of expenses on the part of advertisers, many of whom are not on the air.

Profits for Both
JUST AS radio can be used to place emphasis upon advertising in magazines and newspapers, so magazines and newspapers may profitably be used to build an even greater audience to hear the radio programs of broadcast advertisers. This is a point that we may attach money or stamps to defray part of the cost of those sampling or premium offers which are too expensive to permit free distribution. I know of at least one instance where a special newspaper spotlight schedule was run in order to provide listeners with coupons to be mailed, with 25 cents, for each magazine and 50 cents for each radio magazine.

ly, because this audience may be augmented without a large additional expenditure.

This spotlight copy requires small space, and it is simple to insert a little paragraph somewhere in the layout of regular product advertisers.

A large number of national advertisers using newspapers and magazines to radio make a practice of tying-in product advertising this way as is indicated by the accompanying illustrations. These examples are not new. For years such tie-ins have been a regular part of the advertising of many of our biggest clients. As Mr. Angus pointed out in his recent article in this magazine, it is a sound principle that magazine and newspaper product-advertising should contain a reference to the radio programs being sponsored by the advertiser.

Help to Tune In
I AM FREQUENTLY asked just what these radio tie-ins should consist of. In the first place, the tie-in should make the reader want to hear your program—it should display your pride in giving the listeners what they are interested in hearing to—and in the second place, it should make it easy for him to tune in. The main points which must be driven home in all cases: the day, the time, and the stations on which the programs may be heard.

In magazine copy it is especially important to arrive at the clearest and most concise method of indicating the time and day of the program for the reason that it is heard at different times in various parts of the country according to the time zones. In newspaper advertisements this is less of a problem, because the newspaper itself (or the local dealer) can insert the correct local time in the copy appearing in any given city covered by the program.

In magazine advertisements there are two common methods of featuring a network campaign covering several time zones across the country. Many NBO advertisers indicate only the New York time, assuming that readers know what relationship New York Time bears to the time in their own zone. A typical example of this brief type of tie-in is: "Every Wednesday over WJZ and associated NBC stations at 10:00 a.m. Eastern Standard Time."

Others show the local time in each zone. Particularly the period of Daylight Saving Time, it is sometimes considered desirable to mention the local time not only of the program but of each time zone. Where space permits, some magazine tie-ins are worded in terms of time, reading somewhat as follows:

(Turned on next page)

March 15, 1932 • BROADCASTING Page 7
to 9:30 p.m. Central Time; 7:30 to 8:30 p.m. Time program 7:30 p.m. Pacific time. If you are on Daylight Saving Time, tune in one hour later.

Others coast to coast or semi-national network of stations to insert a long list of those stations in his magazine advertisements. Listeners know which of their local stations give them NBC or CBS programs, and it is therefore sufficient as a rule to identify the network over which the program is broadcast.

Arouse Curiosity

IF A coast-to-coast network is being used, a phrase such as the following is adequate: "Tune in the blank program over the ABC nationwide network . . . ." An effective variation of this phraseology reads: . . . "broadcast from WABC in New York City over the Columbia coast-to-coast hook-up." Advertisers who are using a large number of stations consider it desirable worth while to give them selves credit for the wide scope of their network—a practice illustrated by current tie-ins—reading: . . . "over WEAF and fifty-nine associated stations of the National Broadcasting Company's coast-to-coast and Canadian Network.

While considerable freedom is permissible, the basis of all of these references to the radio program is to identify the day, hour and network clearly and briefly, and having done this, the amount of space available will determine whether the station call letters themselves should be listed. For newspaper tie-ins, space may be left in mats and Electro to permit the insertion of the call letters of the station nearest the city in which the program is published, but in any case, it is desirable to specify a network program as such, in order that listeners in outlying sections, or in localities midway between two network stations, may have a choice as to which station to tune in to hear your program.

Do not overlook the desirability of so phrasing the radio tie-in as to attract the readers' curiosity, either by a brief allusion to the type of entertainment or to the highlight of the program. Even good entertainment must be persuasively advertised, and the phrase "tie-in" is not always enough. Attractive little attention-getting devices such as "sparks" or microphone designs are used by several advertisers, and NBC now supplies its clients with logotypes of a conventional microphone for this purpose.

Above—Chart showing relations of broadcast advertising to other forms of advertising.

Right—Some representative radio tie-ins used by spon sors to call attention to their programs on the air.

NBC Not to Get Control Of Westinghouse Station

PUBLISHED reports that NBC will take over all sales and program activities of WBZ, Boston, WBZA, Springfield, KDHA, Pitts burg, and KYW, Chicago, all owned by Westinghouse, are denied in authoritative Westinghouse quarters. It was said that an arrangement has been made whereby the stations will take additional blue network programs from NBC but that the identity and organization of the Westinghouse stations will not be disturbed.

Last October, F. A. Merrick, Westinghouse president, emphatically denied rumors of the same character. "Westinghouse company," he said then, "has no intention of divesting itself of ownership, operation or control of its broadcasting station or any one of them. These stations have been and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

That statement, it was declared, is reiterated in behalf of Mr. Merrick.

Hoover Praises Net

AN IMPROMPTU talk by President Hoover, in which he praised M. H. Aylesworth and NBC by name for the splendid program of entertainment provided, marked the annual dinner of the White House Correspondents Association in Washing ton, March 5. Customarily, these talks are ever made by the President at this function. Journalists and their guests from all parts of the country attended.

The NBC entertainment included Andy Sanella and Russ Gorman with a 25-piece orchestra, the Revelers Quartet, Borrah Minnevitch and his harmonica troupe, Seth Parker and his Jonesport Neighbors, Sisters of the Skillet, the Pickens Sisters, James Melton Wilfred Glenn and Hallie Styles. It was announced by "Cheerio" and was directed by John F. Royal, program vice-president of NBC.

"THE RADIO REVUE" will be the title of a new musical production by the Shuberts, which will shortly open in Newark and then go to Broadway. It will feature radio personalities and star Phil Cook.
A Feature That Blasted Program Theories

BY ARTHUR CHURCH
General Manager, KMBC, Kansas City

Popularity of Happy Hollow in Middle West Is Explained; Scheme Offers Limitless Advertising Opportunities

SEVERAL definite and significant departures from the ascended theories of broadcasting are responsible for the interest in a feature which has been the center of radio interest in the middle west for more than two years.

First: That a radio serial can be produced which, by depicting everyday occurrences familiar to every individual, home and community, has a general appeal to both city and rural audiences.

Second: That music and continuity can be placed on an equal basis without impairing the effect of either.

Third: That advertising can be worked into the natural sequence of the story without losing the interest of its listeners.

And fourth: That a dramatic story, a half hour in length, can continue daily for over two years and remain the most popular feature in the west throughout the United States. It is not a burlesque (a burlesque does not create lasting impressions). Rather, the characters are so real that they actually exist in the minds of the audience.

The central figure of the story is Uncle Ezra,—mayor, storekeeper, station agent and guardian of all the Happy Hollow folk. His homely philosophy and generous nature make him an intimate and essential part of their lives. In Uncle Ezra is reflected the never ending spirit of optimism and contentment. Then there are Danny and Doug, two orphan boys who were guided by him into the hands of Uncle Ezra. When any mischief is done in the village, they get the blame. But then, what normal, lovable boy doesn't get into mischief? Of course, every small town has its city slicker, and at Happy Hollow there is Harry Checkervest. He came to town selling Sink Sank Sunk Oil stock about a year ago, and although mothers still hold on to their children when he's around, he has been adopted as a citizen of the Hollow.

SOME RATHER STAUD ideas regarding listeners' wants were shot to pieces when Happy Hollow went on the air some time ago, and its continued popularity has further disconcerted program directors of the old school. The secret of this feature's success is herewith shown to be based on the intimate and human type of characters used, a sort of composite of actuality and the recollections the average listener has of his home town. Besides its ingenuity from the entertainment point of view, Happy Hollow opens great possibilities in the use of advertising in conversation that is a part of the story.

For every person who stands out in your memory of childhood, there is a duplicate in Happy Hollow. Si Perkins, the village banker and storekeeper, has his counterpart in the town's finances; Squire Blackstone, the Bar of Justice; Mary Ann, from the boys call a cry baby, but who is a very insurance to the Ozark Rambler, who has been everywhere and spins yarns about his travels, and George Washington White, the dusky blacksmith and everlasting comic strip of the village, are all a part of that memory.

People actually live in Happy Hollow. Babies are born—there is comedy and tragedy. In fact, it is a composite picture of all homesteads rolled into one.

The instantaneous success of Happy Hollow as a radio feature is undoubtedly due to the musical and dramatic versatility of its cast. Almost every citizen of Happy Hollow except Uncle Ezra can sing or play some kind of musical instrument, so he naturally leads the band. Even the musical themes and sequences are played by people who take character parts in the plays. Twice a week a broadcast is made direct from the town hall of Happy Hollow. Uncle Ezra plays the roles of the cast and enables an even more intimate contact between the radio audience and Uncle Ezra as master of ceremonies. The idea of Happy Hollow and its story was created by Ted Maloney, KMBC's young continuity director. In writing the first script for the player, he created the characters before the story and has since emphasized this phase in the feature's development.

Merchandising Value

THE VALUE of this daily feature from a merchandising standpoint is self-evident. Many products have been introduced to the middle west by virtue of their being placed on the shelves of the Happy Hollow general store. In this natural, true-to-life story, people eat, drink, sleep in beds, ride in automobiles, buy everything that can be sold. KMBC pioneered the scheme of incorporating advertising into the lines of the play, and an hour long feature long since been successfully accepted by national advertisers. For about a year and a half, the HAPPY HOLLOW BUGLE, an actual newspaper about Happy Hollow, has been read by thousands of KMBC fans every week, and has presented a wonderful tie in for its advertisers.

Taken on Tour

ITS THEME song, "Happy Hollow, My Home Town," was written by Woody Smith, a member of the cast. It has been published and has had a large sale, thus establishing a place of contact between the station and the listener.

Last summer, actual broadcasts of Happy Hollow were made from the public square of 14 towns throughout Missouri and Kansas. Thus a survey of the feature's popularity was made and good will between the station and local merchants was created. More than a half million people stood in the blazing hot sun to see their favorite performers and to have their pictures taken. With such a tangible buying public, Happy Hollow has sold foods of every kind, chicken feed, stoves, lamps, oil, gasoline, motor cars, ice cream, incubators, furniture and many other worth while products necessary to the home.

Since KMBC took over key station in the public square of 14 towns, the network has shown promise of the CBS network from Kansas City, the Saturday night Happy Hollow Barn Dance, characterized by Uncle Ezra as the world's fastest movin' radio program," is heard over the entire west. Judging from the response, interest in this type of feature is not confined to any one locality.

Bellows Raps Libel Bill in N. Y. Senate

ARGUMENTS against passage of the Hickey libel bill were presented last week by Henry A. Bellows, CBS vice-president and chairman of the legislative committee of the NAB, before the committee on codes of the New York State Senate at Albany. A similar bill already has passed the House.

The principal plea of Mr. Bellows was that any radio libel law "clearly distinguish between broadcasts completely under the control of the stations and the programs and broadcasts in which such control is neither possible nor desirable from the standpoint of public interest."

Declaring that the broadcasters are ready to accept the same responsibility as publishers of newspapers and magazines wherever they have control, Mr. Bellows suggests that broadcasters would have to adopt the rule of 'censures only if facilities were used in a general libel act were adopted. Special difficulties would arise in the case of political advertisements under the Federal radio law specifically prohibits censorship.

"I do not want to see radio broadcasting compelled to put a bridle on all freedom of speech," he said.

Mr. Bellows was assisted at the hearing by Philip G. Loucks, NAB managing director, and by Harold Smith, WOKO, Albany, and members of his staff attended the hearing.

Polish Language Net

WEBR, Buffalo, has the distinction of originating the first radio hook-up in the Polish language ever undertaken. It is the key station in a Sunday program known as Father Justin's Rosary Hour which is sent over the newly formed Great Lakes chain to WCFL, Chicago; WGR, Cleveland; WJBJ, Detroit; WOKO, Nashville; WBRE, Wilkes Barre, and WGBR, Scranton.

WLW Plea Denied

WLWL, New York, was denied increased operating hours on the 1100 kc. channel which it now shares with WPG, Atlantic City, in the recent administrative decision last week. The Commission, Starbuck dissenting, sustained Chief Examiner's opinion in that WLWL is amply served at present while WPG is the only station in Atlantic City.
Radio in the Dill Copyright Bill

FOLLOWING is the full text of Section 21 of the newly introduced Dill copyright bill (S. 3985)—the section of chief importance to broadcasters in the bill written with an eye to a "square deal" for radio:

Sec. 21. If two or more persons own copyright in a work or any rights therein combine either directly or by means of an association, society, or corporation to acquire or pooling copyrights or rights therein, and to charge for licenses or other authorization for public performance for profit, or for broadcasting performances of copyright works or for the manufacture, lease, or sale of recording equipment, and to fix and collect fees, charges, or royalties for such licenses or other authorizations, then:

(a) Every such combination of copyright owners shall file with the Register of Copyright:

(1) Names and addresses of copyright owners, and if a corporation or association, the name and principal place of business, together with a true copy of its articles of incorporation and by-laws.

(2) Lists of all copyrighted works and the dates of their copyright begins and ends.

(3) Names of the owners of said copyrighted works and the dates of their copyright begins and ends.

(4) Statements of all fees, charges, or royalties collected by combination of copyright owners collects as compensation for the grants or other authorization to gether with such revisions thereof as from time to time shall be made.

(b) The lists and statements required to be filed under subsection (a) shall be kept open for public inspection at the Copyright Office.

(c) Any such combination of copyright owners shall file with the foregoing provisions shall be entitled to make a fair and reasonable charge for the rights con ferred. Such charge shall be a fixed amount for a definite period of time.

Proof of failure to comply with the provisions of this section shall be prima facie evidence, in any suit for infringement of a copyrighted work, that the combination or copyright owners or individual owner shall be entitled to sue for or to collect any license fees or other consideration with respect to any copyrighted works not specified in the lists filed by it with the Register of Copyrights as herein provided, nor to sue for or collect any fees or royalties for the performance of a copyrighted work, in any particular, nor withdraw the performance, to hold any such license or other authorization effective for a definite period of the works covered by the license during the period covered by the license.

Whenever such combination of copyright owners has granted licenses for use of copyrighted works which it controls, or changes its fees or its lists of copyrighted works which it controls, or under the same conditions and desires to make similar changes, upon application therefor, be entitled to a license under the same conditions as are set forth in the licenses and it shall be the duty of said combination of copyright owners to make it in payment of the stipulated fee.

In any action or proceeding (Continued on page 27)
DEVELOPMENTS in television have been accompanied by so many exaggerated and misleading statements that this sane and calm review of its progress and future prospects provides a welcome relief. While recognizing the economic and technical obstacles confronting satisfactory home reception, the RMA believes that reliable transmission of visual radio in the very high frequencies is not far ahead. The problem of obtaining financial backing for the experiments is serious, the statement points out, as commercial support is denied the experimenters.

The Radio Manufacturing and Advertising, "Ample room of transmission of visual radio on the very high frequencies can be predicted" in the opinion of the R. M. A., by the March 5.

Drafted by the television committee of the R. M. A., headed by D. E. Replogle, engineer executive of both Broadcast and Television), the statement chronologically reviews the evolution of television from the first studies of Nipkow in 1884 to the present. It then discusses future prospects. The committee was formed in 1928 to eliminate confusion and to standardize activities.

"From such a confused mass of conflicting statements and data regarding television," declares the statement, "only by picking out the pertinent facts from the work that has been done and the facts that are presented in the present situation is it possible to draw any conclusions regarding the future of television. These facts have been many times overlooked, at times maligned and altogether overlooked, not only by the public but also by the leaders of the industry itself, which must sponsor this new art."

Financial Problem

IN ADDITION to the technical problems presented in early television experimentation, there has been the "great problem" of obtaining financial backing, the R. M. A. declares. Unfortunately," the statement explains, "companies and broadcasters have resorted to overstatements, lured prospects with the possibilities of television in order to sell securities and, in these statements and advertisements, they have received too many of the actual and present possibilities of the television art.

Discussing the present status of television, the R. M. A. says that the mechanical feat of using rotating parts is wide use for scanning and offer a most practical means of "reliable" pictures. A direct-pick-up system which has come to the front rapidly this year is that of the camera idea, which can be used for pick-up in a lighted studio as well as for outdoor work. Much development has been made with the cathode ray tube system for transmission and reception. While this system has proved technologically sound and shows the greatest possibility, its difficulties are in the production of large quantities of these systems at reasonable cost. In television bands, each 100 kc. wide, set off in the continental short waves, are held inadequate for good picture transmission because of the very wide sidebands needed for picture detail. It is in the ultra high ranges, from 350 to 80,000 kc., almost off for experimental television, that the greatest promise is held forth.

Reception of television has been possible by tuning with either a superhet or tuned radio frequency receiver designed for such reception. Synchronized sound, R. M. A. points out, very often accompanies the picture transmission, and it is common practice to receive the voice transmission on the standard broadcast receiver. This, however, requires two receivers for picking up synchronized sound and picture transmission. In television receivers, mechanical scanning and cathode ray electrical scanning have been employed. The latter has been capable of excellent results and shows great possibilities.

Entertainment Data Lacking

"WITH THE PRESENT economies of broadcasting," the statement continues, "it has been impossible to secure much data on the entertainment value of the subjects that can be broadcast due to the cost in presenting programs. The Radio Commission has up to the present time considered television experimental and will grant no experimental rights. This means that all visual broadcasting must be for the experimental use only, and no paid programs can be transmitted by television. This ruling has made impossible the receipt of any money in staging television programs. With commercial rights granted by the Federal Government, the problem will still be complicated as to whether advertisers will continue to assume the increased costs that television must impose for its successful operation, or whether the public can satisfactorily be taxed to bear this burden."

Five major technical problems remain to be solved before television can be a satisfactory home entertainment medium. These are enumerated as follows:

1. Greater detail should be obtained in received picture.
2. Television transmission pick-up equipment should be portable and as easily used as present day sound picture pick-up equipment.
3. Transmitting systems must be evolved which will have a satisfactory and reliable service range.
4. Receivers as simple in operation as our present radio receivers must be designed and built at a reasonable cost.
5. Quiet and satisfactorily illuminated picture equipment for home must be designed and built at a reasonable cost.

NEW "YOUNG PLAN"—For facsimile transmission by radio: Charles J. Young, right, youthful son of Owen D. Young, standing beside device upon which he is working in RCA Victor Laboratories at Camden, N. J., with Dr. E. F. W. Alexanderson, left. This device will receive and reproduce newspaper pages and other black and white facsimiles by radio.

March 15, 1932 • Broadcasting

Urges Same Time All Year on Radio

Daylight Saving Troublesome, Says National Advertiser

THE PROPOSAL that all broadcasting stations operate on standard time the year around, just as railroads do, instead of changing schedules twice a year in accordance with the daylight saving scheme, is made by Samuel Clyde, director of advertising, General Mills, Inc., Minneapolis, in a communication to Paul B. West, managing director and chairman of the radio committee of the Association of National Advertisers.

Calling attention to the "turmoil, misunderstanding, loss of time and efficiency and frequent distortions caused by local programs," Mr. Clyde says: "We have been using radio broadcasting now for nearly eight years, in increasing volume each year, and the one big drawback concerning this medium that we have discovered has been this condition of affairs."

While admitting that adherence to standard time all the year may work a hardship on the late evening sponsors, Mr. Clyde predicts that 90 per cent of all broadcasters will benefit from the change.

"In a variety of ways this is a very critical period for broadcasting," he adds. "The inquiries going on at Washington and elsewhere concerning the commercial use of radio unquestionably have given many interested in this cause considerable cause to think. Anything which can be done to eliminate the confusion, the loss of popular programs in certain areas due to collisions and arguments between stations, networks and advertisers I should think would doubly be desirable at this time."

Mr. Clyde suggests that the opinions of members of the A. N. A. be solicited at once so that the matter may be presented to the major networks and to the National Association of Broadcasters before the daylight saving time starts this year.
U. S. Names Four More RCA Associates
In Amended Anti-Trust Suit Complaint

Commission Upheld as WOW and WFI Appeals Are Denied; Record in High Power Case Filed by Six Stations

ACTIVITIES in radio jurisprudence during the last fortnight were climaxed by the filing of an amended antitrust complaint by the General Government against RCA and certain associated companies, in which NBC and three other licensees of RCA were named for the first time.

Filed March 7 in the Federal District Court in Chicago, the new petition amplified the original suit alleging monopoly practices by the defendants in the manufacture and sale of radio receivers and tubes. The scope was broadened to include a charge that NBC is jointly owned by RCA, General Electric, and Sarnin. It was said that it was "organized for the purpose of restraining competition in the business of nation-wide broadcasting.

The amended petition came in the midst of negotiations between the Department of Justice and RCA as to the associates for creation of a radio patent pool, and for composing other differences which was then being discussed on the floor of Congress. The last important question involved was Attorney General Mitchell's declaration of filing of the amended bill, and a possible action of Congress to arrange against some of the various arrangements altered to meet the Government's demands.

In addition to NBC, RCA Communications, Inc., General Electric and Westinghouse Electric Corporation are named among the defendants in the antitrust proceedings, bringing the number involved in the suit to 14.

Commission Wins Again

TWO MORE decisive victories were won by the Radio Commission in cases before the Court of Appeals of the District of Columbia, and are added to the string of favorable decisions won through the arguments of Davis, M. F. Weick, assistant general counsel. On Feb. 29 the court, in an opinion by Chief Justice Martin, sustained the Commission's denial of the application of WOW, Omaha, operated by Woodmen of the World, for the one-month license pending on the BMI case in Chicago. WOW, WCAJ, Lincoln, Neb., on the 590 kw. channel. WCAJ is owned by Nebraska Wesleyan University. The case was the first to raise the issue whether the facilities of an educational station should be forfeited upon application of a commercial station of proved merit.

The court refused to disturb the Commission's decision on the ground that the record failed to supply substantial evidence, nor arbitrary nor capricious. The opinion pointed out that if the time now allotted WCAJ expires, or if the former station would be eliminated unless some other time is allocated to it.

The court stated that it is obvious that WOW is handicapped by the present time arrangement and that it would benefit by full time, but added it is doubtful whether the public "would be substantially helped by the granting of additional time to WCAJ, and the previous ruling that "the cause of independent broadcasting in general would be seriously endangered if the license were unreasonably prejudiced, if the licenses of established stations should arbitrarily be withdrawn and appropriated to the use of other stations."

In the second decision, on the appeal of WFI, Philadelphia, operated half time on 600 kw. by Strawbridge and Clothier, the court also found that the case raised only questions of fact rather than of law, over which the court has no jurisdiction unless there is a showing of arbitrary or capricious action by the Commission. Written by Associate Justice Robb, the opinion held that the evidence supported the Commission's finding that the use of WFI's power of 500 kw. watts 1 kw. day and night would result in objectionable interference with other stations on the adjacent frequencies, and that Philadelphia and surrounding area now receive a good broadcasting service from stations recommended granting the day-light increase but denial of the night increase. The Commission denied the application outright.

Burden on Applicant

APPELLANT, said Justice Robb, did not prove that the Commission, under the law, should reduce the power of three stations in the vicinity of quota areas in order to permit the increase of WFI, located in an underquota state and zone. The Commission, in an appropriate order, would place upon the applicant the burden of proving its case.

(Continued on page 30)

Red Book Inaugurates
Radio Program Section

A FIVE-PAGE radio section, carrying network program schedules with complete sponsor listings and news of radio, was introduced in the April issue of Red Book, national weekly magazine published by Chicago. This is the first of the established national magazines to adopt this policy toward radio. Advertising representatives are informed in a brochure announcing its plans that Red Book regards as "shortened broadcast schedules is "fraternizing with the enemy."

"Why have the magazine and newspaper publishers thought through this and instead of a dragon to be slain?" asks the brochure. "Largely, we suppose, because in the ten short years radio has been in its national programs and because so many advertisers have found radio a profitable medium to employ. But is there anything else to be gained by this attitude? We don't think so."

"Sharp" Tuning

WHAT to do with old razor blades, that the problem has stumped the male gender the world over for generations, has been solved. It took a radio man to do it. H. Stearns, radio experimenter of Manchester, New Hampshire, built a one-tube receiver which incorporates 62 old blades. The set tunes five stations with the blades used as condenser vanes.

Commission's New Rules
On Clear Channels, High Power Hit by Caldwell

AN ATTACK on the high power clear channel policy of the Radio Commission is answered in new Rules and Regulations, which became effective Feb. 1, is made by Louis G. Caldwell, radio attorney, in a suit now in the Circuit Court of the United States, of which he is editor-in-chief.

In his article, which reviews the new codified regulations, Mr. Caldwell is interested in the definitions which define a clear channel as a "station licensed to operate on a frequency designated as a clear channel," and in the definition of a "clear channel station," that is, a station licensed to operate on a frequency designated as a clear channel or for any provision restricting the "interference" which may be assigned to such channels, even at night time.

Heretofore, while there has been no formal regulation on clear channel licenses have been protected by certain releases issued by the Commission which have been given the force of executory regulations, and according to which on these 40 channels only one station would be permitted to operate at any time during the day, and the permission of reception of a station's programs up to the extreme limit of its service range.

The omission of a corresponding limitation in the new regulation, Mr. Caldwell declares, is "significant evidence of the relentless process of corrosion which is working toward the eventual destruction of clear channels. This means the reduction or elimination of broadcast service to rural areas in favor of additional service at urban centers in which the advertiser is more interested. Rural listeners have no organization through which to give effective voice to their rights and interests, and unless the Commission will protect them, broadcast service in the United States seems doomed to serious impairment."

No 25 kw. Limit

MR. CALDWELL brings out that the regulations limit maximum power on clear channels to 50 kw. Moreover the 20 kw. or 25 kw. experimental power as was provided in General Order 40. The amendment to G. O. 42, providing that not more than four clear channels assigned to each zone will be allocated to stations operating with a power of 50 kw., is continued in force. There is no less maximum power provided, however, for the other four channels, whereas General Order 42, as amended, placed the maximum at 25 kw. Strictly construed, the amendment of Mr. Caldwell declares, the new regulations permit 50 kw. on four of the channels and 49.99 kw. on each of the other four clear channels.

"The new regulations make no attempt to remedy the existing inequalities in the clear channel assignments as between the zones," Mr. Caldwell adds. "The fact is that while the first and third zones each has eight clear channels, the second zone has only 7, the fourth zone 7½ and the fourth zone 8½. He added that it is regrettable that at this time he has nothing toward protecting the listing public against destruction of clear channels by "consent" of the stations on clear channels.

Confusion in Congress

DEPLORING the power restriction on clear channels when Exemptions are boosting power to 120 kw. and more, and a 75 kw. station is operating in Mexico, Mr. Caldwell said the restriction in the United States is a "curious compound with a large ingredient of the law of the monster against high power on the part of a few members of Congress."

He declared the latter have confused higher power, clear channels and chain programs with the supposed "menace of a radio trust" and have not understood that high power channels are indispensable if rural population is to receive broadcasting service.

Arnold Reports Revival
Of Trade Through South

RENEWED confidence and signs of a revival in business are apparent in the south, according to Frank A. Arnold, director of sales for the NBC, who has just returned from New York, a 10,000-mile trip.

Mr. Arnold visited Havana, the Gulf states, Texas, Arkansas, Colorado, and Arizona. He made 53 addresses and microphone appearances. He reported that the market is much improved over what it was a year ago.

Losses Libel Suit

NORMAN T. BAKER, who operated KTTN, Muscatine, Ia., until the station was silenced by the Radio Commission, lost his fight against the American Medical Association March 7 when a federal court jury at Muscatine failed to award any damages in a libel suit for $500,000. The Baker cancer cases, formerly advertised over his station, were attacked by the Association, which said the criticism it had published, the court refusing the admit testimony of witnesses to show that his cures were successful.

Page 12

BROADCASTING • March 15, 1932

www.americanradiohistory.com
Paley Group Reacquires CBS Stock from Paramount-Publix

More Than $6,000,000 Reported Involved in Deal; Net Now Owned Entirely by the Management

COMPLETE ownership of CBS stock has been re- stored to William S. Paley and his management by a purchase of the 50 per cent stock holdings of the Paramount-Publix Corporation by a group headed by the CBS president. While the purchase price was not disclosed, it is understood to have been between $6,000,000 and $8,000,000.

In an announcement March 8, following several weeks of negotiation, Mr. Paley said that the transaction brings the ownership of the system completely into the hands of the president and the principals, with no interests represented external to the company. Associated with the new ownership are the investment banking firms of Brown Brothers, Harriman & Co., which has placed a portion of the stock with its associated interests, the Lehman Corporation, Field, Gore & Company and Herbert Bayard Swope, formerly executive editor of the New York World.

The “participations,” the announcement, “are for private interest” in the stock and no public offering is contemplated. The directors who have represented Paramount on the board have resigned, and their places will be filled at the next meeting of the Columbia stockholders to be held within a month.

Although CBS headquarters declined to discuss the price involved, a recent New York report stated the transaction was consummated for $5,500,000. This figure, however, is believed low, because Paramount had the privilege of getting outside bids on the stock preparatory to offering it to the public. The company will exercise an option to repurchase under the original sale agreement of nearly three years ago.

$1,164,000 in Cash

AS TO THE financial considerations, the New York Times, on March 9 reported:

“The Paramount-Publix Corporation has received $1,164,000 for its half-interest in CBS and has repurchased all its own common stock which it was obligated to re- store under the agreement which it originally obtained a half- interest in the broadcasting company. This obligation involved a promise of $1,164,000, indicating that Paramount-Publix had obtained a net amount of $1,164,000 under the transaction. The company announced that it had no further obligation under this or any other transaction to repurchase any more of its own stock. While the repurchased stock will be voted by the Paley group, it is understood that approximately 20 per cent of it is being held by the banking interests under option.

Paramount acquired the 50 per cent holding in CBS in June, 1929, for an unrecorded sum, plus a block of Paramount stock. The figure, plus the evaluation of the movie stock at the market price, then unofficially was estimated at $3,000,000. Decision to resell its stock to CBS is understood to have been reached because the movie-theatrical division is suffering severely from the depression.

CBS was purchased by Mr. Paley in association with his family group on Sept. 25, 1928, from the Columbia Phonograph Co. Then it had only 10 station outlets. The network has grown to 91 associated stations. To assure the availability of musical talent, CBS last year acquired control of seven leading concert bureaus of the country, merging them into the Columbia Concerts Corp.

Presumably, management of the network will not be affected by the purchase. Whether Mr. Swope, who has shown deep interest in radio, will become associated with CBS in an executive capacity subordinate to Mr. Paley has not been divulged. Shortly after leaving the editorship of the World several years ago Mr. Swope became interested in a radio news association project, designed to use wave lengths in the dissemination of news to radio stations. The scheme was dropped, however, after preliminary hearings before the Radio Commission.

Statement by Paley

A STATEMENT by President Paley following announcement of the acquisition of Paramount’s CBS stock said:

“While broadcasting is now thoroughly established, I do not believe that even yet we can foresee its ultimate potential. I am concerned that throughout the industrial crisis and commerce industry have found it an indispensably strong weapon and that it is now assured of sufficient revenues to meet the vast sums required to serve its public and to leave a fair margin for profit. This healthy stabilization has put broadcasting in strong position to grapple with its ever new problems and to develop to a degree in America that it does not seem proper for it to attain anywhere else.

“No man can ask for a more absorbing task than is mine and it is in a spirit of recognition of my responsibility to the public that I continue at it. We are frankly proud of what Columbia has done and we take this opportunity to express our gratitude to the many men and women, both in and out of the organization, who are helping me make a success of a job that no man could achieve alone.”

Dusky Stuff

THE “VOICE of Muscle Shoals,” Sheffield, Ala., otherwise WYPC operated by a negro preacher, has ceased broadcasting by request of Test Car No. 2, Radio Division, Commerce Department. Discouraged after initial interference with licensed stations, the outlaw claimed it broadcast with “90,000 horsepower,” and it had operated on just any old frequency. The preacher, whose name is withheld, is said to have sold time to members of his congregation, and claimed that his high-powered “radio church” would cover everything. Inspectors found the actual power to be 7½ watts. The parson pleaded ignorance of the law and promised to shut down and behave.

Nets Tell Congress Status of Holdings

Erroneous Reports Corrected By Butcher and Russell

TO CORRECT apparent “misapprehensions” among members of Congress as to the network ownership, the radio networks have sent letters to the following stations: Frank M. Russell, Washington vice-president of NBC, and Harry C. Butcher, director of the WJZ Corporation, addressed letters to Senators and Representatives detailing the actual station holdings of their respective companies.

Mr. Russell pointed out that there are 87 stations in the several networks of NBC, of which 46 are owned outright, namely, WEAJ and WJZ, New York; WERN, Chicago; WTAM, Cleveland, and WRC, Washington. Two General Electric Co. Stations—KGO, Oakland, Cal., and KOA, Denver—are managed and operated for that company by Mr. Russell, but are not part interest in WMAQ, Chicago, and has a lease to operate it. Recently the network reacquired the remaining capital stock of KYA, San Francisco; KJR, Seattle; KEX, Portland, and KGA, Spokane.

Mr. Butcher stated that CBS owns WABC, New York; WBBM, Chicago; WBKT, Charlotte; WCCO, Minneapolis, and WKRK, Cincinnati, and that CBS has a lease to operate the stock of KMOX, St. Louis. In addition, it leases WPG, Atlantic City, owned by the municipality. The CBS network has 91 stations on the CBS network.

“Stability of network operation,” Mr. Butcher said in his letter, “and the fact that the stations are important originations for network programs have been the guiding factors in our requiring ownership or control of this group of stations.

“Columbia’s contractual arrangements with the other stations on the network,” he said, “are arrived at through discussion. The stations have many hours daily to devote to local broadcasts, and Columbia does not in any way attempt to dictate the station’s programming, but, while holding all in its power to bring every station associated with it in line with its own high standards of entertainment, education and public service.”

Denying statements made in recent Congressional discussion of radio, in which the associates of CBS were taken that NBC dominates the policies of the associated stations, Mr. Russell wrote:

“We have no written contract or traffic agreement with the 75 independent stations associated with us. Every single program, whether it is sponsored or sustaining, is offered to each of our stations and they are free to accept or reject each or all of them at will. Our stations are under no obligation to accept service from our company. This freedom of action is one of the important plus values which the NBC was originally conceived.”

World’s Tallest Broadcasting Station

THIS IS Station WEE, probably the tallest broadcasting station in the world. It stands 8 feet high, 55 inches long and 19 inches wide. It was built by John Boyle, of Philadelphia, who exhibited it recently at the Boston radio show. Complete in every detail, the station actually can transmit radio- phone impulses. It is not a licensed competitor of other broadcasters, however.

INTERNATIONAL NEWS PHOTO

RADIO PRAGUE, the new 200 kw. station in Czechoslovakia, from which Pragia was “keyed” to CBS Feb. 23, was built by Standard Electric Doms Spolezen in Prague, Czech company of the I. T. & T. Co., New York.
Specializing in Community Programs

Trade Bodies Sponsor Broadcasts, Merchants Pay Bills, Station’s Audience Increased by Local Interest

By Mr. C. MARBLE, Assistant Program Manager, WBSo, Needham, Mass.

COMMUNITY broadcasting on a specialized scale is an important feature at WBSo, Needham, Mass. The numerous communities broadcasting continually from their station more and more are finding the success of these programs.

One of the most successful is the sponsored program by which the board of trade or chamber of commerce is asked to participate in the broadcast at no expense to either organization. By contacting the merchants, the board or chamber is first acquainted with the proposed program. If it is approved, accounts are solicited from the merchants—usually about ten in number—and they in turn are allowed commercial announcements of 150 words as their part of the program.

The programs are also always occupied by the DJ and is devoted exclusively to one community. It opens with a talk by some member of the local civic board by speaker designated by it. Subjects selected deal with town activities, future plans and ways of improving the community. The remainder of the hour is devoted to music and entertainment, copyright material and commercial stories. This provides a program with the least amount of noticeable continuity and is at the same time the best means of getting across commercial stories to a specialized listening audience.

Building an Audience

THIS AUDIENCE is increased by various means. Clubs, organization's and schools are invited to participate in the broadcasts. For instance, in one community, the women's club has given a definite date to take in opera in one of the community broadcast. The club presents an extremely enjoyable program, consisting of numbers from a chorus of more than forty voices and solos and readings by its most talented members.

Another hour may be given over to the school children. A group of fifty presents choral and instrumental music, and the remainder of the children of the school listen to the broadcast in the auditorium at their school. Add to this the numerous interested parties, relatives, and friends listening in and you certainly have a greatly increased audience and surely many new friends for your station.

All request programs, in which phonograph records are used, need not start the phones ringing merrily.

A great deal of the expected popularity in this type of broadcast can be overcome by competent direction. Attention is called to these broadcasts by news items in local paper, and the listeners are given dates and time in the advertisements of the merchants, in posters placed in windows of stores, in trailers, in motion picture theatres, and, last but not least, through promotion and discussion by the merchants, listeners, and the various clubs, organizations and the persons who participate in the programs.

Perhaps all this seems like a great deal of hard work, but it is well worth the effort and proves to be of great value in the small merchant in a local community. The returns, measured in satisfied clients, increased audience and station popularity, will, are surely worth the effort and added time necessary to produce them.

Old Church Station Turns Commercial

THE UNUSUAL picture of a church broadcasting station that has turned commercial is presented by KRE, of Berkeley, Cal. owned by the First Congregational Church. The station, one of the older broadcasting units, has been semi-commercial for several years, offered by the program of its stations is sponsored.

One of the program features is the "Chapel of the Chimes" organ, located in the Cats of the Crypt and the Memorial Columbarium. From the studio, in the Hotel Claremont, another remote line runs to the hotel's garden room for nightly music by Bob Kreme, a University of California dance orchestra.

KRE programs include the regular run of sustaining and commercial programming with a variety of music, speeches, news, drama, education, religion and other types of broadcast. The commercial features pay for the operating cost and, in addition, the Congregational Church is able to reserve time for broadcasts direct from the pulpit on Sundays and at other times. The station also carries the "Radio Foundation lectures for the Pacific School of Religion, Berkeley."

O. W. S. McCall is pastor of the church and Arthur Westlund is the KRE manager.

Shakespearean Scenes New NBC-KGO Feature

NBC on March 3 inaugurated a series of Shakespearean programs, especially designed for high school students at its San Francisco studio. The program, which is heard at 11:45 a.m. on Thursday, has the spot immediately following the weekly school broadcast and is under the direction of the Standard Oil Co. of California.

Dr. Guy Montgomery, dean of the College of Letters and Science, University of California (Berkeley), prepared the list of Shakespearean scenes for the series. The programs are prepared and are sent to schools on application to the state university. Five stations of the NBC-KGO network, KGO, KOMO, KGW, KPI and KFSD, are carrying the program.

THE DOMINICAN government at San Pedro de Macoris opened a new station recently with 200 watts power on 600, 700 and 925 kc. A RURAL mailing list available to advertisers, newspapers and publishers in the United States is being compiled in the annual Postal Guides in the future. Instead of publishing a list of the number of rural routes at all advertisers, which response to the Canadian Performing Rights Society, Ltd., of Toronto, informed Canadian copyright. The Secretary of State has the request under ad-

Solicitation by Mail Shows An Increase

But Large Losses Reported From Dead Letter Office

NEW DEPARTURES in advertising procedure caused by depressed economic conditions and the desire of the producer to try out various media are discerned in Washington by those who have opportunity to watch these trends.

There has been a steady increase in radio advertising accounts for most stations, the Post Office Department discloses that the number of direct mail solicitations in the various classes of service. However, along with that increase, there has been a decrease in dead letters, as reflected in postal figures for the 1931 fiscal year. This shows that first-class direct-mail advertisers lost nearly $325,000 through the use of obsolete mailing lists and failure to use return address envelopes.

W. Irving Glover, Second Assistant Postmaster General, declared it was his own view that "Oregon material advertising factor, more particularly in local communities and rural areas. He also said that the government had a "very large increase" in direct mail solicitation, and that there had been a "very large increase" in the use of the air mail for advertising solicitation.

Burton G. Cowles, superintendent of the division of dead letters and naked circulars, declared that despite the department's constant campaign to persuade direct-mail advertisers to use their return mailing lists up to date and to carry return requests on envelopes, the division received 6,450,164 first-class letters containing advertising matter during the 1931 fiscal year. He said this represented a loss of hundreds of thousands of dollars to advertisers of thousands of dollars to advertisers. The circulars and advertising matter comprised about one-third of all the dead letters received during the year. Mr. Cowles said each piece of such mail is valued at 5 cents, to cover cost of material, printing, labor and postages, and that on that basis the estimate for the letters sold as waste during the 1931 fiscal year was $325,000. Post office alone made up $126,000 of the total.

These figures, however, cover only first-class dead mail, and the department estimates that a much larger amount was lost by advertisers who used the third-class. It is impossible to determine that advertisers' loss in both classes was well over a half million dollars.

Copyright in Canada

CANADIAN broadcasters, too, appear to be having their copyright troubles. Six stations in Alberta have petitioned the Dominion government to inquire into the fees charged by the Canadian Performing Rights Society, Ltd., of Toronto, informed Canadian copyright. The Secretary of State has the request under ad-v

BROADCASTING March 15, 1932
British Disk Firm To Rival U.S. Trade
London Transcriptions Allow Intervals for Advertising

COLONIAL Radio Programmes, Ltd., has been organized in London to record all British electrical transcriptions and to distribute them to stations in the British Dominions and Colonies. Besides being designed to "strengthen the bond existing between the people of Great Britain and the people of the Colonies and Dominions overseas," World-Radio, widely circulated weekly periodical published by the government-owned British Broadcasting Corp., states that "it is possible that a number of these programmes will be sold directly to Dominion and Colonial stations to local advertisers."

For the purpose of local advertising announcements, the transcriptions will have intervals "during which the advertisers' announcements can be superimposed in the local station." Names of the backers of the enterprise are not stated, though it appears to be a private project promoted along the lines of American transcription companies.

World-Radio devotes considerable space to detailing the process of recording transcriptions, and points out that the Dominions and Colonies will not have to wait until 1933 to hear all-British programs when the Empire short-wave station now being built at Daventry to relay such programs is completed. It is stated that it is the hope of the new company to supplant the transcriptions made in the United States, which now have considerable circulation in British territory.

The company intends to use only British artists. Later it hopes to enter into reciprocal arrangements by which the Dominions and Colonies will be able to exchange programs through London, i.e., recorded in one country and then circulated through the London organization among other countries.

Recording apparatus has been obtained and "a record of ordinary size which can play at maximum speed of 1500" will be used. International copyright complications have been overcome, it is reported, by arrangements by which the copyright fee will be paid in England and scaled according to the number of stations subscribing to the transcriptions.

Music Corporation Adds Paramount Tower Floor

MUSIC CORPORATION OF America has just expanded onto the thirtieth-floor of the 1001 Fifth Avenue Building, New York. Plans for remodeling the older quarters on the thirty-first floor and the observatory room above Broadway, were announced by Jules C. Stein, president of the Music Corporation.

The new quarters have been done over to create a penthouse atmosphere, but the rooms are equipped with the latest in modern furnishings.

The additional quarters are utilized by stenographers, secretaries and sales personnel who have been added to the growing Music Corporation's staff.

Scenes From "Wild Waves," Which Takes a Shot at the Radio Studios

By SAMUEL KAUFMAN

"WILD WAVES," a satirical comedy in which broadcasting and broadcasters are the objects of cynical portrayals, opened at the Times Square Theatre, New York, Feb. 19, and has since been a subject of lively discussion in New York radio circles. The play is from the pen of William Ford Manley, himself well-known in radio as a continuity writer for many NBC and CBS presentations. The radio background and atmosphere is sincere but the studio characters, as well as the jumbled melodramatic theme are greatly exaggerated. They say Mr. Manley built some of the characters around real persons in radio studios and, as a result, much guessing has been going on in radio circles as to whom the characters were patterned after.

All of the action takes place in the lobby, studio and offices of Station WWVW, New York. In the course of action, the station becomes the key of the Trans-American Broadcasting Corporation. Auditions, theme songs, bed-time stories, studio chimes, announcers, sponsors, slogan contests, crooners, continuity writers, and vice-presidents come in for plenty of guessing.

A plot centers around one John Denny, a singer who has the voice, but little faith in his ability. He falls down on an important audition and the contract goes to Roy Denny, the idol of women listeners. At a crucial moment when Denny cannot appear, Duffy takes his place under Denny's name and wins the contract for Nancy Holiday, of the sales staff. Duffy scores so well under Denny's name that he continues to appear in Denny's place on account of the latter's voice-failing. Only four persons are in on the secret arrangement conceived by Mitch Gratwick, station manager with countless duties.

Denny, Duffy, and Gratwick are the only persons in the deal and Denny's income is split amongst them. Gratwick bars all persons from the studio when the program goes on the air and even station officials do not know that Denny sings. The latter's presence in the studio is accounted for by his assigned duties of sounding the chimes. Between sounding the chimes, Duffy autographs and mails photographs of Denny, now a radio sensation. The misrepresentation of Denny is not known until he is kidnapped from the studio by gunmen. With the secret known, Gratwick, Duffy and Nancy—who is in the secret by now—are all fired and look forward to a fresh start on a small station in Babylon, Long Island, where there are no vice-presidents or studio chimes to worry about.

Gratwick, played by Ogood Perkins, is an excellent portrayal of a bored, harrassed and bitter station manager who does the multiple duties of writing bed-time stories, announcing, composing and accompanying, among many other assignments. John Beal as Duffy, Betty Starnick as Nancy Holiday and Bruce Macfarlane as Roy Denny, portray their exaggerated roles in a pleasing manner. Robert Shayne as the control man gave a good performance. Most of the laughs in the show went to the surrounding cast of musicians, artists, job-seekers, etc.

March 15, 1932 • BROADCASTING

Pebeco Tooth Paste Puts
All Its 1932 Advertising
On Radio as Experiment

Pebeco TOOTHPASTE programs are now being heard every day in practically every port of the United States as the result of a decision of Lefin & Fink, Inc., New York, to use 1932 advertising virtually entirely to radio. This step was taken on the basis of results of a two-part test of newspaper advertising and seven years of newspaper campaign.

"Our new plan, of course, is experimental to a degree," Edward Plaut, president of Lefin & Fink, said. "Whether the media will be, as effective later on when economic conditions take a favorable turn remains to be seen. This year, however, we are convinced that the more established forms of advertising will not prove as effective as the unusual forms like radio.

Twenty odd cities have been selected for the broadcasting outlets after a careful survey. The principal plans of the advertising program will be included in the CBS Homemakers Hour in which Ida Balint, "All American Wife," is heard. "Living Greed," which outlines the lives of unique personalities, in a few other cities special spot programs will be used.

Novel counter and window displays are being prepared for the use of retail druggists. Sampling will be done on a limited basis.

Contract for Time

PURCHASE of the complete time schedules of WHAP, New York, by the Fifth Avenue Broadcasting Corp., 1926, 17th St., New York, and of WOAX, Trenton, N. J., by the Trenton Broadcasting Co., has just been completed. WHAP is owned by the Defenders of Trust Society, Inc., headed by Franklin Ford, and WOAX is a subsidiary of the Defenders of Trust Society, Inc., and therefore can continue to operate both stations but has sold all its time, which in the case of WHAP is shared with WEDV, WBBR and WGAZ, whereas in the case of WOAX is shared with WWRL, WLBX and WMBQ. The companies taking over the time are Claude Taubel and Paul F. Harrow, who head the corporations operating WPEN and WRAX, Philadelphia.

B. B. C. Renders Account

"ACCOUNT RENDERED" was the title of a New Year's eve broadcast by the British Broadcasting Corp., which featured various radio awards, which were then covered by radio. Free use was made of the Blatherphone, the recording device by which the B.B.C. can copy radio programs from a momentous broadcast, and by means of it the Cenotaph Service of the Premier Macdonald's speech on the formation of the National government and Lord Snowden on the Gold Standard were repeated. The broadcast was interspersed with dance music.
Audible Journalism

IF ANYONE has any lingering doubts as to radio's rightful claim to being a medium of "audible journalism," let him consider two developments of recent date that significantly point out the growing stature of broadcasting as a purveyor of news. Even more significant is the fact that, in the face of doubts that among certain newspaper interests, radio still holds out its hands in an offer to cooperate with printed journalism—a cooperation that inevitably must benefit both radio and the press.

Broadcasters practically cleared their desks and wave lengths for the reports and bulletins on the Lindbergh kidnapping case. Radio reporters, heard via remote controls from strategic points, were accepted by the Lindberghs and by officials on a par with the printed press reporters who swarmed Hopewell village. When the Lindberghs made their first appeals to the kidnappers in the hope they might be listening in, their statements were given to the radio as well as the press.

The radio reporters, be it said, took no undue advantages either of the unfortunate couple, the police or their press colleagues. They handled the whole affair with tact and good taste. True, one unfortunate broadcast did go out over one local station, prematurely announcing the recovery of the baby. It was one of those things that will happen in a tense atmosphere sanctioned with reports, counter reports and rumor. Fortunately, it was a local broadcast not heard very widely. Some of the press seized upon the incident to decry radio once more. But certainly this error was as minor a consideration as the blantly misleading headlines and silly interpolations that filled the columns of many newspapers.

That radio intends to continue to cooperate with the press as a whole, was indicated when both of the large networks covering the Lindbergh case from the scene had its announcers urge their listeners to read the next editions of their newspapers for further details.

The second development is that radio is coming of age as a medium of journalism is the sale of the full service of the United Press, one of the Big Four press associations which hitherto has served newspapers only, to Station KNX, Los Angeles, as reported elsewhere in this issue. This breaks the ice again. It clearly confirms our view that radio stations occupy much the same place in their communities that newspapers do. When big news breaks, a public appeal must be made (viz., President Hoover's current anti-hoarding drive), when the nation is on the que vive for information, the public has every right to get their reports by radio.

Broadcasting is not without its shortcomings. Careful protection of the privacy of individuals is impossible in its nature, but the many abuses are the result of embittered self-interests.

Cold Facts

NO HIGHER tribute could be paid the broadcasting industry than that shown in the official records of the Federal Trade Commission—that no broadcaster ever has been formally cited for unfair competition or fraudulent advertising.

It takes facts to prove any case, and those facts are available in the case of commercial radio. Stripped of the insidious propaganda of calumny-howlng groups who dread broadcasting, and of the political blather churned up to appease those same groups, we find that radio advertising is not only fundamentally sound, but cleaner, more wholesome, and often more effective than any other medium.

The Trade Commission is a hard-boiled, lobbypoof agency. It deals in facts and yields to no political bludgeoning. The Commission has not found broadcasting lily-white. But in getting to bed rock, it did find that where questionable advertising was carried over stations and brought to the attention of the broadcasters, it was immediately slammed off the air voluntarily by them.

That is more than can be said for any other advertising medium. It is true that broadcasting it but a babe among advertising media, and that the time element should be considered. It is equally true that some advertising programs on the air should be eliminated. But we stack broadcasting's record of facts against that of any other advertising medium.

It should be intensely gratifying to the industry that Chairman Humphrey of the Commission so heartily commends broadcasting for the basic "quality and integrity" of its advertising, and for the readiness willingness of stations to cooperate in the elimination of questionable matter.

But 1932 will try to keep the slate clean. They should close the door to accounts of borderline nature and reject quack medicine and other false and misleading advertising campaigns. Let the competitive periods be plasted with "Not and Poor," which will be the slogan that, to quote Chairman Humphrey, "rob the people of hundreds of millions of dollars annually." Restraint and good taste will pay in the long run.
CHARLES WILSON, vice-president of the General Electric Co., Bridgeport, Conn., is also director of the National Radio Manufacturers Association. He fills a vacancy created by the retirement of Roger E. Emmert, former manager of the General Motors Radio Corp., Dayton, O.

JOHN S. MARTIN, formerly production manager of National Radio Advertisers, has been appointed to a new position at WINS, New York, recently purchased by Time, Inc., and leased to Ford as known as WGBS. Clark Kinnaird, who has been supervising the station, will concentrate on activities of the Hearst Radio Service, handling all Hearst radio interests, of which he is eastern director.

WARREN B. WILSON, with the Henry P. Rines hotel interests in New England for the last 10 years, has been named supervisor of the commercial departments of its several radio stations. Edward T. Pittman is commercial manager of WCHS, Portland, and Donald Kenniston is director of operations and WEDO, station manager of WFEA, Manchester, N. H., the new Rines station soon to be opened, remains to be named.

GERARD CHATFIELD has been appointed to the NBC executive staff in New York with the title of technical art director. Chatfield was formerly associated with similar duties as a member of the program department.

NED SWEATON has resigned as executive director of the Manhattan Institute of Journalism. He is succeeded by new manager effective Feb. 15. B. B. Elkoff, announces. Resignation was effective Feb. 1. Plans for捆 T. Sweaton's future plans are indefinite.

A. W. LIGON, formerly commercial manager of the Evergreen Weekly, Feb. 1 took over the commercial management of KPHK, Margarita, Ark., and started his work by signing up 16 contracts during the month.

CHARLES MEYER, manager of WTVT, Atlanta, Ga., has resigned after a trip to Los Angeles on business.

JOSEPH A. MCDONALD, attorney, has been engaged by the NBC and assigned to the network's legal department.

WILLIAM HARD, NBC's "speaking reporter" at the Geneva disarmament conference, went on a tour of Europe during the first two weeks in March, interviewing various notables before the trip was over, and was to return to Geneva March 15.

GENE MULHOLLAND, of the New York Motion Picture Trade, is in Texas this month on doctor's orders.

O'DONNELL MORAN, formerly attorney for the Radio Protective Association and the Independent Station Operators, has joined one of the law firms of Darr and Darr, Woodward Building, Washington, specializing in radio litigation.

B. H. DABROW, director of the Ohio Association of Broadcasters, is in Florida, and WLW, Cincinnati, has been writing a volume on education by radio scheduled for publication early this year.

FRANK MASON, public relations vice-president of NBC, left for an extended trip in the United States early this month to recuperate from an illness.

EARL MAY, owner of KMA, Shenandoah, Ia., and head of the May Seed & Nursery Company there, has opened a nursery business in the city, with headquarters as nursery products and general merchant.

D. W. THORBURGH, district advertising manager of CBS, addressed the Peoria Advertising and Selling Club on "The Importance of a Personal Appearance." 

JUDGE IRA E. ROBINSON, who resigned two months ago as Federal District Judge, has just been transferred from Washington to a short visit to West Virginia, his home state. He has not yet announced his definite connection, but he intends to resume practice of law, specializing in radio.

LAMBDO KAY

MEET Dixieland's most famous Little Colonel—Lambdin Kay, director of WSB, Atlanta.

It was exactly 10 years ago—on March 15, 1929—that the U.S. Department of Commerce granted its first license to the newly-opened 1,000-watt station erected by THE ATLANTA JOURNAL at the instance of Major John S. Cohen, its editor. It was the first broadcasting station in the South.

Today this pioneer newspaper broadcasting station not only entertains a warm place in the hearts of those who dwell in the Southland but, operating with 5 kw. on its clear channel, is preparing shortly for its audience and audience with the 50 kw. recently awarded it by the Radio Commission in its high power grants.

Talking about someone to manage the station when it was being planned, Maj. Cohen espied the liminative Lambdin Kay—he had been five feet for a lifetime at a news desk. While Maj. Cohen saw some possibilities in radio as a news medium, he didn't realize the immensity of those possibilities until the dynamic Lambdin went into action.

Who is there in radio—who indeed among the DX-dial-observers of his last decade—who does not know the voice of Lambdin Kay? His long intimation of "Al-Lan- rah, Jaw-Jah" became a national trademark at a time when today's highly-specialized art of radio announcing was a colorless and perfunctory detail of station routine. Everybody in the South knows from his drawl that "The Journal over Dixie like the dew." Even now, in addition to his managerial duties, Lambdin regularly takes his turn up to the microphone.

It was he who coined the slogan "Voice of the South" for WSB, said to be the first slogan on the air. It was he who introduced the three-note chime which was destined to become so familiar to network listeners. He led the way in humanizing station-audience relations by acknowledging the presence of individuals, by founding the first "fraternity of the air" with rules and bylaws and initiations and ceremonies, by giving radio a touch of real humor in his "Hired Help Skylark."

The staff has grown from two engineers and Lambdin Kay to 30 persons supervising a 17 to 18 hour daily schedule. One of the station's most prided claims, aside from the numerous innovations it first brought to radio programming, is the fact that Ross Ponselle, Alphonso Gluck and Efram Zimbalist made their radio debuts in its studios, which started in the proverbial "cigar-box" way and now occupy almost an entire floor of the fashionable Atlanta Biltmore Hotel.

Lambdin Kay is one of the two or three oldest announcers still on the air. Born of Southern parents in Brooklyn, N. Y., March 29, 1889, he has been on the air in the last 25 years. He played football at the University of Georgia, once published a movie magazine and operated two movie theaters, indulges in annual round of golf in the Atlanta newspaper tourney. He has been happily married for four years. He devotes fragments of his spare time to the study of wild bird life, a hobby that has led him erect a haven in his suburban home where more than 50 varieties of birds find food and shelter. He hopes some day to realize his ambition of being a writer of fiction and expects to use the miracle of radio as his material.

ARThUR C. THOMAS has been appointed manager at WJAG, Norfolk, Neb. He was formerly publicity director for the Omaha Chamber of Commerce and vice-president of the community advertising section of the Associated Advertising Clubs of the World.

BEHIND THE MICROPHONE

WALTON BUTTERFIELD has joined the continuity staff of the CBS. Butterfield did some directing for Mutual at the Coast and in Chicago and in the Long Island, New York, studios. He is currently on assignment for the Theatre Guild in New York.

JERRY WALD, New York radio columnist, is doing a series of Radio News shorts. Another former basketball standout, he has become an announcer at KFRC, San Francisco.

JUNE FURSELL has signed a long-term broadcasting contract with NBC.

MILDRED WAIL, formerly of the CBS dramatic staff, has a part in the play, "The Blessed Event," recently opened on Broadway. She has been an accompanist and part-time announcer.

BILL GOODWIN, one-time with KFBB, Sacramento, and a season with the Henry Duffy Foundation, has become an announcer at KFRC, San Francisco.

M. J. WHITMAR, winner of the 1930 "Colliers Unfinished Story Contest," has been engaged by WOR, New York, as assistant to the manager of WLW, Cincinnati. His first radio drama, "Medium Done," was presented by the father-son players during the week of Feb. 28.

BING CROSBY began a new series of special programs on March 1 and now may be heard each Tuesday, Thursday and Saturday from 6:30 to 7:30 P.M.

JOHN S. DAGGETT, manager of KJJH in its earlier years and announcer for the last two years, has joined the advertising department of Las Vegas, as program manager and announcer. He will continue a half-hour sponsored program in the "All-American Band" with the General Fabrics Co. until the completion of a 15-week contract.

WILLIAM FORD MANLEY, author of "Wild Waves," the radio series now featured on Broadway, is well known as a continuity writer. Manley wrote some of the NBC "Biblical Drama," as well as numerous scripts for the CBS "Amos & Andy" on the Air.

ARnold ISBELLE and Charles Cuzette have moved from KGFI, Los Angeles, to KNX, Hollywood. Arquette was "Alfalfa" on "Our Gang" for 10 years; he will be on KNX at 10 o'clock nightly.

FRED LONG, superintendent of WEN, Providence, and his technical staff are handling performances of the 80-piece Providence Symphony Orchestra, which made its air debut over the Yankee Network March 15. The concerts will be carried as an exclusive feature over WNBC and affiliated Yankee Network stations.

DELOS OWEN, production man with WGN, Chicago, for the last five years, has been appointed manager of the station and will direct the WGN symphony orchestra.

ART GILLHAM, Columbia recording artist and announcer, has joined WFWI, Hopkinsville, Ky., as musical director and artist, it is announced by E. F. Kendrick, manager of the station. Mr. Gillham is nationally known and more than 11,000,000 of his records have been sold. He also is a songwriter of prominence, having written the famous tune, "Ain't She Sweet?" "To Whom It May Concern" is one of his recent successes.

FINIS KING FARR, who resigned from the NBC continuity staff about a year ago, has returned to the network in a similar capacity.

COTT HOWE BOWEN, New York adio station representative, was rejected back in New York March 14 after a two-week motor trip to Ohio.

PERSONAL NOTES

March 15, 1932 • BROADCASTING
helping the Advertiser
CUT COSTS!

KMBQ Announces "Run of Schedule"
40% Reduction in Rates

A Key Station of the
Columbia Broadcasting System, KMBQ, has been approved for programs to stations west of the basic network.

JUNE PARKER, on the vocal staff of KHK, Los Angeles, until a serious auto accident more than a year ago, has come back to the air through the medium of KFWB, Hollywood, where she is a staff announcer.

NORMAN BROKENSHIRE, former CBS announcer, has returned to that network as the featured artist of the new weekly series sponsored by Alfred Decker & Co., Chicago, (Society Brand Clothes). He is billed as "Society’s Playboy" on the program, which goes on the air March 15 at 10:15 p.m., EST, over a deviation hookup. The account was handled by Heni, Hurst & McDonald, Chicago.

TED DAILE, orchestra director at KXTR, Hollywood, has written "I've Found the Girl," in collaboration with Jack Watson.

FORD RUSH, "Old Man Sunshine" at WLW, Cincinnati, for the past six months, has just signed a year's contract with the station. The contract is said to involve about $40,000.

BEN BERNIE and his orchestra leave Chicago in April to go on an RKO vaudeville tour. They will be replaced on WBBM, Chicago, by Coon-Sanders' orchestra, but will continue their CBS Blue Ribbon programs.

HERBERT GLOGER, director of remote controls for CBS, recently addressed the Rotary Club of Bay Shore, Long Island, after a trip to the American School of the Air. Following his talk, the club unanimously passed a resolution urging the federal government to meet with CBS officials to work out a plan of receiving these programs in the schools.

BOB HALL, former chief announcer of KOIL, Council Bluffs, Iowa, has joined the staff of WJZ, New York, as an announcer, while James Crider, of WOR, has been added to the publicity staff.

DEAN YOCUM, popular basso of the middle west and south, has joined the staff of WLW, Cincinnati, following a successful theatrical tour.

GARNET MARKS is substituting this month for France Laux, sports announcer at KMO, St. Louis, for the nightly feature, "Sport Squibs." Laux is on vacation in preparation for the spring baseball season.

IN THE CONTROL ROOM

EDWIN L. POWELL, formerly with Charles R. Speaker Co., equipment manufacturer at 645 Washington St., Newark, N. J., has joined the DeForest Radio Co., Passaic, N. J., as Washington representative, maintaining his headquarters at 645 Connecticut Ave., N.W., Washington, D. C.

WILLIAM MASON BAILEY, formerly with Wireless Specialty Apparatus Co., Boston, has been named chief engineer of Dubliller Condenser Corp., New York City.

O. H. CUMMINGS, former Federal Radio Commissioner and now editor of Radio Retaining and Electronics, is giving a series of talks on technical radio advice to radio owners over the NBC-WJZ and NBC-WEAF networks during March.

CONDR. E. D. ALMY, formerly assistant director of the Naval Research Laboratory, Bellevue, D. C., has received Capt. E. G. Oberlin, director, which continues his duties as technical aid to the Secretary of the Navy. The changes in the radio laboratory have been made by Hoyt Taylor continuing as superintendent.

A. B. CHABERWIN, chief engineer of CBS, and G. Stanley McAllister, head of the construction engineering department, spent a week at Charlotte, N. C. in February, making arrangements for the construction of the new 25 kw. transmitter for WBT.

ARTHUR B. LEVITT, formerly assistant chief engineer of WSC, Portland, Me., has been appointed chief engineer of WEA Melbourne, H. C., new 1 kw. station operating on 1430.

A NUMBER of new assignments in the various engineering sections of the CBS have been announced. Frank L. Evans has been transferred from field engineering to the master control department. Dunham Gilbert was shifted from the research and development department; J. F. Sponseller from master control to field engineering; A. W. Hingle from the staff of short wave station WXX to field engineering; and A. D. Meade from the transmitter department to the television station in the CBS headquarters in New York.

CLARENCE WESTOVER, CBS studio engineer, has been assigned to the personal appearance tour of Morton Downey, 23 time radio "wobblers," for John Henry Renard's orchestra on the "Camel Quartette Hour." The group is expected to be on RCA network.

HERMAN BRUCK and Leo Shepherd, studio and transmitter technicians, respectively, at KNX, Los Angeles, have been added to the studio staff of the families with the names of Carl and Harold.

GARO RAY, chief engineer, and Neil Fleischer, transmission engineer, of WICK, Bridgeport-New Haven, are now on the air with amateur radio phone sets, the so-called "S" transmitting the call WJN and the latter WBDI. Bob Malmen and Al Coughlin, also of WABC, have been appointed for an amateur station.


PAUL Q. ROSEKRANS, chief engineer of WBT, Charlotte, N. C., on Feb. 29 married Miss Bertha Rowe, of Marion, N. C.

FRANK WEIDINBACH, formerly associated with KDGA, Mitchell, S. D., has joined as chief engineer of WJAG, Norfolk, Neb.

DR. IRVING LANGMUIR, General Electric scientist of high vacuum tube fame, was awarded Popular Science MONTHLY'S $10,000 award and gold medal "for notable scientific achievement." Langmuir is chief engineer of the Research Laboratory, New York, Feb. 29.

GREENLEAF W. PICKARD, formerly consulting engineer of Wireless Specialis Apparatus Co., has joined with its successor the RCA Victor Co., and has begun a consulting engineer practice in Newton Center, Mass.

JULIUS WEINBERGER, previously in charge of research of RCA Photophone, has been transferred to the research division of RCA Victor at Camden, N. J.

E. R. PFANN, formerly with the International Broadcasting Equipment Co., is now chief engineer of E. H. Scott Laboratory, Chicago.

Cold Affects Monitor

SUB-ZERO weather has caused considerable damage to the Grand Island, N. Y., monitoring station of the Radio Division, Department of Commerce, which necessitated the installation of an electric heater to make possible continued operation of the power motors, according to S. W. Edwards, radio supervisor, charge. One of the big motors was damaged because of stoppage of oil flow and part of the antenna system was seriously damaged.

New I. R. E. Appeal

A SECOND appeal for funds in behalf of members of the Institute of Radio Engineers who either are jobless or have suffered severe salary cuts is being made by R. H. Marrietti, chairman of the emergency employment committee. The first appeal, he said, brought $1,800.

Visual Call Letters

CALL LETTERS of WXYZ, Pontiac, Mich., and WIXX, Hudson, Wisconsin, were issued March 9 by the radio division of the Department of Commerce to WXYZ, Detroit, and WIXX, Cleveland, respectively. These bring the total television stations to 27.

Chicago Radio Stations

SPORT SUMMARIES direct from the training camps of the Chicago Cubs at Catalina Island and of the Chicago White Sox at Mineral Wells, Tex., are being broadcast by WMAQ, Chicago, at 6:30 p.m. each Saturday under sponsorship of the Dean Foods Co., Chicago, on the makers of Blue Ribbon Malt. Hal Totten, station sports announcer, and John Keyes, of the Chicago Daily News, will be handling the descriptive announcing.

These broadcasts are preliminary to the opening series in which the makers of Blue Ribbon Malt sponsor over WMAQ when the season gets under way. Totten will announce the Cubs later in the season, and James Crusinberry, dean of Chicago Daily News sports writers, will cover the Cubs.

Two other Chicago stations, WBBM and WGN, are also invading the training camps with sports announcers. Pat Flanagan is doing the work for WBBM, while Bob Eison represents WGN. The daily and stations share expenses.

"Wobblers" Decline

BROADCAST reception is showing a result of the cooperative work of stations with the Commerce Department's Radio Division in checking frequency deviations, according to W. D. Terrell, director. Through its monitoring stations in the nine radio districts, the division made 25,489 measurements of broadcasting stations in the last half of 1932 and found a total of 401 deviations, or 1.5 per cent.

In the same period of 1930, a total of 30,052 measurements were made with 922 deviations.

reners are enjoying programs more because of the measurements taken by workers of the division."

R.M.A. Show in May

"BUSINESS without ballyhoo" is again to be the slogan of the annual trade show for radio manufacturers, jobbers and dealers to be held in the Hotels Stevens and Balbo, Chicago, May 22 to 26. The annual industry gathering has been cut to four days and is staged earlier in order to precede the radio salesmen's Meeting at the Republican and Democratic national conventions in Chicago which follow shortly after the trade show.

A CIGAR manufacturer has signed a stipulation with the Federal Trade Commission to cease using the words "anti-nicotine" independently or otherwise in advertising his product. He has also agreed to drop other claims pertaining his cigar which have been disproved.
Think

what 50,000 Watts can do for you in the Mid-West!

With such tremendous power WLW thoroughly and completely covers the rich Mid-West section of the country. In conjunction with its power, consider its strategic location—"Near the Center of Population." WLW knows no physical or geographical boundaries.

This set-up—POWER and LOCATION—enables WLW to place your advertising message before an unusually large and appreciative radio audience. For details, send for our free, 48-page brochure.

Near the Center of the Dial
Near the Center of Population

More than 20,000 letters were received at WLW in one day on a single children's broadcast. This is proof of the popularity and effectiveness of WLW.

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President
CINCINNATI
The Business of Broadcasting

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

STATION ACCOUNTS


PROCTOR & GAMBLE Co., Cincinnati, and H.J. Heinz Co., have begun a new three-week dramatic show, "J. B. & Mae," over WBBM, Chicago, Feb. 29, 8:30 to 9 p.m. CST. This serial story of the adventures of a small town newspaper office, with Mary and Walter as the main characters, is written by Mr. and Mrs. Sydney Drew.

TRANSCRIPTION accounts being featured on KFYW, Chicago, include Foodtown Kitchens (the "Chuck E. Cheese of tomorrow"), featuring Leopold Spitalny and orchestra and soloists, Monday, Tuesday, Wednesday, Thursday, and Friday. The husband and wife characters are the same type as the mayor and his wife, written by Mr. and Mrs. Sydney Drew.

THE FIDDLY WIGGY Grocer Christmas, a "iF You Need a Program" over KBTM, Parsons, Ark.

ALABAMA-GEORGIA Syrup Co., Montgomery, Ala., is sponsoring "Jim and Mabel, a Musical Melodies" over WLV, Cincinnati.

THREE new accounts on WGN, Chicago, that began this month are: Reid-Murdock Co., sponsoring "The Monarch Melodies" over WGN; featuring Fred L. Jenks, the "Monarch Melody Man," Monday, Sunday, and Tuesday; and Friday from 9 to 11:30 p.m. for 56 weeks; Everyead Dog Biscuits, featuring the "Everyead Animal Greetings" with Tom Corn, animal imitator, Saturday at 6 p.m. and Hills Brothers Co., Chicago (Dromedary Coffee), featuring Uncle Wiggly, written by Fred Jenks every weekday at 5:30 p.m.

ZEITH RADIO Corp., Chicago, on March 1, started a new program over WBBM, Chicago, presenting Irving Kaufman in minstrel on Tuesday, and Ben & Jules, in Jules Davis variation, on Thursday. The station on March 1 placed the new account of fee. E. I. Railway, that has been the railroad go on the air, having started broadcasting on March 1. The station is using WBBM six nights a week, featuring Friendly Phil Proctor.

JO-CUR, Inc., division of Allied Prods. Co., Indianapolis, is presenting "Bill the Barber," small town skits, on the MRS. AQ program, WBBM, Chicago, at 8:30 p.m. Present contract expires April 29. A sample offering drew Bob Blackett, President of the Blackett-Sample-Hummert, Inc., Chicago, handles the account.

SILVER LAKE HATCHERY, Lake, Ind., is presenting "Fantasy Festival," famous marches, over WLS, Chicago, Monday, at 1:15 p.m. and Friday at 1:45 p.m.

WISCONSIN division of the National Tennis Association, is putting on a six-week feature over WTMJ, Milwaukee, for six weeks, on Monday, Tuesday, Wednesday, Thursday, and Friday. This is a six-week feature over WTMJ, Milwaukee, from March 1, 1933. The program, which has been presented as a sustaining feature, has been called "The Crumb," a musical comedy feature with Merl Blackburn, who, in September, was the one-ounce character in "Maurice Kapp, William Perrin and Elwyn Owen. A novel merchandising plan is under consideration, with a cents bill and a cents bill for the program, which runs from March 1 to May 1.

PETER PAN Fabrics Co., New York, has secured a contract with the New York office of the Bally Co., agency, to use the Los Angeles, for a six-day program over a six-day program.

LIGHTON'S CAFETERIA, Los Angeles, has signed with KNX, Hollywood, for a six-week skit for the Miss Zasu Pitts and Thelma Todd. The skit will be done in a living room, in the style of the "Show," and the cast will be the same. The locale of the various episodes will be a Hollywood housing board house with Miss Pitts as the maid and Miss Thad as a young lady about to storm Hollywood with her picture ambition. The writer-caster for the script, Lee Lachser, Los Angeles, is the agency handling the account.

HINCKLEY & SCHMITT, Inc., Chicago, has signed for the promotion of "The Morning Water Boys," "Morning Water Boys," Thursday and Friday at 2 p.m. over the station, featuring "The Morning Water Boys," "Morning Water Boys," bringing the show a popular morning music program.

BROADCASTING • March 15, 1933

NETWORK ACCOUNTS

RICHMAN BROTHERS Co., Cleveland, (men's clothes) on March 8 opens a musical program on 76 NBC stations, Tuesday and Thursday, 7:30 to 7:45 p.m., EST. J. Walter Thompson Co., New York, handles the account.

THE CHRYSLER Corp., Detroit, on April 3 opens a musical program on 76 NBC stations, Tuesday and Thursday, 7:30 to 8:15 p.m., EST. Sundays until April 24 and then 10:30 to 11:00 p.m. Advertisers, Inc., Detroit, handles the account.

STANDARD OIL Co. of New Jersey, (oils and paints) for the program "Eso Program" on the basic NBC-WJZ network, Wednesday and Friday, 7:15 to 7:30 p.m., EST. Monday, April 3, McCann Erickson, Inc., New York, handles the account.


MANHATTAN SOAP Co., New York, (Sweetheart Flakes), on March 2 opens a program on the NBC network, for the basic NBC-WJZ network to run Wednesdays, 11:45 a.m. to noon, until May 31. Mondays, 11:15 to 11:30 a.m., EST, April 1 to May 27. Peck Advertising Co., New York, handles the account.

GENERAL FOODS Corp., New York, (Mazzel House Coffee), on March 7 started a year's contract on 44 CBS stations for its "Mazzel House Coffee," for the NBC-WJZ network, Tuesday, 5:15 to 5:30 p.m., EST, Federal Advertising Agency, New York, handles the account.

CHAPPELL BROTHERS, Rockford, III., ("Chap's Collar"), on March 9 \"Rin Tin Tin Thrillers\" on the basic NBC-WJZ network, Thursday, 7:15 to 7:30 p.m., EST, Federal Advertising Agency, New York, handles the account.

TASTEYAC, Inc., Springfield, Mass., ("Tasteyac Sausage"), has secured the account of "The Tasteayac Jesters," over basic NBC network, Monday and Saturday, 7:00 to 7:15 p.m., EST, Federal Advertising Co., New York, handles the account.

The following is a schedule of the NBC network's winter concerts with the Los Angeles Orchestra and Los Angeles Philharmonic symphony, Standard Oil Co. of California on March 24 will continue on the NBC-KGO network, at 8:15 p.m. EST, Thursdays, for three months with a newly formed symphony directed by Alfred Hertz.

SOCO VACUUM SPECIALTIES, Inc., New York, (petroleum products), on April 15, "The Windy City" over nine NBC-WBAC stations, Tuesdays and Thursdays, 10:15 to 10:45 a.m., EST, on 76 NBC-WFAC stations, Tuesday, April 15, 8:15 to 8:30 a.m., EST. Ettan, Barton, Durstine & Osborne, Inc., New York, handles the account.

ALABAMA-GEORGIA Syrup Co., Montgomery, Ala., is sponsoring "Jim and Mabel, a Musical Melodies" over WLV, Cincinnati.

THE MARSHALL Fuel and Iron Co., Philadelphia, has just concluded a program over WJBC, Lancaster, Pa., the "In the News," program for Los Angeles, is the agency handling the account.

WRL, Columbus, Ohio, is inaugurating a Children's Hour program, under the title of "The WRL Children's Hour," over 76 NBC stations, Tuesdays and Thursdays, 7:00 to 7:15 a.m., EST. WRL, Columbus, Ohio, Inc., according to its schedules, runs six days weekly, the program will be staged by the local children's talent.

NEW ACCOUNTS on KNX, Hollywood, (oil), "The Soup Stock Story," over 76 NBC stations, (Batten, Barton, Durstine and Osborne agency), April 15, 8:15 to 8:30 a.m., EST. Bellows, Barton, Durstine & Osborne, Inc., New York, handles the account.

PROCTOR AND GAMBLE, Cincinnati, (Ivy soap), on April 6 renew the B. A. Rolfs orchestra program over 76 NBC stations, Tuesday, Wednesday, and Thursday, 10:15 to 10:30 p.m., and Saturday, 7:45 to 8:00 p.m., EST, Bellows, Barton, Durstine & Osborne, Inc., New York, handles the account.
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.
AGENCIES AND REPRESENTATIVES

KLINGER & GLICKMAN, 9 East 40th St., New York, has been opened as a direct sales office to represent WJSV, Alexandria, Va.

FRANCES HOOPER AGENCY, Chicago, which handles the Wrangler radio serial "Myrt and Marge," has secured the right to handle the advertising and promotion of new productions for "Mickey Mouse," creator of Mickey Mouse, for its adaptation to radio. As a sponsor has been signed, Mickey Mouse made a radio debut on CBS on March 6 in the "California Melodies" program.

GOTHAM ADVERTISING Co., New York, handling National Sugar Refining Co. (Jaxon Frost) and various other radio accounts, on March 1 was combined with McMullen, Sterling & Co., New York agency, handling Health Products Co. (Feen-a-Mint) and other accounts, under the name of the Gotham Advertising Co., with offices at 250 Park Ave. R. M. McMullen becomes chairman of the board and Walter G. Huldebrant is president.

R. H. ALBER, formerly associated with the Walter Biddleck Radio Advertising Co., Los Angeles, has started his own agency, the Chamber of Commerce Bldg., Room 487.

MITCHELMORE Advertising Agency, Los Angeles, has developed a radio department.

MISS VELMA MICHENER, for the last three years an assistant, and producer for KZL, Denver, has been placed in charge of the newly created radio department of the Byrum-Shaw Advertising Agency, Inc., Denver.

PAUL DUMONT, formerly NBC announcer, has joined Erwin, Wasey & Co., New York, in charge of radio production. Head of the agency's radio department is Charles Gannon, also a former announcer and commercial man on WOR, Newark, and WRC, Washington.

WILLIAM J. BAILLY, formerly with WPEN, Philadelphia, has joined with William J. Conway, booking agency, to organize a new radio advertising service with offices in the Lewis Tower Bldg., Philadelphia.

HOMER O. GRIFFIN, who formerly operated a radio advertising agency in Chicago, has opened a similar office in Chicago and also appears on WBBM week days with a brief program on Saturday, one time he conducted a program over KJH, Los Angeles.

LONG ADVERTISING Service, handling various radio accounts, is located in the Realty Building, San Jose, Cal., and not in Los Angeles, as previously reported in Broadcasting.

TRANSCRIPTIONS

SCOTT HOWE BOWEN, Inc, New York, is planning to produce a "Melodies" program, a transcription series, for the Beech Nut Advertising Co., Canajoharie, N. Y., during the remainder of this quarter in length, and were launched March 7 on WOR, Newark, on a 5-day-a-week or seven week's contract. The Los Angeles Sun sponsors the programs on the CBS-Dan Lee network.

FOLLOWING a six month's test, the United States Advertising Corp., New York, has placed through Scott Howe Bowen, Inc., New York, what is claimed by the latter to be the largest single order for "spot" broadcasting in radio history, to the belated work of the Berl, Rehn & Fink Products Co., makers of Pezco toothpaste. Nineteen stations have been taken in; of these, a "flesh" programs. Each station will supply its own talent for the broadcast. The latter, by a ngement.

SCOTT HOWE BOWEN, Inc, New York, has announced that it is working on a considerable increase in business during the second quarter of 1932 against the same period of last year. The total number of 15,007 individual 15-minute "flesh" programs. Each station will supply its own talent for the broadcast. The latter, by a ngement.

EQUIPMENT

RADIO RESEARCH Co., Washington, has installed a new air-conditioned booth for testing frequency control equipment and determining wave lengths for investigations of temperature, humidity and pressure characteristics. This is the first of the new booths of this kind in existence in this country.

A NEW studio installation is being completed at WCCO, Minneapolis, by G. Roy, chief engineer. WNBH, New Bedford, Mass., has installed a new General Electric radio frequency checker.

A FREQUENCY constancy of within two cycles of assignment was maintained on the program from Alexandria, Va., during all but one hot summer day of the last 10 months during which its transmission was carried by Radio Research Co., was installed.

NEW STUDIOS in the Hotel Stratfield, Bridgeport, Conn, erected as the new studios of the NBC station, have been completed and will be in use March 7. They are equipped with the latest in broadcasting equipment, and are the largest and most modern studio installation in the country.

JENKINS Television Corp, is withdrawing its experimental television ad on NBC. The program, which was carried by Radio Research Co., was installed.

KFRING Television Corp, is withdrawing its experimental television ad on WJZ, New York, and its experimental program, which is being broadcast by Radio Research Co., was installed.

PROSPECTS

WPTF, RALEIGH, N. C.

R. L. BRIDGER, Commercial Manager

New York Office: Lincoln Bldg., 60 E. 42nd Street

The Radio Gateway to Central and Eastern Carolina...

Radio Station WPTF, Raleigh, N. C., blankets the rich Piedmont Section of Central Carolina and the great agricultural section of Eastern North Carolina-two markets of proved responsiveness to radio broadcasting. You can cultivate these markets during 1932...
WMAQ serves America's great central market, which the U. S. Census reports show to be constituted as follows: METROPOLITAN MARKET—5,000,000 population within a 50-mile radius of WMAQ and 3,200,000 listeners. PRIMARY MARKET—10,800,000 population in WMAQ's primary sales area, with 6,300,000 listeners. MAJOR MARKET—23,300,000 population in WMAQ's zone of major influence, with 12,200,000 listeners. That's the market!

WMAQ offers a 19-hour daily broadcast service, with local and chain programs carefully selected to provide entertainment, instruction and inspiration for all classes of homes in its market. Commercial programs are "built" to present the product or service with utmost effectiveness, and to meet always the standards of excellence and interest that listeners have come to expect from WMAQ—the standards that have produced the many nationally known features with which WMAQ is identified.

WMAQ consistently attracts and holds a large and responsive audience reflected in the fact that one single program brought unsolicited mail from 344 cities in 41 states and from 5 cities in 4 provinces of Canada. The variety and steadfast quality of WMAQ's broadcast service are assurance to advertisers of a large immediate audience which turns to this station day in and day out for radio entertainment and education.

WMAQ enjoys invaluable good will with listeners throughout its market, and elsewhere, which assures attention to the messages of sponsors and receptive confidence in the products and services advertised over this station. Ask us for suggestions regarding the type of program that will present your sales story most effectively and bring you the consistent results that other advertisers are securing in this market over WMAQ.
Covering Lindbergh Story By Radio

(Continued from page 6)

transmitter at Hopewell; W. C. Brandt, C. M. Hutson and F. V. Becker, stationed at the short wave pickup in Princeton, and C. J. Russon, truck attendant.

Announcers Relay

FOUR announcers also worked under Miller's supervision at Trenton and Hopewell: George Hicks at Trenton aided by Charles O'Connor, Edward Thorgerson and Ezra McIntosh. They set up headquarters in a Hopewell restaurant, where from an improvised studio they flashed whatever news emanated from the Lindbergh estate. A press department staff was mustered under the direction of G. W. Johnstone.

Both NBC and CBS used mobile transmitting stations mounted on trucks to relay the news by short waves from various vantage points. At Hopewell NBC's short wave truck, with a 50-watt transmitter, the call letters W1OXAL, moved from place to place. Its broadcasts were picked up by a temporary receiving station at Princeton and relayed to New York for rebroadcasting over the network and more powerful short wave stations to the whole anxious world.

CBS used the sound truck of WCAU, its Philadelphia outlet, but its "main studio" was in a tiny vacuum room over a store in Hopewell. Its other bases were at Princeton and Hopewell. At one juncture in the proceedings it carried a four-point broadcast, one from the sound truck and one from each of the remote control points.

CBS followed the interesting policy throughout of referring listeners to their newspapers with this announcement: "For further and complete details we refer you to your favorite morning and evening newspapers." Its first broadcasts from Hopewell were by Don Huggins and Herb Glover, who in- 

The Capitol District of The Empire State can still spend!

Sponsors Politics

A NEW DEPARTURE in political broadcasting was offered on NBC this month when Senator Simeon Fess, chairman of the Republican National Committee (the same who introduced the "15 per cent" bill), and Jouett Shouse, of the Democratic National Committee, had political talks during the Lucky Strike hour, featuring Walter Winchell and various orchestras. The sponsor paid for the time, indicating that the political parties this year, with depleted war chests, may depend partially or wholly upon securing broadcast time rather than on purchasing time on their own or depending upon gratuities from the networks.

Copyright in England

ENGLAND's counterpart of the American Society of Composers Authors and Publishers is the Performing Rights Society, Ltd., of London, which collects royalties from radio for reproduction rights. But in England the copyright owners must deal with a government-owned radio monopoly which can practically dictate its own terms.
Selected for the Metropolitan Opera

WIDESPREAD has been the favorable comment on the reproduction attained in the Metropolitan Opera broadcasts. Complimentary, indeed, is his to the group of NBC engineers who are responsible for the success of these broadcasts.

Such success, however, is not surprising in light of the previous achievements of this remarkable group. As the motivating force of the greatest of broadcasting organizations they have continuously led in the progress of a rapidly developing art.

Constant improvement in studio technique has been one reason for maintenance of this leadership, but another, equally important, has been an eager readiness to adopt for use the latest and most improved transmitting equipment. To this end these engineers are continually subjecting various types of equipment to exhaustive tests. Microphones—as the singly most vital element in the broadcasting chain—have occupied much of their attention.

For those most elite of all broadcasts from the Metropolitan Opera House special tests were made and the operation of all the various types of microphones compared. Tested were microphones of the latest and most widely publicized types as well as models still in the laboratory stage. Against such competition RCA Victor condenser microphones were chosen. They are now used exclusively—for orchestra, for soloists and chorus, for Deems Taylor's announcements. Moreover, the condenser microphones used are standard RCA Victor models identical to those in use in most of the prominent independent stations from coast to coast.

ENGINEERING PRODUCTS DIVISION
RCA Victor Company, Inc.
A Radio Corporation of America Subsidiary
CAMDEN, N. J.
"RADIO HEADQUARTERS"

March 15, 1932 • Broadcasting
Applications

March 1

WASHINGTON, D.C.—Modification of license amended to request unlimited time. WJPX, Detroit, Mich.; license to use 5-17-32.

MARCH 2

BUFFALO, N. Y.—Modification of license to request change of transmitter location.

March 3

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request renewal of license for 6 months.

March 4

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 5

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 6

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 7

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 8

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 9

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 10

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 11

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 12

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 13

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 14

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 15

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 16

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 17

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 18

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 19

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 20

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 21

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 22

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 23

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 24

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 25

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 26

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 27

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 28

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 29

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 30

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.

March 31

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.—Modification of license to request unlimited time.
Examiners' Reports...

NEW, Shreveport Broadcasting Co., Shreveport, La. — Chief Examiner Yost recommended (Report 339; Docket 1441) that application for visual broadcasting CP to Shreveport be denied as in default of failure to put appearance in. NEW, Pillar of Fire, Cincinnati—Examiner Pratt recommended (Report 340; Docket 1442) that application for local television service at Cincinnati be denied as in default of failure to put appearance in. WJBC, La Salle, III., and WRJN, Racine, Wis.—Examiner Pratt recommended (Report 341; Docket 1443) that application for WJBC for change in frequency to 1360 from 1390 be denied as in default of failure to put appearance in. WJBC has a television station in operation at Racine, Wis. and therefore does not need another television station at Racine. WJBC has a television station operating at La Salle, Ill. Therefore WPBR, DuBois, Pa.—Application for renewal of license to WPBR for visual broadcasting service be granted.

We Quite Agree

(From a letter to the editor of Time, March 14)

"Your article in the issue of Feb. 29 explaining your departure from radio advertising is unwarrantedly bigoted and mean in its tribute to radio. Your blatant self-praise reminds me of a little boy thumbs his nose at the rain. "Oh, you silly, wet monster," he says, 'he's got his destination on the rear end and raising hell. In plain words, your article is disgustingly ungrateful, and 'loaded propaganda" at the same time. Having taken advantage of radio's hard-earned facilities, you top off your pound of flesh with sour grapes."

No one needs a radio department to comment intelligently on the future developments in radio, whether in r., artists, sponsors or technology. Turning a deaf ear to radio won't stop its progress. Why not give credit where credit is due?"

"ARTHUR J. SALTMAN

"Boston, Mass."
An Advertiser Tosses A Bouquet . . .

Although BROADCASTING is a young magazine as magazines go, it has won an enviable place for itself. From the outset our readers were enthusiastic in their endorsement of the magazine. Now comes the strongest kind of endorsement from an advertiser—a statement of results:

- -

"If you will permit it, I would like to again favorably comment both on your publication and on the effect of our advertising in it. We have seen several real leads for acoustical treatment that undoubtedly came from our advertising in your paper. One of the nice things about these leads is that invariably we seem to sell the prospect."

UNITED STATES GYPSUM COMPANY
M. A. Smith
Sales Manager
Contracting Division

Advertising results mean that the advertising is being seen and read by real prospects. Advertising which produces results is profitable advertising. BROADCASTING produces results for United States Gypsum Company and dozens of other satisfied advertisers—it will produce results for your advertising. Give it a chance. If you have merchandise or service to sell to the leaders of Radio—BROADCASTING can do a strong, economical advertising job for you.

Write us for rates, mechanical requirements and closing dates.

Radio City's NBC Studios Described

World's Largest Among the 27
Adaptable to Television

RADIO CITY studios and broadcasting facilities to be used by NBC were described for the first time March 2 by O. B. Hanson, NBC manager of plant operation and engineering, in a talk before the Institute of Radio Engineers in New York.

Studios more than double those now in use at 711 Fifth Avenue were outlined by the speaker. The largest studio in the world is included in the plans. All of the new studios will be readily adaptable to television, and most of them will contain balconies equipped with theatre seats for guests.

The NBC unit will occupy the third to the eleventh floors in the Central Tower. Structural work on this building is expected to commence this spring, and the official opening is scheduled for May, 1933.

27 Studios Provided

"IT HAS BEEN estimated that 27 studios, 6 audition rooms and other appurtenant rooms will be required by NBC," Mr. Hanson said. "All studios are to be two stories high, with the exception of one planned to be the largest in the world with a height of more than three stories."

"Four special studios grouped around a common control room will be provided for the use of complicated dramatic productions. With this set-up the orchestra can be placed in one studio, the principal actors in another, crowd scenes in a third and sound effects in the fourth, and the pickups electrically mixed in the common control room to create a desired effect."

"This arrangement can also be used for television broadcasting where four scenes might be set up in the different studios and the television camera or scanner in the control room rotated to focus on the four in the proper sequence. The anticipation of television all studios will be electrically shielded and provided with suitable lighting facilities.

Observation Galleries

"IN ADDITION to the large studios there will also be a number of small ones especially designed to handle speakers. In view of the increasing number of child artists, a special lounge room has been arranged for them, together with a studio suitable for children's productions. All of these studios are to be grouped on the fourth, seventh and ninth floors with a centralized power supply and control system located on the sixth floor.

"In the larger studios, the observation galleries are planned with theatre seats. In some cases these observation galleries are separated from the studio by sound insulated glass partitions, while on other instances the galleries are open. Private observation rooms are also provided for the sponsors of programs and their assistants, critics and guests. An observation room has been planned directly in front of the main control room, so that the guests may see the technical apparatus and the staff in operation."

The operating staff and production and traffic departments will be centrally located, Mr. Hanson said, and a private system of elevators will give direct access to all studios that at no time will it be necessary for any of the production staff to cross the corridors provided for the exclusive use of musicians, performers and guests.

Father Coughlin Sues

REV. CHARLES E. COUGHLIN, Catholic Priest, of Detroit, and the Radio League of the Little Flower, Baltimore, which sponsors his radio sermons, have filed suit in the Federal District Court to halt publication of "Father Coughlin's Radio Sermons Complete" by Knox & O'Leary, publishers. The brief asserts that copyright should have been in name of League instead of publishers.

PERSONAL INSTRUCTION

At the AMERICAN BROADCASTING COLLEGE, in announcing, continuity writing, drama, dialogue, music, dramatic reading and poetry. Instructions are given by one of the country's foremost authorities on broadcasting.

Day or evening classes for men and women (children accepted). Enrollment by appointment only.

Telephone National 5647 or write for information. No correspondence courses.

AMERICAN BROADCASTING COLLEGE
SOUTHERN BUILDING
WASHINGTON, D. C.
No Listeners!
AN ENERGETIC newspaper advertising manager recently made the astounding discovery that out of 100 persons questioned by telephone in Altoona, Pa., not one was listening at the time to WFBG, the local station. The survey revealed that only 77 per cent of the 100 called owned receiving sets, that 60 per cent were tuned in on radio programs and all were confident they were not listening to WFBG. Gloomily, the advertising man called Roy Thompson, the station manager, and to his surprise the charge of no listeners was admitted—but with the added assertion: "We couldn't have any listeners as this is our silent day."

Latin American Radio
VIRTUALLY all Latin-American countries are patterning their broadcasting after the American plan, and advertising is providing the main source of revenue, it is shown in a survey of broadcast advertising as reported to the Commerce Department by Latin-American consuls in those countries. Information as to the number and type of stations, character of programs offered, advertising costs and commodities advertised is contained in the booklet (Trade Information Bulletin No. 747). It may be purchased from the Superintendent of Documents, Washington.

WMBD Happenings
UNDER the title of "Here's What Happened in February," Edgar L. Bill, president of WMBD, Peoria, Ill., has published a pamphlet reviewing the station's activities, among which was a localized dealer tie-up with OBS programs and with local wholesalers and manufacturers, providing 26 quarter hours. Posters for dealers' windows, calling attention to the WMBD broadcast, have been effective also.

State School Station
ESTABLISHMENT of a state-wide "school of the air" to broadcast school programs and state affairs via short waves was urged before a Massachusetts legislative committee recently by Prof. Robert E. Rogers, of Massachusetts Institute of Technology. Commissioner A. F. Foote of the state department of public safety, pointing to the success of the state's police radio station, declared that it could be used for the purpose.

Opposes New Station
WHILE admitting the Pillar of Fire, Inc., is equipped to operate a broadcasting station, Examiner Pratt recommended to the Radio Commission that the request for a new unlimited time assignment on 1420 kc. with 100 w. at Cincinnati be denied on the ground that the Queen City area is adequately served.

House Cuts Radio Fund From U. S. Treasury Bill
THE EMERGENCY radio advertising fund of the U. S. Treasury amounting to $10,000, which heretofore has been carried on a year to year basis and held in reserve for possible use in notifying the public of important funding operations, has been eliminated by the House from the Treasury Appropriation Bill, now in the Senate.

William S. Broughton, commissioner of the public debt, explained that the fund was not actually an appropriation but simply an authorization. He said it has not been used since 1928, when the department went on the air as a paying advertiser to explain the refunding of the Third Liberty Loan. He said that in 1927 and 1928, 14 broadcasts were made at a cost of $14,004. Simultaneously, virtually every newspaper was used in advertising the same projects, he declared.

Mr. Broughton said the Treasury regretted the elimination of the radio budget, which, however, may be restored by the Senate. The authorization had been recommended to Congress by the Bureau of the Budget but was disapproved by the House Appropriations Committee.

Radio Broadcasting

A New LOW COST—LOW UPKEEP Radio Broadcast TRANSMITTER

APPROVED BY THE FEDERAL RADIO COMMISSION.
Guaranteed Frequency Stability. Complete AC Operation—Fully Crystal Controlled—100% Modulation.

AUTOMATIC — INEXPENSIVE — FOOL PROOF
Complete Information and Prices on Request

EQUIPMENT - ENGINEERING SERVICE - INSTALLATION

DOOLITTLE & FALKNOR, Inc.
1306 - 1308 West 74th Street
Telephone Stewart 2810
CHICAGO, ILL.
Trade Commission Lauds Radio

(Continued from page 5)

skelton has become the fashion of
the country. But the men are as
easy victims as the women, as is
shown in the matter of hair re-
storem—one of the worst, most in-
triguing and aged of frauds. Few
men with bald pates seem to be
able to withstand the allurement
of this ancient and shameless fraud.

Commission on Warpath

"THE FAT WOMAN and the bald
headed man in stupid faith lead
this endless procession of suck-
ers," he asserted. Until recently,
he added, many newspapers and
magazines were filled with this
class of advertisements, and re-
cently the radio has been used to
some extent by these "fakers."

Mr. Humphrey said the Commis-
sion is on the warpath against
the publication of paid testimo-

nials, unless the advertisements
shows conspicuously on its face
that the testimonial has been paid
for. While he is of the opin-
ion how radio would be affected, he
said that this was a far-reaching
decision and will affect advertising
along many lines. The "paid ad-

vertiser," he said, endorses the
project.

E. J. Adams, chairman of the
special board of investigation of
the Commission, outlined its ac-
tivities since its creation in 1929.
He referred to the campaign against fraudulent newspaper advertising, which
resulted in the drafting of trade
practice rules "to eliminate the
vicious practice of lying to the pub-

clic." He hoped that the rules would
be published during the subse-
tquent hearings of the Commis-
sion on this subject.

Congress May Slow Work

THE COMMISSION'S work in the
future immediate along broad in-
dustry, will require a considerably
more work by the members of the
commission. This will be divided
into the different phases of the
work, and it is expected that the
work will be completed during the
next six months.

Manager Wanted

Station in middle West has an opening
for an aggressive man who has a knowl-
edge of all phases of broadcasting. State
qualifications giving experience, references
and salary. Replies will be kept in confi-
dence. Address Box 18, BROADCASTING.

Help Wanted

Wanted experienced radio broadcast
advertising salesman with excellent sales
record. Salary and expenses. Give
qualifications, experience and two refer-
ences. Box 14, BROADCASTING, National
Press Building, Washington, D. C.

Broadcast Salesman Wanted

Position available with RCA Develop-
ment Co. at present location. Expe-
lenced in advertising. Salary and com-
mission. Write Warren Brothers, 
28th and State Sts., Chicago.

RCA Suit Amended

(Continued from page 12)
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one station for the benefit of
another.

"Many elements must be consi-
cered in the determination of th
question," said the opinion,
the present case, the Commis-
sion found that Philadelphia is no
recording good broadcasting ser-
vice and that the granting of a
separate station would not be
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Technically better that service, b
would materially affect the serv
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Routine Actions

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filed its brief in defense of the
	
In all, 31, 1931, dealing with
western tanning company, a pat
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cases, cigarettes involving testimo-
nials by nonmedical persons, and
ly beyond periodical work. The com-
dition has been brought in in-
ence in one case, but is not
mentioned in the other two.

Past cases having radio aspects
handled by the Commission, but
which invariably have been with-
drawn insofar as the stations were
concerned, have been the result of
discussion, involved allegedly false
advertising of a complex and compli-
cated nature. In each case the
radio industry was
affected to a consid-
erable extent.

The Commission, under the law,
can originate such cases by any
process. It may do so of its own
volition or on complaint, and in-
quiries have been made. In the
ultimate the complaint is
vindicated. The commission's
name is kept confidential.

As a rule, after invention, the
respondent is given an oppor-
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Federal court.

Respondents may be

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for review of Commission decision.

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RCA Suit Amended

(Continued from page 12)
Perhaps "advertising circles" is too sweeping in scope, since it embraces alike those who do, and those who do not recognize the great possibilities of Southern markets in general and the Charlotte market in particular. Those alert advertisers who are active here are, of course, not included.

It takes but little study of current merchandising campaigns the country over to realize that this section is given scant attention in the formulation of sales and advertising campaigns. And thus, a valuable and responsive market is allowed to buy impartially in many lines of products which could, with small effort be concentrated to particular brand names.

That low purchasing power in Southern markets is a "popular fallacy," and that Charlotte's buying power is comparable to those sections where every aggressive advertising effort is fought with equally aggressive counter-attack, is indicated in this tabulation.

That Charlotte's per capita purchases are not obtained largely at the expense of other cities in a 50-mile area, is evidenced by the average-$500 per capita sales in Concord, Gastonia, Monroe, Salisbury, Statesville and other cities in the immediate service area of WBT's 5,000 watts and clear channel.

Construction goes forward on WBT's 25,000 watt transmitter, as approved by the Federal Radio Commission. Pending the issue of a new rate card, contracts are acceptable on rate card No. 4 provided programs start within thirty days of contract date.
Station
WOR
Newark, New Jersey

Employment of Sales Representatives to actually visit more than three million Radio homes in the Greater New Jersey and New York Metropolitan Area is so expensive as to be a prohibitive undertaking.

Station WOR, however, will do this job for you perfectly at a very minimum cost. It is definitely known to be a welcome visitor in this the world’s richest market.

WOR is your best bet.

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