Station WOR
Newark, New Jersey

Constant Repetition of Your Story to the World's Richest Market Must Produce Results. Station WOR is Strategically Located in the Greater New Jersey and New York Metropolitan Area and Should Not be Overlooked in Any Campaign Directed at This Market. Let us Help You Design the Program Best Suited to Your Needs.

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
KMOX
ST. LOUIS

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated Primary Listening Area. 30,000,000 people in its tremendous Secondary Listening Area. The greatest "buy" in Mid-west coverage!

KMOX

• With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley, it is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX

• Mail report shows average of 42 states heard from daily during past year.

KMOX

• Maintains the finest network program standard, insuring for its audience the best radio entertainment and special broadcasts.

KMOX

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

THE VOICE OF ST. LOUIS, INC

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

KMOX PRODUCES RESULTS

The following taken from letter dated January 22, 1932, written by Mr. A. F. Ruppenthal, President, Minit-Rub Corp., St. Louis, Mo., and addressed to Radio Station KMOX:

"Last fall we decided to market Minit-Rub nationally, using a few testimonials received from the baseball players.

"Being an enthusiastic radio fan, I decided on radio as the only means of advertising to put over this product, and selected Radio Station KMOX, using two-minute announcements on the Station's Sports Squibs Program. The result was unbelievable. As a result of one month's broadcasting, Minit-Rub was placed in practically every drug store in the 49th State and the sales mounted to 11,948 packages. All of the large wholesale drug houses in St. Louis have advised me that they have never experienced such tremendous sales on a new product in the history of their organization.

"It may be of interest to you to know that we received wholesale connections through this broadcast from the following cities: Duluth, Minn., Milwaukee, Wis., Chicago, Ill., Peoria, Ill., Pueblo, Colo., Wichita, Kansas, Oklahoma City, Okla., Little Rock, Ark., Fort Smith, Ark., San Antonio, Tex., Syracuse, N. Y., Titusville, Pa., Indianapolis, Ind., Evansville, Ind., Shreveport, La., New Orleans, La., and many towns in Missouri and Illinois."

www.americanradiohistory.com
With the **PRECISION** of a homing pigeon

YOUR MESSAGE WILL GO HOME

Here is the World Broadcasting System's answer to one of the most urgent needs of business—lower cost of distribution. Multiple broadcasting using Western Electric Noiseless Recording gives *repeat* broadcasting at no extra cost. Over 125 stations equipped to broadcast by the latest Western Electric Method are available to choose from when building your multiple broadcasting chain over the World Broadcasting System:

- **New England** 12 stations
- **Middle Atlantic** 25 stations
- **South East** 24 stations
- **Middle West** 32 stations
- **North West** 6 stations
- **South West** 15 stations
- **Mountain** 2 stations
- **Pacific** 9 stations

Flexibility, single control, salesmanship multiplied in your chosen sales territories are the characteristics of this profitable, new method for broadcasting. And production by Western Electric Noiseless Recording gives the utmost distinction and prestige.

Ask for book of information: **MULTIPLE BROADCASTING.**

**World Broadcasting System, Inc.**

50 West 57th Street, New York City

Let your map pins be your guide for radio broadcasting. This new system is selective. And it multiplies your broadcasting where you want it with no extra cost.

The clients of the World Broadcasting System have the advantage of a method of recording and broadcasting that is the outcome of six years' experiment in the Bell Laboratories.


**Western Electric**

**NOISELESS RECORDING**
Improve your pick-up

... with new Western Electric Moving Coil Microphone....

With a uniform response throughout the audible frequency range, Western Electric's new moving coil microphone provides clear undistorted pick-up. Features new to high quality microphones, together with rugged simplicity, assure long life, excellent performance and universal adaptability.

Advantages of the Moving Coil Microphone are: (1) Greater flexibility, due to the fact that it may be used at considerable distance from its amplifier. (2) Because of rugged construction and because the amplifier is not housed in the same unit with the microphone, much of the care formerly required in handling pick-up devices is not necessary. (3) Transmission characteristics are not affected by changes in temperature, humidity and barometric pressure. (4) No polarizing energy needed—use of cobalt steel in permanent magnet assures its permanency. (5) Especially desirable for outdoor pick-up, since effect of wind noise has been greatly reduced. (6) Readily adaptable to the present trend toward single microphone pick-up of most studio programs. (7) Developed by Bell Telephone Laboratories—made to Bell standards for sound transmission apparatus. Desk, floor and suspension type mountings are available for this microphone.

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company

Western Electric 80A Amplifier

... Designed to transmit effectively frequencies from 35 to 10,000 cycles per second, and to raise the level the Western Electric moving coil microphone so that it at least 10 db higher, than that of a carbon microphone.

Distinctive Features

Single stage amplifier, employing one new Western Electric No. 202A vacuum tube of extremely low phonic response.

Designed to operate into either a 200 ohm or 50 ohm circuit.

Plate circuit operates from 200 volt DC or rectified AC source. Filament circuit operates from 12 volt AC or DC source.

Designed to mount on standard 19" rack—takes or 3¼" rack space.

All apparatus and the line terminals on rear of panel protected by dust cover. All wiring and apparatus terminals on front of panel protected by metal lid.

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information and booklet on the Western Electric Moving Coil Microphone.

NAME
ADDRESS
CITY
STATE

BROADCASTING • April 1, 19
Society Ready to Announce Copyright Fees

By SOL TAISHOFF

Sirovich bill held of no value to Broadcasting Industry; Composers and NAB battle at Committee hearing

IN THE MIDST of the legislative battles about the rights, directed largely against the American Society of Composers, Authors and Publishers, comes a new wave of interest in that group that it shortly will announce, its new "yardstick" for judicial license fees charged broadcasting stations.

Whether the new proposal will be more favorable or less favorable than the NAB and the American Society of Composers, Authors and Publishers. Although the plan has not yet been announced, indications are that the license rates will be based on the earning capacities of radio stations, hotels, motion picture houses and the like.

Emblem attacks on the Society, especially in letters from broadcasters, confused hearings on the disappointing Sirovich bill.

AFTER CONSIDERABLE delay the new "yardstick" for assessing copyright fees among broadcasters has been prepared by the American Society of Composers, Authors and Publishers. Although the plan has not yet been announced, indications are that the license rates will be based on the earning capacities of radio stations, hotels, motion picture houses and the like. Embezzled attacks on the Society, especially in letters from broadcasters, confused hearings on the disappointing Sirovich bill.

The proposition of E. Claude Mills, new general manager of the Society, is expected within the next few weeks. Paul W. Morency, WTIC, Hartford, chairman of the Sirovich committee of the NAB, has held a meeting for this month to consider any proposal which may offer this industry.

EMBERS of Congress have heard, in no uncertain terms, from their constituent broadcasters about the byright situation. A number of letters have been read into the record of the hearings on the Sirovich Copyright Bill (H. R. 740) which were closed March 25th both the NAB and the Society, offering testimony. One broadcaster, Irving Vermilya, general manager of WNBK, New Bedford, associate Chairman Sirovich at the NAB, jumped his 100 per cent. He said that, "call such tactics legalized "bust" or "reckoning" tactics, turned out to be just another spate of flag-waving and spellbinding by Mr. Burkan, Gene Buck, Society president, and Mr. Mills, late of Radio Music, NAB subsidiary. Mr. Burkan said that the charges leveled against the Society by radio, movie, hotel, slot-machine, and other groups, were "propaganda."

Dr. Sirovich did attempt to invade the corporate setup of the Society, to find out about its collections, which Mr. Burkan claimed aggregated only $2,000,000 annually. But he was stopped dead by Rep. Lanham, (D.) of Fort Worth, Tex., who said such an inquiry was rendering a very valuable public service which should not be discouraged or handicapped by Congress. I am afraid if arrangements for records are subject to a special copyright, in addition to the copyright already acquired for music itself, a very real hardship will be imposed on these small stations, and I earnestly commend their interest to your protection."

On infringements, Mr. Bellows said it was obviously the intention to penalize severely the deliberate infringer, with whom broadcasters have no sympathy. But it is also the committee's purpose, he asserted, to "make things as easy as possible" for the innocent infringer. He suggested that the committee had not gone far enough there, and that the court should be permitted to estimate the minimum reasonable license fee for innocent infringements as low as $10, rather than the minimum $100 damage set out in the bill.

Mr. Burkan, who bore the brunt of the Society's case, seemed to avoid discussion of radio. A later witness, A. B. Boland, counsel for the American Hotel Association, brought out that radio had been avoided, apparently for the reason that the bill met with the Society's approval in that regard. Mr. Boland insisted, however, that the portion of the bill which exempted hotels and like from copyright infringement by virtue of radio reception, be discussed by Mr. Burkan, who had failed to mention it in his analysis. Mr. Burkan then said he opposed the provision, and it was developed that the Society was planning a fee of 15 cents per room per month on "radio-in-every-room" hotels.

Mr. Burkan had read into the record the letter from Mr. Vanderwall, Mr. Mills contended that the station broadcasts many hundreds

(Continued on page 24)
TO UNCLE SAM'S official census of homes with radios, tabulated as of April 1, 1930, and valuable alike to broadcasters and advertisers in calculating marketing areas, there may now—exactly two years later —be added more than 4,600,000 homes that have acquired radios in the interim. This brings the total number of American homes with radios, as of April 1, 1932, to 16,679,253.

The 1930 census of population shows 29,980,146 families or homes in the United States. Thus it may roughly be estimated that well over 50 per cent of the homes of this country has radios.

The new figures are unofficial but none the less reliable. They are based on manufacturers' production records and retail sales surveys conducted by the McGraw-Hill Publishing Co., New York, publishers of RADIO RETAILING AND ELECTRONICS. They confirm other trade statistics showing that radio sales, especially sales of midgets, have maintained a substantial volume even during the last two years of depression.

The accompanying table is a conservative estimate of newly-equipped homes and does not include replacements, is indicated by the fact that RADIO RETAILING's annual production figure for 1931 alone shows that 5,420,000 sets were marketed.

That the figure is as reliable as can be obtained is also verified by the conceded inadequacies of the official federal radio census itself. True, it was along with the decennial census of population. For example, it is a well known fact that many families, fearing the radio question and thus not answering it on the forms, have maintained a substantial volume even during the last two years of depression.

THAT THE 4,600,908 total shown in the accompanying table is a conservative estimate of newly-equipped homes and does not include replacements, is indicated by the fact that RADIO RETAILING's annual production figure for 1931 alone shows that 5,420,000 sets were marketed.

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Conservative Estimate

Many Not Counted

UNCLE SAM'S census took into consideration only families having radios. They were not asked whether they had more than one radio. Nor were automobile, yacht, summer home, factory, store, club and other radios counted. Even then the census showed that 12,521,245 families out of the 29,980,146, or 40.3 per cent, had radios. With an average of 4.1 persons per family, it was calculated that the total audience as of April 1, 1930, was 49,521,245.

On the same basis, it may be estimated that the total audience as of April 1, 1932, is 68,843,973. This does not include the large audiences that many American stations are known to have in Canada, Mexico and other countries. Although only 600,000 set owners pay the radio tax in Canada, it is believed there are at least 1,000,000 sets in use in that country. Mexico is recorded as having around 250,000 sets.

Though the 1932 figures are large, they do not by any means indicate the main point has been reached in radio set sales—not only of replacements but to new homes. O. H. Caldwell, former Federal Radio Commissioner and editor of RADIO RETAILING AND ELECTRONICS, has lately been conducting an interesting campaign via the radio and in the columns of RADIO RETAILING, which reaches some 25,000 dealers, urging them to greater marketing efforts.

He has asked the cooperation of broadcasters because he believes that dealers and their service men can increase radio "circulation" by millions if they promote not only new sales but replacements and repairs. The public is being reminded that the standards of good reception are (1) freedom from noises, clicks and buzzes; (2) fidelity of tone or "reality" and (3) ability to hear clearly even at night. Servicing and overhauling of all run-down sets is being urged as a means of attaining these standards, the slogan being laid upon the slogan "See Your Nearest Radio Dealer."

1932 Census of Radios in the United States

(Compiled as of April 1, 1932, by BROADCASTING and RADIO RETAILING)

<table>
<thead>
<tr>
<th>State</th>
<th>U.S. census homes with radio as of April 1, 1932</th>
<th>Since census</th>
<th>Homes with radio as of April 1, 1932</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>77,906</td>
<td>90,478</td>
<td>107,892</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>53,111</td>
<td>20,159</td>
<td>73,260</td>
</tr>
<tr>
<td>Vermont</td>
<td>39,193</td>
<td>15,193</td>
<td>54,386</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>590,105</td>
<td>21,510</td>
<td>801,615</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>28,260</td>
<td>130,144</td>
<td>158,404</td>
</tr>
<tr>
<td>Connecticut</td>
<td>213,821</td>
<td>87,200</td>
<td>291,021</td>
</tr>
<tr>
<td>New York</td>
<td>1,829,123</td>
<td>65,250</td>
<td>2,484,373</td>
</tr>
<tr>
<td>New Jersey</td>
<td>625,639</td>
<td>27,930</td>
<td>693,569</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,076,770</td>
<td>12,070</td>
<td>1,188,840</td>
</tr>
<tr>
<td>Ohio</td>
<td>810,767</td>
<td>309,000</td>
<td>1,119,767</td>
</tr>
<tr>
<td>Indiana</td>
<td>351,540</td>
<td>132,900</td>
<td>484,450</td>
</tr>
<tr>
<td>Illinois</td>
<td>1,075,134</td>
<td>412,000</td>
<td>1,487,134</td>
</tr>
<tr>
<td>Michigan</td>
<td>389,106</td>
<td>258,115</td>
<td>647,221</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>364,425</td>
<td>137,299</td>
<td>501,724</td>
</tr>
<tr>
<td>Minnesota</td>
<td>287,880</td>
<td>109,180</td>
<td>396,060</td>
</tr>
<tr>
<td>Iowa</td>
<td>309,327</td>
<td>117,420</td>
<td>426,740</td>
</tr>
<tr>
<td>Missouri</td>
<td>352,252</td>
<td>138,300</td>
<td>486,152</td>
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<tr>
<td>North Dakota</td>
<td>29,352</td>
<td>29,260</td>
<td>58,612</td>
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<tr>
<td>South Dakota</td>
<td>71,361</td>
<td>27,192</td>
<td>98,553</td>
</tr>
<tr>
<td>Nebraska</td>
<td>164,324</td>
<td>62,521</td>
<td>226,845</td>
</tr>
<tr>
<td>Kansas</td>
<td>189,527</td>
<td>72,109</td>
<td>261,636</td>
</tr>
<tr>
<td>Delaware</td>
<td>27,133</td>
<td>10,000</td>
<td>37,133</td>
</tr>
<tr>
<td>Maryland</td>
<td>165,465</td>
<td>63,139</td>
<td>228,604</td>
</tr>
<tr>
<td>District of Col.</td>
<td>57,280</td>
<td>87,750</td>
<td>145,030</td>
</tr>
<tr>
<td>Virginia</td>
<td>96,569</td>
<td>133,443</td>
<td>229,012</td>
</tr>
<tr>
<td>U.S. Total</td>
<td>12,078,345</td>
<td>4,600,908</td>
<td>16,679,253</td>
</tr>
</tbody>
</table>

New Station Licensed

A NEW broadcasting station for Kociusko, Miss., was authorized by the Federal Radio Commission March 18, granting the application of the Alatala Milling and Produce Co. for a construction permit for 1500 kw at 1500 watts, unlimited distance.

The application was granted with an operating license.

Brown Confirmed as Commissioner

Patrick Named Chief Cousel As Colonel Takes Office

WITH the swearing in of Col. Thad H. Brown on March 28 as Commissioner for the Second Zone with the Radio Commission will immediately proceed with answering many of the important questions of policy which have been held in abeyance during the ten months Brown was pending before the Senate. Col. Brown was confirmed by the Senate on March 18, but because of the formalities attending such appointments he did not take the oath of office until ten days later.

Duke M. Pat- ri ot, General Counsel, was appointed to succeed Col. Brown immediately. His promotion had been regarded as a foregone conclusion because of the excellent record he has established in the handling of radio litigation.

Col. Brown's confirmation came after a two-hour speech by Chairman Cousens of the Senate Interior and State Commerce Committee, wh ich was opposed by Senator Norris, (R,) of Nebraska, and Robinson, (D,) of Ark, voted against Senator Cousens's confirmation.

Named by President Hoover on Jan. 14 to succeed Commissioner Izra E. Robinson of West Virginia, Col. Brown was called before the Interstate Commerce Committee and subjected to a one-man grilling by Senator Norris, who admired and considered "test case," to be left vacant probably will not be filled.

The oath of office was administered to Col. Brown by Judge S. H. Hatfield, of the Court of Customs and Patent Appeals, on his request of Col. Brown's close friends.

New Station Licensed
Nationalized Radio Plan Fought in Canada

By James Montagnes
Special Canadian Correspondent

OTTHER Canada is to have nationalized radio or private ownership of broadcasting stations, both will soon be decided. The last step in the four-year-old question is now being considered by a committee of the Canadian Parliament. Made up of members of all three government parties, this committee will submit its recommendations to Parliament for a final decision.

All obstacles have been overcome. A Royal Commission in 1929 drew up a system of nationalized radio, including technical details. The Supreme Court of Canada and the Privy Council in London, the highest tribunal in the British Empire, have both decided in favor of broadcasting in a national or provincial domain rather than provincial or territorial. The point has been settled in Quebec, New Brunswick and Ontario. Public hearings have been held from coast to coast, and various systems in use in Europe have been studied by the Royal Commission.

The present Parliamentary investigation offers the last chance for those who believe in interference and are favorable to the present system of broadcasting to come forward and make their case.

The campaign for nationalization of radio has been widely spread since the report of the Royal Commission was issued in 1929. The Canadian Radio League was formed to create public opinion for nationalization along the lines proposed by the Commission. Organizations joined in, while everywhere the present programs were criticized because of excesses. Of the original 81 stations originating in the United States and Canada, only 49 are now operated.

A Royal Commission has estimated that an annual grant of $1,000,000, together with another $1,000,000 from license fees, would raise from $1,000,000 to $2,000,000 a year. Sponsors would finance the operations of a nationalized system.

Ashcroft’s Protest

One of the arguments advanced by private broadcasting interests through R. W. Ashcroft, general manager of the Trans-Canada Broadcasting Company, in opposition to nationalization, is that these sums would be inadequate. Operating the best stations in Canada and with 30 years of advertising experience to back him up, Mr. Ashcroft maintains that advertisers will not pay $700,000 a year just to have an announcement of the sponsor’s name at the beginning and end of the program.

In direct advertising of this type would be allowed under the proposed nationalized system. Also he maintains that it would cost at least $10,000,000 to operate a good chain of stations, and that the cost of talent would bring the total to $15,000,000 a year. The bulk of the opposition to a nationalized system comes from

Canadian Radio League’s Map Showing Alleged Dominion of Dominion Coverage by U. S. Stations.

Montreal and Toronto, where the most stations are located, and where listeners now get adequate coverage. Since the opening of the Parliamentary investigation, the Ontario Radio League has been formed to oppose the influence of the Canadian Radio League. The Ontario organization is sponsored by broadcasting interests.

A national radio system, say the broadcasters, would give the party in Ottawa a decided advantage over its opponents, especially during elections. Broadcasters admit that the present system could be improved by stricter government supervision but not by nationalization. They advocate setting up a crown corporation to operate Canadian National Railways, which directs more than a dozen stations from coast to coast, the other chain to use the privately owned transmission wires of the Canadian Pacific Railway. This would give healthy competition.

A commission of three similar to the Canadian Railway Commission would superintend broadcasting, an range price scales and allot time and wave lengths. Such a policy would weed out many obsolete and inefficient stations now operating in Canada and would give private ownership a better chance to compete with its programs and the amount of advertising.

Wave lengths are another ticklish point in the present scheme, the government ownership forces stating that more are needed and the private interests contending Canada has enough if they are properly organized. The government has for some years endeavored to obtain more wave lengths by mutual consent with the United States, but the number remains at that set in 1927, namely six exclusive bands and eleven shared.

The present situation has stopped any building of high powered stations, but plans have been drafted for stations up to 100 kw, in power. No wave lengths have been available, however, and those in favor of nationalization are urging a quick decision to the effect that more bands may be sought at the Madrid conference. Fifteen exclusive bands and four shared channels are on the agenda.

Newspapers’ Attitude

It is interesting to note that newspaper editors are gradually changing from their 1929 view of private ownership to that of nationalization. With the exception of the Montreal papers, both French and English, practically the whole Canadian press is now advocating that Canada should protect its air rights and take broadcasting out of private hands. Even the papers opposed to public ownership are changing their minds on this question. Undoubtedly, blatant advertising over small Canadian stations has been a serious drawback to the national chain of programs.

A. A. A. to Hold Annual Convention

RADIO advertising will share in the discussion of problems before the fifth annual convention of the American Association of Advertising Agencies to be held April 14 and 15 at the Mayflower Hotel, Washington, D. C. Agency officials, publishers and others associated with the advertising business from all parts of the country.

Plans for the convention are now being worked out by Mr. C. D. Newell, chairman of the board of the A. A. A. and president of Newell-Emmett Scheduling, while Benson, president of the A. A. A.; Kenneth Groesbeck, vice-president of McCann-Erickson, Inc.; Carlston L. Siper, chief of the Canadian Broadcasting Corporation; Stewart L. Mims, vice-president of J. Walter Thompson Co.; H. H. Kynett, partner in the Aitkin-Kynett Co., and Frederic R. Gamble, executive secretary of the A. A. A.

Following a space-conserving experiment that lasted less than a month, the New York Times has restored complete program listings of the radio stations which it had previously regularly carried. The new idea tried out was the listing of an hour-by-hour "outstanding events" schedule on selected stations. Protest by readers and loss of circulation presumably led it to restore the "outstanding events" listing.

MARCH 30, 1932 • BROADCASTING
Congress Active on Radio Legislation

Davis Bill Reported Favorably With Drastic Changes; Wire Tax Dropped; Hearings Held on Labor Bill

DESPITE the legislative jam created by budget balancing efforts, Congress has plunged into consideration of issues of vital national importance to subjects that have vital bearing on future operations of all stations. Significant developments on Capitol Hill during the past fortnight were:

The Senate Interstate Commerce Committee ordered a favorable report on the Davis Omnibus Bill (H. R. 7716), drastically amending the measure as passed by the House in several particulars.

Chairman Sirovich, of the House Petroleum and Natural Gas Subcommittee on Oil, Gas and Radio, was asked by the Sirovich Committee. A more detailed account of copyright activities in this issue.

Hearings were held before the subcommittee of the Senate Interstate Commerce Committee on the Hatfield Bill (S. 3047) to give labor a clear channel and 50 kw.

The proposed 10 cent tax on all telephone and telegraph lines used by broadcasters was knocked out of the revenue bill by the House Ways and Means Committee. This action was taken on recommendation of the National Association of Broadcasters, and the networks, who held it was discriminatory and would result in the loss of every station. With the overturn of the sales tax provisions of the bill, however, radio may be hit in another way. Through a possible partition of a five per cent retail price tax on radios and phonographs. This two point tax proposal, which has so far hardly been considered seriously, that a five per cent tax be placed on radio advertising revenues, which would mean 10 (R.) of N. Y., claims would raise $50,000,000.

License Fee Planned

AS AMENDED by the Senate Committee the Davis Omnibus Bill becomes a formidable piece of legislation. The actual amendments, as this was being written, had not been drafted, but were entrusted by the Senate committee to a subcommittee comprising Senators Couzens, (R.) Mich., Dill, (D.) Washington, and Patman, (D.) Texas. The nature of the amendments, however, is known.

Among other things, a license fee system would be established covering all licensing fees in the bill, but striking particularly at broadcasting, as a means of raising both federal and state revenue to defray the cost of radio administration. Senator Dill offered the scale drafted by the Commission some time ago, which would place both power and power units, with the base rate of tax $25 per unit per year, and would tax other licensed users to a lesser extent.

Status of Radio Legislation

The following table shows the present status of radio legislation in Congress:

<table>
<thead>
<tr>
<th>SENATE</th>
<th>HOUSE</th>
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</thead>
<tbody>
<tr>
<td>S. 4—Fess radio educational bill, pending Committee on Interstate Commerce</td>
<td></td>
</tr>
<tr>
<td>S. 21—King copyright bill, pending Committee on Patents</td>
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<tr>
<td>S. 22—King bill licenses for unused patents, pending Committee on Patents</td>
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<tr>
<td>S. 170—Hobert copyright bill, pending Committee on Patents</td>
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<tr>
<td>S. 451—White bill to prohibit lotteries, pending Committee on Interstate Commerce</td>
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<tr>
<td>S. 1035—Tydings copyright bill, pending Committee on Patents</td>
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</tr>
<tr>
<td>S. 1037—Dill bill on clear channels, pending Committee on Interstate Commerce</td>
<td></td>
</tr>
<tr>
<td>S. 3047—Hatfield bill for labor clear channel, referred to subcommittee</td>
<td></td>
</tr>
<tr>
<td>S. 319—Shipstead bill to change allocation, pending Committee on Interstate Commerce</td>
<td></td>
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<tr>
<td>S. 3946—Dill bill on clear channels, pending Committee on Interstate Commerce</td>
<td></td>
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<tr>
<td>S. Res. 165—Dill resolution calling on Senate to amend S. 3047</td>
<td></td>
</tr>
<tr>
<td>S. Res. 146—Blaine resolution calling on Attorney General for status of R. C. A. suit, passed by Senate</td>
<td></td>
</tr>
<tr>
<td>S. Res. 153—Dill resolution calling upon the State Department to call a North American conference, pending Interstate Commerce Committee</td>
<td></td>
</tr>
</tbody>
</table>

More specifically, the following bills are pending:


Radio: S. 451—White bill to prohibit lotteries, pending Committee on Interstate Commerce. S. 3047—Hatfield bill for labor clear channel, referred to subcommittee on Interstate Commerce. S. 319—Shipstead bill to change allocation, pending Committee on Interstate Commerce. S. 3946—Dill bill on clear channels, pending Committee on Interstate Commerce.


I.C.C. Report on Radio Issue is Expected Soon

WITHIN the next few days the Interstate Commerce Commission will make public the report of Examiner White. Cheseldine, who handled the case involving the question of that agency’s jurisdiction over the broadcast rate structure. Based on the complaint of the Sta-Shine Products Co., of New York, against NBC and WGBB, of Freeport, N. Y., filed last October, the report will define the role of the I.C.C. in determining whether broadcasting stations, under the Radio Act of 1927, are public utilities. The commission is expected to rule from time to time on a subject of the full commission will hear oral arguments in the case after exceptions are filed.

Press-Radio-Movies

COOPERATION among the newspapers, the motion pictures and the radio was urged by Louis Wiley, business manager of the New York Times, in an address at the convention of Motion Picture Theater Owners of America at Miami Beach, Feb. 27, March 1. Such united effort, he said, is essential to the success of the general reconstruction program under way.

Claims “Scoop”

JOHN SHEPARD, III, owner of WAAB, Boston, and head of the Yankee Network, claims he was snubbed by the I.C.C. for WAAB in the broadcasting of first word of the Lindbergh baby kidnapping. He reports that Doris Mason, announcer, standing by to give the station’s call letters broadcast a 25-word bulletin that came over the teletype from Boston Herald at precisely 11:29:30 m., EST, March 1.

Radio Garden Club

ORGANIZATION of a radio garden club is being sponsored by the New York State Department of Agriculture and its experimental station at New Brunswick in connection with a weekly broadcast of hints to the amateur and professional gardening over WOR, Newark. Listeners enrolling in the club are given puzzle cards on which they are to write the names of the plants growing in the garden. Those with the best guesses are selected at a drawing held monthly. It is hoped to use the name of the club on the broadcast.

200 Kw. Station

EUROPE’S first out-and-out “American Plan” station, The New York World-Telegram” at Luxembourg, and its experimental station at New Brunswick in connection with a weekly broadcast of hints to the amateur and professional gardening over WOR, Newark. Listeners enrolling in the club are given puzzle cards on which they are to write the names of the plants growing in the garden. Those with the best guesses are selected at a drawing held monthly. It is hoped to use the name of the club on the broadcast.
News Broadcasts Build Paper's Circulation

By BOAKE CARTER and KENNETH W. STOWMAN
Philadelphia Daily News Staff, WCAU, Philadelphia

Philadelphia Tie-up Reveals Fallacy of Press Skepticism; Presentation, However, Must Be Lively, Explanatory

AT MANY of the press association meetings during the past year, it was the conclusion of a great percentage of the publishers was against cooperation with radio stations. The main objection is the giving of exclusive attention, without charge, news to be broadcast. Many newspapers claimed that it would be the ruination of the press, and the general question was raised, "Is radio news broadcasting a benefit or a detriment to newspaper circulation?"

Last June WCAU entered into an agreement with THE PHILADELPHIA DAILY NEWS to present twice an hour for 15 minutes of news. So successful has this agreement worked out for both parties that a renewal of our agreement was signed last December. Definite conclusions have been reached after the first six months of broadcasting, and the station answered to the radio, offering a new dimension of journalism to radio. In this issue we will present a new dimension of journalism to radio. In this issue we will present a new dimension of media.

Many newspapers which have taken up broadcasting are now starting to see the benefits of parent ownership, and because of that experience are killing the infant by giving it the wrong kind of food. Newspapers which have taken up broadcasting are now starting to see the benefits of parent ownership, and because of that experience are killing the infant by giving it the wrong kind of food. Newspapers which have taken up broadcasting are now starting to see the benefits of parent ownership, and because of that experience are killing the infant by giving it the wrong kind of food.

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WFLA -WSUN experiment may affect technique of regional radio stations

Wilmotte Designs Directional Antenna to Reduce Signal Toward Milwaukee and Permit Increased Power

The vertical radiators are set exactly a quarter-wave apart with the transmitter about midway and slightly back of the direct line between. The radiators are of the line comprising three wires properly spaced in accordance with the transmission frequency to the respective towers. The line also is a quarter-wave long and is arranged in a semicircle to accomplish this condition. The tower is excited and with proper phasing to accomplish what might be termed as the positive and negative effect to support the field pattern in a given direction.

The experiment is of importance, Mr. Tison said, because “it is a known fact that Frank can appeal to the higher courts and curtail the service of another and more successful regional which will be sending a strong signal outside its zone.” He declared this happened to WFLA-WSUN in the WTMJ litigation.

The new transmitter is a 5 kw. Western Electric with the 50-cycle panel and visual frequency indicator. The building is a brick structure 60 feet in diameter on a ten-acre tract overlooking “Old Tampa Bay” within sight of the cities of Clearwater, Tampa and St. Petersburg.

KFYR is Praised by Winnipeg Party

To EXPRESS their appreciation for the radio service KFYR, Bis- mark, N. D., is giving a half million campaign and series of programs in Winnipeg paid the station a good will visit on March 14. Most of the major advertisers in the Manitoba and wholesale radio equipment, whose businesses have benefited from the American station’s serv-

Opposition Voiced To WMT Removal

OPPOSITION to the application of WMT, Waterloo, Ia., for authority to move to Des Moines was presented at hearings before Examiner Walker March 16 to 18 on the ground that obstruction of servic-

Ziegfeld Will Stage His “Follies of the Air”

FLORENZ ZIEGFELD has turned his talents to radio and on April 3 will inaugurate a series of weekly programs to be known as “Ziegfeld Follies of the Air” over 70 stations of the CBS network directed by the Chrysler Corp., Detroit.

Bridge Broadcasts

ELY CULBERTSON, noted author on bridge, starting April 1 will be presented three times weekly on WFAC and Canadian outlets of NBC under sponsorship of William Wrigley, Jr., of Chicago. A million booklets are to be distributed in connection with the broadcast.

Opposition to Disk Broadcasts Fading

Survey Shows Listeners Want Quality First, Says Bowen

WHATEVER prejudices that have existed against technical improvement in the broadcast medium are largely being dispelled, according to Scott Howe Bowen, president of the firm of station programming.

A recent survey, he declared, re-

BROADCASTING • April 1, 1932

Page 10
$10,000 in Advertising Solicited by Phone

By LUCIUS S. FLINT

KFXF Increases Accounts 25 Per Cent in Ten Weeks; Variety of Approaches Used to Interest Prospects

One of the most difficult problems of all advertising solicitors is to gain an audience with the prospect. KFXF, Denver, overcame this obstacle in a novel and effective fashion by using the telephone.

Employing a special staff of trained solicitors, the station canvassed business men and houses listed in the telephone directory with surprising results. The only personal contact with a prospect was made through a secretary after a tentative agreement had been reached over the telephone. Just how these solicitors aroused the prospects' interest is explained in this informative article.

The KFXF campaign brought best returns from small business houses such as garages, beauty shops and cleaning establishments, due, according to Mr. Gallup to the fact that smaller operators have more time to talk and are more willing to listen to a telephone proposition.

"Telephone solicitation offers excellent possibilities for development by radio stations," says T. C. Ekrem, secretary-treasurer of KFXF. "It saves time for the solicitors, gives them an idea of what their potential market is and helps him to secure an audience in hundreds of cases where he would be unable to do so by personal calls."

Chain Store Sponsors Award Grocery Prizes to Listener-Contributors

A UNIQUE program sponsored by the Burdick company and the Milwaukee Piggly-Wiggly food stores over WTMJ, Milwaukee, is attracting considerable attention from Mr. Gallup regarding the much business for the sponsors.

Listeners are invited to submit ideas or humorous sketches for the program, which uses the title of "The Three Crumbs." Baskets of groceries are awarded to the ideas judged the best and used in the feature. All suggestions must be submitted in a special "Three Crumbs" envelope, available at any National Tea store in Wisconsin or Piggly-Wiggly in Milwaukee. No stamps are necessary.

The opening commercial announcement does not exceed 30 words, but an additional part of the program is taken up with the naming of prize winners. Heard daily at 9 a.m., this 15-minute program was originated by WTMJ, the parent station of the Wisconsin National Tea Co. Merl Blackburn writes the continuity and announces.

Seven grocery items, four of them nationally advertised and three of them National Tea and Piggly-Wiggly brands, each specially priced for the week, are described in each program. Window streamers, display cards, newspaper tie-ins and boosting by all store clerks aid in advertising the program.

NAB Delays Parley

Because of the pressure of radio legislation pending in Congress, the board of directors of the NAB has postponed indefinitely the regional meeting that has traditionally been held for New Orleans late in March. A majority of the board, according to Philip G. Lounck, managing director, against indefinitely calling off the meeting. He said also that a majority of the officers and directors are of the opinion that the radio and copyright bills now being considered by Congress may necessitate a board meeting in Washington "if destructive legislation is to be avoided."
Frank Russell

FRANK RUSSELL

Senator Broadcast Plan Meets Favor
Chamber Could be Equipped $30,000, Group Told

IF CONGRESSIONAL sentiment means anything, Senate debates and other legislative proceedings will be broadcast over the nation-wide networks and over independent station Affiliate from the halls of Congress before many more months elapse.

Hearings on the Dill resolution (S. Res. 71) to equip the Senate chamber for broadcasting and to authorize the Senate Rules Committee to designate what proceedings are to be broadcast were held before that committee on March 27. On that, technically, the plan is feasible and that the whole job of installation, including acoustical treatment and renovation, probably could be done for about $30,000. They learned that the networks are ready and willing to broadcast Senate debates at no expense to the government.

First Hearing

HERETOFORE the dignified Senate has beeninclined to view such a proposal as frivolous. Senator Dill has introduced similar resolutions as far back as 1926, but this is the first time there has been sufficient feeling in sentiment to warrant the holding of formal hearings. Members of the committee talked about radio with familiarity, and, on the whole, seemed favorably inclined, provided proper safeguards are taken.

Also before the committee was the Howell Resolution (S. Res. 28) that three Senators be appointed to investigate the practicability of broadcasting proceedings of the Senate. Senator Dill, however, directed the hearing and introduced the witnesses. He explained that tests had been conducted, at his behest, in the Senate chamber last December and had proved entirely successful. He said that he purposely did not propose to go into the advisability of broadcasting Senate proceedings at this time, and that 4 two years like that matter taken up later.

"I am convinced," Senator Dill said, "that it is only a matter of time before the Senate chamber will be on the air broadcasting debates, and when television comes, we won't be able to resist it."

There was one discordant note, through headphones, or follow debates by loudspeakers, in the cloakrooms or other remote portions of the Capitol. One novel suggestion was the use of the new lapel microphone, which each Senator would wear on his coat, with sufficient wire to allow him to move 30 feet from his place.

Whether further hearings will be held before the committee on the advisability of broadcasting Senate debates by radio was explained by Senator Dill. Said he may ask for hearings this spring, but that the matter might not be revived until next fall.

Now—Ear Insurance

ARTHUR JONES LEARY, production supervisor of the Yankee network, suggests that he, and others in his profession, should have ear insurance. Just as chorus girls get their legs insured and pianists insure their fingers, he says, radio men should have protection for his ears as his work depends entirely on the perfection of his hearing. Visitors to the Yankee network studios often ask why Leary goes about with a finger in one ear, as though he feared he would have a earache. He has found, it is explained, that microphones must be placed very close to the program sounds best to a single ear.

Networks Entusiasitic

APPEARING FOR NBC, Frank M. Russell, Washington vice-president, explained that the test broadcasts of December proved the technical feasibility of broadcasting directly from the chamber. Debaters could be heard by a great interest to the radio audience, he said, and NBC stands ready to give its time and facilities for that purpose.

CBS likewise is eager to broadcast such proceedings, the committee was told by Harry C. Butcher, CBS Washington manager. Interrogating Senator Howell, who proposed that the full proceedings of the Senate be broadcast, Mr. Butcher said he felt assurance would not be interested in all that transpired on the floor and that to "uphold the dignity of the Senate" it probably would be better to broadcast only selected debates. Most of the committee concurred in this view.

Technical aspects were gone into by O. B. Hanson, NBC manager of plant operation and engineering, and A. B. Chamberlain, CBS chief engineer. Equipment was reconned by L. H. Witten, special sales representative of Graybar Electric Co. Mr. Hanson estimated the entire cost of equipping the chamber, including the installation of parabolic microphones concealed in the walls, control apparatus, and the wires, at $200,000. The Arkansas door was broken down, roughly, to $10,000 for equipment, $9,000 for acoustical treatment of the chamber, and the remainder for miscellaneous items.

A number of alternate plans for equipping the Senate were outlined. These included five different microphone positions, which is feasible by Mr. Chamberlain, as well as a public address system by which Senators seated at their desks could hear the other speakers

WRAK Wins Test Clash With Press

Commission Denies Request Of Sun-Gazette Company

THE FIRST CASE to come before the Radio Commission as a test to protect the advertising rights of newspapers in particular communities has been decided. The Commission March 18 denied the application of the Williamsons (Pa.) SUN-GAZETTE for one hour per day on the 100-watt local of that city. In so doing the Commission reversed two recommendations made by Examiners Yost on Dec. 2 (Examiners Report No. 295).

At the hearing last October advertising contention between two local papers published by the Sun-Gazette Company and the station was made an issue. Elisha Hanson, counsel for the newspapers, as well as Washington counsel for the A. N. P. A., declared his association considered the case a test. He introduced a number of witnesses, while Clarence R. Cummins, owner of WRAK, appeared as his own counsel.

While granting WRAK a renewal of license, the Commission said it appeared the station was under no obligation to provide as required of full time stations under the regulations. It there fore ordered that the station operate for the balance of the day, 3 to 9 a.m., 12 noon to 3 p.m. and 6 to 9 p.m. The station is assigned to the AM four.

The Commission sustained the objection made by Mr. Cummins that the Sun-Gazette charter does not authorize the station to construct and operate a station.

A delegation of 22 civic leaders of Williamsport, headed by Mayor George George, and Saltzman of the Commission March 23, to protest against the decision, thus insisted that the 12 hours must deprive the community of sports broadcasts during afternoon hours and that religious services, where local religious could not be carried. A motion for reconsideration of the decision was filed by the station. "The Sun-Gazette Broadcasting Co."

Radio Sponsors' Fair Planned in New York

TO MAKE listeners "product conscious" as well as "artist conscious," "Radio Guide," weekly program periodical published in New York and various other cities, is planning a Radio Sponsors' Fair to be held in the Grand Central Palace, New York, April 12, inclusive. Exhibitors will be 50 sponsors of radio programs, who will stage a day of activities at school, sports, social, fashion show, beauty and health show, etc., sampling the audience and offering prizes. They also will have their radio artists make personal appearances. Arrangements are in charge of M. J. Klein, former editor of the STANDARD UNION, now advertising manager of Radio GUIDE, with headquarters at 475 Fifth Ave., New York.

The NEW YORK legislature adjourned before the House acted on the Hickey radio slander bill, which was reported by the committee thus died in the House rules committee. The bill is expected to be revived, but the next session.

DeForest to Take Over Assets of Jenkins Corp.

The DEFOREST Radio Company has authorized a purchase of the assets of the Jenkins Television Corporation, and telecast March 9 in New York. A stockholders' meeting was taken at a stockholders' meeting on March 11. The consolidation will market television programs through Leslie S. Gorden President of the merged organizations, and will also facilitate the development and exploitation of television.

The consolidation of interests completes the plans of the DeForest Company started some two years ago with the acquiring of a controlling interest in the Jenkins Corporation through an exchange of stock.
Letting Stations Risk New Programs
Use of Tested Features Would Save Advertisers Waste; Experience Shows Experiments Are Expensive

By WALTER NEFF

THE AVERAGE business concern seldom tries to sell untried merchandise, yet in the field of radio advertising he often sponsors a new program and then wonders why it doesn’t click. This experienced advertising man suggests that this risk should properly be assumed by the broadcaster and that the sponsor ought to steer clear of the field of program experimentation. Several examples of the success of tested features from a commercial point of view are cited.

on the air for any length of time by the station broadcasting it.

It has been our experience in the few instances in which advertisers did avail themselves of programs on which the station spent thousand expenditures for advertising, that the examinations, necessary to the sponsor, would not have been justified. It is true that the advertiser and the sponsor would have to absorb the costs that those advertisers invariably received a very quick and satisfactory reaction in sales. We could almost imagine that new programs of an advertiser to the hundreds of Broadway productions. From Broadway only to pass quickly and quietly out of existence with only one or two remaining. These latter stood the test of time.

Increases Efficiency

A RADIO STATION will urge the sale of a sustaining program to an advertiser not because it will lessen station expense, but because it will increase the efficiency of radio broadcasting for the client. The station will be put to the expense of running the sustaining programs as rapidly as they are sold commercially, which means that the station will do the experimenting, and not the advertiser.

Now a few examples of what sustaining programs do commercially: We had a rush sketch, known as “Main Street.” We know from the mail response, phone calls and general comment that it was popular. Two thousand, or more, one decided to buy. The other, when informed of this, negotiated for the purchase of the one performance remaining before the contract was to start. An announcement was made to the effect that a picture of the “Main Street” case would be sent to anyone writing for it. In preparing for the possible demand for these pictures, we realized the difficulty of what could be expected and took the wildest guess made. The satisfaction, second estimate, of what could be expected. This was exactly 100 per cent under their estimate. The mail reached the studio promptly, and the picture arrived the next day. Expectations were fulfilled. Just imagine one program producing this on one station! In a few days we heard of a new, untried program of any kind equaling or approaching it!

Here is another. The morning exercise periods have a remarkable

Commission Bars Baird Television Entry in U.S.

INTRODUCTION in the United States of the British Baird television system revolutionized both stations and Networks. The British Baird system, a television application of the New York Company. The decision reversed Examiner Walker (Report No. 926), who had recommended that the application be granted for 2850-2950 kc., with 1 kw., sharing the facilities under “Radio Pictures.” In New York, which objected to the request.

In its statement of facts and grounds for the rejection the Commission found that, although the application was submitted in the name of Knickerbocker, the “unbiased evidence” clearly showed that the project would be in the nature of a joint undertaking with Bair Television of New York, with authority to Bair, it was held, would be in violation of Section 12 of the Radio Act as the corporation and other companies of the television rather than a bona fide program of research and experimentation in the visual broadcasting field.

Television Company is Cited for Stock Hearing

SHOR HAVBE & Television Corp., of Boston, holder of three experimental visual broadcasting licenses, was cited March 24 by the Radio Commission for hearing on renewal of licenses following an investigation which it alleged indicated “questionable use” of experimental licenses in stock sales and other corporate transactions.

Regarding as the beginning of an inquiry only the renewal of licenses for experimental visual broadcasting, the hearing was called to determine whether or not the companies has “conspired to violate regulations of the Commission and whether it has capitulated and sold its "right of projection of the sale of stock." Also cited was Shortwave Broadcasting Co., an affiliate. Financial responsibility, the general corporate setup of the two companies, alleged evasion of regulations in the transfer of stock and general public interest in the stations were among the dozen specifications which the companies must answer at the hearing, probably to be held next month.

KMO Gets Full Time

REVERSING Examiner Ralph L. Walker, the Radio Commission on March 25 granted KMO, Tacoma, Wash., full time fifteen, without allowing a change in frequency from 860 to 1330 kc. The station had been assigned limited time on 860 kc. in 1929, but with the increase of power to 500 watts. With the change its power will be decreased to 250 watts. The Commission regulations which advertisers or their agencies insisted be carried on to the end of the contract in the hope they would “click.”

April 1, 1932 • Broadcasting
FORTY-TWO corporations, groups, or individuals, by direct affiliations or interlocking interests, own or control in the United States, the Radio Commission revealed in a report submitted to Senator Hatfield (R.) of Oregon. The report was to the Senate subcommittee considering the bill (S. 3047) to grant organized labor a clear channel.

The commission, in its most complete ever assembled, it shows exactly what companies, groups or persons own two or more stations. As listed below the stations are "directly or indirectly, through stock ownership, contract, or otherwise, interested in the ownership or control of the following broadcasting stations":

- Alamo Broadcasting Co., Inc. - KQED, San Francisco; KFRC, San Francisco; KTUU, Anchorage.
- WTMU, Topeka; WPTO, Kansas City; WVOA, Cincinnati; WPTZ, Burlington, Vt.; WWA, Chicago; WJZ, New York; WBC, Buffalo; WSB, Atlanta; WPRO, Providence; WBCN, Boston; Wಥidente, San Francisco; WAKR, Akron; WSM, Nashville; WJAR, Providence; WOR, New York; WABC, New York; WGR, Rochester.
- WHN, New York; WOD, Irvington, N. J.; WCAT, Chicago; WPACK, Springfield, Mass.; WQCollins, Cleveland; WIDE, Dallas; WTVG, Columbus, Ohio; WCBS, New York; WOC, Davenport (synchronized).
- KGGR, Reno; KGSR, San Francisco; KGSR, San Antonio; KUSK, Salt Lake City; KAY, Las Vegas; KARN, Little Rock; KDKA, Pittsburgh; KVOY, Colorado Springs; KSN, Denver; KQSM, San Antonio; KDKB, Kansas City; KDFC, Houston; KFRC, San Francisco; KFRC, San Gabriel, Calif.; KFRC, San Diego; KFRC, San Pedro; KFRC, Long Beach; KFRC, San Bernardino; KFRC, Los Angeles; KFRC, San Jose; KFRC, Santa Barbara; KFRC, Santa Monica; KFRC, San Francisco; KFRC, San Francisco.

8 a.m. Frolic Popular
MORNING frolics have proved popular on the Pacific Coast. World War II宇宙: was received over a week days at 8 a.m. sent entirely along its way for months with much of an announcement. They have a sustaining feature. But when the frolic was taken off the air KXJ, Los Angeles, and its affiliated stations were besieged with a deluge of complaints. The feature soon returned, however, having a home to the stations of the Don Lee network, and local sponsors get their announcement (in it is Kenneth Niles, station announcer, acts as master of ceremonies.

WOB Faces Trial Of Insurance Case
Marks First Effort to Control Radio Advertising in N. Y.

The INTERNATIONAL Broadcasting Corp., operating WOV, New York, is defendant in the first attempt to control radio advertising through action under New York state laws.

Counsel for the station appeared in General Sessions Court March 24 after Judge William Allen revealed that a grand jury had in its consideration the general manager, John Iraci, for violation of Section 50 of the state insurance laws. The law forbids "foreign" insurance companies from doing business in New York without a certificate of authorization from the state superintendent of insurance. Bail of $100 was furnished for Iraci, who was in Washington. The case was to be heard March 30 before the same judge.

The action arose when J. Levan, head of one of the largest state insurance departments, happened to hear a speaker over the station and directed the operators to make use of the Union Mutual Life Company of Iowa and announce that the company could do business in New York without a certificate of authorization from the state superintendent of insurance. The case was then continued to the federal courts.

Favors Status Quo
A POLL of educational institutions in the vicinity of Worcester, Mass., reveals the almost unanimous opinion that existing broadcasting stations should be used for educational programs. Questionnaires were sent out by Ted Hill, director of WORC-WEPS, Worcester.

The insurance law section provides that the penalty for violation, shall be a fine of $200 and an order to stop the offense and $100 for each following month in which the offense continues. Section 8 of the law provides that action which may also be taken, is to make it a misdemeanor to violate any of the sections of this law or the federal law. The federal law states that clause is three years in prison.

Ruling in Idaho
A CASE involving the same insurance company was heard in the KTFI, Twin Falls, Idaho, last year. It resulted in an opinion by the state attorney general, Sept. 24, 1932, that the broadcasting advertising of insurance was solicitation within the meaning of the Idaho insurance laws. The insurance company was not licensed to do business in Idaho, and that the station operator therefore was acting contrary to law in violation of the statute.

In the New York case, the opinion was passed down directly opposed to the Idaho ruling. The court held that WOY was used merely as a medium of advertising and as such did not violate the penal law nor the insurance law of the state.
Directing Broadcasts by a Sign Language

SIGN LANGUAGE is as old as the human race and new as radio. No studio program could function without the aid of this primitive means of communication.

To the uninitiated attending a broadcast the gesticulations of announcers are bewildering.

Studio directors resort to setting-up exercises, combined with deaf and dumb language to convey the message "Turn down the bass drum," "Move the flute player up a bit," "Make that crooner turn her face toward the mike" and "Speed up the show."

Under long established practice in the NBC studios, a finger-plant

Move Closer to Microphone

and firmly against the side of the nose signifies that the program is running according to schedule. A hand extended with thumb and first finger at right angles in the signal for local station announcement. Synchronization of networks is indicated by crossing fingers of one hand against those of the other.

Curious Gestures

Two fingers worked in a shearing notion call for a cut in the program which is running overtime. When the outspread fingers of an upheld hand are drawn inward, the orchestra musicians know they should move closer to the microphone. A half closed hand calls or a fadeout.

An arm extended straight out allowing this signal is an order to cut the program dead. Hands drawn slowly together with fingers turned in and thumbs up pointed means for the speaker or singer to move nearer the microphone. The signal reversed, of course, is interpreted as an order to move away. If the orchestra director sees the production man waving his hand in circles he knows that the program is lagging and must be speeded up. Hands lowered with the palms down means play softer. Hands raised repeatedly means play louder.

The control room, which might be called the "listening" room, joins the studio and is separated from it by a sound-proof glass partition. In this small compartment sits the engineer before his control dials and beside a loud speaker over which he hears the program originating in the studio.

Next to him is the production man, who usually directs the program through the glass by signals. However, it is not unusual to see him slipily dash into the studio and push a soprano closer to the microphone, whisper to the director, or wave his hands this way and that to convey messages.

He Just Forgot

Studio signals sometimes produce strange effects on the uninitiated. When Valentine Williams began broadcasting over NBC networks, he presented a series of dramatic programs in collaboration with his wife. Catching a signal to fadeout, Williams forgetfully turned to his wife and said: "Talk faster, dear!" His words flashed out over the networks and into the homes of listeners.

Speakers have stopped in the midst of their talks and asked announcers what the strange signals meant. It is a practice now to give signals to an advance course in studio signals, or write instructions on paper.

Mechanical intercommunicating devices, such as silent telegraphy, have been installed in the NBC studios but, as old timers predicted, have failed to supplant the primitive sign language. They serve their purpose to some extent, but have not the flexibility or facility of the human sign language.

RCA Wins Patent Case

RCA was absolved of the charge of infringing the Lowell and Dunmore patents, covering the use of house electric current for radio set operation, in a suit which was dismissed, reversing the opinion of the Federal District Court at Wilmington, Del., pronounced nearly three years ago. The case involved the invention of the batteryless set by P. D. Lowell and F. W. Dunmore while employed by the Bureau of Standards in 1921. They assigned one-half of their patent rights to the Dubilier Condenser Co., which financed the litigation. Millions in back royalties as well as future royalties would have been due the inventors had the court sustained the district court's opinion.

The appellate court held the patents are invalid "because they were too obvious." The patent, it was claimed, "is the art of using electrical methods improvised to function in somewhat new way, but without making any real advance in the art of radio reception."

Baker is Building Station in Mexico

Report Says Power of 100 Kw. Will Be Used on 615 Kw.

CONSTRUCTION of a new 100 kw. broadcasting station on Mexican territory close to the International border is under way by an enterprise in which Norman Baker, deposed operator of KIN, Minneapolis, is interested and, under way, according to authoritative reports to BROADCASTING.

A license has been issued by Mexican authorities to the corporation, which is understood to be financing the venture through stock issued in the Dubilier Condenser Co., Fort Worth, Tex., the engineer who built XER, at Villa Acuna, for Dr. John R. Hinkle; the "dublinizer," is said to be installing the station, which is scheduled to go on the air about September 1. He has been in communication with Chicago radio manufacturers on the project.

While official advices thus far are lacking, the case commission is aware of these reports, as is the State Department. It is said that the station has been assigned to 615 kc., between two American regions. Information as to the exact location, also, is somewhat conflicting. A. J. Jaurez, opponent to El Paso, Tex., is mentioned, along with Piedras Negras, opposite Laredo, Tex. There likewise may be some confusion about the power authorized.

The permit for the station apparently has been procured by a company known as Com. Vera Pan, Diffusora, through a C. M. Bress, an American. Several Mexicans, as well as a number of Texans, are reported identified with this company, to conform with the Mexican requirements that station licenses be issued to Mexican companies.

Baker was ordered off the air by the commission because of alleged cancer cures he advocated and other activities held injurious to public health and contrary to public interest.

The case is almost parallel to the Brinkley affair in which a station, KFKB, at Milford, Kans., was deleted for virtually the same reasons. Should the current report prove accurate regarding Baker's construction of a 100 kw. station in Mexico near the American border, he will have followed almost to a letter, the course taken by Brinkley. Brinkley's station, XER, is operating on 735 kc., causing serious interference in the latter case. Baker, it is said, plans to prove an adjacent channel and covering considerable American territory.

Coca-Cola Reports

COCA-COLA Co., Atlanta, reports record earnings for 1931 despite the fact that its sales were only $4,058,512 in 1931 and its bulk fell from 27,785,730 to 26,679,998 gallons. All operating costs were cut. Advertising, however, was increased to bring a record net of $14,038,622 after all charges, compared to $13,518,535 in 1930.

April 1, 1932 • Broadcasting
Copyright Fees

THE NEW COPYRIGHT license fee yardstick will soon be announced by the American Society of Composers, Authors and Publishers. Last fall the Society served notice that it would have its additional pound of flesh.

It appears clear that the Society will abandon that hypothetical "system" of assessing fees on the basis of station power—one that was never adhered to anyway. At the hearing before the Sirovich copyright committee just concluded, the Society showed its hand on the general matter of collecting fees from all users of copyrighted works. It indicated that it prefers a cut on gross revenues rather than an arbitrary percentage as a defense. It has openly indicated that it will ask for a substantial percentage of station earnings, and wants the privilege of examining books. From this, it can be inferred that the new yardstick will be one involving a percentage of earnings with, perhaps, a minimum assessment that would guarantee them an amount appreciably in excess of the nearly $1,000,000 it now gets from stations every year.

The new scheme will be ingenious. There is nothing in the existing law to curb the Society. The scheme will be the product of the combined minds of E. Claude Mills, Nathan Burkan and Gene Buck. Mr. Mills knows his broadcasting, because he went from the Society to radio and back to the Society again. The Society means to get while the getting is good. If the Dill bill, now pending, becomes law, the Society's reign of terror would end. But the Dill bill apparently has little hope of passage at this session.

Broadcasters must be on the alert in dealing with the Society and its copyrights. Until the yardstick is submitted and analyzed, little can be done. The NAB Copyright Committee will meet early this month at the call of Chairman Paul W. Morency, of WTIC, Hartford, to consider the proposal to be offered.

Meanwhile, the Society has been boosting license fees 100 per cent or more where it can. Stations are protesting to Congress but with only feebie effect. A protest here and there is not sufficient to offset the expected lobby maintained on Capitol Hill by the Society. Broadcasters would do well to let their Senators and Congressmen know about the situation. The facts tell the story eloquently.

Chairman Sirovich of the House patents committee, which would act as a defense against public rights in launching an inquiry into the Society, has proved a disappointment. Two weeks ago he introduced a bill following the general theme of the Dill bill and larger acceptability. But the bill seemed to hang in the air. Without warning, he turned an about face, offering a substitute bill which forgets broadcasting altogether.

Playing with Matches

CONGRESS is playing with matches again, dangerously close to a heap of dynamite. To satisfy the whim of leadership and with an eye peeled for political favor, it is considering seriously a move by which it would preempt the allocation power it has vested in the Radio Commission and give to labor a full-time clear channel with 50 kw.

Sadly, Congress is seldom hampered by facts where political patronage is concerned—particularly during a presidential year. Moreover, except for a few of its members, it has never been able to comprehend broadcasting because of its scientific nature. Apparently the members do not realize the seriousness of the situation they will create by such a step.

It is the Hatfield bill that is fraught with danger to broadcasting as a whole and to labor or any other special interest any facility, Congress would throw open the whole broadcast band, and bring down upon its own head the claims of a thousand fraternal, religious, political, racial and other organization for radio facilities. There are, in fact, only so many slices in the radio pie, and all of them have been allocated, with millions invested by broadcasters in their shares. That their investments would be imperiled goes without saying.

The Hatfield bill will be reported favorably by the subcommittee of the Senate Interstate Commerce Committee. Senator Hatfield, of West Virginia, its author, obviously is concerned. Backed by Kentucky, announced openly in hearing that he would support the bill. Therefore the vote of the third committee man, Senator Brookhart, of Iowa, really doesn't matter, though he undoubtedly will favor it too.

It is predicted that the measure also will be reported favorably by the full committee, so that there is a good chance that it will pass the Senate. It may be a different story in the House.

So serious is the measure that the Commission voluntarily has asked opportunity to protest its adoption. The Commission claims it will violate the radio law in many ways; that it is unconstitutional since it would give a vested property right in a radio facility, and that it violates international agreements. Further, it says, the project as outlined to the Committee is technically unsound and economically not feasible. In addition, WCFL, Chicago, one of the facilities which has been rebuked by the courts in efforts to get improved facilities on the finding that it was a third-rate station, advertising quack medicines and the like, rather than promoting the cause of good radio labor. It is difficult to reconcile the fact that labor is opposing network broadcasting when WCFL itself is an eager subscriber to network programs.

Taxes and Advertising

A BOOK dealing with the pedagogy of education by radio, published by The Brown Publishing Co., Blanchard of the United States, is "Radio—The Assistant Teacher," will be off the press April 15. (Advance price $1.75; then $2.10).

"WHAT radio station do you listen to most?" was the first question asked in a postcard questionnaire sent out early this year to a mailing list of 213,000 by Price, Waterhouse & Co., auditors, of New York, for CBS. "What other stations do you listen to regularly?" was the second question on the stamped return postcard asked. From the 36,880 replies received, the Bill Perrin-Smith compilation will be issued under the name of the academy which calls its "auditor's audit; a balance sheet of human habits; a sober statement of profit and loss whose assets are 'listening.'" This book is contained in an elaborate volume of 40 pages, 15 x 11 inches, issued as "The Third Study of Radio Network Popularity." The figures are broken down by cities and stations and population areas, with analyses of each set. Seventy-two cities on the CBS network are covered. The returns show CBS leading in population, tied for third in 1931 in six and holding second place in 34. This third survey for 1932, according to the auditing firm, has verified as well as amplified the results of similar surveys in 1930 and 1931. For the details, this magazine recommends that those interested consult the study itself at the offices of CBS in New York City or at any CBS station.

A HANDBOOK intended to promote the equipment of public schools with radio and research apparatus is being prepared by the Radio Manufacturers Association and the United States Office of Education. Dr. C. M. Koon, chief of radio activities of the Federal office, is in charge of the project. A. C. Kinnick, chairman of the RMA special committee, is summarizing the data from manufacturers, while Orrin E. Dunlap, Jr., radio editor of The New York Times, is preparing editorial features.

No matter what the lowest proposals for very large increases in taxes for those in the higher income brackets pass or not, everyone realizes that increases in these brackets are inevitable. What effect will these increases have on advertising in the near future?

Back in 1920 when excess profits taxes were assessed against corporations, it led to large increases in advertising investments on the part of corporations that wanted to build for the future.

The present tax proposals are likely to have a somewhat similar effect on a smaller scale.

The officers of closed corporations whose earnings are higher than the higher brackets are going to consider carefully these facts:

1. High taxes are likely to be temporary, designed to balance the budget.
2. Better advertising and sales promotion should bring in increased profits.

Many a man, especially in the closed corporation, is likely to consider an increased advertising investment in his own business as sound business insurance.
PERSONAL NOTES

Don Gilman, Pacific division vice-president of NBC at San Francisco, was a New York visitor during latter March, expects to return early this month.

Edward J. Wood, Jr., former advertising solicitor of the Chicago Tribune, and with The Novel Magazine, has been added to the commercial staff of WGN, Chicago.

William H. Heinz, formerly manager of WHO, Des Moines, later with KGSR, San Diego, has joined the staff of KFI, Los Angeles. The same station announces the appointment of Leslie Mawhinney, formerly program director of WOR, New York, later a former ship news reporter and before that a ship radio operator and a broadcast engineer, as publicity manager.

Frederic William Wile, political analyst of CBS, has just returned from Washington to Geneva, where he spent the past two months covering the Disarmament Conference via radio.

BEHIND THE MICROPHONE

Leon Litwin is a new studio accompanist and pianist at WNAC and WAAB, Boston, and the Yankee network. His first job was in 1925 over the now obsolete WGI.

A woman announcer who has been achieving considerable success is Martha Grant, director of women's programs over WLS, Chicago, who arranges and announces the Radio Razzle, the International Heifer Co. programs, the Homemaker features and the WLS Home Theater.

Ed Cleland, formerly with WLVA, Lynchburg, was added to the staff of WLB, Cincinnati, as continuity writer. Edward A. Byrn, who manages WLW, has also added Pat Harrington, lyric tenor, to his staff.

Edmund Lyttain, chief announcer at KTL, Los Angeles, who has a daily poetry program of his own on the air, has had his poems published under the caption of "Inspiration" by The United Press, Los Angeles print shop. They were first published in 1931 in mimeographed form.

Bonne Carroll, former San Francisco heiress, was added to the KFRC staff to write continuity for the "Feminine Fangs" program. Formerly with the United Press, William Wright is announced for the daily feature.

Dr. Walter Damrosch was decorated as a Commander of the White Lion of Czechoslovakia, the official recognition by that government, during a recent Walter Damrosch hour on the NBC-WJZ network. The award, he said, was bestowed by Dr. Ferdinand Veverka, the Czechoslovak minister to the United States.

Frank Forman, program manager at KFRC, San Francisco, after an absence of many months, has decided to give up a Sunday afternoon program of piano recitals in classic mood. He will not, however, become affiliated with the station in an executive position.

Larry Snel, onetime chief announcer and technician on WOR, Los Angeles, has been transferred from a serious accident and has joined KRKD, Los Angeles, as chief announcer. William Wright, formerly of KFRC, San Francisco, has gone over to NBC in the same city as a writer. Frank Forman, in charge of the early morning bits at KFRC, the NBC work will not bring him to the microphone.

Five former announcers and artists at WBZ-Boston, WBS and WSB in Atlanta, Ga., are now priests. They are the Revs. James Wagner, Henry J. Schmitt, Alfred Smith, Gerald Ilk and Henry Hubert.

Miss Connie Froogley, formerly with the office staff of KNIC, Beverly Hills, Cal., will hereafter do the publicity for KRKD, Los Angeles. She is a sister of Ken Froogley, radio editor of the Los Angeles Illustrated Daily News.

Jack Carrington, formerly with WGN, Chicago, who is a member of the NBC radio network, has joined the management staff of KGFJ, Los Angeles, to succeed Louis W. Zink, who has resigned.

Harold Spaulding, with NBC on the Pacific coast for the last ten years, but, due to the air, has joined the staff of KFWB, Hollywood, for its new entire schedule. He has been bestowed by Dr. and Mrs. Jack Merrick, the sponsorship of the Los Angeles Baking Co. (sponsoring with ten soloists).

Edward Lynn, of the continuity department, has written the lyrics for "The Buttons Tree," an operetta for children, and a forthcoming publication by Willis, New York music publishing firm.
the Baby Opus, which is working on a selection of a more usual name.

Ralph Roberton, publicity director of WOR, Newark, and Mrs. Wilder are the parents of a son born on March 13.

Dot Meyberg, "film reporter" at KEW, Burbank, for three months, has changed over to KFAC, Los Angeles, for a daily informal chat on films and film personalities.

Volney James, formerly of KMTR, Hollywood, is reported to have joined the staff of the XER, Mexico.

Charles K. Field, better known as "Cheerio," who celebrated his fifth anniversary of broadcasting from WEA, New York, has been on the air at 5:30 a.m. so that Californians could join in the celebration as he started his feature on WFO, Oakland, a year before he came east.

Edward Simonds has succeeded Harry Butler, and is named program director of WAFG, Chicago.

The Microphone Club of America, a group of radio engineers in Los Angeles with a club house for radio artists and other ideas planned. The group also held an informal annual radio and movie ball in the Sala de Oro of the Los Angeles Biltmore Hotel, May 8, with Vada L. Apperson as chairman.

Harold Bean, baritone soloist and announcer on the station of KYW, Chicago, married Miss Margaret Owen, a graduate of Chicago's South Shore section, on March 1.

Bartley Sims, staff announcer at KTM, Los Angeles, has his song "Girl Crazy" played at WXYC, Boston, in March. The tune is a popular ballad.

Jack Stafford, for the last two years with WGST, Atlanta, has been promoted from announcer to program director, succeeding Lyle Van Valkenburg, resigned.

Distress Traffic Rules Are Explained Officially In Answer to Questions

ANSWERING three questions proposed by broadcasters in the Radio Commission has made public its reply in order to clarify the requirements of Regulations 179, 180, 182, 183, Rules and Regulations, pertaining to distress traffic. Following is the Commission's reply:

"A listening watch on the distress frequency is no longer required of broadcast stations. If, however, unusual interference should be reported on the distress frequency against a broadcast station, or should it be determined that excess interference to distress traffic, the Commission would then enforce its Rule No. 180 by requiring such broadcast station to maintain a continuous listening watch on the distress frequency during the hours when it is on the air.

"The general call, 'Mayday-SOS' transmitted by a commercial or government station is normally intended for use on distress frequencies. However, if there are no distress calls on the frequency, it is permissible to use the 'Mayday-SOS' on high frequencies, but not to 550 kilocycles, of interference which may result from stations operating on these frequencies to distress traffic on 500 kc. (410 kc. on the Great Lakes). In addition, the call may be transmitted for the purpose of alerting other stations which may hereafter be within the area. It is permissible to transmit a listening watch on the distress frequency as a precaution."

"Interference from a broadcast or other station be experienced by commercial or government stations which is handling, or may momentarily be expected to handle, distress traffic, under Rules Nos. 179 and 210, such station must immediately cease operation upon receipt of notice direct or indirectly from the station experiencing the interference. Under the provisions of Rules Nos. 179 and 210, interference shall not continue past such time as satisfactory operation has been restored or the interference is no longer."

The Mailman on March 14 delivered 10,754 letters to NBC's San Francisco studios—the largest audience mail figure in the Pacific division's history.

CBS to Use RCA In Foreign Relays

CBS has entered into an agreement with RCA for transmission of special radio programs originating in foreign countries to the United States for rebroadcastover the networks. The agreement includes A. T. & T. facilities exclusively for such purposes. The A. T. & T. facilities will be retained for programs originating in Great Britain and Ireland. It is probable that French programs, also, will be relayed by A. T. & T.

CBS has already, under the new agreement, used RCA facilities for pick-ups in Hawaii, Geneva, Berlin and Rome. The RCA transmission commission, in most instances, directs to the United States. The A. T. & T. method is to use land lines and cables from points in Europe to the British Post Office station at Rugby.

Germany's Radio

Collecting about $2,000,000 a month from receiving set licenses, the German government, despite pleas of unemployment, has refused to sanction a reduction in the cost of licenses on the grounds that broadcasting is a luxury. Germany at the beginning of 1932 had 3,980,852 licenses in force, the fee of two marks per month (about 59 cents) being collected by the postmen of the Ministry of Posts and Telegraphs, who administers Germany's radio.

British Audience

The New Year found 4,329,751 radio receiving licenses in effect in the British Isles according to the British Postoffice Department, which collects the two shillings per month license fee from British listeners. This includes 28,000 foreign licenses for the blind, and represents an increase of 909,304 over the figure for the preceding year.

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Radio in Latin America Classified by Countries

Statistics on radio receiving sets in Latin American countries have been compiled by the State Department of the Department of Commerce and published in the latter's pamphlet (Trade Information Bulletin 771) entitled "Broadcast Advertising in Latin America."

The North American census (exclusive of the United States, which was announced as 12,078,345 as of April 1, 1930), is as follows: Bahamas, 300; Barbados, 250; Bermuda, 700; British Honduras, 92; Canal Zone, 300; Costa Rica, 250; Cuba, 28,876; Dominican Republic, 2,175; French West Indies, 5,000; Guatemala, 250; Haiti, 1,000; Honduras, 86; Jamaica, 250; Mexico, 100,000; Netherlands West Indies, 6,000; Panama, 300; Porto Rico, 5,000; Salvador, 1,000; Trinidad and Tobago, 40; Virgin Islands, 50.

For South America: Argentina, 400,000; Bolivia, 100; Brazil, 190,000; British Guiana, 25; Chile, 2,500; Colombia, 5,000; Ecuador, 150; Falkland Islands, 14; French Guiana, 8; Paraguay, 150; Peru, 70,000; Surinam, 18; Uruguay, 60,000; Venezuela, 2,500.

Photo Studio Installed

A COMPLETE photographic studio has been installed in the New York headquarters of NBC for the use of the press relations department. The studio will be used exclusively for obtaining photographs for publicity purposes. Professionally equipped in every detail, the studio is managed by Arthur A. Schamson, photo editor of NBC press relations, formerly assistant general manager and news editor of At & Pacific Photos. He is assisted by John Shea. A new addition to the NBC photo staff is Ray Lee Jackson, of Columbus, 0.
The Business of Broadcasting

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

STATION ACCOUNTS

NEW ACCOUNTS at WIP-WFAN, Philadelphia: Stine Shoes, Long An Brown Shoe Co., St. Louis; Rudolph Wurzitzer Co., Cincinnati; Birdseye Foods, Chicago; Grandma Food Products; Bethel gasoline; The Evans Packard Agency, Inc., Columbus; Florida Citrus Packers; Uncle Ben’s rice; Tribune Advertising Agency, New York City.

THE BRICKER BAKING Co., Lancaster, Pa., recently sponsored the debut of Mickey Mouse over WGL, Lancaster. He was presented by the WGL stock company daily in connection with the formation of a Mickey Mouse Club at a local theater.

THE EASTERN SEED Co., Lancaster, Pa., is sponsoring a series of short programs and spot announcements on WGL, Lancaster.

THE INDEPENDENT Wall Paper Co., is sponsoring a barn dance program at 10 p.m. every Saturday over WGL, Lancaster, N. Y. The program has been broadcast in five Southern states.

PACIFIC ELECTRIC RAILWAY and Pacific Telephone & Telegraph, Los Angeles firms, have combined sponsorship for a series of semi-weekly programs to be heard over the NBC network station in Southern California. The series consists of one program each week for 52 broadcasts. Staff artists and full symphony will be used to dramatize significant historical incidents from pueblo days to present times.

Among the new accounts of WFDW, Anniston, Ala. (formerly of Talladega, Ala.), are Schneidner & Neibuff, Inc., for 26 weeks, “Variety,” every Saturday; Coleman Lamp Co., Wichita, Kan., for 12 weeks, “The King Bee Ant Killer,” Sylacauga, Ala., “ineffective, slogan contest,” daily; It is King Bee real radio.

A. V. KUNDERD Co., Goshen, Ind. (Gladiol Wizard), is using selected stations and Canadian stations in its spring campaign.

MICHAEL L. WEISZ, Los Angeles auctioneer, has taken on the sponsorship of the National Association of Junior Chamber of Commerce, at KMPX, Beverly Hills, during the spring months.

FRANCO-AMERICAN BAKING Co., Los Angeles, is now represented by M. S. Abrahamson, who plans to advertise extensively, calling attention to its new factory and new product line.

TRANSCRIPTIONS—Newly completed, recently heard over WAD, Newark, include those of Quaker State Oil & Refining Co., New York, Atlantic Refining Co., Philadelphia; Benham & Harper, Chicago; L. S. Pass Dyke Co. Scott Howe Bowen, New York; and the John Shaffer Co., Cleveland, as series with WOR for the Glorify Co., Long Island City, N. Y. (nail polish). W. T. Stowe, Harris, Stowe & Todd and Rossini and Vermi (nail polish) added to their regular schedule of programs.

THE THREE-MINUTE Oates Club, which has been heard over WGN, Chicago, since its formation last June, has reorganized the contract and henceforth will present one program each week on Sunday mornings from 11:45 to noon.


EFAC, Los Angeles, with its remote to Pasadena for an hour, has accepted accounts for the Pasadeno Grocery, Barbara Ann Bakery, Pasadeno Independent Business Men’s Association and others.

OVER KECA, Los Angeles, time signals have been taken by Marlon R. Gray & Co., shirts and cravats; the Loeb Radio Agency, Los Angeles, has one quarter hour period three afternoons a week to handle the accounts, consisting of musical and classical phonograph recordings.

GROUP sponsors on Bert Olbert’s morning hours two over KTQ, Los Angeles, from other remote stations, including the following, Santa Monica business houses: Zephyr Drug Co., Santa Monica; Drug Co., Santa Monica; Southern California Drug Co., Santa Monica; Orange County Drug Co., Santa Monica; Wall Drug Co., Santa Monica; Diamond (outlet), Los Angeles; United Drug Stores, Los Angeles, through Federal Advertising Co., Patern’s Restaurant of the World, Corner’s Clothing Store, Blanchard Jewelers, and the Bay Department Store.

ALLIGATOR Co., (raincoats) presents a review of past sport high lights by Jack Ryan over KTW each Thursday evening from 9:00 to 9:30.油漆刷 St. Louis, Chicago, handles the account.

BEATRICE CREAMERY Co., (blue valley butter), are heard over KYW each evening except Saturday, Sunday and Monday from 9:45 to 10:00 p.m. A twenty-nine piece orchestra, under the direction of Mr. Adolph B. Jacobson and starring Alice Moore as soloist, is the feature of each presentation. The initial appearance was March 28th. Scott Howe Bowen handles the account.

PHOENIX HOSEY Co. presents a program of dance music featuring Harry Sosnick and his orchestra over KYW each Friday evening from 9:00 to 9:30. Hollywood Radio Advertising handles the account.

NETWORK ACCOUNTS

THE AMERICAN Tobacco Co., New York, (Lucky Strike), April 16 renew contract for dance orchestra and program, “The American Tobacco Co. Band,” on NBC network, Thursday, 7 to 8 p.m., EST. Lord, Thomas, & Logan, New York, handles the account.

UNITED CENTRAL Life Insurance Co., Cincinnati, on April 12 starts series of three programs on NBC network. On NBC network, Thursday, 7 to 8 p.m., EST. Lord, Thomas, & Logan, New York, handles the account.

UNION CENTRAL Life Insurance Co., Cincinnati, on April 12 starts series of three programs on NBC network. On NBC network, Thursday, 7 to 8 p.m., EST. Federal Advertising Agency, New York, handles the account.

THE GOVERNOR, New York City, New York, on April 12, starts “Goerlie” series of programs on NBC network, Wednesday, 10:15 to 10:30 p.m., EST in New York, 10:00 to 10:15 p.m., EST in Chicago, 9:45 to 10:00 p.m., EST in Philadelphia, 9:30 to 9:45 p.m., EST in Detroit, 9:15 to 9:30 p.m., EST in Cincinnati, 9:00 to 9:15 p.m., EST in Cleveland. The New York Governor, Inc., handles the account.

THE BARTON FOODS Co., Inc., New York, for its line of H.B. Barton Sunshine Brand breads. This account, which has been listed for many years, was renewed by the Board of Directors of the company, and the contract was extended to September 30, 1940.

HERMANN V. GEHRHARDT CO., Chicago, which handles the account, has been advertising its products under the name of "The Hearth Ship, Chicago, the past five years. The Gehrdardt Chili Powder Co. is the sponsor.

PHOTOPLAY Publishing Co., Chicago, (Photo Play magazine), on April 16 starts dramatic sketches and incidental music over 15 CBS stations, Saturday and Sunday, 9:00 to 9:30 p.m., EST. Barten, Brown, Durstine & Osborne, Inc., New York, handles the account.

GOODWILL Trade, Rubber Co., Chicago, on April 16, renewed a “Goodway Program” on NBC-WEAF and Orange networks, Wednesday, 9 to 9:30 p.m., EST. Barten, Brown, Durstine & Osborne, Inc., New York, handles the account.

PROCTOR & GAMBLE, Cincinnati, (Criscos), on April 12 starts Mills Brothers and orchestra on 21 CBS stations, Tuesday and Thursday, 12:30 to 12:45 p.m., EST. E. W. Helvick Co., New York, handles the account.

MINNEAPOLIS Honeywell Regulator Co., Minneapolis, (temperature controlling devices), on March 20 started orchestra and men on 17 CBS stations, Sunday, 1:30 to 2 p.m., EST. U. S. Advertising Corp., Chicago, handles the account.

THE BEST FOODS Co., New York, (Nucoa butter substitute), on March 16 started “The Round Table,” on 33 NBC stations and other stations, time to be determined, 9 to 9:30 p.m., EST. Lord, Thomas & Logan, New York, handles the account.

VAlspar Corp., New York, on March 19 renewed a “Chips Valspar” program on NBC network, Wednesday, 9:30 to 10:30 p.m., EST. Cowan & Dellingr, Inc., New York, handles the account.

LADY ESTHER Co., Chicago, (cosmetics), on April 17, renawed Wayne King and orchestra on NBC network, Sunday, 1:30 to 2:30 p.m., EST. Hayes MacFarland & Co., Chicago, handles the account.

JOHNSON’S CHEMICALS, Detroit, on April 15, renewed contract for musical program over NBC network, Thursday, 7:45 to 8:15 p.m., EST. Mason, Inc., Detroit, handles the account.

HALSEY STUART Co., Chicago, (investments), on March 30, renewed program on NBC-WEAF network, Wednesday, 9:30 to 10:00 p.m., EST. Hayes MacFarland & Co., Chicago, handles the account.

KNOX GELATINE Co., Johnstown, N. Y., on April 3, renewed contract for “Knox’s Parlor Music” program on NBC-WEAF network, Tuesday, Thursday and Saturday, 10:15 to 10:30 p.m., EST. Federal Advertising Agency, New York, handles the account.

THE GOVERNOR, New York City, New York, on April 12, renewed all star orchestra program on 9 NBC-WJZ stations. Friday, 6:15 to 6:30 p.m., EST. Young & Rubicam, Chicago, handles the account.

E. I. DU PONT de Nemours and Co., Wilmington, Delaware, which has started 13 weekly broadcasts from KJH, Los Angeles, over Don Lee CBS network, from Chicago, is now renewing its old contract from Thursday, “Yesterday,” being in contrasts in music. Batten, Barton, Durstine and Osborne, Inc., New York, handles the account.
**EQUIPMENT**

**STATION NOTES**

SO WELL has WPJ, Atlantic City, been received in Europe, that Edward Finlay, station manager, has been considering the advisability of stag- ing special after-midnight programs for transmission to the British Broadcasting Corporation, official organ of the British Broadcasting Company, reports that the station is currently heard in England.

**ANDREW J. DEITZ, of WEVD, New York, the Debs Memorial Fund reports that the federal radio inspec- tors of WEVD's fre- quency maintenance showed no deviation whatever in March. The previous month had shown a deviation of only one cycle in January.

**NEW COMBINED studios of KFVD, Culver City, Cal., and KFCA, Los Angeles, were opened on March 19. The new combined studio equipment included an oscillog- raph and frequenc checker.

**ELABORATE new studios and control center are completed on the sec- ond floor of the Wrigley building for KFVX, Los Angeles. The new studio and control room, from which program directors and clients will be able to control several KFVX stations, an- d a new sound-proof windows is one of the features.

**PERMANENT phonograph records were made of the anniversary, program of KFXO, Long Beach, Calif. The program, which lasts from 12:30 to 1:00 a.m., included a reproduction of the first broadcast program in 1924. The program was executed by a KFXO technician, had the charge of the program.

**SPECIAL program on WIP-WFAN, Philadelphia, on March 16 marked the 100th anniversary of the first broadcast from the Philadelphia outlet for the CBS Dixie newro.

**NBC on the Pacific coast opened a new station, title "KQW, "Pacific Coast Network." Programs go on the air nightly at 10:30 o'clock, Pest with talent and guest artists in studio in the KQW stations in San Diego, Denver, Portland, Salt Lake, Spokane, Seattle, and a number of coast points west and the nights on which they will be heard with the KQW, San Diego, KOA, Denver, Monday: KEX, Portland, Tuesday; KSI, Salt Lake, Wednesday; KPNW, Seattle; KJF, Seattle, Thursday; and KG, Butte, Montana, Saturday. All of the KQW program, 700, San Fran- cisco, release the program.

**AN NBC network carried a special program the evening of March 21, the 30th anniversary of WOC, Davenport, Ia., now operated in association with KXOL, Chicago. One of the speakers was Gov. Donald Turner, of Iowa.

**GEORGE A. KILGREN, maker of the famous "Samsonite" patent and applications of Jenkins Television Corp., Passaic, N. J., son of President of Jenkins, has announced.

**SPARKS-WITHINGTON Co., Jackson, Mich., (Sparton radio), revised its intention of entering the usual broadcast- ing field when on March 23 it filed application with the Radio Commission for 100-watt station to operate in the 1440-kilocycle frequency.

**WESTERN ELECTRIC'S new vertical method of recording, otherwise known as "Recto-Type," in the subject of a talk by H. A. Fred- erick of the Bell Laboratories recently before the joint meeting of Engi- neers meeting in Chicago.

**TRANSCRIPTIONS**

**RADIO TRANSCRIPTION CO. of America, Inc., 1569 North Vine St., Hollywood, Calif., reports to have sold the controll- ing interest in the Transc- ritions will hereafter be carried on at Lang's recording studio, 210 North Larramore Blvd., Chicago. Mr. Charles A. Lang is already doing transcription, public address and other similar activities under his own name.
Ask the MAN ON THE GROUND

what station gets the best RESULTS in CINCINNATI ..... 

The local advertiser knows his market! And in Cincinnati, the local advertisers choose WKRC! Here's why:

Of the 1,502,571 persons living within the listening area of WKRC, 74.4% are habitual listeners to this popular Columbia station (Price Waterhouse Survey) — an audience of practically a million listeners spending an annual income of $235,000,000!

WKRC carries Columbia's finest programs. It SELLS your product, because it presents your product in company with the best on the air! Right at the top of the dial, with 1000 watts power, 100% modulation, finest Western Electric equipment, including double turntables for both 33 and 78 r.p.m., and a full 19-hour unbroken schedule every day, WKRC offers you every facility and advantage! It reaches the buyers ... it sells them ... it keeps them sold!

That's why these and 60 other advertisers "on the ground" choose WKRC. They know the listening habits and buying habits of this vast million-buyer market. And they know that for RESULTS—profitable, low-cost SALES — the station to use in Cincinnati is
ASK YOURSELF

THESE QUESTIONS

Before You Place the Advertising Campaign for Your Station...

1. Which publication in the broadcasting field commands the greatest confidence of its readers?
2. Are its editors recognized by the industry as trained authorities, capable of handling news in an interpretable, analytical and unbiased manner?
3. Does the publication offer information that has actual working value?
4. What class of advertisers use its pages?

These questions are all important and have a direct bearing on the results you may expect from your advertising.

The following stations have used BROADCASTING to carry their messages to the national field:

- WBBM
- WBT
- WBZ
- WBZA
- WCAE
- WCAU
- WCCO
- WCH
- WFCN
- WFBG

"Voice of the Alleghenies"

WFBG
Altoona, Pennsylvania

W. F. GABEL CO.
Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

TWO MORE stations claim "scoops" on the news of the Lindbergh baby kidnapping. WAAB, Boston, logged 11.2% p.m., the height of the kidnapping, as the time that Announcer Don Morton broadcast the news after receiving the dispatch. "Bert" McVey, from the BOSTON HERALD, WIP-WFAN, Philadelphia, says it flashed the news at 11:30 p.m.

TRIBUTE is paid to Fort Worth's three broadcasting stations, WBAP, KATX and KFJZ, in an article appearing in a recent issue of the Fort Worth CHAMBER OF COMMERCE NEWS. The article points out that the facilities of the three stations have been available to the civic body without cost from time to time.

TEMPERAMENTAL broadcasters sometimes make unusual demands of announcers at WBFZ-WBZA, Boston. A political speaker insisted recently that Edward J. Derrange a whole row of microphones so that he could move from one to the other during his speech. Another orator, Lord reports, requested the announcer to follow him about the studio with a mike.

PROGRAM NOTES

WTMJ, Milwaukee, has prepared a special program of unusual interest for listeners during the week of April 8. Thousands of DX fans throughout North America will try to pick up WTMJ as many Wisconsin stations as possible.

AN HOUR and a half performance of "Othello" was broadcast recently over the United Broadcasting Corporation. Three Shakespearean artists, Henry Ainley, Peggy Ashcroft and John Gielgud, played leading parts.

CIVICS and government will be the subject of a series of radio lectures to be broadcast over an NBC network on Tuesdays from 8 to 8:30 p.m., beginning April 5, under the auspices of the committee on civic education by radio, appointed by the National Advisory Council on Radio in Education in cooperation with the American Political Science Association. John Dewey, Charles A. Beard, John Finley, Charles E. Merriam, William Bennett Munro and Stuart Chase are included in the list of speakers. The chairman of the committee on civic education is Prof. Thomas H. Reed of the University of Michigan.

CHIC SALE acted as master of ceremonies for the start of the radio series of Homer Hoyt's "Headed for Hollywood." With WTMJ, Los Angeles. It will run once weekly through June. "Seats for Everybody" was Chic's slogan for the premiere.

THE LONGEST religious service ever broadcast was repeated for the third consecutive year on Good Friday when the three-hour Passion Service was carried over the coast-to-coast network of the CBS from the Bethlehem Chapel of the Washington Cathedral, Washington, D. C. The Right Rev. James E. Freeman, Bishop of Washington, delivered seven addresses during the course of the program, which began at noon.

KFCN, San Francisco, has started a studio feature with a weekly program to be known as "Le Petit Cafe," with the atmosphere of light club life in Paris. Marie De Veaux, who also takes part in the Blue Monday jamboree, will be the hostess and star performer.

HUGH BARRETT DOBBS, captain of the "Shell Ship of Joy" over the Don Lee-CBS network in the west, observed the fourth radio anniversary of this feature on March 15. It had been on the NBC coast chain for more than three years before transferring to the other group early this year under its original sponsor, the Shell Oil Co., San Francisco.

"MINUTE MELODIES" captives a weekly program from KTM, Los Angeles, wherein each selection is of sixty seconds duration only. The bulk of the half hour period consists of instrumental solos by members of the studio orchestra and string ensemble. The program is sustaining.

UNCLE REMUS, Joel Chandler Harris' famous colored character who tells stories of Br'er Rabbit, Br'er Fox and others, is appearing regularly over WGN, Chicago, in a segment of the new project. The 1937 program features an interview with a noted Negro author and the production is a study of the Negro's contribution to the American scene.

ISHAM JONES and his orchestra, for many years a popular dance band, has been signed under the exclusive management of the CBS, according to announcement by Ralph Wonders, director of the Columbia Artists Bureau.ڕ

The Pittsburg Press, now presents a complete news broadcasting service both daily and Sunday. Five broadcast are given each week on and two on Sunday. Lloyd C. Thomas, general manager of the station, and Edward T. Leech, editor of the Press, spoke on the inaugural program Feb. 22.

KTM, Los Angeles, has made an arrangement with Fox West Coast Theatres to act as a trailer in all its neighborhood houses nightly. It calls attention to the Beverly Hilll Billy act, other features of the station and suggests that theatre patrons tune in on KTM when home.

HIS HOLINESS Pope Pius XI will speak from St. Peter's Cathedral, Vatican City over an NBC-WEB network Sunday, April 3, regardless of atmospheric conditions permitting. The broadcast will be heard from 12 noon to 1:00 p.m., EST. Pope Pius will speak in Italian for about twenty minutes, after which an English translation will be given. The Vatican City radio station, HVJ, will short-wave the program.

THE VAGABONDS TRIO (Harold, Dean, and Curt) have returned to the station of KMOX, St. Louis, after a year's absence. They have been featured previously on both the NBC and CBS networks.

THE ROYAL ORDER of Optimistic Doughnuts, weekly frolic over KNX, Hollywood, and sponsored by the Davis Perfection Bread Co., Los Angeles, marked its 37th anniversary April 15, without stage appearances. The program went on the air late during the stage of the Boulevard Theater, Los Angeles. Talent consists of colored entertainers.

WMAQ, Chicago, is broadcasting a 15-minute program of interest to radio amateurs every Monday with the cooperation of the American Radio Relay League. The programs are prepared by Forrest Wallace, WMAQ announcer and owner of WCRF, an amateur station.

BROADCASTING • April 1, 1932
AUDIENCE RESPONSE
both immediate and sustained--

"BILL, THE BARBER"
WMAQ, CHICAGO
13,145 responses
to one announcement

"DAN AND SYLVIA"
WMAQ, CHICAGO
Average of 641
responses daily

41 STATES

represented in one
WMAQ mail response

Following a 15-minute program broadcast locally over WMAQ on Saturday evening, February 13, mail was received from 344 cities in 41 states and from 5 cities in Canada. This evidence of the widespread popularity of WMAQ is enforced by the distribution of mail received by “Bill, the Barber.” Nineteen states are represented in the 13,145 responses, with 8,685 from Illinois, 2,769 from Wisconsin, 821 from Indiana, 628 from Michigan and 197 from Iowa. A population of 23,300,000, with 12,200,000 listeners, in WMAQ’s zone of major influence and thousands of listeners throughout the country offer a market that assures you audience response, both immediate and sustained.

SINGLE announcement during Jo-Cur’s program, “Bill, the Barber,” broadcast over WMAQ only, brought 13,145 requests for a free sample. No build-up preceded the announcement, and the program has been “on the air” but a short time, which makes this volume of mail convincing proof of the vast audience WMAQ serves and the immediate response that advertisers obtain through use of this station. And certain proof of sustained response is shown in the average daily mail of more than 600 letters received by “Dan and Sylvia” during an extended sampling campaign conducted by Nivea Cream over WMAQ. In many cases, cartons were inclosed, demonstrating purchase of the merchandise. Thus a new program, and a program broadcast for several years, combine to demonstrate the remarkable response that advertisers secure over this station... a station known throughout its broadcast area, and nationally, for quality entertainment and outstanding features.

670 Kilocycles
Cleared Channel--100% Modulation

WMAQ

DAILY NEWS PLAZA · 400 W. MADISON ST. · CHICAGO, ILL. · PHONE ANDOVER 3322

www.americanradiohistory.com
WNAV
Yankton South Dakota
9:45 to 10:00 P. M. Daily

"A BOUQUET OF MEMORIES"

"A bouquet of Memories"—one of the sweetest programs on the air. Quiet; Appealing; Satisfying. It is bringing in a wonderful response. The audience is thanked and it awaits sponsorship. An ideal program for dignified, result-getting advertising.

WNAX
Yankton South Dakota
1000 Watts 570 Kc.

helping the Advertiser... Cuts Costs...

KMBC Announces 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

KNX, Hollywood, has inaugurated a Sunday morning series with stories of the sea told by Stuart Buchan. KNOR, San Francisco, has begun a unique weekly series called "Congressional Medal Dramas," depicting in drama and music the deeds and achievements of members of the Congressional Medal and reenactment of their heroic deeds. Philip Katz, now publicist and writer for Francis V. Marsh, and wearer of the coveted honor, opened the series. The new music program, production manager, writes the act, Eugene Eulakins directs presentation and Meredith Willson conducts the orchestra.

KFI, Los Angeles, has started "The Question Box," a weekly program. The feature will not be limited to queries about radio. Anonymous questions will not be recognized. Inquirers will be sent post cards telling them when to listen in for the answers.

WKRL, Los Angeles, has been discontinued over KFWR, where they had been a broadcast feature for several years. The episodes were related to Buchan by a retired sea captain of the old school of square riggers.

KFRC, San Francisco, has begun a unique weekly series called "Congressional Medal Dramas," depicting in drama and music the deeds and achievements of members of the Congressional Medal and reenactment of their heroic deeds. Philip Katz, now publicist and writer for Francis V. Marsh, and wearer of the coveted honor, opened the series. The new music program, production manager, writes the act, Eugene Eulakins directs presentation and Meredith Willson conducts the orchestra.

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CBS Feature Broadcast From Fast Train Diner

MARKING a new departure in broadcasting, CBS on March 27 broadcast the regular Every-Ready program from a B. & O. train traveling faster than a mile-a-minute. Transmitted over the network by means of short-wave pick-up, the stunt was witnessed by a record number of radio and television listeners. Many Members of Congress and newspapermen thought the new type electro-dynamic microphone was used for the broadcast. The train, traveling between Washington and Baltimore, was improvised as the studio, and the kitchen was used in the control room. The program featured Belle Baker and Jack Denny and his orchestra.

U. S. Officials Schooled For Radio Appearances

OFFICIALS of the United States Department of Agriculture are trained by the station in Mancherial to make addresses in the National Farm and Home Hour over NBC or on any other radio program, according to Morse Salisbury, chief of the department's radio division. Voices are held daily in a special studio.

Explaining that this training enables the speakers to appear to best advantage, Mr. Salisbury has the following advice to offer radio speakers:

"After you have written your speech, go over it. Break your sentences in two ruthlessly, until you have a complete filing of written outline—driver sentences that drive home your ideas."

Outdoor-Radio Tieup

OUTDOOR advertisers are being furnished a radio service by the Storer-McCray System, Des Moines, through a tieup with Central Broadcasting Company, operating WHO, Des Moines.

The institutional idea predominates, although the outdoor advertising concern also handles other advertising accounts under contract with the stations. About 10 advertisers are employing the combined media. G. Dan Frey, president of the Des Moines Advertising Club, arranges and announces the program.

New Copyright Fees

(Continued from page 5)

of copyrighted compositions and should properly pay increased tribute to the Society. Mr. Buck joined in to protest the persecution of the Society, arguing that the Committee might better divert its attention to the licensing arrangements with the picture houses of the Electrical Research Products, Inc., which, he charged, has taken in millions in such fees, as they have against less than a million dollars realized by the Society from motion picture copyrights.

In his letter, Mr. Vermilya pointed out his station has paid the Society a fee of $750 a year in advance, and that he had been notified that in April, the fee would be jumped 100 per cent to $1,500. In a post script, he said he had just received word that the increased amount would be deferred 90 days by Mr. Mills.

"Out little station is only a 100 watt affair, way out here in a remote neck of the woods, and last year we did not even make $1,500, let alone pay such a fee," he said. "I have been in the air since 1921, being the eleventh station in the world. It does seem a shame that such tactics as this Society may be permitted. We run 12 hours a day because the Radio Commission says we must to maintain our unlimited license. Then the Society turns around and boaks us for complying.

"There is nothing in the law at present to prevent the composers from charging us $5,000 next year or even $10,000. They have no yardstick and it is within their power to crush us out of existence. I am endeavoring to hold them up here for a few days and in the meanwhile, will you please advise me if you can have the rate reduced to $750. In your letter you will please advise me if I could get an injunction against them from putting this new rate into effect until such time as pending legislation is settled? If I can, where do I apply? Please let me hear from you as soon as possible, as our time is short."

In the post script, Mr. Vermilya said he had just been received from Mr. Mills giving the additional 90 days at the old rate. He said he was willing to pay $750 a year, but, he said, "if I could get a right thing should be done to "restrain these fellows or at least make them use a standard rate."

Croy Goes Radio

HOMER CROY, late of Long Island, but now domiciled in Hollywood, is in the running for a "Hedda for Hollywood" in humorous vein, will have his tome done in radio version by Edward Lynn. Croy commented that his weekly series, the episodes early in April over KTM, Los Angeles, and thereafter twice a week until completed. Croy has written a book of the same title, which starred Will Rogers in the talkie version, and he also authored the new picture on which Rogers is now working in the film studios.
Performance
—isn't that all that really matters in picking a frequency monitor?
Of course it is. And the only way to get the most for your money is to buy the monitor that gives you the most in reliable performance.

Base your choice on definite performance specifications. Consider guaranteed accuracy, frequency stability, and ease of operation. Don't be confused by claims of novel design. Actual performance is all that matters. Get performance guarantees.

FREQUENCY MONITORS
are guaranteed to be accurate to within ± (2 thousandths of 1 per cent ± 5 cycles). Our tests show frequency stability (i.e., day-to-day and month-to-month drift after installation) will be better than ±4 cycles at 500 kc and ±9 at 1500 kc, in spite of changes in room temperature, tubes, etc.
A General Radio Frequency Monitor can be operated continuously and both the amount and direction of frequency drift read from a distance without going near the unit. An occasional routine inspection is the only attention required. You can't beat that for ease of operation.

General Radio Frequency Monitors mount on a standard relay rack or on a small desk-type rack and require no alterations in the transmitter.

DELIVERIES and PRICE
The many frequency monitors in service are evidence that General Radio is making deliveries. Orders placed now can be shipped in four weeks, the time it takes to grind, adjust, and test the quartz plate.
But why wait to order? By ordering now you avoid the last-minute rush. Yet you can lose nothing, for we guarantee to supply approved equipment or refund your money.

$550 COMPLETE
Less 5 Tubes

GENERAL RADIO CO.
CAMBRIDGE A, MASSACHUSETTS

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Applications...

**MARCH 15**

NEW, Cape Girardeau, Mo.—Modification of license to change from 250 w. to 1 kw. license dismissed from authority.

**MARCH 16**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service.

**MARCH 17**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**MARCH 18**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**MARCH 19**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**MARCH 20**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**MARCH 21**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**MARCH 22**

WJAR, Providence, R. I.—Modification of license to cover CP for any frequency between 2004 and 2304 kc., 15 w.; experimental broadcast service. 

**GLOSSARY**

- **KC**: Klipsch
- **KF**: Limited power
- **KW**: Klipsch
- **W**: Klipsch
- **Watts**: Klipsch
- **L**: Limited power
- **M**: Klipsch

**NEW**

CP to use KFMF, Nampa, Idaho—Modification of license to change from 1340 to 1400 kc.

**WORK**

York, Pa.—License to cover CP granted in New Jersey to new station.

**KGD**

Mitchell, S. D.—CP to change from 1790 to 1420 kc.

**MARCH 24**

WHOM, Jersey City, N. J.—CP to move station locally and install new equipment.

**WCAI**

Pittsburgh—Direct measurement of antenna input.

**WAB**

Alinea, Tex.—Raymond Hands for CP to use 1340 kc., 100 w., unlimited time.

**KPH**

Wichita, Kan.—Install automatic frequency control.

**NEW**

Deadwood, S. D.—Claude Raymond Brand for CP to use 545 kc. for 42 hours for facilities of WCAT.

**KOCM**

Decatur, Ia.—Modification of license amended to request 100 w. instead of 90 w.

**NEW**

Deadwood, S. D.—Modification of license to cover CP granted 6:11 to 31 for new transmitter.

- Applications returned: NEW, Boston Herald-Traveler Corp., Boston—CP to 1500 kc. WTK to Brooklyn—Inc. in hours of operation; NEW, J. H. Franch, Decatur, Ill.—CP to 670 kc. and 875 kc. VEB, Yotta St., Berlin, N. J.—CP to 1310 kc. WAB, New Haven, Conn.—Modification of license for construction period from 4:30 to 7:30; general experimental service.

**WAXA**

Los Angeles—Renewal of visual broadcasting license for 43000-46000, 48500-50000, 60000-80000 kc., 150 w.

**MARCH 17**

WxAXL, Round Brook, N. J.—Modification of license for new station to 1500 kc., 100 w., unlimited time.

**WAXB**

Detroit—Modification of CP for extension of completion date to 3-18-32; experimental relay broadcasting.

**WAXB**

Miami Beach, Fla.—Modification of CP for extension of completion date to 7-17-32; experimental relay broadcasting.

**WMBR**

Detroit—Modification of CP to install new transmitter.

**WKB**

Cleveland—Modification of license to increase power from 100 kw. to 1 kw., 25 kw. 1st.

**KFDZ**

Fort Worth—Install automatic frequency control.

**WTS**

La Grange, Ga.—Allen Wright Marshall, Sr. and Jr., for amended and resubmitted to revert 1500 kc. to WABW.

**WV**

Culver City, Cal.—Modification of license to move main studio to Los Angeles.

**KBP**

State College, M. N.—CP to move to station at Albuquerque, N. M., make changes in equipment and decrease hours to 1 kw., 5 kw. in.

**KPCB**

Seattle—Install automatic frequency control.

**KTFI**

Twin Falls, Idaho—Modification of license to change from 250 w. to 1000 w. during day and night.

**MARCH 30**

WIG, Elkins Park, Pa.—CP amended to request authority to make changes in equipment and move studio to Glenside, Pa., and to synchronize with station KFAB, Lincoln, Neb.

**KQV**

Tulsa, Okla.—Modification of CP to request authority to modify license for station KQV, Tulsa, Okla., and add additional license.

**KZMK**

Bridgeport, Conn.—Modification of license to change hour and operation periods. 50 kw. not licensed for use of WUCB to specified hours as follows: Monday, 11 p.m. to 1 a.m.; Tuesday, Thursday, Saturday and Sunday, 11 p.m. to 1 a.m.; Wednesday, 11 p.m. to 12 midnight; Thursday, 11 p.m. to 12:30 a.m.; Friday and Saturday, 11 p.m. to 12 midnight, ERT.

**WCCM**

Bridgeport, Conn.—Modification of license to make changes and install new equipment and moving station from Bridgeport, Conn. to C. M. W. C. C. Newport, R. I., for CP to be used for broadcast.
KUBL, Sandpoint, Idaho.—Granted authority to
operate at 50 kw. in the daytime, 10 kw. at night.

BROAD-CALL, Inc., New York.—Granted authority
to move its transmitter to Clarinda, Ia., and to make
changes in equipment.

KSD, St. Louis.—Reported for hearing on
applications to move transmitter and change equip-
ment.

KXIO, Rapid City, S.D.—Granted permission to
change equipment, effective April 1, 1932.

WLBX, Houston.—Granted authority to change
license to permit owning and controlling station to
be an association.

WWVA, Wheeling, W. Va.—Granted authority to
change license effective May 12, 1932, to allow
operation from Wheeling to Charleston.

KFYI, Oklahoma City.—Granted authority to
change license to permit the station to go off the
air during the daytime.

KXIL, Houston.—Granted authority to extend
time to compete with station immediately adjacent.

WATT, Atlanta.—Grant for renewal of license to
extend license and change equipment.

WBBB, Cincinnati.—Granted authority to extend
license to permit operation from Muncie, Ind., to
Lake City, Ia., for the purpose of extending
service.

AKK, Anchorage, Alaska.—To move its transmitter
from Anchorage to Juneau, Alas.

KXIO, Rapid City, S.D.—Authority to move
transmitter to Topeka, Kans.

KIMM, Kansas City, Mo.—Authority to move
transmitter to St. Louis.

KJOV, San Antonio.—Authority to move
transmitter to White Settlement, Texas, and to
change equipment.

WNCI, Knoxville, Tenn.—Authority to move
transmitter to Knoxville, Tenn., to accommodate
changes in transmitting equipment.

KTSW, Fort Smith, Ark.—Authority to move
transmitter to New Orleans, La.

KGTK, Kansas City, Mo.—Authority to move
transmitter to Washington, D.C., and to change
equipment.

KDKR, San Antonio.—Authority to change
license to permit operation from San Antonio to
Houston, and to change equipment.

WORC, Paterson, N. J.—Authority to move
transmitter to Morris, N. J., and to change equip-
ment.

KPLJ, Portland, Ore.—Authority to move
transmitter to Salem, Ore.

KBOO, Portland, Ore.—Authority to withdraw
license.

KDOR, Davenport, Iowa.—Authority to change
license to rescind a decision making the applica-
tion for renewal of license subject to hearing.

KDKR, San Antonio.—Authority to make
changes in equipment.

KFNC, Fort Worth.—Authority to extend
license for 250 kw., unlimited time.

WMCA, New York.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WCAI, Chicago.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., 500 kw., unlimited time.

NEW, New England Broadcasting Co., New
York.—Authority to withdraw license for auxiliary
transmitter to operate with 250 w., 500 kw., unlimited
time.

KBOO, Portland, Ore.—Authority to change
license to permit operation from 1 kw. to 10 kw.,
500 kw., unlimited time.

KFNC, Fort Worth.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WXYD, Detroit.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

KBOO, Portland, Ore.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WCAI, Chicago.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

KDKR, San Antonio.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WDNY, Rochester.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

KBOO, Portland, Ore.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

KRLD, Dallas.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WXYD, Detroit.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

WCAI, Chicago.—Authority to withdraw
license for auxiliary transmitter to operate with
250 w., unlimited time.

KBOO, Portland, Ore.—Authority to withdraw
license for auxiliary transmitter to operate with
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Radio Aids Circulation
(Continued from page 8)
silent again—slowly he creeps step by step up the stairs—his fingers groping—feeling through the ink blackness around him—and so on. It is a human interest story, this man being sentenced to die for stealing a pair of shoes. One’s imagination can picture the man taking the shoes—trying to escape—arousing the house—being trapped by the police—his trial and the conviction of first degree burglary and subsequent sentence to death in one of the states of the most progressive and modern countries in the world.

PROTECT High Voltage Equipment with LITTELFUSES Inexpensive - Reliable
Here is complete protection for transmitting tubes, amplifiers, rectifiers, oscillators and other high voltage equipment. Littelfuses are fibre enclosed, extremely quick-fusing, scientifically designed to suppress arcing.

- Ranges: 1000, 5000 and 10,000 volts: 1/8, 1/4, 1/2, and 1 amp. capacity.
- Also made in low voltage ranges for meters and instruments. Write for informative bulletin.

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- A child who has lost her dog; a girl who has been maltreated by her parents; unemployed being chased out of municipal parks by police; over-seas brutality of the police acting without search warrants in some luckless citizen’s home—all such little stories often lose their vivid, moving quality in cold print, but when broadcast by a newspaper man, using his powers of imagination, they can take a listener throughout the whole scale of human emotions.

Then again, stories that are humorous are sadly neglected by most news commentators. After all, laughter is something stimulating. Most of us like to listen to a funny story and have a good chuckle. The Lenz - Colbertson bridge contest offered a laugh a day. When Mahatma Ghandi returned to India from London he brought with him a bicycle. Ghandi, with his little loin cloth and his skinny bare legs, peddling away for all he was worth along the bumpy paths of India, is a picture that surely can raise a smile.

The public wants news, given in its own way, by the right voice. It has been proved in Philadelphia by RCAU and the Daily News that radio broadcasting is a benefit to newspaper circulation.

Damm Wins Award FOR THE best all-around newspaper promotion work done during 1931, the Milwaukee Journal, of which Walter Damm, manager of the newspaper’s station, WTMJ, in promotion manager, has been awarded the Editor & Publisher silver loving cup by a jury of advertisers and agency men.

Free Speech Plea In KGF! Appeal Shuler Ruling Held Illegal: Answer to WBCM Filed
THE SAME freedom of speech principle should be extended to broadcasters, counsel for the Trinity Methodist Church, South, former operator of KGF, Los Angeles, points out in an appeals filed in the District of Columbia Court of Appeals from a decision of the Rev. Mr. Shuler, which denied an application for renewal of license.

Three major arguments are advanced by Louis G. Caldwell and Arthur W. Scharfeld, attorneys for appellant, and Edward G. Caldwell, of counsel: (1) That the decision is unconstitutional; (2) that it violates Sections 29 and 11 of the Radio Act, and (3) that the Commission’s findings are not supported by substantial evidence.

The brief not only charges the Commission, in exercising its usurped censorship authority, but contends that both the first and fifth amendments to the Constitution entitle broadcasters to freedom of speech and that the appellant was deprived of this right without due process of law.

Concerning the broadcasts of the Rev. Robert P. Shuler, pastor, whose utterances caused the station to be closed, the brief states that he “criticized the acts of public officials and public organizations as well as the actions of his former operator. Not only were his broadcasts never seditious but at the hearing of the case he proved that practically everything was true.”

An answer to the appeal of James E. Davidson, operator of WBCM, which called for a modification of a decision finding the station’s operation of the station illegal, has been filed by Col. Thad H. Brown, as general counsel, and Duke M. Patrick, assistant general counsel, in behalf of the Radio Commission.

The Commission makes the point that the assignments of other stations to the 1410 kc. channel, occupied by WBCM, over a period of two years did not evoke any complaints from the station’s owner. It also mentions that a transfer of the Bay City station to either the 920 or 940 kc. channel would violate the engineering requirements for geographical distances necessary between stations using the same frequency.

AN APPEAL to the 20,000 amateur radio operators in the United States to cooperate in the elimination of law infractions has been made by B. D. Ricketts, director of the Commerce Department’s radio division. Two violations predominate, he said, they are the “bootlegging” of call letters by amateurs who wish to avoid detection while adjusting sets and the indiscriminate playing of phonograph records.

The “bootlegging” of call signals is serious, according to Mr. Terrell, as it often misleads innocent operators who are being wrongfully accused of frequency deviations. As for the continued broadcasting of phonograph records, Mr. Ricketts said: “These self-appointed entertainers are working a hardship on other amateurs because they are depriving other operators of an opportunity to use their stations.”
Among the 57 types of tubes comprising the complete line of DeForest Audions are rectifiers for every receiving, transmitting and power amplifying purpose. And among the standard and special equipment designed and built by DeForest are complete rectifier units to take the place of unsatisfactory motor generators and haywire rectifiers. Knowledge and experience covering tubes and equipment alike assure maximum efficiency. Typical of DeForest rectifier technique are:

**Type 566**

A half-wave hot-cathode, mercury vapor rectifier tube providing ideal D.C. power from A.C. supply for transmitting and power amplifier work. Maximum inverse peak voltage applied to anode, 7500 volts. Due to special cathode construction with filament parallel to the plane of the anode — this construction applies to all DeForest rectifier audions — the flash-over voltage rating is much higher than with the usual type — 66 tube. Maximum peak plate current is 0.6 ampere.

**Type 572**

Another half-wave hot-cathode, mercury vapor rectifier tube but of greater current-handling capacity than the 566. Ingenious construction tends to raise the flashover breakdown point beyond the usual type — 72. This rectifier provides ideal D.C. power from A.C. supply. Maximum peak plate current, 2.5 amperes.

**Type 569**

This large sized hot-cathode, mercury vapor rectifier is rated at 20,000 maximum peak inverse volts, and 5 maximum peak amperes. It is popular in broadcast and commercial transmitters. DeForest engineers have redesigned the filament, introducing a flat W-shaped filament in place of the helical type. Also, the special DeForest nickel-cobalt filament is employed. Greater emission, freedom from sagging, elimination of filament shooting, constant uniformity and longer life are thus obtained.

Write for data covering the complete line of DeForest transmitting and receiving tubes. And remember, DeForest designs and produces both standard and special units for transmitting, amplifying, frequency monitoring, frequency controlling and television purposes.

DeForest Radio Company

Passaic, New Jersey

April 1, 1932 - Broadcasting
KGGF Move Approved
REMOVAL of the studio of KGGF from South Coffeyville, Okla., to Coffeyville, Kan., thereby effecting a transfer of the station from the third to the fourth zone, was authorized by the Radio Commission March 18.

More Time Granted
INCREASE in hours of operation from sharing with WJAK, Elkhart, Ind., to simultaneous daytime operation and equal time division at night was granted WLBC, Muncie, Ind., by the Radio Commission March 18. The station operates with 50 watts on 1510 kc.

UP-KNX Tieup
To the Editor of Broadcasting: We notice a story and editorial in your current issue of Broadcasting on News Services and KNX. The KNX-UP association is nothing new to KNX. It arises out of the fact that for a long period I owned the Los Angeles Express publisher as owner of KNX and had associated with it the broadcast station KNX. During this period we used our UP news for broadcast material.

Statement by UP
To the Editor of Broadcasting: In your issue of March 15 there appeared a story to the effect that United Press news service was being furnished to Station KNX, Los Angeles under a three year contract, and that heads of the United Press had decided there was no logical reason why their service should not be sold regularly to broadcasting stations. You also printed an editorial in which you commented on the alleged decision of the United Press to make its news service available to broadcasters.

The association that the United Press has made any decision whatever to sell its news reports to broadcasting stations is erroneous. No such decision has been made, and no such step is contemplated. There is no three year contract between the United Press and KNX. We are proceeding on a temporary basis which derives from Guy Earl's former association with the Los Angeles Express which used to operate KNX, under Earl's ownership. KNX gets copy edited by our Hollywood bureau with the idea that it will dramatize the news somewhat in the style of the "March of Time." The program is entirely within control of the United Press; the power to terminate it rests with us and may be exercised at any time. The United Press has not formulated any fixed radio policy and will not do so until the ANPA has had an opportunity to work out a solution of the entire problem. The only radio plan we have is to meet the desires of our newspaper clients. Therefore, we let our clients, by a broadcast UP bulletin on their stations, or stations with which they have some arrangement, provide no other client with any part of the broadcast objects. Such broadcasts must not be associated with any advertising sponsorship, but credit must be confined to the paper and to the United Press. For a number of months the United Press has not directly released any news bulletins other than the national NBC and the CP or other networks other than the national broadcast chains.

CFFR Gets 10 kw.
OFFICIAL notice has been received by F. W. Rogers, manager of CFRB, in Toronto, Canada, that the Dominion Government has authorized the station to increase its power from 4 to 10 kw., effective April 1. The station is one of the Canadian outlets of CBS.
THE AUDIENCE VALUE OF BROADCASTING TIME IS IMPORTANT

It tells you what you are getting for your Broadcast Advertising dollars—important information you are entitled to have.

It is Audience Value—not Coverage—that determines the justness of a station’s time charges.

The Westinghouse Yardstick of Audience Value gives this important information that advertisers need. It can be applied impartially by any station. It has been applied in the Pittsburgh area and in New England to accurately determine the actual listeners to stations KDKA and WBZ-WBZA.

The results prove that KDKA and WBZ-WBZA have audience markets that do yield profitable returns.

Advertisers are profiting by Broadcast Advertising from Westinghouse Radio Stations. Other advertisers are signing up to share in the profits that result from the effectiveness of this primary advertising force, as evidenced by the steady growth of sales of local commercial accounts for KDKA and WBZ-WBZA.

Before you invest in Broadcast Advertising, ask about the Audience Value of the time you buy. We have this valuable information for Westinghouse Radio Stations KDKA and WBZ-WBZA.

Inquire at any one of our commercial offices.

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE

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<td>990 Kilocycles</td>
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NO OTHER BOOKING AGENCY IN THE WORLD
OFFERS A MORE BRILLIANT ARRAY OF STARS,
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250 POPULAR RADIO STARS
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BROADCASTING
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The number of present radio advertisers can be doubled in a single month by correcting the false impression of prohibitive broadcast costs.

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The adequacy and low costs of such a schedule are surprising. It is always welcome news to a prospective radio advertiser.

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