15,262
Replies in 36 Hours...To One Daytime Offer Over WBBM

Morning and afternoon for more than three years, the "Beauty Chats" of E. Burnham, Inc.—world's oldest and largest retail beauty establishment—have been presented to the audience of the Air Theatre.

On March 7th Burnham’s decided to test this audience, for the first time, by a direct offer. One short announcement was made at 2:15 P. M. offering a certificate good for a jar of Burnham’s Beauty Cream at any drug store. The offer was limited to twenty-four hours.

Within thirty-six hours after the announcement was given 15,262 requests were received at the Mail Department of WBBM. Nine states were represented as follows:

- Illinois (exclusive of Chicago) 3928
- Iowa 334
- Chicago 5330
- Ohio 120
- Wisconsin 2520
- Missouri 7
- Indiana 1579
- Kansas 2
- Michigan 1441
- Kentucky 1

The unusual responsiveness of the Air Theatre’s daytime audience accounts to a large extent for the fact that WBBM carries more than twice as many daytime local commercial hours as its nearest competitor.

The Air Theatre • WBBM CHICAGO

Western Key Station of the Columbia Broadcasting System
An Open Letter to Advertisers

FROM FIVE TO FIFTY KILOWATTS

WCCO will have in operation in the summer of 1932
one of the finest fifty kilowatt transmitters in the world - a masterpiece of Western Electric engineering.
Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area - sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

NORTHEASTERN BROADCASTING, INCORPORATED
H. A. Bellows, President
E. H. Gammons, Vice President
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.

Western Electric
NOISELESS RECORDING

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.


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.


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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.


World Broadcasting System, Inc.
50 West 57th Street, New York City
Copyright Fees Are Boosted 300 Per Cent

By SOL TAIHOFF

Society’s New Yardstick Would Raise An Extra $2,500,000 By Adding 5 Per Cent Tax on Gross to Present Fees

DRASTIC upward revisions of the license fees assessed against broadcasting stations for use of copyrighted music, by which fees demanded would be increased more than 300 per cent to an annual figure of about $3,500,000, based on present broadcast income, is proposed by the American Society of Authors, Composers and Publishers, as long swelled “yardstick.” The terms, announced by E. Claude Mills, general manager, would become effective next June 1. They provide a one per cent “cut” on gross incomes from commercially sponsored non-network programs, plus a sustaining license fee approximately equivalent to the toll exacted under the present scheme, which is theoretically based on station power.

In the case of network programs, he 5 per cent on gross would be payable by the key station, with two or more stations simultaneously broadcasting the same program considered as a “network.”

Having derived approximately $600,000 last year from its system of flat assessments, the Society plans to retain that revenue as a “sustaining” proposition, but to augment it with the 5 per cent tax. Mr. Mills explained in an interview with this writer that the total time sold last year grossed broadcasting stations between $600,000 and $600,000,000. Should the figure be equalled this year, it would mean payment of $2,500,000 to the Society, exclusive of the 1,000,000 expected as the “sustaining” license fee.

Would Examine Books

IN ADDITION, the Society demands the privilege of examining the books of broadcasters to ascer-

tain that payments on the per-

centage basis are correct. In its present guise, the accounting may be rendered by the tenth of each month, covering operations of the previous calendar month, on forms to be provided by the Society. Such accounts would be under oath, signed by a responsible officer of the station and “subject to audit during customary business hours.”

Licenses would be issued for any portion or all of the period from June 1, 1932, to December 31, 1935, subject to cancellation by the Society only in event of breach of contract. All existing licenses would be continued at present rates until June 1.

Mr. Mills announced that all representatives of the Society throughout the country have been advised of the proposition, and will propose them individually to each station. The proposal was submitted to the National Association of Broadcasters in a letter which pointed out that it was reached only after more than a year of “careful study and many conferences with broadcasters individually, in groups and with their association.”

The new system, Mr. Mills said, may seem drastic and naturally will not be satisfactory to all broadcasters. He declared that it places the greatest burden upon the networks, and is in conformity with the Society’s policy of sharing in the revenues of copyright users who exploit the products of their owners for pecuniary gain.

Paul W. Morency, WTIC, Hartford, chairman of the NAB copyright committee, has called a meeting of his group to analyze the new yardstick. That it will not be acceptable is a foregone conclusion. The reaction of leading figures in the industry, at first blush was to be utterly inexpressible. It was said that it would sound the death knell of many stations still operating in the red, and will strike a body blow to the industry as a whole.

Held Only Course

MR. MILLS declared the Society is taking the only course left open to it. Legislative efforts to have the Society dissolved, he asserted, will not be seriously resisted because the individual authors and composers believe they can procure greater revenue by dealing individually or in small groups with stations, no matter how the law is revised. Such a turn of events, he declared, would cost the broadcasters dearly, because they would have to deal with more than 100 individual musical copyright owners besides numerous “phantom” owners. There is “unrest” among copyright owners because of the diminution in royalties collected by the Society. The moment the Society is disbanded, Mr. Mills threatened, all broadcasters will be placed in predicaments that will force them to pay far greater revenues to the copyright owners than contemplated in the new schedule.

Mr. Mills declared that the 5 per cent on gross fee was adopted by unanimous vote of the Society’s board of directors and is “unalterable.” Asked whether there was any room for negotiation, he asserted that the Society would be receptive to counter-proposals only insofar as the “sustaining” fee is concerned, but that it is “hopeless” to bargain for any deviation from the 5 per cent on gross stipulation.

Regarding the “sustaining” fee, Mr. Mills said the Society intends to re-duce those charges from the existing scale in the cases of many small stations. He would not commit himself on the precise plan. The method of determining the amount of sustaining fee, he said, also is open to argument, with the Society willing to accept any “agreeable” plan.

No Plan From Radio

DECLARING that the new yardstick is designed to impose the least burden on the small station, Mr. Mills said the bulk of the increased revenue will be derived from those stations in best position to pay. Many small broadcasters, he continued, have informed the Society that they are willing to pay royalties based on their earning capacity, rather than an arbitrary figure. On the other hand, he said other broadcasters have objected to such a plan, with the result that since 1924, when the controversy first arose, the Society has been unable to obtain from the broadcasters, as a whole, any sort of a suggested plan that would be acceptable.

In his NAB letter, Mr. Mills asserted that it was only with difficulty that the Society worked out the new yardstick. One inevitable result of each interchange of thought with broadcasters, he said,
has been "to make clearer the fact that no uniform rule or formulas possible of human conception will be satisfactory to all broadcasters."

"What suits one is unsuitable to another," Mr. Mills continued.

We are therefore left no alternative but to postpone this long-pending matter to a conclusion by using the best judgment of which we are capable. The problem is inescapable, and a rate which seems to us to be fairest to all concerned.

After setting forth the proposal, Mr. Mills continued: "We sincerely hope that the broadcasters will cooperate with us in this endeavor into the heart of the music situation as between a substantial group of the creators of musical works and themselves as they now stand, and otherwise is it possible for men and women who write the music upon which they are about to expire and who had requested renewal terms. Through regular appeals several stations were notified that 5 persons would be demanded, payable monthly, plus the sustaining fee.

Legislation Pushed

MEANWHILE, Congress is forging ahead with its plans for new copyright legislation. The first time would take up the cause of the broadcaster. While Congress is still at work on a bill that would curb the unlicensed activities of the Society and other copyright pools, the Society obviously plans to get its increased toll while the legislative door is still open.

Copyright legislation at the current session of Congress is viewed as distinctly propitious by informed observers. Chairman Sirovich, of the House Patents Committee, upon which both the revised copyright bill, and the measure was favorably reported to the House April 5 as H. R. 10976 and placed on the statute books, is the proponent of the bill, and is the result of protracted hearings before the committee and is the last of the Government measures on the same subject introduced in the House during the last three months by Mr. Sirovich.

The measure is considered far from perfect from the broadcasters' standpoint, it is viewed as a "workable" bill over existing law. Henry A. Bellows, chairman of the NAB's executive committee, Louis G. Caldwell, special counsel of the NAB, Philip G. Loucks, NAB managing director, have been watching the legal developments constantly and are primarily responsible for those portions of the measure that protect the interests of the industry.

The proposal, however, Mr. Bellows asserted, in the effort to have the bill perfected, once it becomes the order of business in Congress. Mr. Bellows declared there are two glaring shortcomings in the bill, which will be corrected, but will not curtail the activity of copyright pools, such as the Society, and the other would create a new copy-right on phonograph records and thereby threaten the little station which is forced to use records with the payment of premium tax to so-called copyright owners.

"The Sirovich bill is better than the existing law," Mr. Bellows asserted, "because of its more satisfactory infringement clause, which sets up the sound doctrine that in the cases of damages for infringement, the amount currently paid for similar works should be considered." He referred to the fact that the law would reduce the minimum statutory damage for infringement from $25 per infringement to $50 and under certain cases of innocent infringement to $25.

"But the fact remains that it does not contain the power of copyright pools as does the Senate bill (the Dill bill) under Section 261, Mr. Bellows continued. "The ideal provision would be one which would compel any copyright pool controlling any considerable group or class of copyright owners to be limited in any action for infringement to the reasonable value of a license as granted by such pool under generally similar circumstances," he said. "For example, if it is shown that a pool licenses itself to a pool under such a license, and another hotel of equivalent standing proceeds without a license, the pool, in an action against the latter for infringement, should be restricted to the assessment of the amount levied against the licensed hotel.

The phonograph record copyright provision is regarded as potentially serious to small stations. There is no dispute concerning the right of record manufacturers to copyright arrangements of selections, but there is a question as to how the burden of copyright registration of copyrighted arrangements and any copyrighted arrangements and any copyrighted arrangements to which they are attached may be divided. The Society has reported that there are 115,000 copyrighted arrangements whose copyrights have been registered with the resolution which led to the current comprehensive investigation of broadcasting and the courts reared by the United States

New Tool in Advertising

Transcriptions Win Acclaim as World System Stages Unique Stunt for N. Y. Advertising Club

BY MARTIN CODEL

ACCLAIMED as a "new tool in advertising," electric transcriptions by the noiseless recording room and dale are being given the keen interest of a large audience of advertisers, business executives and printers who attended the unique demonstration staged before the New York Advertising Club April 6 by the World Broadcasting System.

So interesting and convincing was the demonstration of the audience besieged A. J. Kendrick, president of Sound Studies of New York, Inc., who reported when it was over, Mr. Kendrick was one of the chief spokesmen discussing the growth of transcription radio programs.

The unique part of the demonstration was that all of the speeches—and even some of the applause—were captured by transcriptions through an amplifier placed just before the dais on which the speakers themselves were seated. The speakers on that occasion were the visible speaker, sitting smilingly at the table, was replaced as natural as life without the slightest movement of his lips.

Fifteen transcriptions were used to convey the entire program. They were played on turntables in the World Broadcasting System's studios uptown, the voices being carried to the audience by wire at the dining room by remote control wires handled through the ERPI sound truck parked outside the club. This was deemed more convenient than bringing the entire equipment downtown.

Not a scratch or loss of frequency range was discernible in the entire demonstration. The continuity was sometimes broken by proper interspersions of musical features, by Paul Meyer, the music manager of the recently appointed "Ambassador of Good Will," who was the club's chairman of the day. To this observer, the whole proceeding was convincing proof that the day of transcriptions has "finally arrived," as Mr. Kendrick put it in his own words.

"To those who scoff, electrical transcriptions are "earned programs." To the more enlightened, they are "opportunities." To the electrical and sound engineers, they represent one of the greatest developments in radio broadcasting. And to the listeners, they mean listening to more or less than radio programs.

On the dais and among the speakers and participants in the program, which had been recorded in advance in the studios, were besides Mr. Kendrick and Mr. Meyer, Charles Murphy, president of the Advertisers Club; Grover Whalen, nominee as next president of the club; H. E. Le Quatte, president of Church-Hall and Co.; and H. M. Wilcox, vice-presidents of ERPI; W. E. Harkness, president of ERPI. In addition there was the ERPI's Adam Stein, Jr., vice-president of World Broadcasting System; Philip Thompson, publicity director of RKO; James H. Remington, president of the New York Program Corp.; Frank Black, musical director; Adolph Gerson, publicity director of the French Line; Eugene Manning, the ERPI travel station; and Arthur Pringle, manager of the Advertisers Club.

Manning the ERPI traveling laboratory were A. G. Searles, C. T. Hoopes, F. W. Nickerson and H. W. Miller, technicians.

Radio Advertising Topic of A. A. A.

Senator Dill and Rep. Davis Address Capital Session

BROADCAST advertising and its most keen question of how far the spo on commercials, or their go in selling the wares were slated for discussion from every angle at the annual convention of the A. A. A., Association of Advertising Agencies in Washington April 15.

Relented to address the convention on this subject at its close were Senator Dill, (D.) Washington and Rep. Davis, (D.) California, representatives of the Merchant Marine, Radio and Filmies Committee. Both are leading in themselves and been described in this resolution which led to the current comprehensive investigation of broadcasting and the courts reared by the United States

Deviating from its policy of co operation in the House to members, the A. A. A. plans its own forum on the subject this year. When the addresses of ti legislation by the House and the Senate are sitting, the resolutions were sent by the Co mission to all agencies handle radio accounts. The associate pointed out that upon the evidence collected and submitted to the Senate, "the future broadcast policy of our Government probably will be based" and added that the Commission's report is expected to serve as a basis for determining the broadest interests of the American Plan is sound and in the public interest.

There seems to be no question in the minds of the majority of members that commercial credit can be made attractive and interesting, sometimes by the public and may be quite acceptable to the radio listeners, even though long, the bulletin state now they are considered to be important than their frequency length.

The committee on radio broadcasting believes that the future development of radio lies in this direction.

The convention opened April 1 with a guest session at which me chandising and distribution problems were presented. The dinner was held the same evening with entertainment provided by C.B.S.

Injuries Fatal

CLIVE MEREDITH, owner of WSYR, Syracuse, N. Y., died in Alba hospital April 11 from injuries sustained when he was run over by his own car. Mr. Meredith was crossing the highway to help a friend whose car had been ditched when he was struck.

Page 6
SURVEYS of the general field of radio broadcasting and radio advertising have emphasized the need for further research work along lines pertaining to definite groups, each of which has a psychology that is particular to its members and differs in detail from the psychology typical of all audiences. This situation has given rise to special studies, each one concerned with the habits and reactions of a particular group and the interpretation of a correct approach to these groups from a marketing standpoint.

This study has endeavored to uncover the correct approach to the group of housewives who make up a large and important part of the radio public. The program sponsor should realize that the housewife in a majority of cases is the member of the family who has the most influence upon the family purchases and is the one who spends the greatest amount of money in the home. She is, therefore, the member of the family most easily reached by radio broadcasts. So through an understanding of housewife habits and reactions an appeal can be established which will yield remunerative results with less waste in efficiency.

This study, which is based upon 900 questionnaires answered by housewives in all parts of the country, attempts to show certain trends and conditions concerning the probable program sponsors more effectively to place their broadcasts before audiences of women.

The results obtained probably give a better picture of housewife habits and reactions in the middle Atlantic states than in other sections of the country. The reason for this lies in the fact that the majority of cities from which questionnaires were received are located in the middle Atlantic group.

Accounts for Variations

This survey has also endeavored, by a comparison of Philadelphia and Ashland, Pa., to give rough idea of variations in the listening psychology of housewives in one city and her sister in a mall community.

The 900 questionnaires, which were answered through personal interviews, are regarded as representative of the housewife group in the deduction of broad general tendencies in special cases. It is assumed that the results correspond closely with the trends obtained by the use of larger samplings of other surveys made in the same general field.

STUDIES of the general field of broadcasting and radio advertising are becoming specialized in order that a sponsor may be advised more specifically as to how best to reach a certain definite audience. This article, for example, analyzes the problem of reaching housewives. Based on an elaborate but painstaking survey, conducted by personal interviews, the conclusions point out the time and the programs which this class of listeners prefers. It goes further and defines the class on the basis of rural and urban environment.

In tabulating the results of the questionnaires it was found that they not only gave a rough picture of housewife reactions toward radio broadcasting but suggested other lines along which future studies could be developed with considerable profit; for example, a detailed study of differences in psychology between small towns and cities in relation to preferences in radio programs. A study of factors upon which to base advertising messages which endeavor to make a special appeal would also be valuable to program sponsors.

Undoubtedly such factors as are obtained on housewife program preferences, such as her objections to the present programs, the conditions under which she listens to the radio, programs which she would like to hear, the service which she has received from programs, and the products which she has consciously purchased because of radio influence, are necessary to the program sponsor in his effort to popularize his message. However, all these factors will fail to bring the desired results if the programs are not broadcast at the proper time.

Evening Hours Preferred

The results obtained in this study tend to show that the evening hours are the best time to make an appeal to housewives. Ninety-five per cent of all the housewives listen to something during the various evenings. The hours from 7 to 10 o'clock are especially popular. Saturday evening has the lowest number of evening listeners because of competing forms of entertainment.

During the first five days of the week, Monday, Wednesday and Friday are the best evenings for the program sponsor to utilize. Monday is especially good. The housewives have been working hard during the day and therefore are in a mood for entertainment and relaxation during the evening.

Many housewives have an ample opportunity to listen to programs during the afternoon. The hours during which the majority listen are from 2 until 4 o'clock. In general the majority of housewives who do listen is equal for any day except Sunday. The number of housewives who listen from 2 to 3 o'clock on Monday afternoon is higher than on any other day except Sunday, but the other Monday afternoon listeners are few, so the entire afternoon load is about the same as the load on other week days.

Tuesday and Saturday afternoons have a slightly higher number of listeners than other week days. The increase on Tuesday afternoon may be due to relaxation after the customary duties of washing on Monday and ironing on Tuesday. Saturday afternoon probably is due to the fact that the majority of housewives have a free afternoon at this time.

During the morning hours the greatest number of housewives listen between 9 and 11 o'clock, as their early work has been done and they are not concerned with the preparation of lunch. Sunday has the highest percentage of morning listeners, while Saturday has the lowest. Monday has only a few more morning listeners than Saturday. These mornings are probably devoted to housework. Saturday in preparing for the weekend and Monday in washing and other housework.

Ranking of Hours

FROM the above discussion we find that in order as to the number of housewives, the hours and days rank, evening first, mornings second and afternoons third.

Ashland and Philadelphia follow the general trends shown in the totals for listening loads. Ashland is slightly above the percentages of the totals in the greater part of the week, while Philadelphia is slightly below for the greatest portion of the time.

In deciding upon the correct period and hours of the day during which to broadcast, the hours during which it is impossible for the housewife to listen play an important part. No one wishes to have his program broadcast at an unsatisfactory time. The tendencies shown in this survey indicate that in general there are very few, if any, hours of the day when it is absolutely impossible for housewives to listen. It may be ventured as a possible explanation of this phenomenon of the young morning or afternoon program has not as yet succeeded in obtaining the attractiveness of its evening counterparts. This, however, is
APPROXIMATELY one-third of the broadcasting stations of the broadcasting industry of North America are owned or controlled by or affiliated with newspapers, according to a newly revised list prepared by Broadcasting from the best available records. Many of the ties are simply for news flashes and promotional cooperation, but close to 100 stations are owned outright by or have corporate affiliations with newspapers. It will be noted that all of the Hearst newspapers, with the exception of the Syracuse Journal, have radio affiliates; that Hearst owns three stations; that the Scripps-Howard group owns at least one and has affiliations with several more. The following list is brought up to date from the original compilation published exclusively in the November 15, 1951, issue of Broadcasting:

**DISTRICT OF COLUMBIA**


**FLORIDA**

WFSE-WJSN, Clearwater—Affiliated with Chicago Tribune.

WDAE, Tampa—Owned by Tampa Times.

WFLA, Miami—Affiliated with Miami Herald.

**GEORGIA**

WSB, Atlanta—Owned by Atlanta Journal.

WGST, Atlanta—Affiliated (news) with Atlanta Georgian (Hearst).

**IDAHO**

KIDO, Boise—Affiliated with Boise Idaho Statesman.

**ILLINOIS**

WGN, Chicago—Owned by Chicago Tribune.

KYW, Chicago—Owned by Chicago Herald & Examiner (Hearst) (undisclosed ownership).

WAAF, Chicago—Owned by Chicago Daily News-Telegram.

WBBM, Chicago—Affiliated (news) with Chicago Illustrated Times.

WGES, Chicago—Owned by The Oak Park, Ill. and Fullerton Daily News.

WENR, Chicago—Affiliated (news) with Chicago American News.

WLS, Chicago—Owned by The Prairie Farmer.

WCMB, Chicago—Owned jointly by Chicago Daily News and NBC (50 per cent each) and managed by NBC.


WJBC, La Salle—Affiliated with Peru (Ill.) News-Herald.

KFLV, Rockford—Affiliated with Rockford Star and Register-Republican.

WBBR, Joliet—Affiliated (news) with Joliet Sun--times.

WMBO, Peoria—Affiliated (news) with Peoria Journal-Transcript.

**INDIANA**

WFPM, Indianapolis—Affiliated (news) with Indianapolis Star and Indianapolis Times (Scripps-Howard).

WHBU, Anderson—Affiliated with Anderson Bulletin.

WSBT, South Bend—Owned by South Bend Tribune.

WFAM, South Bend—Owned by South Bend Tribune.

WJAK, Elkhart—Affiliated (corporate) with Elkhart Truth.

WITR, Terre Haute—Affiliated (news) with Terre Haute Tribune & Star.

**IOWA**

KSCO, Sioux City—Owned by Sioux City Journal.

KSLA, Clarinda—Owned by Des Moines Register & Tribune. (Through subsidiary—affiliated 10 per cent controlled).

WIAL, Ottumwa—Owned by Des Moines Register & Tribune (same).

KFJY, Fort Dodge—Owned by Des Moines Register & Tribune (same).

KCRW, Cedar Rapids—Owned by Des Moines Register & Tribune (same).

KOIL, council Bluffs—Affiliated with Omaha Bee-News (Hearst).

**KANSAS**

WIBW, Topeka—Owned by Capper Institute-Topeka Capital.

KFCH, Wichita—Owned by Wichita Eagle.

KDGE, Dodge City—Affiliated with Dodge City Globe.

**KENTUCKY**

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

**LOUISIANA**

WSMB, New Orleans—Affiliated with New Orleans Tribune and Item.

WWL, New Orleans—Affiliated with New Orleans Times-Picayune.

KTBS, Shreveport—Affiliated with Shreveport Journal.

**MAINE**


WBAM, Bangor—Affiliated with Bangor Daily News.

WLHZ, Bangor—Affiliated with Bangor News.

**MARYLAND**

WCAO, Baltimore—Affiliated with Baltimore News and Sunday American (Hearst).

**MASSACHUSETTS**

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

WEEI, Boston—Affiliated with Boston Globe.

WBZ, Boston—Affiliated (news) with Christian Science Monitor.

WORC, Worcester—Affiliated (news) with Boston Herald and Boston Journal.

WBAB, Boston—Affiliated (news) with Boston American and Boston Herald.

WACN, Boston—Affiliated (news) with Boston Traveler and Boston Record.

WBZ-A, New Bedford—Affiliated (news) with New Bedford Times.

**MICHIGAN**

WJR, Detroit—Owned by Detroit News.

WJR, Detroit—Affiliated (news) with Detroit Free Press (former owner) and with Detroit Times (Hearst).

WELL, Battle Creek—Affiliated with Battle Creek Enquirer-News.

WBEG, Marquette—Owned by Marquette Mining Journal.

**MISSISSIPPI**

WJXJ, Jackson—Affiliated with Jackson News.

WJOQ, Vicksburg—Owned by Vicksburg Herald and Post.

**MISSOURI**

WDAF, Kansas City—Owned by Kansas City Star.

KMBC, Kansas City—Affiliated with Kansas City Journal-Post.

KDQ, Louis—Owned by St. Louis Post Dispatch.

**NEBRASKA**

WJAG, Norfolk—Owned by Norfolk News.

WCAJ, Lincoln—Affiliated with Lincoln Star.

**NEVADA**

KOH, Reno—Owned by the McClatchy newspapers.

**NEW HAMPSHIRE**

WPEA, Manchester—Affiliated with Manchester Union and Leader.

**NEW JERSEY**

WOR, Newark—Affiliated (news) with New York City Hearst newspapers.

**NEW MEXICO**

KOB, Santa Fe—Affiliated with Albuquerque Journal (station has been authorized by Radio Commission to move to Albuquerque).

**NEW YORK**


WABC, New York—Affiliated (news) with Brooklyn Eagle.

WCNY, New York City—Affiliated with New York Corriere d’America and New York Progresso Italiano Americano.

WOR, New York—Owned by Buffalo News.

WOR, Albany—Affiliated (corporate) with Albany Knickerbocker Press and News.

WOCB, Connectic—Affiliated with Atlantic Times-Times Union (Hearst).

WKEC, Rochester—Affiliated with Rochester Times and Sunday American (Hearst).

**NORTH CAROLINA**

WNBC, Asheville—Owned by Asheville Banner News.

WSJS, Winston-Salem—Owned by Winston-Salem Journal and Twin City Sentinel.

**OHIO**

WFBS, Cincinnati—Owned by Cincinnati Post (Scripps-Howard).

**OKLAHOMA**

WKY, Oklahoma City—Owned by Oklahoma Daily Oklahoman and Times.

KCOU, Oklahoma City—Affiliated with Oklahoma City News.

**OREGON**

KGW, Portland—Owned by Portland Oregonian.

KOM, Portland—Owned by Portland Oregonian.

XXL, Portland—Owned by Portland Ledger.

KMDI, Medford—Affiliated with Medford Mail Tribune.

**PENNSYLVANIA**

WHAT, Philadelphia—Owned by Public Co., through subsidiary corporation.


WCAE, Pittsburgh—Owned by Pittsburgh Sun Telegraph (Hearst).

KDRA, Pittsburgh—Affiliated (news) with Pittsburgh Press (Scripps-Howard).

WEDM, Erie—Owned by Erie Dispatch-Herald.

WBIS, Altoona—Affiliated with Altoona Tribune.

WSAN, Allentown—Owned by Allentown Express.

WBRE, Wilkes-Barre—Affiliated with Wilkes-Barre News.

WQIK, Scranton—Owned by Scranton Times.

WGBI, Scranton—Affiliated with Scranton Republican.

WHF, Harrisburg—Owned by Harrisburg Telegraph.

WGL, Lancaster—Owned by Lancaster-Intelligencer-Journal and New Era.

WEEO and WRAW, Reading—Affiliated (news) with Reading Eagle.

WOP, York—Affiliated (corporate) with Lancaster New Era and Intelligencer-Journal.

**RHODE ISLAND**

WEAN, Providence—Affiliated (news) with Providence News-Tribune.

**SOUTH CAROLINA**

WS, Columbia—Affiliated with Columbia News.

WSFA, Spartanburg— Owns Carolina State News (weekly).

**TENNESSEE**

WMC, Memphis—Owned by Memphis Commercial-Appeal.

WTJS, Jackson—Owned by Jackson Sun.

WMCN, Knoxville—Affiliated (news) with Knoxville Sentinel and Knoxville Journal.

(Continued on page 26)
Using a Station for Newspaper Promotion

By WALTER J. DAMM
Promotion Manager, The Milwaukee Journal; Director, WTMJ

WTMJ Builds Up Good Will for The Milwaukee Journal
B. Adhering to Policy of First Pleasing Listeners

IN DISCUSSING the ownership and operation of a radio station by a newspaper, or, conversely, that ownership and operation of a newspaper by a radio station, the matter by anyone else, let us begin with the premise that no individual or organization will bear the burden of operating a radio station unless he or it profits in one or two ways—by cash or circulation.

Operating under the first classification come the so called commercial stations which are without any outside affiliation. Also, we can safely classify those few remaining stations owned by business enterprises which use the station facilities almost exclusively to promote and sell their products, without much regard to rendering an educational, entertaining or informative service.

Under the second heading come the newspaper-owned stations with but few exceptions. True, there probably is not one newspaper-owned station which does not sell time. Investigation, however, shows that the majority of such station managements are far more conscious of their clients than the rank and file of "commercial stations."

The operation of a radio station by a newspaper can be along two lines. In one the value will be primarily secured in an indirect way with direct use of the station facilities for commercial purposes subordinated to the main function of rendering a public service. In the second, the converse of the case, namely, every available opportunity is used to "talk" the paper, its features, its writers, its pictures and the good will is a secondary consideration unless the publisher feels he is creating good will by filling the air with advertisements of paper's features.

The Policy of WTMJ

THE MILWAUKEE JOURNAL's management has decreed that WTMJ shall operate as an adjunct to its general public service rendered to the people of Wisconsin, and shall be a source of information, education, culture, inspiration and entertainment. Following along this path, it is only natural that the station management must give far greater thought to the clients it allows to use the station facilities. In the case of WTMJ, it may be noted that the station's activities on the high plane laid down for it? In short, our plan calls for presenting the absolute best in the way of local sustaining programs to augment the better network commercial programs. Such a plan must take the forms of sums of money for talent, direction, etc.

Does the necessary expenditure, then, justify the value received? If there were no monetary returns and the entire expenditure had to be justified by the advertising value received, the answer definitely would be "no."

This is for the reason that the Journal adopted a commercial policy for the station, but not a policy which would allow any and all comers to use the facilities regardless of the type of program. This policy has returned to the station each year a cash revenue which, while not profit, has at least reduced the annual deficit to a point where it is now well under 10% of the total expenses.

Just how does the Journal figure the operation of WTMJ returns a benefit to it? First, there is the constant repetition of call letters, coupled with the name of the newspaper, even though they are restricted to as much as 100 words to a 15-minute period. Second, there is the goodwill returned to the organization which renders a truly public service.

If an individual were to buy just the announcements which the Journal receives in making the necessary standby announcements and if these were based on the regular card rates, the sum would far exceed the total operating cost for the station for the year. But, there are other ways that the Journal gains value from the station's activities. There are, of course, two periods a day of news flashes, and the public's reaction to these flashes indicates that these act more or less as an "appetizer" rather than have the effect of discouraging the reading of the detailed news story. News flashes of WTMJ are just that. There are two periods a day, ranging from two to ten minutes of headlines. Further, news flashes are devoted to news and not boresome reiterations of "look for this on page so and so," "be sure and read so and so on page that and this."

Identification with the newspaper is handled in a dignified opening and closing announcement.

Program Comes First

BY NO MEANS is JOURNAL promotion limited to these two types, but promotion or not, the program comes first and must conform to the principles laid down, namely, it must be inspirational informative, educational or entertaining, first. And it isn't very difficult to do this.

Several exception series of programs which have been developed lend themselves admirably to the building of goodwill for the newspaper, and yet in themselves are good radio programs. Among these programs is known as the "Wisconsin Communities Program." This feature has been on the station for three years, first in the form of a dedication to given community with each community originating the program. Communities as far away as 150 miles were interested enough to work up a program and sometimes send as many as 50 persons all the way to Milwaukee to present it. Each community was allowed five minutes to present a speaker on the city. The balance of the time was taken up with local talent. Naturally, JOURNAL publicity accompanied local community advertising of the program, and a considerable number of additional papers were sold in the areas concerned. The JOURNAL tried to limit the number of additional papers that the successful program could be profitable to the community which, according to popular vote, presented the best program for the year. These votes were counted on a per person basis, with the best station and small community had the same chance to win.

After two years of this type of community program, the 1931 series was changed so that the station itself supplied all talent—a symphony orchestra, famous vocalists, etc., to send a speaker and one guest soloist. This has made for a better program, of course, and the station, the publisher and the communities have welcomed the change. In connection with the 1931 series a half page of roto pictures was published as a Sunday of scenes of interest in the community to be presented. It was also decided that the best time for these programs was on Sunday afternoon, as the station's coverage is at its best during daylight hours.

Comic Strip Tie-in

ANOTHER program which could stand by itself at any time as a good radio program, yet when offered exceptional promotional efforts, was Miracle Mike. Miracle Mike was a country comic strip character. Also, the opportunity to take a name for himself in the big city. The only thing, however, he could do was to work up to $50 a week, which he set forth from the farm to accomplish his life's ambition. Later he learned to sing the best of the comic strips. In order to get a promotional angle the art department of the JOURNAL developed a daily comic strip setting forth the adventures of Miracle Mike, and the radio program was a presentation of Miracle Mike's talents, which, in itself secured a large following, but was tied up with the comic strip with a few words from Mike each week. This feature had the entire state interested.

Still another feature along these lines was the "Song of the Week," which was arranged with a prominent Chicago publisher for a new song each week written by such prominent song writers as Ben Bernie, Al Kassel, Ted Weems and Paul Whiteman, with the proviso that the song must have been offered for general sale but would be reproduced in the soft roto paper section of THE MILWAUKEE JOURNAL each Sunday. Other songs by the same composer were played during the program. The opening and closing announcements stated that the song would be published in the following Sunday's edition of the newspaper.

The travelogue idea has also been used to excellent advantage. This consisted of Sunday afternoon talk by some prominent individual connected with the reproduction in the Sunday paper of pictures depicting various scenes in the United States.

Then there are the two outstanding nationalities programs, the German and the Polish, broadcast once a week to give additional entertainment of the nationality involved.

(Continued on page 20)
AN EXTRAORDINARY proposal for the reorganization of American broadcasting by ending the existing system and placing the industry under governmental control has been so fantastic as to be fantastic has been drafted by the VENTURA (Cal.) FREE PRESS, anti-radio propaganda organ, for submission at the annual convention of the American Newspaper Publishers Association in New York April 26 to 29.

The proposal should have Congress enact legislation to limit, control, restrain and generally retard broadcasting development. A limitation on radio advertising, as audible and visual, would be prescribed, so as to permit only bare announcements of program sponsorship, and to limit the length of sponsored programs, and number of words and frequency of announcements.

The networks, at least NBC, would be destroyed by the plan since it would provide that only "few stations" in any one market could hold licenses and that they could not be connected with corporations engaged in manufacture of radio apparatus or in the communications business. Distribution of interstate programs would be undertaken by two independent competitive concerns operating under governmental franchise, with the profits above per cent on actual income retained in the United States and available for emergency fund and to a reserve fund for extension of facilities and program improvements and the other half to stockholders.

Proponents of the national chains, both sponsored and sustaining, would be offered to independent broadcasters.

Usual Tactics Lacking
THE PROPOSAL goes into broadcasting comprehensively, emphasizing the power of the medium in influencing public opinion and, by inuendo, pointing out the peril of a dispersed American system to the press. It conspicuously lacks the usual loose and veiled language used by H. O. Davis publisher of the VENTURA FREE PRESS in his endeavor to provoke an uprising of the press against all broadcasters. The language is tempered, apparently because an important element of the press—both inside and outside the broadcasting field—refused to be disturbed by the extravagant charges and reckless publicity tactics therefore used by the publisher.

"The subjoined reorganization plan," says the proposal, "will diminish the menace of the broadcast service of the public, enlarge the facilities for local and educational broadcasting, forestall both private monopoly or government in the operation of radio, and give competitive private enterprise, properly supervised and regulated, an opportunity to serve the public and earn ample profit in rendering the service."

The plan may or may not be seriously considered by the A. N. P. A. at its forthcoming convention in Chicago, but it is designed to meet the demands of the National Advisory Committee on Education by Radio for a share of the waves, as provided in the now dormant Press Bill. Agents of Mr. Davis have been in frequent conference with Armstrong Perry, lieutenant of Joy Elmer Morgan, of the National Education Association, who has been leading the educator's battle as chairman of the National Advisory Committee.

Radio's Power Admitted
"THE PERSUASIVE power of radio is no longer in doubt," Mr. Davis states. "In politics, in education, in advertising the loudspeaker has proven its effectiveness—good or for evil. In Spain it helped start the revolution, then curbed its excesses. In Russia it is the bulwark of Communism. In England it helped over the war, in the United States its most spectacular achievement so far has been the sale of tooth paste, cigarettes, and patent medicines. In Mexico, its recent broadcast States radio is rapidly becoming a tool of popular education, a means of promoting national unity and an important part of the armament for national defense."

Within the United States broadcasting is still in the amorphous stage. It is a national clown distilling verbal samples of an endless array of commodities and services ceaselessly in 13,000,000 homes, a medicine show with—so far—almost no social, cultural or political significance. Within the United States there are 500 broadcasting stations, with a few receiving sets and more broadcasting stations than the rest of the world put together. The national benefit it had derived from the operation of these facilities has been negligible up to this time.

"In the field of trade American radio has amply demonstrated its effectiveness. It has sold and is selling certain goods and services at a fantastically low cost. Responsiveness of its audiences to a skillfully presented appeal is shown by the fact of advertisers flooding the 550 commercial stations every month. And the full potentialities of radio in the field of American politics are just beginning to be grasped by a comparatively small group intimately connected with powerful corporations and used for the general public and the majority of the broadcasters are wholly and blissfully ignorant of the fact that the microphone is loaded with social dynamite."

The FREE PRESS predicts that centralized ownership and control of practically all regional and national key stations is inevitable. The pressure of economic forces "must bring about this result. It says that "some of the super-powerful regions of the country will be destroyed, and that all but three" of the super-powerful licenses have been allocated to this same group.

"There are only two possible choices if the present American System is allowed to proceed to its logical conclusion: The inevitable broadcasting monopoly will either be owned by a group of the most powerful corporations and used for their interest and benefit, or it will be taken over, lock, stock and barrel, by the Federal government and operated by governmental agencies."

Summary of Plan
THE PLAN was summarized as follows:

"The basis of this plan is the fact that in the radio field the interests of the public and the public welfare is paramount, both as against the claims of the 600 broadcasters on the one hand and the usurpations of the government on the other hand. It is proposed under this plan to the broadcasters eliminate that which they deplore—excessive advertising—by limiting advertising on radio programs to the announcements of sponsorship; in order to provide sufficient revenue for the production and distribution of the highest type of entertainment for all voters, it is proposed to concentrate the revenues from national radio advertising on two parallel and competing transcontinental networks covering the entire country; in order to maintain a sufficient number of local stations wherever communities are located, local broadcasting service, it is proposed to place at the disposal of these local stations all programs maintained by the national networks free of cost; that education may have the facilities rightly needed for this mission, it is proposed that 25 per cent of all available channels shall be placed at the disposal of educational institutions whenever these facilities are ready and able to make efficient use of such channels."

Illinois Candidates Use Transcriptions
CAMPAIGNING for political office via transcriptions, ex-Governor Len Small, of Illinois, again a candidate, and A. B. McGrath, jr., Mayfair banker seeking election to the Illinois auditorship via the Illinois local radio station, which will probably be adapted in other states and nationally this year. As far as is known, the Illinois station is the first to use transcriptions in political campaigns.

National Radio Advertising, Inc., through its agency, is recording the speeches and "trimmings" that go with them for placement over Illinois stations. In the States, Doremus & Co., Chicago agency, is handling the account. Eleven Illinois stations are being used, namely, KFLV, Rockford; WCBS, Springfield; WZD, Tuscola; W EBQ, Harvard; WIBF, Rock Island; W NWC, Cleves, WJBL, Decatur; WKBB, Joliet; WKBS, Galesburg; WMBD, Peoria, and WTAD, Quincy.

McGrath was prominent in the news recently when he voluntarily closed his bank and paid its debts. The newspapers made much ado about this, and he was asked to enter politics. From his state and KMOX, St. Louis, in his campaign for state auditor. The Illinois stations are KYW, WBBN, WLS, for Chicago; WIBC, Decatur; WIBF, Rockford; WCAZ, Carthage; W VZB, Kewanee; WIBF, Bozeman; W JBF, Rock Island; W WBF, Chicago; W JBD, Mooseheart; KFLV, Rockford; WCBA, Carthage; WJBC, Harrisburg; WJBD, Kewanee; W JBF, Rock; W JBL, Decatur; WKBB, Joliet; WKBS, Galesburg; WTAD, Quincy, and WTAX, Springfield.

Call Changed
CALL LETTERS of WHAP, New York, have been changed to WFBF by authority of the Department of Commerce, the station having been recently leased in toby its licensee, the Defenders of Truth Society, Inc., Federal Attaches, by Andrew Cory, headed by Clarence Taubel and Paul F. Harron, who also operate WPEN and WRAX, Philadelphia.
Broadcasting Held Outside Scope of I.C.C.

Examiner Cheseldine Recommends Dismissal of Complaint Filed by Sta-Shine Co. Against NBC and WGBB

If Radio Stations Were Common Carriers

Mr. Cheseldine, a recently organized furniture and shoe polish concern, charged in a complaint originally filed September 15, 1931, and subsequently amended, that NBC and WGBB rates for time were unreasonable and the charges unjustly discriminatory. It alleged violation of the Interstate Commerce Act, and asked the Commission to prescribe "reasonable rates, charges, rules, regulations and practices for the future and to award reparations..." On the ground that broadcasting stations, like railroads, are public utility common carriers, open to all others and subject to rate regulation.

Examiner Cheseldine concluded that while the Interstate Commerce Act of 1920 deals with the transmission of intelligence by wireless and authorizes the I. C. C. to regulate such common carriers, it does not cover radio broadcasting, which was held practically unknown at the time of the enactment. The first attempt at public broadcasting, he brought out, was made in the late fall of 1920, about 10 months after the Transportation Act was passed.

Not Common Carriers

Declaring that jurisdiction cannot be "presumed or inferred," the examiner said that he found Congress could not have had in mind general broadcasting to the public as performed by the defendants, that the Transportation Act was passed. He cited a number of legal precedents for his finding.

"Although broadcasting companies engaged merely in the business of general broadcasting as performed by defendants may be of the class of public utilities which are subject to the regulatory authority of the Congress for the public good, they are not common carriers for hire within the meaning of the Interstate Commerce Act," he stated. "A common carrier is one who for hire offers to carry for all who wish to employ him. The very nature of defendants' business prevents them from offering up their facilities to all who would wish to use them, without regard to the value or propriety of the matter to be broadcast to the listening public. Listeners good-will is the broadcaster's greatest asset, for without it he could not hope for commercial success."

Under Commission procedure 20 days is allowed for the filing of exceptions to reports. They may ask for oral arguments before the full Commission, and it is presumed that this course will be pursued by Ernie Adamson, of New York, counsel for Sta-Shine. The I. C. C. is confronted with a congested docket, and several months may elapse before it acts on the Cheseldine report.

Following the Commission's decision, motions for reconsideration or reopening of the case will be in order within six months. Appeals from Commission decisions may be noted to the Federal appellate courts. Should the Commission reverse the examiner and assume jurisdiction, it is regarded as most unlikely, it then will designate an examiner to take testimony on the facts in the Sta-Shine case.

Report is Comprehensive

MR. CHESELDINE in his report reviewed broadcasting from its inception and covered in a comprehensive way the economic aspects of the industry. He likewise dissected those provisions of the law which Sta-Shine held to be applicable, citing legal precedents to sustain his points, and showing that he had delved deeply into the law.

Asserting that the complaint is the first of its kind ever filed, the examiner said it purports to be brought under those provisions of the Interstate Commerce Act which apply to common carriers engaged in the transmission of intelligence by wire or wireless for hire. He recalled that NBC and WGBB generally deny the allegations in their answers and, among other things, aver that they are not common carriers or in any other business subject to provisions of the Interstate Commerce Act. In view of the novelty of the case, he explained that the question of jurisdiction first was taken up, with that of reasonableness and otherwise of the acts complained of left for further hearing, should the Commission assume jurisdiction.

NBC and WGBB, Mr. Cheseldine said, insist that their business is merely advertising and not a common carrier, disseminating through the medium of radio entertainment or information which its clientele wish to extend to a potential listening public but which is not directed nor addressed to any special interest therein; and they have never engaged in or held themselves out to perform point-to-point communication by wireless. "Wires, he said, is the transmission of a message from a definite sender to a definite receiver, for pay. NBC and WGBB contended that it was this type of message or communication contemplated in the Transportation Act. If so, they urged, the Commission should not pass on the complaint. On the contrary, their licenses to operate, received from the Federal Radio Commission, forbid them to do so. All broadcasting performed by them, except that which they offer to the public themselves, is done under their own program and only for their own benefit. Furthermore, they said, such clientele as they wish to serve. They contend, however, that they have the right to select and choose their clientele; and they shall broadcast; that their business cannot be conducted in any other way; and that they are subject only to such Federal regulation and control in the conduct of their business as the Federal Radio Commission or the Department of Commerce, under powers delegated by the Congress, may wish to exercise."

Likened to Press Service

Discussing network broadcasting, the examiner declared the service is comparable to that furnished by press associations affiliated newspapers. NBC, he said, charges uniform rates for sponsored programs, as set forth on a rate-card, but reserves the right to change its rates at any time without notice. This rate-card, he added, is not filed with the I. C. C. nor is a copy of the same or any part of it ever published. He and said "for information only and does not constitute an offer to contract at the rates named."

All programs are subjected to "very strict inspection and censorship" and all heard "on the air". Mr. Cheseldine says "if any program is taken off the air, to bring them up to the required standard. The paramount consideration always, he emphasized, is whether the broadcasting program is a good broadcasting public, "for without a listening public there would be no broadcasting." He enumerated the other functions and programs must undergo before they are offered to the public.

"Defendants therefore urge that it would be impossible in the

(Continued on page 28)

April 15, 1932 • BROADCASTING

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50-Cycle Order Will Improve Stations Coverage, I.R.E. Told

Engineers Are Addressed by V. Ford Greaves, Andrew D. Ring and Dr. J. H. Dellinger

By EUGENE V. COGLEY
Assistant Managing Director, NAB

VAST improvement in station coverage, particularly of stations in the regional and local markets, may be expected to result from the 50-cycle frequency deviation regulation which became effective next June, V. Ford Greaves, assistant chief engineer of the Radio Commission, told broadcasting engineers at a forum April 9 during the annual meeting of the Institute of Radio Engineers in Pittsburgh. His address was made to the NAB radio section, established last fall, which held its first meeting as part of the I. R. E. convention.

The meeting also was addressed by Dr. J. H. Dellinger, chief of the monitors and technical services, radio section, Bureau of Standards, who discussed the benefits that stations may derive from the proper use of frequency signals transmitted from the bureau's station, and by Andrew D. Ring, senior broadcast engineer of the Commission, who spoke on transmission standards and the requirements under the 50-cycle order. The session was moderated by Joe A. Cohan, Jr., WLW, Cincinnati, vice chairman, acting in the absence of John V. L. Hogan. The writer, as secretary of the section, opened the meeting, and outlined its functions.

Mr. Greaves whose paper covered general problems of the technical operation of stations, found himself deluged with questions on the 50-cycle regulation, which both he and Mr. Ring had answered from the Commission's standpoint. For listeners to get the full story, the writer will comment on this regulation, Mr. Greaves said, that must be 100 per cent cooperation on the part of the stations.

Stations to Benefit

"ENACTMENT of the 50-cycle regulation," Mr. Greaves declared, "will result in much practical benefit to both the regional and local station assignments going to find that their service areas will be widened, and the results will be to the benefit of every listener and to the better satisfaction of the Commission, especially from distant stations.

While only a few stations have installed the new visual frequency monitors required under the 50-cycle regulation, Mr. Greaves said that about two-thirds of the stations that have the necessary transmitting equipment in place are prepared to meet the terms of the regulations by the simple installation of a frequency monitor. But the other-one-third, he asserted, will find it necessary to install new transmitting equipment in whole or in part, and have been so informed by the Commission.

Stations were cautioned by the assistant chief engineer to make every effort to comply with the requirements of the regulation. This should be done, he said, not only because of the "immeasurable benefits" to be expected from the regulation, but primarily because of favorable listener reaction. He said this concern was predicated on technical results that maintenance of 50 cycles will produce in clearing away much of existing interference.

All stations must have the necessary equipment installed by June 22, Mr. Greaves said, having more than a year in which to prepare for it.

In the general discussion, Mr. Ring declared the main benefit of the regulation will be to give the Commission a better service of the band primarily because of favorable listener reaction. He said this concern was predicated on technical results that maintenance of 50 cycles will produce in clearing away much of existing interference.

All stations must have the necessary equipment installed by June 22, Mr. Greaves said, having more than a year in which to prepare for it.

Proper Staff Essential

MR. RING went into considerable detail about the service of the installation, checking and operation of the new apparatus, at the request of engineers present. He warned against taking on face value guarantees that any type of equipment will maintain the station within the limits required by the Commission's order.

"In any event," he said, "you cannot expect efficient results with any apparatus unless you have your equipment in the hands of good operators and engineers."

Mr. Dellinger spoke informally on the practical results of the frequency standard and of the "modulation" of WWV, particularly the signals of WWV, transmitted daily for the benefit of stations in maintaining constant frequency. Commenting on the NAB on the sectionalizing of its various activities, he said that an effort will continue to carry through continuation and advance of such a policy.

Reviewing the activities of the bureau in maintaining frequency service over a period of 10 years, or since the beginning of practical broadcasting, Mr. Dellinger said the service is being constantly improved. It is hoped that the immediate future it will be possible to give a more exact signal, he said, with the calibrating service, he said. Shortly, he revealed, the bureau will install a 30 kw, transmitter for this purpose, and operation probably before the end of the year.

Mr. Dellinger envisioned the day when the signal from the bureau will be such as to control directly and automatically transmitters and keep them on their proper frequencies. This might be accomplished at present said, were it not for fading. WWV is used weekly by supervisors of radio in all districts to check their monitors, and it was predicted that a future development of the station will be the placing on the air of various types of modulation on the carrier wave of WWV. This would be of great assistance to stations, since it would simplify the practical use of signals, he asserted.

Directional Antenna

IN OPENING the meeting, the writer, as secretary, explained the scope of the section's activities. He said that the subscriptions were designed to precede the picture and to run daily for a week. Radio in the air was maintained by having on the program that in the movie the trial is broadcast by Skeets, Gallagher as "Graham McNally." The script is the same as the play. The broadcast editions of Hearst newspapers last year, with local talent, including leading criminal lawyers.

Mr. Dellinger said the meeting was scheduled to last two hours, including a break, and that the program would be covered for publication in the next issue of Broadcasting.

Projected New Home of WCAU

THE LAST WORD in modernity will be Station WCAU's new building on Chestnut Street, Philadelphia, now under construction. It is said by the builders to be the first building ever designed for the specific purpose of radio broadcasting. Besides including seven modern studios, it will contain administrative offices and an experimental laboratory for Dr. Leopold Stokowski's studios in the transmission of music.

The ground floor has been leased to the Woolworth company, but the upper stories will be devoted to radio. The luminous shaft extending from the sixth floor and developing into a monumental glass enclosed tower is to be the dominant external feature. Fronting the top of this tower the antenna for an emergency 1 kw transmitter will be placed. The tower, 150 feet high, will be a shaft of light that will form an after nightfall landmark in Philadelphia, visible for a radius of 25 miles.

The building will be ready for occupancy next August, or at about the time WCAU goes on the air with its new 5 kw transmitter.

FOXT Films Offers Disks To Broadcast Stations

"AIR TRAILERS" is the interesting soubriquet being applied by Fox Films to its new portable disk transcriptions. It is now releasing regularly to radio stations over the country through local their distributors. The 15-minute continuities, recorded by National Radio Advertising, Inc., and produced by Fox Films, tell the story of Tom Squire, who recently joined Fox, contain dramatic highlights from current or forthcoming pictures and are programmed on a pay-no-pay-charges basis.

On May 8, in certain key cities, Fox Films will release six 15-min-ute unit, "The Trial of Vivian Ware" by Kenneth M. Ellis, which is about to be leased as a movie featuring Judith Anderson. The adaptation is designed to precede the picture and to run daily for a week. Radio in the air was maintained by having on the program that in the movie the trial is broadcast by Skeets, Gallagher as "Graham McNally." The script is the same as the play. The broadcast editions of Hearst newspapers last year, with local talent, including leading criminal lawyers.

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BROADCASTING • April 15, 1932
Pepsodent Has Set Up Several Precedents in Broadcasting and is “Entirely Satisfied” With Program Results

ALMOST EVERYONE knows how popular “Amos ’n Andy” and “The Rise of the Goldbergs” have proved, but few have paused to analyze the reasons for this popularity. This article presents the sponsor’s point of view and offers some pertinent observations on the general worth of radio advertising. Incidentally, it was Pepsodent that introduced the daily quarter hour program over the protest of NBC and the idea of offering two similar programs nightly to reach listeners in the east and the west at convenient times. There are several aspects of the appeal of “Amos ’n Andy”, however, which this writer admits he is at loss to explain.

21 Sponsors Boost Ante

Many National Advertisers Increase Radio Budgets for Year—Printed Displays Grow Likewise

ATTESTING their faith in broadcasting as an advertising medium, many national advertisers have progressively increased their radio budgets for this year. One of the latest compilations of comparative radio budgets, carried in the March issue of The Announcer, house organ of the Radio and Music Trades Association, reveals that 21 air advertisers increased their 1931 budgets over 1930 many fold. Particularly notable was the increase by Reynolds Tobacco from only $166,453 in 1930 to $1,245,336 in 1931. Other accounts increased from mere “feeler” appropriations running into a few thousand dollars to six and sometimes seven million in the case of Reynolds. Many of these accounts, the appropriations for printed advertising also were increased, this trade organ points out. Following is the compilation of selected accounts, the figures representing costs of time on the air alone and not including cost of talent:

<table>
<thead>
<tr>
<th>Advertising Appropriation for 1930</th>
<th>Amount of Increase for 1931</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Popcorn</td>
<td>$5,570</td>
</tr>
<tr>
<td>Associated Oil</td>
<td>$4,861</td>
</tr>
<tr>
<td>Brown Shoe</td>
<td>$107,400</td>
</tr>
<tr>
<td>California Fruit Growers</td>
<td>$65,708</td>
</tr>
<tr>
<td>Caduffy Packing Co.</td>
<td>$139,203</td>
</tr>
<tr>
<td>Eastman Kodak</td>
<td>$255,830</td>
</tr>
<tr>
<td>Fuller Brush</td>
<td>$262,654</td>
</tr>
<tr>
<td>General Petroleum</td>
<td>$60,814</td>
</tr>
<tr>
<td>Great Atlantic &amp; Pacific Tea</td>
<td>$414,936</td>
</tr>
<tr>
<td>Edna Wallace Harper</td>
<td>$243,074</td>
</tr>
<tr>
<td>Jodent Chemical</td>
<td>$147,066</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>$118,343</td>
</tr>
<tr>
<td>M. J. B. Coffee</td>
<td>$83,814</td>
</tr>
<tr>
<td>National Dairy Products</td>
<td>$122,104</td>
</tr>
<tr>
<td>Pacific Coast Borax</td>
<td>$145,074</td>
</tr>
<tr>
<td>Pepsodent Company</td>
<td>$1,245,336</td>
</tr>
<tr>
<td>Peerless Gamble</td>
<td>$148,526</td>
</tr>
<tr>
<td>Reynolds Tobacco</td>
<td>$1,245,336</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>$2,723,214</td>
</tr>
<tr>
<td>G. Washington Coffee</td>
<td>$226,810</td>
</tr>
<tr>
<td>Wrigley Gum</td>
<td>$121,335</td>
</tr>
</tbody>
</table>

Pep's low radio advertising appropriation of $166,453 increased 637%, while the increase in the cost of radio advertising of Pepsodent Company, in which The Announcer was so interested, is 773%. Please notice that I said “effectively.” Circulation alone does not count; the message must register in the minds of those who see it and hear it, and sales are the result. But it’s the effect of the campaign on sales that is the only thing that counts with the man who is paying the bill.

All advertising media are merely possible; so, too, are all the various copy appeals. All media have their success and their failures. It takes experimentation to discover which works out the best for a particular product. I hold no brief for or against any advertising medium. I can say, however, that our particular use of radio has proved successful in selling our particular product.

When we were first approached in the idea of using radio, musical programs were then vogue; there was little else on the air. And, rankly, we couldn’t get very enthusiastic. Jeff Pepsodent was to use radio at all—and we weren’t so certain it wanted to—we wanted something different. Well, we forsook the long radio; we listened to many auditions; we considered his idea; but still we didn’t warm up to radio.

This went on for about three years. Then, right under our noses in Chicago, we found a program that we thought might be the thing for us. It was a 30-minute so-called “detective” act, a serial story built around the lives of two colored boys, Amos ’n Andy.

Network Barked

VELL, we went to the chain with it, and now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half hours. They had ever broadcast any quarter-hour programs and they weren’t sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser pushing this program three times a week. Once a week was the customary procedure. When I look at the number of quarter-hour slot bookings on the air, I do not seem possible that we had such a hard time starting the movement, but we did. It was early nine months after we reached the subject before NBC and things up to Pepsodent in the air.

And so we started out, not knowing what radio would do for us,

*Full text of an address March 24 before the Chicago Advertising Council.

—Harlow P. Roberts

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www.americanradiohistory.com
Radio License Fee Schedule of $600,000 BeingDrafted by Senate Committee

Davis Bill is Favorably Reported With an Anti-Lottery Proviso; Transfer of Radio Division is Included

By LYNNE M. LAMM

THE SENATE Committee on Interstate Commerce, which has already agreed to the so-called Davis omnibus radio bill, with the exception of the station license fee section, which was left unconsidered by the committee consisting of Senators Couzens (R.), Michigan, Dill (D.), Washington, and Pinto (D.), Nevada, with power to consider the draft of this section and report the bill without further references, has reported the measure.

The Committee ordered the bill already passed by the House, reported several weeks ago, but it was found necessary to refer it back to the full committee. It is expected that the report will be made within a few days.

Senator Dill has promised to announce the proposed fees which have been agreed upon by the subcommittee, but has stated that those fees will have an opportunity to appear before the conference committee if the bill is passed. Senator Dill has sent the measure to conference, owing to the fact that there have been no hearings on the question of fees.

WMAQ observes tenth anniversary over NBC

WMAQ, Chicago, celebrated its tenth anniversary April 13 with a gala program in which Ame's, 'n Andy headed the list of birthday guests. The program was presented over an NBC network. WMAQ began operation in 1922 as WGV, having been established primarily for the daily broadcasting of the station now is owned jointly by the Daily News and NBC. William S. Hedg, who is at the helm of the station when it began operation, is still its director.

Vestal Dies

REP. ALBERT H. VESTAL, of Indiana, who was Republican chairman of the House committee before the Democrats gained back to the Gomoren's control and placed Rep. Siroeh, of New York, in the chairmanship, died at the Naval Hospital in Washington April 1 of a heart ail-

WMCQ, Cedar Rapids, Ia., joined the NBC blue network April 3. During the dedicatory program both of Idaho's Senators, Brockett and Dickinson, delivered brief ad-

Music Losing Favor

MUSICAL programs, which still rank first in popularity among radio listeners, are losing ground to comedy and mystery skits, according to results of a survey by the United States Office of Education. New and interesting broadcasting programs are still musical, however, stations are using them in fewer questionnaires. Tastes in music vary widely from the "hillbilly" type to classical themes, according to the report of the Senate Radio Commission where the bill is now pending.

No Hearings Likely

WHILE Rep. Davis (D.), of Tennessee, chairman of the House Committee on Merchant Marine, Radio and Fisheries, has several times stated that his committee has some general radio license hearings, no date has been set up to this time. He has introduced another radio amendment (H. R. 11156) providing that only American citizens shall be able to obtain radio operators' licenses. This will not be the law of 1927 conform, as only American citizens can obtain radio station licenses.

Hearings on the Hatfield bill to grant broadcasting with a frequency of 560 kc. with 50 kilowatt power have been indefinitely postponed. The hearing scheduled March 28 and 29 has been postponed, although the question of the bill was to appear and present testimony in opposition to certain phases of the bill, was suddenly called off although members of the Commission were in the hearing room awaiting opportunity to testify.

WMAL Probe Nearly Completed

THE RADIO COMMISSION hopes to have completed by May 10 its report in the comprehensive investigations into the present and past radio fees to the Couzens-Dill Resolution (S. Res. 129). With the exception of questionnaires requiring the answering of foreign radio operators, the Commission has at hand practically all other data it sought, but the problems on the proposed amendment has been tried by questionnaires. It is still being compiled by a separate unit created for work under the direction of James W. Baldwin, Commission secretary. Questionnaires went to national advertising agencies, foreign radio stations, government agencies identified with radio, educational associations, and groups interested in radio, as well as to the independent stations and the networks.

The report will be a veritable encyclopedia on broadcasting, with particular emphasis on its commercial aspects. The purpose of the resolution was to determine how shortcomings in broadcasting can be remedied, and whether, as a conclusion, it is the opinion of the department is feasible. Information will be based on 1301 activities.

KWCQ joins NBC

KWCQ, Cedar Rapids, Ia., joined the NBC blue network April 3. During the dedicatory program both of Idaho's Senators, Brockett and Dickinson, delivered brief addresses. Owned by the Des Moines Register-Tribune, KWCQ operates on 1000 watts unlimited time, having acquired those facilities March 18 when the Radio Commission reported an exchange with WIAS, Ottumwa, Ia., also owned by the Register-Tribune. WIAS now is on 1510 kc. with 100 watts and specified hours.

Irish High Power

A HIGH POWERED broadcasting station, which will use at least 1200-1500 watts, is under construction at Moy-

Naming of Patrick Aide is Postponed

Miss Neyman will Hold Post Until Fall for Economy

THE POST assistant general counsel, vacated by the resignation of Duke M. Pat-

Phanney Neyman, assistant counsel and Mr. Patrick’s first lie-

Candidates for the position, in addition to Mr. Pratt, are Elmer W. Pratt, senior attorney-

In a memorandum issued to the legislature, March 7, Mr. Pratt outlined the duties of personnel.

A. N. P. A. to Witness Television Exhibition

A TELEVISION demonstration has been arranged by the Editors and Publishers, newspaper trade organ, in cooperation with the Columbia Broadcasting System, as part of its exhibit at the annual con-
Broadcasting Resists Trade Slump

10,000-Mile Tour Uncovers a Widespread Appreciation
Of Service Though a Decrease in Sales of Sets

By FRANK A. ARNOLD
Director of Development, NBC

NO ONE could take a trip such as the one which I have just finished, covering 10,000 miles through one of the most important areas of the United States, and speaking 38 times in key cities, without coming away with some very definite reactions. I can truthfully say that the radio industry and business conditions in general. Add to this list Havana, which is considered by some to be the pulpit of Latin America, and one can quite properly conclude that radio has come to be known in many countries.

The reader should not confuse the words "radio" and "broadcasting" in terms of industry. To the radio industry, generally accepted as including the manufacture and sale of radio receivers and such radio stations as have another bad year measured in terms of dollars. Broadcasting, however, known generally as the medium by which programs of entertainment, education, religion and advertising are brought to the public, has had the most prosperous year in its history. While these two are intimately related, they are not synonymous.

A comprehensive picture showing the southwest thinks of broadcasting can best be given in terms of the states of Florida and Texas. Take Florida, for instance, which I consider as probably gone through more changes in ten years in business and industry, speculative and otherwise, during the last five years than any other state in the union. I found, in my travels through the state, a determination—now that the bottom has been reached—to hold all over again if necessary in a move toward stabilization.

Listeners Increase

While that portion of Florida which I visited reported business along all lines of industry as only about 50 per cent of the previous year, yet the mental attitude toward the problem was both favorable and constructive.

Under such circumstances, it would be unnatural to expect that radio receiving sets were being bought in large quantities; in fact, such sales are not unusual of the previous year. On the other hand, and the economic condition has resulted in automobilists being more careful of the number of those listening to their radio receiving sets at all hours of the day and night. Lack of public interest in entertainment and free entertainment is quite a consideration when nothing is coming through the pay roll.
HANG THE COST, SAYS GOELET
Secon of Banker Applies for CP to Construct Model Station on Father's Paternal Estate in N. Y.

HAVING had a taste of radio red meat and having liked it, young Peter Goelet, son of Robert Goelet, multimillionaire bank of New York, was to take a flying full-ledged broadcasting "without regard to ultimate cost." So he filed with the Radio Commission April 7 an application to build a station in Chester Township, near Goshen, N. Y., otherwise his father's paternal estate. It would be a "model standard," as the Goelet formulas go, except for 10 per cent of the time and with a perpetual ban on mechanical repetitions "except in emergencies."

Peter, who is only in his teens, it will be remembered, was the "outlaw" broadcaster whose cutting up last October incensed Bill Terrell's rough-riders scurrying out to his father's estate. As young Peter was not aware that the "holy ghost" is a fixture of a station without a license, the Commission simply and politely informed the embryo broadcaster of the requirement.

The application, executed in approved Commission style, asks for 1210 kc. with 50 watts, or the facilities of the present Peter J. Prinz, operator of WMJ, Jamaica, N. Y. Assigned one-fourth time, Prinz already is facing two fights today: one of foul play in the case of license from WGBB, Freeport, N. Y., and by one Charles L. Bennett, of Jamaica, for his facilities. The hearing is scheduled for May 20, and the Commission designates his application for hearing.

There's the question of financial responsibility that involves every step in the procedure, and this, very simply informs the Commission that his occupation is banking, that he has no intention of operating it, and the "unquestioned credit in the sum of $50,000." Besides he makes known that on and after June 8, 1932, "application may be filed to increase the assured income of at least $12,000 per annum during duration of his life." These amounts, he said, "are exclusive of applicant's personal earning capacity."

With a 50 watt station Peter says he will cover an area of 10 miles. He's had engineers design equipment, studios and make other tests. He wants to operate five hours on Sunday, seven hours on Monday and five hours on Tuesday, Wednesday and Thursday. He would invest $5,000 in his "custom made" transmitter within the area of a 1,225 kc. circle of the studio. These figures do not include the value of the site, building, etc., which run into the thousands. The commercial programs would be agricultural.

"It is the desire of the applicant," Peter said, "to maintain a model radio station, and to that end, it is intended to maintain the highest standard of station policy and mechanical construction and operating. It will be a non-profit operation and the estimated cost to serve the public interest, convenience and necessity by properly serving the requirements of the public residing in the area in question."

CBS Adds WHAS and Windsor Unit

SEVERAL important additions to the CBS network are scheduled within the next few months. On May 15, WHAS, of The Louisville Courier-Journal newspaper-owned outlet to join Columbia, WGN, of the Chicago Tribune, having also left NBC to join CBS earlier this year. Station WHAS now operates with 10 kw. on the 820 kc. clear channel, but will shortly be of the 25 kw. recent authorization of the Radio Commission. With WHAS on the network, it is expected that the Louisville Courier-Journal-Windsor outlet owned by Ralph Atlass, will be discontinued.

The station is operated by George Storer, formerly connected with WXYZ, whose wife is a Canadian citizen, the daughter of the Canadian manager for Ford Motor Co. It will operate on 400 kc., one of the three new clear channels on the long wave end of the broadcast band recently taken over by the Commercial radio powers, as the first move toward opening up that band for broadcasting. In this 550 kc. area, the outer limit of the band is 550 kc.

Banking Goes on Radio

In Transcription Series

BANKING goes on the air shortly with a new series of programs produced by World Broadcasting System for Addison Vars, Inc., Buffalo agency, as part of an extensive new radio-radio campaign being released to banks throughout the United States by the New Business Corp., Chicago. The series bears the endorsement of the Financial Advertisers Association, being designed to create conscious of the public and portraying the part played by banks in the national economy and social structure.

The news of the campaign consists of a series of 15-minute transcriptions, each dramatizing a phase of banking service. Some of the continuity is woven around the adventures of a wealthy youth who joins the French Foreign Legion following an unhappy love affair.

RMA Plans Fight

On Set Sales Tax

THE RADIO Manufacturers Association is prepared to make battle against the excise tax of 5 per cent on radio and phonograph sales when hearings are held by the Senate Finance Committee. The measure has already been passed by the House of Representatives.

Bond Gedeons executive vice-president of RMA, in statement on the proposed tax said in part: "The radio industry is entirely willing to contribute equally with other industries to meet the necessities for a general manufacturers' sales tax, even to the consideration of an additional tax. Now, in the 'revolt' of the House against its leadership and in its hasty, hystericial adoption of any sort of the tax, the radio and a dozen other selected industries are penalized and stigmatized as luxurys or semi-luxuries and asked to bear the entire burden of taxation on all industry."

"In its widespread service to the public, radio cannot be fairly classified as a luxury, semi-luxury or non-essential. Like the daily newspaper, which is carefully examined in the House, it is an additional tax burden, radio is a daily and vital means of communication."

"Annual reports of three prominent radio companies, reflecting industry conditions which are general, report 1931 losses, respectively, of $215,500, $216,000 and $1,447,253. The special excise tax of 5 per cent on manufacturers' sales of radios, phonographs and accessories, if imposed, there is every reason to believe, will be borne directly by the buying public as it cannot be reduced."

"The returns expected from the proposed radio tax will be much below the estimate of federal experts. Not $11,000,000, as estimated by House and Treasury experts, but $7,731,750 in taxes would be realized at 5 per cent based on 1931 sales. This equipment, which is irreplaceable, is improbably, especially if a sales tax is added to reduce volume."

See Big Market

THIS YEAR will bring a demand for 3,000,000 radio receivers for replacements alone, R. G. Dun & Co. predicts following a survey of the radio industry. The replacement prediction was based on the premise that the life of radio sets is 20 months. The survey indicated that sales last year averaged 250,000 a month and that there were 16,100,000 sets in use on January 1, last.

KOB Will Move

KOB, State College, N. M., licensed in 1931, is scheduled to move its facilities to Raton, N. M., and has already lent commercial to the AMERICAN RADIO HISTORY. It will also publish a quarterly magazine. The move is occasioned by the Radio Commission decision that Station RNO, Sante Fe, owned by the University of New Mexico, has not been used sufficiently to warrant a full-time educational service, and that the station abnormal change in its signal.

The new station will be on 14,000 kc. with 100 kw. output and an effective radius of 50 miles.
Two Stations Appeal From Commission Decisions Reducing Operating Hours

WRK Case Tests Radio vs. Press Rights; KFXA Fights Time Shift; KFAB Libel Suit Arguments Heard

TWO NEW APPEALS from Radio Commission decisions, added to litigations involving other station matters, make court sessions of broadcasting in the state courts, constituted the activity in radio jurisprudence during the past few days.

In one of the new appeals, filed by WRAK, Williamsport, Pa., from the Commission’s decision reducing by one-third the time that it may operate, the court granted a stay order, restraining the Commission from making the decision effective until the action reducing the time by WEAK, Williamsport, Pa., is heard.

In the other appeal, filed by KVA, Seattle, from the action reducing it to limited operation by KVI, Tacoma, an ordered exchange of facilities, a stay order is requested, and probably will be acted upon within the next few days.

In the WRAK case, viewed as somewhat of a test as between the competitive rights of radio versus the press in location of facilities, developments were rapid. On March 18 (see Broadcasting, April 1) the Commission in a decision of the Sun-Gazette Co., of Williamsport, Pa., for one-half of the assignment of WRAK, on the company’s application, determined the assignment full time with 100 watts. The denial was on the technical ground that the transmitter was not in a position by the company to operate a station. WRAK, however, was reduced to one-half time.

On April 8, however, without a hearing, the Commission granted the newspaper authority to build a new station using the other one-half of the facility in Williamsport, under the auspices of WRAK, to fight the Sun-Gazette both ways. The newspaper is beginning as a weekly, and is required to prove its case; in fact, if a new charter had been previously granted, it could be heard without a hearing.

The KVA appeal was filed immediately following the Commission decision.

Sustaining Chief Examiner Yost, the Commission granted the application of KVI to change from limited to full operation, and to a full 760 watts on 570 kc. with 500 watts night and 1 kw. L. S., KXA, assigned to 570 kc. with 500 watts, was affiliated, and was switched to KVI’s former assignment. The interchange is to become effective April 1. KISA, the former owner of KVI, sought permission to appeal the decision of the Commission.

At the same time the Commission denied the application of KGQ, Minns., Mo., for a switch from 1420 kc. to the present KVI assignment.

Marconi Still at It

GUILLAUME MARCONI has developed a successful ultra shortwave radio telephone, claims one of his associates, and predicts that he will invent a similar device for adaptation to television. On April 6 he conducted a test near Genoa over a distance of eight miles with 52-centimeter aerials.

The first practical application of the device will be made with the installation of a shortwave telephone in the use of Pope Pius between the Vatican and his summer home on the Italian Riviera. Speaking to the Associated Press correspondent, he said: “I expect soon to be able to see my family in New York while I speak with them by wireless telephone.”

High Power Cases

IN THE high power litigation, involving the appeals of a half dozen stations from the Commission’s decision of last October permitting nine of them to go on the air, their request to put on clear channels to 50 kw., the Court granted all appellants a postponement until June 1 for the filing of their briefs, none of which is understood, will be consolidated, containing the arguments of all of the appellants, since the issues are similar.

The court also has decided to hear oral arguments May 1 in two of the most important appeals now pending before the court. The Rev. Robert Shuler, Los Angeles, and WIBO, Chicago. Louis G. Caldwell, counsel for Shuler, makes a strong plea for freedom of speech on the air in the salient issue in his patent. Levi Cooke, counsel for WIBO and WPBC, also of Chicago, ordered deleted by the Commission in favor of WJJS, Gary, Ind., to tend toward the hearing is a question of proportional distribution, relies on property rights and the process of law, as well as an allegation of “arbitrary and capricious action” on the part of the Commission. Briefs already have been filed in the latter case.

In the case of Peoples Pulpit Award, political candidate, Chicago, ordered deleted along with WJAZ, Chicago, because of purported failure to serve public interest, and also to equilibrate quota distribution, the court received a motion to dismiss the appeal, along with a motion by the appellant to extend time once again for filing, in a request to print the record in the case. George O. Sutton, counsel, filed a motion to deny a request to withdraw as counsel for WCHI.

Arguments were heard by the Nebraska Supreme Court April 4 in the five day trial of a case involving KFAB, Lincoln, Neb. The issue was whether stations are exempt from liability for libel committed in the printing of material purchased to answer addresses of opposing candidates or whether the radio newspaper libel statute should apply.

KFAB is a joint defendant in the case along with Richard F. Drury, Inc., publisher, and the person addressed, and Drury was invited to call for a free copy to the motion picture if he were listened.

Pepsond Success

(Continued from page 13)

tell me why it is that most of the mail the boys get is addressed to Andy.

A great deal of the commercial success of the program is due to his fantastically successful since its introduction.

For further information on the program, the announcer is not a radio actor, he is a radio comedian and a shadow. He began to wonder what it was doing for us, and decided to check up on it.

“We are putting this program on for your enjoyment, but after all to us it is a means of advertising if you see and you buy. It is making new users for Pepsond tooth paste and antiseptic. If you don’t buy this tooth paste, we are going to vote you out in a vote to that effect on the back of Pepsond carton.” And we offered to send a small premium to any one who was kind enough to answer.

Courage Required

WHITHOUT going into numbers I may say that the response broke all records. The offer was last broadcast nearly two months ago, and we are just now mailing out the last of the premiums because the manufacturer couldn’t keep up with our demand.

The offer was made on the Canadian Red network; Chicago is the farthest western outlet; yet we received letters from listeners: from every Canadian province except British Columbia and from fifteen foreign countries. Explain that, although the program concerns a Jewish family, the vast majority of appeals to keep it on the air came from Gentiles.

Radio is a new medium. Its success depends on its performances; it must stand on its own feet. Certainly, no one can doubt that much; it is accused of being too commercial, of having too much advertising. Let me say that advertising is what the wires have to cut their talks to the minimum. I also think that many of the attacks on radio are inspired by other advertising media who feel that radio is taking business away from them. Well, isn’t that just what everybody has been trying to do to-day, to take business away from its competitors?

To advertise by radio takes courage, and a strong stomach, for you are told to go right out again with any success. You must have a campaign carefully planned in advance, and you must follow through it until you want to see it succeeded. Then, if you want to succeed on the air, And, after all, if you do that with any advertising medium, you are pretty apt to be successful.

EDGAR KOBAK, vice-president of McGraw Hill Publishing Co., New York, was among those chosen as general chairman of the program committee for the annual convention of the Broadcast Advertising Club of New York.

The convention is in the Hotel Waldorf-Astoria, New York, beginning June 19.
Killing the Goose

TO CALL the new music copyright yardstick of the American Society of Composers, Authors and Publishers preposterous would be putting it too mildly. In the face of the universal decline in commodity price levels, salary cuts and other equalizing moves, the Society advances a proposal that would cut into the very heart of broadcasting by boosting the tribute exacted from recording of copyrighted music more than 300 per cent.

In other words, it proposes to extort from an industry that can ill-afford its present payments of nearly $1,000,000 for music privileges to one among several copyright pools, an additional $2,500,000 a year, based on current estimates. The 1 per cent upon the $1,000,000 would be retained—the Society borrowing from the phraseology of radio—as a "sustaining" bounty. The additional revenue would come from what amounts to a 5 per cent tax on gross incomes of stations, although the Societydefinitely tries to conceal that fact in fancy verbiage.

The new yardstick is absolutely unacceptable. With a proper organic act, similar to that proposed in the now pending Dill bill, it would be illegal. In the face of the universal, the existing law does not curb the Society, and the Sirovich Bill, as reported to the House, would not correct this atrocious practice. In other words, as the law now is written, the Society can demand anything it likes, even using its power to tax as a weapon to destroy broadcasting if it so chooses.

Through its regional attorneys, scattered over the country, the Society will wield the big stick on stations and threaten them with lawsuits at $250 per infringement, unless they accede to the new terms. And until new law is enacted, there seems to be no way out for the broadcaster, with one possible exception.

That exception, in the view of legal authorities, may be a suit enjoining the Society for restraint of trade as an illegal monopoly. Radio broadcasting is interstate commerce, and anything tending to such commerce, in the judgment of the courts, is illegal.

The Society says it will have 5 per cent "of the amounts charged for the use of the facilities of the stations in respect to all commercially sponsored non-network programs." In the case of network programs, the 5 per cent will come from income secured by power of the stations to demand that the gross amount charged for use of broadcasting facilities.

Leaving aside the arguments on the utter inequity of the proposal, which would spell the doom of many small stations now barely surviving, as well as swallow up the narrow margins of profits some of the larger broadcasters are realizing, it may be possible to break down the subtle scheme. It is inconceivable that, if any standard of equity were involved, any court in the land would uphold such larceny. First, all commercial programs, whether over networks or independent stations, do not use only music controlled by the Society. Far from it. There are hundreds of thousands of selections in the public domain and there are thousands of programs, that, in their entirety, play a bar of Society-controlled compositions. The Society may control a large share of current popular music, essential to radio, but there are foreign compositions and a vast number of classical works it does not control.

Many programs commercially sponsored use little or no music, and easily could avoid use of Society-controlled works. Skits, like Amos 'n Andy and Myrt and Marge, are striking examples. And for political speeches, paid for by the political parties and candidates, by what rationcipation can the Society ask 5 per cent of the gross on such revenues? The Society also demands the right of snooping into the books of the broadcasters, to make sure the accounts are correct. That request is reprehensible. The idea of having a private monopoly fish into the private affairs of an industry is unheard of. The new scale is supposed to become effective June 1. In the interim, the NAB copyright committee, at the call of Chairman Paul W. Morency, will analyze the proposal. That it will reject it is certain. The NAB may make a counter proposition, but General Manager Mills of the Society says the 5 per cent scale is "unalterable." Now, more than ever, broadcasters should get behind the Dill Bill and end forever the unrestricted excesses of the Society and its ilk.

Allies of the Press

IT IS TO BE EXPECTED that the American Newspaper Publishers Association, meeting in annual convention in New York later this month, will repudiate the estimable Mr. Davis of the Ventura Free Press just as did his own California Newspaper Publishers Association a few months ago in a similar case. The A.N.P.P.A. proposes for revising the broadcasting structure, with the obvious intent of shearing the locks of present license holders in favor plainly of an eventual public or quasi-public monopoly, will inevitably be rejected by powerful elements of the press itself. Too many newspapers are too deeply involved in radio—happily owning or affiliated with stations—to lend to any belief that the American press can be swayed in any campaign against broadcasting.

In this issue we republish a revised compilation of newspaper owned and affiliated radio stations in answer to the many demands it has had for its original list—the only complete or nearly complete one ever compiled, we believe. We also commend to our readers the article in this issue on newspaper promotion by radio with Walter Damm, promotion manager of the Milwaukee Journal, who won Editor & Publisher's prize trophy for the best newspaper promotion in 1931.

Scanning this list, showing nearly 200 of the approximately 800 stations in North America owned by or affiliated with newspapers, and reading Mr. Damm's article, can there be any remaining doubts that radio is being used and can be used as a powerful promotional force for building newspaper prestige, let alone circulation and lineage? And we repeat what we stated editorially last November. So long as a goodly array of journalists are close corporate allies of radio, so long as the dissentient journalists are divided among themselves, and so long as there are non-radio-owning journalists with intelligence and vision enough to see that radio can and wants to be a powerful ally of the press—just so long need the broadcasters pay little heed to the temper in a teapot that certain press interests are trying to create.

ROME wasn't built in a day. Nor can broadcasting be. While plundering cliques are trying to undermine the foundation, remember that we are still building a broadcasting temple. Some raw materials and expert craftsmanship will withstand any storm. It's up to you in broadcasting—stations and agencies—sharply defined: Radio will further, not hurt, the journalism that we know to be a much-needed addition to the mortar that goes in the structure above ground. Refuse dubious medicine ads and questionable accounts, even if it hurts now, for it will pay handsome dividends later.

THE 1932 official log of broadcasting stations in the United States, based on the allocations as of Jan. 1, has been just issued by the Radio Commission. For the first time the log gives the status, in quota-units of each station, together with the links by toll letters, in the cities, zones and states. Correction sheets covering changes up to April 1 will be issued shortly, and will be followed by the regular addenda issued in the key months. Copies as well as may be procured from the Superintendent of Documents, Government Printing Office, or from the Commission for 15 cents.

THE INTERNATIONAL Bureau of the Telegraph Union, Radiotelegraph Service, Berne, Switzerland, now has available for distribution to the general public the following-named new lists of stations: Performing special services, $1.74; aircraft, $1.22; and broadcasting, $1.55. These prices include subscription to all monthly supplements up to the issuance of the next edition, and postage. All remittances should be forwarded direct to the Berne Bureau by international money order.

SOME FRANK opinions on radio programs are related in an article entitled "The Radio Audience Answers Back" appearing in the March 31 issue of "Advertising and Selling." Based on answers to questionnaires sent out by the Radio Co., Emporium, Pa., the article points out that the listeners showed an almost equal preference for the hours of from 6 to 7 and 7 to 8 p.m.

"A FACT PICTURE of the Food Fields" is the title of a booklet just issued by the McGraw-Hill Publishing Co., New York, to reveal the large amount of business done last year by the various food industries and to set forth present market conditions.
YEARS OF SERVICE TO COMMERCIAL RADIO

When WBT, Charlotte, celebrated its tenth anniversary April 7, it had passed its eleventh milestone. Anomalous as this statement may seem, it is a fact that the station actually went into operation in February, 1921, under experimental call letters on a regular broadcasting schedule. But it was on April 7, 1922, that the Department of Commerce awarded the station its present call letters.

This is what WBT calls itself the "Pioneer Radio Station of the South."

Even since its inception, Earle J. Gluck, now general manager and one of the foremost figures in radio circles in the south, has been associated with WBT. In fact, he was one of the group of technicians who, stimulated by certain Charlotte citizens, erected WBT's first transmitter.

Born May 23, 1900, in Baltimore, Earle J. Gluck entered radio as an amateur when he was 12 years old, operating SAIF in Baltimore. He then worked various radio operating jobs during vacations from school, and immediately upon the entrance of their country into the World War, he joined the navy as a radioman.

Serving on transports and subschasers in the North Sea until September, 1918, he was discharged as a chief electrician, radio. He then secured a job with the Southern Bell Telephone Company as test-board man. In February, 1921, he resigned in order to help F. M. Laxton and F. L. Bunker establish what was to become WBT. Bunker was chief engineer and Gluck was his assistant. Then Gluck became chief engineer. In 1928 he became general manager.

Besides managing the station, now fully owned by CBS, Gluck is supervisor of the Dixie Network established by CBS a year ago. The station is the Southern key of the network.

Like most other pioneer stations, WBT has been an engrossing daily affair, gradually stepping up its power until, under the 1928 reallocations, it secured 5 kw. on its clear channel. Then the station expanded its studio until they occupied practically a full floor of a downtown office building. Today, holding a 25 kw. construction permit, and planning to complete the installation of its new transmitter by the end of the month, WBT is one of the leaders in southern broadcasting and has a regular staff of nearly 40.

Although he is a crack technician himself, Gluck leaves all engineering details to Paul Rosekrans, his chief engineer. The program manager is L. A. (Pete) Ladoumian, who is active in local civic affairs. In Charlotte he is a member of the Engineering Club. He is also a member of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

PERSONAL NOTES

ON THE STAFF of the Chicago Board of Police, as members of its music committee, are Niles Trammell, NBC vice-president in charge of the Chicago division; Leslie Atlas, CBS Chicago manager; Steve Trombell, CBS Chicago public relations manager; J. Oliver Rishi of NBC and Judith Walker of WMAQ.

MAJ. GEN. CHARLES MCK. SALZTBERG, chairman of the Radio Commission, was one of the group of active and retired generals of the Army who were guests of President Hoover at the White House, March 29, at a dinner in honor of General Pershing.

GEORGE KINCAID, operating KFJJ, Klamath Falls, Ore., has been elected president of the Pacific Northwest Broadcasting Association, comprising 17 Northwest stations.

WILLIAM S. HEDGES, manager of WMQA, Chicago, and past president of NAB, was unanimously elected president of the Chicago Broadcasters Association April 1. Homer Beggs, manager of KFY, was reelected vice-president, and W. E. Hutchison of WOC was elected secretary-treasurer. The directors are Quin A. Ryan, manager of WMAQ and Morgan C. Boman, of WENR, retiring president.

M. H. AYLESWORTH, president of NBC, returned to New York April 5 after spending a week in Augusta, Ga., playing golf with the J. Edgar Hoover Trophy.
As Lincoln Said—

NO BROADCASTING station can please "all of its listeners all of the time," said Radio Commissioner Thad H. Brown, in his first broadcast, re- terence since assuming that office. "Its task will be well done if it can please all of its listeners some of the time and some of its listeners all of the time." These words were spoken by Col. Brown April 2 over WORK, York, Pa., during its dedicatory program.

Copyright Fees Are Boosted

(Continued from page 6)

to the organization controlling the performance rights in phonograph records such as the Society, as well as to the record manufacturer.

The provision was incorporated upon the recommendation of the Second RCA Victor, Columbia and American phonograph companies. There has been no estimate as to how much money will be raised if the provision became a law. On the other hand, RCA Victor has indicated that it did not have in mind any premium or royalty to be used as sustaining features, but that only such recorded presenta- tions as were time-limited or mino ried would be subject to license, and then only modestly.

Music Sales Hard Hit

PHONOGRAPH record manufactu- rers, like the music publishers, contended that their unit sales have diminished and that the direct result of the inroads of radio. Publish- ers assert sheet music sales now are down 50% and that any radio should make up the loss. The phonograph record manufacturers contended that phonographs and records are apparently on their way out.

Mr. Bellops said the NAB will fight any phonograph copyright right provision to the bitter end. De- claring that it was doubtful that the courts will uphold such a law, even if enacted, how "hand- ful" that the provision would be eliminated, either on the floor of the House or by conference between the House and Senate. "We are fighting the provision because of the principle involved, rather than the immediate danger to broadcasters," he said.

In his report to the House cover- ing the bill, Dr. Sirovich said the measure would modernize the exist- ing law enacted nearly a quarter of a century ago. His first attempt at radio copyright legislation con- sideration the plight of the broad- casters, but a subsequent measure, (H. R. 10740) which he introduced May 16, required all stations to pay 2½% less from the radio standpoint. The final draft, as reported to the House, however, seems to incor- porate a number of provisions ac- ceptable to broadcasters, but, as previously stated, ignores the all- important copyright question, which injects the phonograph copyright issue.

The basic function of the new measure is to extend copyright in the first instance in the author and to protect him all down the line; to fix the term of copyright for 56 years from the date of first publica- tion or presentation of the work; to protect American works abroad by making it possible for the United States to adhere to the Internatioanl Copyright Union; to give the copyright owners "complete protection for the use of works over the radio" as well as protection to any new rights which may develop in the future, to give ade- quate protection for all innocent infringers, and finally to provide more re- strictions of computing damages and awarding

New Rules Boost Amateur Activities

GREATLY improved operating conditions in amateur radiotele- phone are anticipated as a result of modifications in the Radio Com- mission rules recently announced. The re- duction of two other phone bands and restriction of telephone opera- tion in general to amateur opera- tion is expected to have a salutary effect on radio communications.

The 50 kc. sub-band beginning at 1,975 kc., which previously con- tained the bulk of amateur radiotelephone operation, has been doubled in width and located at the upper end of the amateur 3,500- 4,000 kc. region, or at 3,900-4,000 kc. Operation on this band, to- gether with that on the now halved 14,150-14,250 long distance ter- ritory, is restricted to those ama- teurs holding special licenses from the Department of Commerce, certifying special ability in radiotelephony.

Unrestricted amateur phone oper- ation is thereby confined to two amateur bands, one from 1,875 to 2,000 kc., or half of the "160 meter band," in which beginner's and educational stations are carried on, and the other comprising the entire amateur 5,600 to 60,000 kc. band "at five meters," on which a great deal of purely local work is done.

The regulations comprise in de- tail a previous proposal made by the board of directors of the Amer- ican Radio Relay League, the national amateur organization.

Copyright Fees

Copyright Fees are to be increased from the present 3.5% to 7% of the retail price of phonograph records, with the new fees to be collected by the phonograph manufacturers and paid over to the Copyright Office. This increase is to be effective May 1, 1932.

R. T. I. C. LAPEL - MIKE

Diameter 1 1/4 in. Wt. 1/2 oz.

A Real Working Instrument

Carbon granule type microphone, absolute fidelity, rugged, operates with any standard microphone amplifier. No equalization, performance comparable to any carbon mike.

NOT A TOY

Write for information on this and other microphones of the complete R. T. I. C. line.

RADIO TELEVISION INDUSTRIES CORP.

Dept. B-1

130 West 42nd St.
New York City

KELOGG'S Singing Lady, a children's feature, built and produced at WGN, Chicago, was nominated for NBC's network of 13 stations. They are: WIBA, WEBC, WBAY, KFIR, WTMJ, KNDR, KVVO, WXY and XPRG. 

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BROADCASTING • April 15, 1932
The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WEII, Boston, reports the following new accounts: April 1 to June 24, through Scott Howe Bowen; King Ar- 
ta, Inc., (Ovaltine), three programs, April 15 to June 1, 
through Scott Howe Bowen; Station Mutual Life Ins 
urance Co., five New England programs, April 15 to June 
24, through Scott Howe Bowen; Mutual Life Insurance 
Company, five programs, April 1 to June 24, through 
Scott Howe Bowen; WOR, Newark, reports the fol 
lowing new accounts and renewals: United States Lines, 
13 weeks, through B. J. Fox, New York; The Man 
hattan Soap Co. (Sweetheart soap), every Thursday un 
til July 7, exclusives, through B. J. Fox, New York; 
Crowell Publishing Co. (Woman's Home Companion), year's contract, through B. J. Fox, New York; Mart 
in-Pilling-Shaw, Inc., Philadelphia, Pennsylvania, 
weekly, starting J. J. Fox, New York for fur, daily time 
amouncements, through B. J. Fox, New York; Agency, New York; The John F. Jelke 
Co., Chicago, (magazines) tri-weekly during April, National Radio Ad 
terising, Inc., Chicago; Closet Mothers 
Proofer, Inc., April 11, Mi., Ar 
chitex, New York; New York; Inter 
national Vitamint Corp., New York, year's contract, through B. J. Fox, New York; Shirley 
Wynne, Stack & Associates, Minneapolis, (Tripletoe 
 Marcus-Lesoine, Inc., (Lovalon) weekly, starting B. 
J. Fox, New York; WOR, Newark, has renewed its contract with Mr. and Mrs. E. Guy 
Caldwell, Inc., to conduct on WSB, Minneapolis, (Moth) and Lanco Service Stores, local in 
dependent grocers, co-sponsoring with the stations.

ADDITIONAL accounts reported by WIP-WFAN, Philadelphia: Lindlaugh's Magazine, Inc, New York publishers, April 17 renewals, New York (injekt-o), participation in daily home economic period; Kruschek 
salts, daily 7, 5 and 9 p.m. time sig 
nals.

WFAA, Dallas, has added to the list of stations conveying the "Cen 
terville Sketches" recorded feature sponsored by the Charles H. Eires Company, (root beer) through the summer months on KFWB, Hollywood. Question and answer period containing present facts about the Olympic games will be used.

HONES DAIRY FARM, Fort Atkin 
son, Wis., late in March began a series of three 
weeks over KSTP, St. Paul, as a test to deter 
mine whether to continue with a na 
tional campaign for next autumn.

NEW ACCOUNTS at KFOR, Lincoln, Neb.; Gooch Milling & Elevator Co.; Vita-Nod, Earl Carylly gasoline sta 
tions, Valley Center; Lincoln School of Commerce, al 
low.

NETWORK ACCOUNTS

H. J. HEINZ Co., Pittsburgh, (rice crackers) April 17 renewals, "American Cook 
books," of comic strip fame, on 55 CBS stations, Tuesday and Thursday, 6:45 to 7:15 p.m., EST. Young & Ru 
bin, Inc., New York, handles the ac 
count.

THE TEXAS Co., New York (gasoline and oil) on April 26 starts program (undecided) on NBC-WEAF and sup 
plies the stations, Tuesday 9 to 10:30 p.m., EST, Hanf Metager, Inc., New York, handles the account.

THOMPSON PRODUCTS Co., Cleve 
land, Ohio, has signed a contract for 12 started musical program on NBC 
WJZ network, Wednesday, 8:45 to 9:15 p.m., EST.

BORDEN SALES Co., New York, on May 6 begins a Friday, 11:30 to 11:45 a. m., PST, series over seven NBC stations.

C. M. KIMBALL, New York, has 
renewed its contract with the NBC network of 19 stations, featuring a food talk. Young & Rubin, New 
York, handles the account.

THE WANDER Co., Chicago, (Oval 
line) on May 9 starts "Little Orphan Annie" on NBC-KPO network, evenings. Young 
& Rubin, Inc., New York, handles the account.

SINCLAIR REFINING Co., New York, (gasoline and oil) on April 11 
signed a contract for NBC-WJZ network, Monday, 9 to 9:30 p.m., EST, handling the account.

GENERAL MILLS, Minneapolis (ama 
que) on April 19, 1970 renewals 31 CBS stations, Tuesday 10:15 to 10:30 p.m., and over 
KGO network of 9 stations, featuring a food talk. Young & Rubin, New York, handles the account.

BAYEK Co., Inc, New York, (as 
pin) on April 17 renewes "American All 
round" on NBC-WEAF and WJZ, a series of one program to be decided later. First group will go 
on NBC, Monday, 11:30 to 12:15 a.m., EST. Second group will begin Tuesday, 12:45 to 1:30 p.m., DS, for three 
weeks; second group, Monday and Friday, same time, for three weeks. Foxen, Inc., Chicago, handles the account.

WILLIAM ROGERS & Son, division of Inter 
national Harvester Co., New York, (silverware) on April 15 started year's contract over 21 CBS stations, presenting a series of fifteen 30 minute programs from April 25 to June 17. Thursday, 8:45 to 9 a.m., EST, until April 24, then 8:45 to 10 a.m. EST. Foxen, Inc., New York, handles the account.

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weeks; second group, Monday and Friday, same time, for three weeks. Foxen, Inc., Chicago, handles the account.
The same program, entitled "Songs of Israel," which consists of ancient Jewish songs and music. The feature may be heard each Thursday, 5 to 6 p.m., on KFAC, over KFAC, Los Angeles. The programs are broadcast by matrons and feature noted Jewish singers.

WORLD BROADCASTING SYSTEM is producing a new series of 15-minute transmissions for local or sectional sponsorship, entitled "The Musical Exchange." An orchestra with Adelle Starr, pianist, formerly with WTM, Cleveland, and heard on NBC and CBS, and Sid Garry, baritone, with McElroy and Co., Chicago, is featured. The selections are introduced in a novel and amusing manner by a switchboard operator.

PROSPECTS

RADIO will be used along with generation in the advertising of the o'or Products Co., Cleveland (cosmetics). Sharp & Associates, Cleveland, has been appointed to handle the account.

ANGELA VARORA, New York, (beauty preparations) will use radio in a new campaign. Raimes, Whitehill & Sherman, New York, will handle the account.

BETH HUGHES, Rochester, N. Y., (Kruschen Salts) is placing spot announcements two and three times each day in WABC and WNYC, New York, to use any test campaign proves successful. Harold D. Franz & Co. handles the account.

KALAMAZOO STOVE Co., Kalamazoo, Mich., will use part of its new $200,000 advertising budget on local broadcasting along with other media in Green, Fulton, Cunningham Co., Chicago, handles the account.

GENERAL WESTERN FACTORS, Ltd., 108 West 6th St., Los Angeles, (corn cullous compound), through its president, E. C. Gatlin, has announced that it purchased the Cactus Remedy Co., of Kansas City. Plans called for the removal of the manufacturing and distributing headquarters to Los Angeles. To effect a smooth transition with an uninterrupted service to its customers, it was announced that the Cactus Remedy Co., of Kansas City, will be continued.

CARRIER PIGEONS were used by employees of McElroy and Co., Chicago, to report to the station when the broadcast was started in an extensive survey of reception. The company has been experimenting this month with the simultaneous broadcasting of the same program on five different stations.

THE WURTLING PIPE ORGAN installed recently by W.K.J.C., Lancaster, Pa., was dedicated with a special program for the benefit of the company. The company claims to be the first 100-watt station in the country to install a pipe organ in its studio.

WESTINGHOUSE has been experimenting this month with the simultaneous broadcasting of a program over two different stations. The station in Westfield and outlet WWXK, the latter for broadcast- ers, are located in the same area. The stations are hooked together for the entertainment, but a split is made whenever it is necessary to avoid the possibility of the announcements over WWXK are made in Spanish.

MESSAGES by mail and wire indicate that the account is being handled by new installation recently by the Los Angeles Broadcasting Company for KFAG has "the proper strength and quality," according to officials of the station. The station in Los Angeles, New York station which is a part of a new network of the broadcasting company building, which takes the air at 6:30 a.m., is the first station to use the new equipment and has cost $115,000.

WKJC, Lancaster, Pa., has been supplying its listeners regularly for the past several years with all information prepared for broadcasting by the U. S. Department of Agriculture. Besides the daily Housekeeper's Chats and Farm Flashes, the program includes the Weatherman, Uncle Sam's National Health Talks and the Sportsman's Friend. WKJC is the only station in the area which regularly broadcasts the Arlington time signals.

KGU, Honolulu, known as "The Voice of the Hawaiian State," marks its 25th anniversary May 11. Special broadcasts have been arranged, some of which may be heard to the Hawaiian Islands, with which the station recently became affiliated, getting its programs via ship and plane to and from each other. The station was the third to be licensed.

WAGM, Presque Isle, Me., claims to have the largest number of employees of any broadcasting station. The average age of its employees is 21 years. Harold Lloyd, manager, program director, continuity writer, studio pianist, announcer, is 23; Lester Hughes, chief engineer, soloist and studio technician, is 22; Lewis G. Hersey, treasurer, bookkeeper, publicity and sales director, continuity writer, soloist and announcer is 27; Robert W. Maclennan, chief engineer, 23; Lawrence A. Briggs, advertising manager, continuity writer and salesman, is 21.

AGENCIES AND REPRESENTATIVES

McUNKIN ADVERTISING Co., Chicago, has added F. Leo H. Blakely, former musical director for the Balaban & Katz theaters and now handling radio programs, to its staff to handle talent and programs for its radio account.

MYRON P. KIRK, formerly with N.E. Co. and now in Chicago, has joined the H. Jack Lang agency of Cleveland as manager of radio advertising.

JOSEPH R. SPODEA, in radio for several years in Chicago, has been placed in charge of the Detroit office of K.O.I.P., Inc., with the editor of the Detroit Free Press, and the management of the office.

JR. member of the Chicago Broadcasting Association, has been named manager of the Alabama office, now at 900 Park Square.

RADIO PUBLICITY Co., now located at 200 No. Wabash, Chicago, has been named Chicago representative of KRMD, Shreveport La. Among the accounts being placed by Radio Publicity is the Central Church of Christ.

The American School of Chicago; McCarrie School of Mechanical Dentistry, and Uzarka, Inc. (Ozark radio),
WHEN you advertise over WLW, your sales message is powered by 50,000 watts and is broadcast from “near the center of population” on a cleared channel with 100% modulation.

The story of your product goes out in all directions to the millions of responsive radio listeners in the rich industrial and farm markets of the Middle West. For details, send for our handsome, free, 72-page brochure.

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President
CINCINNATI
**SPRING RAINS and SUNSHINE**

Combined with heavy winter snows have improved the morale of the people of the Middle North West. Like the drouth of 1931, the depression is broken. People are buying and whether it is washing machines, or refrigerators; baby chicks or cattle; cosmetics or automobiles; you have a wonderful opportunity to cash in.

Reach This Market in North Dakota, Minnesota, South Dakota and Nebraska through WNAX Yankton So. Dakota

**PROGRAM NOTES**

NBC's Pacific Division reviewed five years of progress in a two-hour broadcast on its anniversary, April 5. A portion of the dedication program, which was originally broadcast from the Hotel St. Francis, San Francisco, and excerpts from eight programs presented during the week of April 1, 1928, were offered.

THE FILM rights of Chandu, the Magician, have been sold to the Fox Film Corporation, according to Harry A. Earnshaw, president of Earnshaw-Young, Inc., of Los Angeles, which owns and produces the popular radio serial.

STAFF ENTERTAINERS of KFOR, Lincoln, Neb., recently staged a show at the local veterans' hospital. The program was broadcast by remote control.

YEARS ago KFOX, Long Beach, Cal., established the policy of barring visitors at all times from its studios, but in order that the public might see the talent at some time or other it has staged a radio revue nearly every year. The 1932 presentation has been scheduled for April 16 in the municipal auditorium with the entire cast in revue.

FOLLOWING the lead of the New York Advertising Club, the Newark Athletic Club is broadcasting its weekly luncheon over WOR, Newark. Both clubs make it a point to have outstanding speakers at these luncheons.

THE CAST of the KFWB (Hollywood), hi-jinks program on April 2 launched a series of personal appearances without, however, interfering with the Sunday night program sponsored by Franco American Baking Co., Los Angeles.

**BOTH the ATLANTA CONSTITUTION, which formerly owned what is now WGST, and the ATLANTA GEORGIAN, Hearst newspaper, are buying time for news flashes over WGST, Atlanta. The station claims that Roy Roberts, its "Newscaster," scored a scoop on the Lindbergh kidnapping with his broadcast flash at 10:15 p.m., CST, March 1. The GEORGIAN's flashes are known as "The Globe Trotter" and are conducted by Mike Thomas, reporter of the newspaper who devotes most of his time to their preparation.

LOCAL TALENT entirely was used by WEEU, Reading, Pa., on Palm Sunday, when it broadcast the initial program by its 35-piece orchestra of John Stainer's Lenten cantata "The Crucifixion," with a chorus of 50. The performance was given in a local theater under auspices of the station. No admission was charged and 2,500 attended.

MORE THAN 30 lion roars were recorded before the proper one was found for the Manor Park foods program, heard on WGN, Chicago. A lion in the Cincinnati zoo did the trick.

KECA, Los Angeles, has started a new weekly feature by Robert G. Wolff, chemical engineer, as "The Common Sense of Science," with intimate chats on science in everyday life.

NEW YORK state police have been accorded a daily period for broadcasting special information over WOKO, Albany, by Harold E. Smith, general manager. Announcers have been drafted from the ranks of the state troopers.

A NOVEL commercial announcement has been evolved by Lyn (Headline) Willis, the Bethlehem news reporter on WIP-WFAN, Philadelphia. In the midst of his news flashes he breaks in with: "And here's some good news from your home town. You can get Betholine gas..."

A RENACTMENT of a Congressional debate on the seed loan between Representative James. of Texas, speaking for the farmer, and Representative Luce, of Massachusetts, speaking for the eastern financial interests, was broadcast recently over WJAG, Norfolk, Neb., by means of an electrical transcription. Representative Howard, of Nebraska, supervised the production in Washington.

THE NATIONAL Advisory Council on Radio in Education, with the cooperation of the American Political Science Association, on April 5 started a series of 14 broadcasts over a nation-wide NBC-WJZ network each Tuesday, 8 to 8:30 p.m., EST and DST. The subject of the forum is "About Your Government," and the speakers include prominent educators, historians and journalists. The following stations are carrying the series: WWNC, Asheville, N. C.; WBN, Baltimore; KGBH, Billings, Mont.; KPR, Butte, Mont.; WLS, Chicago; WCKY, Cincinnati; WFLA, Clearwater, Fla.; WQAR, Cleveland; WIB, Columbus, N. C.; KOA, Denver; WJDX, Jackson, Miss.; WREN, Kansas City, Mo.; KECA, Los Angeles; WIOD, Miami; WSMB, New Orleans; KOIL, Omaha, Neb.; KIAR, Phoenix, Ariz.; WFTY, Raleigh, N. C.; WHAM, Rochester; KSL, Salt Lake City; KFSD, San Diego; KYA, San Francisco; KPO, San Francisco; KJB, Seattle; KTKS, Shreveport, La.; KGA, Spokane, Wash.; KWK, St. Louis; KVOO, Tulsa, Okla.; and WRC, Washington.

"PEOPLE WHO BREAK the Law: What to do With Them," will be the general title of a new series of quarter hours over KOA, Denver, through the spring. Faculty members of the University of Colorado's law school will lecture once a week.

L. A. WEISS, manager of KJH, Los Angeles, has started a weekly series of talks to fans on radio. This is his first microphone work.

**WOR**

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

"STATION TESTED"

WOR spends a fortune each year testing programs on the air so you may sponsor a feature which will bring results immediately. • Synopses and prices of "Station-Tested" programs will be quoted upon request.

**BAMBERGER BROADCASTING SERVICE, INC.**

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY • New York City
Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

* * *

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES
Saturday night, March 19, Radio Station WLS broadcast its regular Saturday night Barn Dance program from the 8th Street Theatre in Chicago. An admission charge of 50 cents for adults and 25 cents for children was made.

Various experts said it wouldn’t pull—or it wouldn’t broadcast satisfactorily. And it did both. The theatre was filled to capacity twice and over 500 were turned away at the box office because of lack of room. Listeners outside said the air reception to the program was perfect.

It isn’t the first time WLS has upset accepted theories. A year ago at the International Livestock amphitheatre over 12,000 people on one night paid 25 cents each to see this same program broadcast in a drive for charity funds. At the Indianapolis State Fair, 7,500 people paid 50 cents each and at Springfield, 3,500—capacity houses in each case.

Then on the air—advertisers told us “afternoon is no good.” But one five-minute broadcast alone brought requests for 7,650 catalogs on home needlework. A half hour on Sunday afternoon, 10,000 requests for free samples. And on Saturday morning “when the children are all out at play,” a single fifteen-minute program brought over 5,000 drawings, all from children of under 15 years.

Such results—duplicated almost daily—are the result of genuine station popularity. WLS knows its audience; knows what they like—and knows how to produce programs of such popularity to listeners that they pay advertisers.

After all, isn’t that what advertisers want?

The Prairie Farmer Station
50,000 Watts  •  870 Kilocycles

50,000 Watts 870 Kilocycles Clear Channel
1230 WEST WASHINGTON BLVD., CHICAGO, ILL.
BURRIDGE D. BUTLER, .eso.  GLENN SNYDER, Station Manager

Newspapers Affiliated With Radio ...
(Continued from page 8)

TEXAS
WFAA, Dallas—Owned by Dallas News and Journal.
WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.
KLKD, Dallas—Owned by Dallas Times-Herald.
WRR, Dallas—Affiliated with Dallas Dispatch.
KDBC, Houston—Owned by Houston Post-Discpatch.
KTLC, Houston—Affiliated (corporate) with Houston Post-Discpatch.
KFUL, Galveston—Owned by Galveston News and Tribune.
KSAM, San Antonio—Affiliated with San Antonio Light (Hearst).
WOAI, San Antonio—Affiliated with San Antonio News and Express.
WACO, Waco—Affiliated with Waco News Tribune.
KKWG, Brownsville—Operated by Brownsville Herald; owned by City of Brownsville.
KGPL, Corpus Christi—Affiliated with Corpus Christi Caller and Times.
KGKL, San Angelo—Affiliated with San Angelo Standard-Times.

UTAH
KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT
WCAX, Burlington—Owned by Burlington Daily News.
WJW, Waterbury—Owned by Waterbury Record.

VIRGINIA
WDRT, Roanoke—Owned by Roanoke Times and World News.

WASHINGTON
KOMO, Seattle—Affiliated with Seattle Post-Intelligencer (Hearst).

WEST VIRGINIA
WHIS, Bluefield—Owned by Bluefield Telegraph.
WSAZ, Huntington—Affiliated with Huntington Advertiser and Herald Dispatch.

WISCONSIN
WTMJ, Milwaukee—Owned by Milwaukee Journal.
WSIN, Milwaukee—Owned by Milwaukee Wisconsin News (Hearst).
WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.
WERC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WRJN, Racine—Owned by Racine Journal-News.

WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAI
KGU, Honolulu—Owned by Honolulu Advertiser.

KGB, Honolulu—Affiliated with Honolulu Star-Bulletin.

CANADA
CHNS, Halifax, N. S.—Owned by Halifax Herald.
CKAC, Montreal, Que.—Owned by Montreal La Presse.
CKIC, Quebec City—Owned by Quebec La Soleil.

CUBA
CMCX, Mariano—Owned by El Mundo.

MEXICO
XEX, Mexico City—Owned by Mexico City Excelsior.

Decennial of First News Broadcast is Celebrated

WWJ, Detroit, Pioneer American broadcasting station, on April 3 celebrated the tenth anniversary of the first time in the history of the Associated Press that radio was used in the dissemination of news. The occasion was one of the worst blizzards in Michigan’s history, and the newscaster was David J. Wilkie, Detroit correspondent of the Associated Press.

With all of the older forms of communication blocked, Wilkie accepted the invitation of THE DETROIT NEWS to read his dispatches over WWJ, which it operates, in the hope that they would be picked up outside the city. Until several days later when he received copies of papers carrying the dispatches, he did not know whether the broadcast had been successful.

Frequency Measuring Service

Accurate measurements of your station frequency when you need them most.
Do you comply with General Order 116?
JUNE 22 WILL SOON BE HERE.

R. C. A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET
NEW YORK, N. Y.
Prompt Deliveries from warehouse stocks

FOR the convenience and protection of broadcasters and their broadcasting services, DeForest has completed arrangements for the stocking of DeForest transmitting audions at convenient points throughout the country. The following types are kept in stock, ready for immediate shipment upon receipt of your orders:

- Type 510: 15-watter
- Type 511: 50-watter
- Type 503A: 50-watter
- Type 545: 50-watter
- Type 560: 75-watt Screen Grid
- Type 565: 7.5-watt Screen Grid
- Type 504A: 250-watter
- Type 549: 350-watter
- Type 566: Mercury Vapor Rectifier
- Type 572: Mercury Vapor Rectifier
- Type 569: Mercury Vapor Rectifier

Complete stocks of the above types are maintained at the following distributing points:

- Chicago: 600 West Jackson Blvd.
- Atlanta: 128 Marietta Street
- Minneapolis: 529 Seventh Street So.
- Seattle: 109 Bell Street
- Los Angeles: 1724 South Flower Street
- Kansas City, Mo.: 2004 Grand Avenue
- Pittsburgh: 305 Seventh Avenue

Write, 'phone or wire your orders to the DeForest branch nearest to you, and your audions will be on the way to you within an hour. SERVICE, as well as QUALITY, are yours when you simply specify DeFOREST AUDIONS.

Send for literature covering the complete line of DeForest transmitting and receiving tubes. If interested, ask for technical data on DeForest transmitters, rectifier units, frequency control and frequency monitoring units, television equipment, etc. Our engineers are always ready to cooperate on your technical problems.
Broadcasting Not a Common Carrier
(Continued from page 11)

Reiterating that broadcasting was practically unknown in 1919 when the Transportation Act was framed, Mr. Cheseldine said early broadcasts were largely designed to create interest in receivers, but other lines of business soon adapted radio as a means of advertising and "it has now become a highly commercialized business of selling advertising facilities." The first paid sponsored program was broadcast in 1922 from WEAP, he recalled, whereas now there are more than 600 commercial stations in operation.

That Congress did not intend to include the broadcasting of entertainment and advertising matter as performed by the defendants is clear from an examination of its proceedings leading up to the adoption of the 1920 act, the examiner said. The intent, he held, was plainly to subject concerns then attempting to transmit communications by means approximating to the same rules and regulations as then prevailed in connection with the communication of intelligence by other means.

Congress now is giving grave consideration to the quality of broadcasts being put on the air with a view to improvement, "because of the growing dissatisfaction with the present use of radio broadcasting facilities," Mr. Cheseldine brought out.

"As Congress established the Federal Radio Commission as its agent to supervise and control matters arising out of radio activities, may it not be presumed that it gave to that Commission such powers as it thought deemed necessary and appropriate to adequately take care of and protect the public interest in radio broadcasting?" he asked.

"And this, notwithstanding opinions expressed by certain members of Congress when the radio bill was being considered, that the Interstate Commerce Commission then had jurisdiction over and authority to regulate and control the rates and charges of a broadcaster, and that Section 14 of the Radio Act makes a finding that the Interstate Commerce Commission, in the exercise of authority conferred upon it by law, that the charges and practices of a licensee with respect to the transmission of radio communications or service are unreasonable or discriminatory, a basis for revocation of a license of a broadcaster by the Radio Commission."

"But these facts do not invest the I. C. C. with such powers of regulation. We must look to the Interstate Commerce Act for any power the I. C. C. may possess in this respect, and we must conclude that the act did not give it the power or authority to regulate or control the rates, charges, rules, regulations and practices of defendants."

Actual day-in and day-out operation by station personnel is the final and crucial test that every frequency monitor must some day meet. General Radio frequency monitors have been tested that way since last December.

Here's the record: 11 have seen service for more than 3 months, 27 for more than 2 months, and 51 for more than 1 month. That's an indisputable proof of reliable operation that no unsupported claim can brush aside.

Nor should any station owner who expects to continue operating after June 21 overlook the question of deliveries. Our delivery record assures you that you can have a frequency monitor in your station well in advance of the deadline, if you place an order now with General Radio.

General Radio frequency monitors are backed by a guarantee of accuracy that allows a substantial factor of safety over the requirements of General Order 116. They have been tested in service, and deliveries can, for the present, be made within four weeks from the date of your order.

Don't delay. You can lose nothing for General Radio guarantees to supply approved equipment or refund your money. Order now before the last-minute rush.

$550
COMPLETE
Less 5 Tubes

GENERAL RADIO Co.
CAMBRIDGE A, MASSACHUSETTS

Page 28
From "Radio Headquarters"

Precision Frequency Control for Broadcast Stations

For the use of those stations not heretofore equipped with 50-cycle control. To enable these stations to make, with the least difficulty, the necessary changes in their existing equipment to properly comply with G. O. No. 116. Designed by the engineers responsible for the remarkable record for frequency stability set by RCA Victor transmitters in the field. Consisting of three unit panels which may be used separately or together to fit efficiently any particular need.

Crystal Oscillator
Mounted on a 19" x 14" panel for rack mounting. Using a new Type UX-843 Radiotron (heater-cathode type UX-210). Completely enclosed in a temperature-controlled cabinet. Provided with either one or two crystal heater chambers, each with independent heat control. Designed to furnish plus or minus 50-cycle frequency control.

Buffer Amplifier
Mounted on a 19" x 8 3/4" panel for rack mounting. Using a new Type UX-844 Radiotron (heater-cathode type UX-865). Furnishing (when two such stages are used) excitation for a UX-860 or equivalent.

Power Supply
Mounted on a 19" x 12 3/4" panel for rack mounting. Using two mercury vapor-type 866 Radiotrons. Furnishing plate and filament voltages for one oscillator and two buffer stages.

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

Type EX-4170 Frequency Control Equipment
What Housewives Like Most
(Continued from page 7)
merely a guess, and considerably more information is necessary before a final conclusion can be reached.

In the morning, housework is the outstanding reason for inability to listen. This may hold true for every morning except Sunday when church is the primary reason for non-listening. Miscellaneous chores hold second place during every morning. These miscellaneous items are such conditions as children sleeping, programs uninteresting, etc. Business activities on the part of housewives are the third outstanding cause of inability to listen in the morning.

Conditions which keep the housewife from listening in the afternoon are in order of their importance: housework, television, business pursuits.

The conditions which make it impossible for the housewife to listen during the afternoon are a result of a social nature, such as the theatre and bridge parties. In the tabulation of results, these were classed under the heading, "miscellaneous." Pleasing the Housewife

After the program sponsor has determined the time during which to broadcast, he will find it profitable to ascertain the conditions which govern the listening during the time of his broadcast. Those conditions of listening which allow the housewife to give the most attention to programs will permit a more lasting and favorably impression to be made upon her memory.

During the morning the majority of housewives listen while they are working about the house. In the afternoon and evening reading seems to compete with the radio programs, while in the evening complete attention to programs is in order. Seventy-nine and one-tenth per cent of the housewives interviewed stated that they gave complete attention during the evening, but this is probably the other members of the family often choose the evening programs and this may diminish the effectiveness of an appeal made especially to housewives during the evening hours. In general the trend of listening throughout the day is from a great number of interruptions in the morning to almost complete attention in the evening.

The question may arise as to whether the housewife can be receptive to advertising while she is working about the house. Probably not, for she listens to talks to the housewife and she is interested in musical programs, which usually carry brief advertising messages.

When the program sponsor knows the type of program which the housewife listens to in the morning, afternoon and evening, his chances of making a strong appeal are greatly increased.

In general, therefore, morning programs which feature music or which are devoted to menus and recipes. In the afternoon and evening their preferences are music and entertainment.

In the cities the greater diversity of interests and the complexities of urban life influence the housewives in the acceptance of a variety of programs, and the scarcity of outside entertainment adds to the desire for more entertainment in radio programs. Broadcasts promoting the city are of interest in many subjects; therefore they request educational talks and talks of general interest.

Little Fault-Finding

OBJECTIONS which housewives may have to programs should be made before the programs, for the housewife will not leave an unfavorable impression and increase the effort necessary to build up good will for the program. In general, the housewives seem to be satisfied with the present methods of broadcasting as 74 per cent of them favor some of the programs, which deals with objections to programs. However, this may mean that the housewives are educated to the acceptance of programs in their present form and do not recognize that the elimination of certain parts of programs might greatly improve the present programs.

The chief objections stated are: women talking and entertaining too much advertising, seven and five-tenths per cent agreed on this objection. Women talking and entertainment made the second objection. Too much music and too much talking were the only other objections of importance.

In general, the percentage of women voicing objections was too low to warrant any major conclusions as to changes which should be made in programs.

The housewives were asked what programs they would like to hear which would be helpful at the present time. In this respect, they again seem to indicate that they are satisfied or in a state of apathy toward television programs. Some requests were made for a change in the time at which certain types of programs were broadcast.

Request for more good music at all times, drama during the afternoon and evening, and more jazz in the morning were the principle desires which were stated. There were a number of requests for spots in events during the afternoon. This seems to indicate a rising interest on the part of women in programs of this nature and should be of importance to program sponsors at some time in the future.

Planning programs along lines suggested by requests for change improvement may be made in the technique of making a definite appeal to them.

Money making credits are the aim of every business man, but no business will succeed which does not render service to its patrons. So, too, in broadcasting, those programs which may be given or interest in programs will decrease to a minimum or be limited entirely to evening or special features. The housewives were asked if they had received aid and what type of programs had been of greatest service to them.

Rating of Services

It was found that 67.4 per cent of the housewives stated that they had been benefited by programs. The services which the housewives appreciated were: (1) menus and recipes, (2) child care, (3) health and (4) educational help. The preparation of meals takes up a large portion of every day. Therefore, housewives appreciate anything which will assist them in their culinary duties. Mothers are very interested in the welfare of their children, and urbanization is making such problems more difficult, so aid which is given in the care of children is readily acceptable by housewives. Health is of course also important, especially to the housewives upon whom the duties of caring for the family have been placed. Women in business and women in general have a much broader outlook on life than was formerly the case. Therefore, they are interested in talks of an informative nature, and an appeal based upon them should be acceptable.

Benefits which program sponsors can render should be of vital interest to them, for service is an excellent foundation to which programs may be built. As to products which housewives have consciously bought because of the influence of radio programs, a great majority have indicated that their survey seems to indicate that a fair majority, 61.8 per cent, have purchased products which have been advertised through broadcasting channels. Since food and its preparation is an ever present problem to the housewife, her purchases have been made to a great extent in the grocery field. Household supplies and clothing, cigars and cigarettes have also been extensively purchased. The purchases seem to reflect the aspects of life in which housewives are primarily interested, but there is a possibility that the producers of these products have not pursued this to which make a strong appeal to this group.

Scientific surveys have solved several important problems in the field of radio advertising. The data obtained from the studies has been of particular interest to the program sponsor. He has been able to reduce much of his former inefficiency and thereby increases his return and offers the public a greater service to the listening public.

However, there are vital problems left unsolved, the answers to which will aid in the formulation of a scientific procedure for future advertising. In the future radio may be replaced by television and with it there will be new problems to be solved in the evolution of human progress continues.

PressPromotion by Radio
(Continued from page 9)
yet of interest to all radio listeners. All announcements are made in English as well as in the native state's principal language. The program is not a direct newspaper tie-up, they do create an exceptional amount of goodwill for the owners of the stations, and the station has been called upon to publicize features appearing in the columns of the JOURNAL. When such efforts are made it is recognized that the program must be of general appeal. An illustration is the program, "Any connection in a contest in the columns of the JOURNAL, in which cartoons depicted various song titles. The logical tie-up was for the station to present a program in which the songs were played. Rather, however, than merely presenting these songs and calling attention to cartoons in which had appeared, the program woven with the entertainment idea foremost.

That the promotional returns secured from the ownership and management viewpoint, is indicated by the fact that prior to the year 1933, WMJ, the WMJ, spent considerable sums of money on street car cards, highway signs, illuminated signs, posters, advertising tracts, movies, and so forth. With the growing popularity of WTMJ, use of these mediums has been lessened or eliminated.

NORTH CAROLINA LEADS THE SOUTH
(IN TOTAL NET SALES, 1930)
$744,136,243.00

Broadcasters who use WTPT blanket the rich tobacco belt of North Carolina—where business is always good. You can cultivate the empire state of the South with promise of profits.

WESTERN ELECTRIC EQUIPMENT

Power 1000 Watts
Frequency 680 kc.
Double Western Electric 78's and 33 1/3's
H. K. CARPENTER, Manager
WPTF—RALEIGH, N.C.
R. L. BRIDGER, Commercial Manager
New York Office: Lincoln Bldg., 60 E. 42nd Street

BROADCASTING * April 15, 1932

www.americanradiohistory.com
Radio Resists Trade Slump
(Continued from page 15)

of the covered wagon days applied to modern times.

I found in the key cities of Texas much the same prosperous conditions as were reflected elsewhere with differences only as they applied to other types of industry and manufacturing. While the sales of radio receiving sets might have increased in number in certain areas, yet the cash value of the year's business was not more than half that of the previous year. On the other hand, broadcasting seemed to be unusually popular and attracting more appreciative audiences than ever before. Every full time station, with hardly an exception, was on the right side of the ledger sharing in the general prosperity which has attended this branch of the industry nationally.

I found cities which a year before were riding on the crest of the wave facing problems of financial readjustment, but to their credit let it be said they were not only facing but finding an honorable way out of their difficulties.

Program Appreciation

THROUGHOUT Texas I found an increasing appreciation of broadcast programs. Encouraging all types of audiences from those represented in a great noon-time meeting or evening banquet, to which business interests in general were invited, to the smaller selected groups of those specially interested in broadcasting, one could not fail to obtain very definite as well as valuable audience reactions as they pertain to all types of programs whether sustaining or commercial.

I found no objection to sponsored programs of entertainment where the advertiser kept within reasonable bounds in his continuity. I found an increasing appreciation of the educational and musical opportunities brought daily into the home. I talked with some who had driven many miles in order to be present at a meeting and who told me that out on their thousand acre ranch the radio was their only means of keeping in touch with the doings of the rest of the world and that the contributions of entertainment, education, religious uplift and advertising presentations came to them with a sense of values doubly appreciated because of their isolation.

I experienced nothing but kindly treatment at the hands of the press, and while at times in the intimate discussions that came about in the smaller group meetings questions arose which were discussed in the spirit of friendly competition, yet the word "friendly" was always in evidence.

Texas as a state has great possibilities in radio and broadcasting development. It is open-minded, progressive, intelligent, and fair in its attitude towards this great new overgrown industry that is striving to find a proper place for itself in our already over-crowded social and business structure.

What I experienced in Texas might almost be echoed, in the light of my appointments, in Arkansas and Oklahoma. Perhaps one of the greatest tributes of appreciation to broadcasting which came to me during this trip was at Tulsa, which I visited on February 12, Lincoln's birthday. This is a great patriotic day in Tulsa. For years the chamber of commerce has celebrated the occasion by putting on a noon-day banquet and inviting the leading citizens of the city to attend in this meeting of patriotism of the north and the south unite veterans of the Blue and the Grey.

KVDO, Tulsa, contributed its part by providing dramatizations of some of the principal incidents in the life of Lincoln, produced in the studio and delivered to the audience over the public address system.

Phoenix, Arizona, is more likely to be thought of by the easterner in terms of the desert rather than of industry, but I found in Phoenix a progressive spirit which was already making the best of conditions and quickly building on the foundation of things as they are, instead of things as we would like to have them. Jobs were being provided for those who needed them without the word "depression" entering into the situation from any visible angle. Facing a loss in the tourist business, which is a great factor in this section, Phoenix has gone to work and is making up for this by expanding its activities in the soil, extending its irrigation facilities and finding new markets for its products.

Boon to State

BROADCASTING is a great boon to all Arizona and is doubly appreciated by those who either from choice or necessity find the desert country conducive to their needs, for it keeps them continually in touch with the best things that are being produced in the rest of the United States.

This really covers the southwest although a visit to Denver and Salt Lake City, completing the circle, gave still further reactions of a similar character. Denver, a self-contained municipality, finds in broadcasting an opportunity not only for local development but also for close association with other great cities and is about to install a 50 kw. transmitter. Salt Lake City, typical of industry and intensive development, has made of broadcasting a profitable business and is also at work building another of the great high-powered stations in the country.

In both Denver and Salt Lake City, as in the other key cities, I found about the same report as to business—60 per cent of the previous year together with the encouraging report that broadcasting had experienced a year of great prosperity and had been a real contribution to its business and family interests.

NAB Denver Parley

CURRENT problems in broadcasting were discussed by Harry Shaw, NAB president, with 25 broadcasters of the Denver section at a luncheon meeting April 5. Mr. Shaw reviewed the present legislative and copyright situations and outlined association activities.

What Do You Know About the Summer Radio and Buying Audience?

- Do You Know the Percentage of People Vacationing?
- The Number of Listeners in the Summer Compared to other Seasons?
- The Audience Load Over Weekends?
- The Percentage of Salary Groups Taking Vacations?
- These and Many Other Important Subjects Are Covered in

"AN ANALYSIS OF THE SUMMER RADIO AUDIENCE IN THE PHILADELPHIA BUYING AREA"

This 48 page Report will be sent to Agency Executives and Advertisers FREE

Contained in this extensive and authentic survey is market information of value to those interested in merchandising as well as in radio broadcasting.

IF YOU DO NOT HAVE A COPY OF THIS IMPORTANT SURVEY, WRITE TO

WCAU
PHILADELPHIA


April 15, 1932 • BROADCASTING

Page 31
APPLICATIONS

APRIL 1 TO APRIL 14 INCLUSIVE

Applications...

APRIL 2

WRNY, New York—Install automatic frequency control.

NEW, Plattsburgh, N. Y.—Plattsburgh Broadcasting Corp. for CP amended to request 1240 kc., specified hours, and change from 7 to 11 a.m., and from 11 p.m. to 7 a.m., on weekdays.

WJW, Cleveland—Granted to move transmitter to a new location.

WRBQ, Miami—Request modified to request extension of specified hours.

BROADWAY, Camden, N. J.—Request for frequency change from 1450 kc. to 1500 kc.

WKBW, Buffalo—Request for frequency change from 1510 kc. to 1520 kc.

NEW, Honolulu, Hawaii—Limited time operation.

NEW, Kansas City, Mo.—Limited time operation.

NEW, Oklahoma City, Okla.—Limited time operation.

NEW, Waco, Tex.—Limited time operation.

NEW, San Antonio, Tex.—Limited time operation.

WOLAM, Amarillo, Tex.—Install automatic frequency control.

NEW, Carson City, Nev.—Limited time operation.

NEW, Oklahoma City, Okla.—Install automatic frequency control.

NEW, Miami, Fla.—Install automatic frequency control.

KFWF, St. Louis—License to cover CP granted 3-30-31 for change in equipment. Also modification of CP. Request to install equipment at present location instead of other authorized.

KTM, Los Angeles—Install automatic frequency control.

NEW, Yonkers, N. Y.—Harold H. Hanerst for CP to use 1210 kc., unlimited.

KICA, Clovis, N. M.—Modification of CP for a new station. Change location of station from Second St. to Elks Club, 6th and Mitchell Ste.

NEW, Roseburg, Ore.—News-Review Company, Inc., for CP to use 1300 kc., unlimited.

NEW, Los Angeles—Limited time operation Broadcasting Co. for CP to use 1420 kc., 100 kw., one-half time.

APRIL 5

NEW, Boston—Boston Herald-Trader Corp. for CP range amended to equipment, and to request unlimited time on 1500 kc.

WBZ, Boston—License to cover CP granted 12-31-31 to move station locally.

WREC, Memphis—CP to increase power from 10 kw. to 100 kw., and change from sharing with WNBQ, Silver Screen, to E-12.

NEW, Jacksonville, Fla.—People's Broadcasting Corp. for CP to use 1200 kc., unlimited, (facilities of WJAR, Thomasville, Ga.)

KFWF, Ft. Smith, Ark.—CP to change from 1340 kc. to 1250 kc., D., to 1210 kc. unlimited, and make changes in equipment.

NEW, Little Rock, Ark.—CP amended to request 250 kw. 500 w. LS instead of 500 w. day and night.

APRIL 7

NEW, Chester Township, N. J.—CP to use 1210 kc., unlimited.

WIP, Philadelphia—CP to increase power.

WATF, Jersey City, N. J.—CP resubmitted without amendment; requests new transmitter and increased power to 500 kw., also modification of license resubmitted without amendment.

WURE, Erie, Pa.—CP to install new transmitter.

WJGD, Grove City, Pa.—Install automatic frequency control.

WJAR, Providence—Install automatic frequency control.

WJAS, Pittsburgh—Install automatic frequency control.

KFDI, Milford, Kan.—Install automatic frequency control.

KID, Idaho Falls, Idaho—Modification of license amended and resubmitted requesting unlimited time only on request for increased power.

KFAC, Los Angeles—License to cover CP granted 1-23-32 to move station locally and install new transmitter.

Application submitted: WBBC, Brooklyn—Increase hours of operation.

APRIL 8

WMCA, New York—CP to install new auxiliary transmitter.

WPRO-WPAW, Providence, R. I.—Move transmitter from Cranston, R. I., to Exchange and Washington Sts., Providence, R. I., unlimited, and change from 1210 kc. 100 kw., unlimited, time to 630 kc. 250 w., unlimited.

WJAW, Key West, Fla.—Vacant assignment of license to Paddock Broadcasting Co., Inc.

WEXL, Royal Oak, Mich.—Install automatic frequency control.

WBUN, Clearwater, Fla.—License to cover CP granted 12-18-31 to move transmitter locally and install new equipment.

KGGF, Coffeyville, Kan.—Modification of license to increase power from 35 kw. to 50 kw., unlimited, and to move station from Laurel, Miss., to Lafayette, La.

Applications returned to applicant: NEW, Myrtle K. Berger, Stotsdale, Pa.—CP on 650 kc. at Upper Tyrone, Pa., unlimited, and to change from 1210 kc. unlimited, time to 630 kc. 250 w., unlimited.

WJolib, St. Louis—Modification of license for change in frequencies for 4205, 8410, 12105, 16205, 20255, 24295, 4695, 5000, 12155, 16195, 20255, 24570 kc., increase in power to 40 kw.; special experimental for test purpose.

APPLICATIONS...
Final Arguments Heard In WPCH-WNYC Battle

F I N A L A R G U M E N T S on the controversy involving WMCA and WNYC, New York, over full-timeright of WPCH-WNYC, the frequency were heard by the Radio Commission sitting en banc on April 13. The arguments were on the application for renewal of WPCH, New York, operated by the same interests which maintain WMCA, for the facilities now occupied by the civic station to secure full time on 1,000 kc. Such an assignment would move WPCH's present limited time assignment on 870 kc. to this WNYC objects.

For WPCH it was contended by the counsel that the distance between WPCH-Radio City would not curtail to any extent the operation of WNYC, but, on the other hand, would give it a more complete and more effective service. It was argued that since WMCA and WPCH are under common ownership, the public service of these stations would be enhanced through an arrangement whereby they would occupy full-time on the same wave.

The oral arguments were requested following the recent report of Commissioner mammie Yost recrnnent in that the application of WPCH be denied and that the existing time-sharing arrangement between WMCA and WNYC on 570 kc. be continued. Such a modification of license would include an increase in evening hours of from 24 to 80 hours a week. Such a modification was not even requested by WNYC, counsel for WPCH declared.

At the outset of the hearing, Edward P. Joyce, Jr., counsel for WNYC, objected to the participation in the proceedings of Commissioner Yost. He said that in view of Col. Brown's prior interest as general counsel counsel the question arose as to whether the commissioner was disqualified. The objection was overruled by Vice Chairman E. O. Sykes.

Paul D. Spearman, of counsel for WPCH and WNYC, explained that both stations are owned by the same interests as WMCA, owned by M. K. Gilliam. He said WNYC extends more than any other regional outlet in the United States for program service, although it now operates a man that is in the amount of over $500,000, he declared that WMCA and WNYC devote most of this revenue to program development and in constant efforts to improve their public service.

Thomas P. Littlepage, of counsel for WPCH and WNYC, explained that WNYC emphasizes that WNYC, while it is operated by the City of New York, appears before the Commission in the same status as any other competitive station, and that the case is not a preferential treatment. While the station holds itself out to be non-commercial, he said a survey of its program record shows that it devotes a large portion of its time is devoted to non-commercial pursuits.

For WNYC, Mr. Joyce attacked the validity of the WPCH application, and moved that the entire proceeding be stricken as inconsistent with Commission regulations. Ruling was reserved. He recounted the history of the controversy which has existed between WNYC and WMCA, both stations which were assigned to half time on 570 kc., holding that under that Commission action the stations properly should be made. It was pointed out that despite the fact that business conditions during the past year caused general retrenchment on the part of broadcasters in making use of paid hours, WNYC is carrying through its program of expansion announced last fall with no sign of letup.

Five projects now are being completed by the WPCH-WNYC Committee in Flushing, to be erected on five acres of land recently purchased, soon will be under way. The expenditure in the above amount is to be made. The system of controls in the studios, located in the WMCA building, will be finished this month. In accordance with station's operating license, the National Commission has completed two temporary pickup transmitters for spot news broadcasting.

Washington Visitors


Executive Officers of Broadcast-


* * * * *

* A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and Broadcast-

The National Commission on Broadcasting, April 11-15.

Examiners' Reports

WHBC, Canton, Ohio, and WNBQ, Silver Haven, Pa. Chief Examiner Yost recommended (Report 339) to Docket 2144, that the application for renewal of the license of WMCA, New York, for the facilities of WBNQ, Silver Haven, Pa., be granted.

The Departmental Examiner was qualified to renew the license of WMCA, New York, for the facilities of WNBQ, Silver Haven, Pa., with a 100-kw. limited time assignment on 1200 kc. with 10, unlimited time, and that applications of WNBQ for renewal of license and CP to share time with WHBC be denied.

* * * * *

April 15, 1932

BROADCASTING
The Other Fellow's Viewpoint...

For Mutual Good

To the Editor of Broadcasting:
In the distribution of the wonderful programs that go out from modern broadcasting stations there are three links in the chain,—each link equally essential to good service, and the success of broadcasting, although often overlooked, I regret to say, by those in the business. These three links in the broadcasting chain are:

1. Good transmitters. 2. Traffic control of the ether channels. 3. Good reception by the listener.

If the traffic control of the channels breaks down, broadcasting will suffer, as it did in 1926. If the listener's set is improperly installed, or obsolete, or his tubes need replacing, or parts need repair, then the broadcast falls upon deaf ears and so far as the listener is concerned all the good works of the broadcasters and the Radio Commission have gone for naught.

There are 16,000,000 of these listeners, and they are scattered all over the face of the nation. Many are in the remote places. Yet it is just as important to the broadcaster's own interest that these scattered radio receivers be maintained in good operating condition, as that his own transmitting apparatus be kept up to high standards of performance. Broadcasters have spent millions to get the best and latest equipment, but the usefulness of that investment depends upon the condition of listeners' receivers.

Realizing that millions of radio sets now in use badly need overhauling, reinstallation, tube renewals, and even replacement with modern equipment, the radio industry is inviting the cooperation of the broadcasters in a nationwide campaign to get the public:

1. to demand high standards of radio reception, and
2. to call in the nearest radio dealer to put sets in first class operating condition this spring, in preparation for the great events ahead and the coming political conventions.

From the broadcasters' point of view this rehabilitation work of listeners' sets will add many thousands of "circulation" for the broadcasting programs. It also may give impetus to the procuring many dollars worth of goods from dealers in radio equipment.

During April, broadcasting stations all over the nation are operating with short 20-word announcements, several times daily: "If your radio set is giving trouble, seek the nearest dealer.

The importance of this effort to get listeners' sets in good operating condition just at this time, is particularly apparent when one looks ahead at the remarkable series of program features and news events which will be served up to the listening public during the next few months. Here is the list:

Baseball openings, April 11 and 12.
Kentucky Derby, Louisville, May 7.
Relay Races, Track meet, University of Pennsylvania, April 29.

Preakness Races, May 14.
Republican National Convention, Chicago, June 14.

THE United States Gypsum Company offers you Sound Control Service on any studio project. Our vast experience in acoustics and studio design has proved helpful to scores of stations.

Because we make sound absorbing materials of all kinds, because our methods of sound insulation may be applied to floors, walls, ceilings, doors and machinery of every type, we are completely equipped to serve you.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interiors follow:

WBRC, WNAC, WHER, WODD, KTW, WJJS, WBBM, WMAQ, WENN, NBC (Chicago and New York), WHK, WHEL, WWFC, WCHI, KMBC, WBFA, WWHO, WMAO, KQV, KKW, KMUX, KLV, WBZ, WWVA, WTAG, WCAO.

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-4, 300 W. Adams St., Chicago.


EDGAR H. FELIX 202 Beechwood Road Ridgewood, N. J. Noise Control Field Intensity Surveys Allocation and Station Management Problems

Doolittle & Falknor, Inc. Radio Engineering and Manufacturing, Experimental, Commercial Surveys, Field Intensity Surveys, Directional Antenna Installations, Complete Engineering Surveys

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-4, 300 W. Adams St., Chicago.

SOUTHWEST BROADCASTING COMPANY

J. E. Tyran, General Manager
April 6, 1932.

"Help Yo' Self"

To the Editor of Broadcasting:
In your issue of March 15th was an article in regard to the writer selling The Piggly Wiggly Stores "Help Yo' Self" broadcast program.

I have had letters from stations and States asking for a copy of this continuity. It is impossible for me to supply this continuity in such a way that the seller would understand in and for their stores as this is an individual broadcast and the continuity will have to be built around each store. However, I will be very glad to submit an outline of this program to any station that wants it free of charge.

I realize that The Piggly Wiggly Stores are hard accounts to crack, but they know a good thing when they see it and every broadcaster should do everything possible to crack these hard accounts.

A. W. LION, Commercial Manager, KBTM, Paragould, Ark.
March 28, 1932.

Affiliations

To the Editor of Broadcasting:
Page fourteen of the April first issue of Broadcasting publishes an erroneous report to the effect that radio stations KTSO, San Antonio; KTAT, Fort Worth; WACO, Waco; and KFJP, Oklahoma City are supposed to be owned by Alamo Broadcasting Company, Inc.

We shall appreciate your publishing the correction of the statement referred to.

Stations KTSO, KTAT, WACO, and KFJP are individually corporately owned as evidenced by their licenses. These stations are in turn controlled through stock ownership by the Southwest Broadcasting Company of Fort Worth, Texas, and have no affiliation or connection with the Alamo Broadcasting Company, Inc.

Very truly yours,

SOUTHWEST BROADCASTING COMPANY,
J. E. Tyran, General Manager.
April 6, 1932.

Editor's Note—the compilation carried in the April 1 issue of Broadcasting was taken from official Federal Radio Commission records as submitted to a U. S. Senate Committee.

International Regatta, Poughkeepsie, July 20.
Democratic National Convention, June 28.
International Olympic Games, Los Angeles, July 28.

Industry will cooperate closely with the radio dealers in their territories. Meetings can be held to stimulate dealers to call on listeners to turn in their sets or sell them modern reproducers. Broadcasters can have their announcers make short statements at intervals during the day and evening—"If your radio set is giving trouble, call in your nearest radio dealer."
RESPONSE

During 1931 WMAQ received one letter for each four receiving sets in the city of Chicago!

Last year WMAQ received 131,067 letters from Chicago listeners—one letter for each four receiving sets in the city. A great portion of this mail was in response to programs on which no offers were made. This is decisive proof of the appreciation of this great metropolitan audience for the quality and originality of WMAQ's features, included among which are many of the most popular NBC programs. This evidence of leadership in Chicago, with its concentration of purchasing power, makes it apparent why WMAQ is the choice of advertisers seeking assured results. Suggestions for programs that are distinctively "yours" will be submitted upon request.

670 KCS. WMAQ 100%
CLEARED Modulation
CHANNEL 18 hrs. Daily

A National Broadcasting Company Network Station

DAILY NEWS PLAZA • CHICAGO, ILL. • PHONE ANDOVER 3322

April 15, 1932 • BROADCASTING
From this point on the Hudson River (directly opposite 23rd Street, Manhattan) radiate the programs of WMCA, New York. A 420 foot tower grounded in the bed of the Hudson, with new 100 per cent modulation transmitter, delivers WMCA programs throughout the Metropolitan area.

◆ WMCA is a pioneer New York station that serves an area embracing a population of 11,000,000 persons.

◆ WMCA maintains a modern broadcasting plant in the heart of New York's theatrical district... 19,000 square feet of studios and offices in the WMCA Building... personnel of eight-five.

◆ WMCA and its clients spent more than a half million dollars in 1931 to produce and present attention compelling programs.

◆ WMCA has consistently done a larger volume of business than any other local or regional New York Station. There must be a reason. Perhaps it's because—

◆ WMCA is THE New York station.

America's Premiere Regional Station

WMCA

KNICKERBOCKER BROADCASTING COMPANY, Inc.

WMCA BUILDING * NEW YORK CITY