CONTINUOUS ENDORSEMENT

The words "electrical transcriptions" are employed thousands of times by radio stations, advertisers and their agencies.

Each mention of the term is an indirect tribute to this company,—the originators of the entire idea of electrical transcription broadcasting.

The success the industry has achieved indicates that the years of effort and expense we have devoted to its creation and development have been years well spent.

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

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

Continental Oil and others are using this method of solving unusual distribution problems.

Let us tell you more about this and other ways we can help you lick tough selling jobs. There is a good reason why our organization is entrusted by agencies and advertisers with the greatest volume of recorded and live talent spot broadcasting ever. We save time, money, effort—and increase the effectiveness of your radio campaign.

(1) Pennsytlucky is falling down on its quota. (2) Let's try out the new Model 2PB45x786 in Illinaska. (3) Isn't it time we opened up the North Coast? (4) We make a very fine spinnaker but our distribution is limited.

Then, sir, Spot (individual station) Broadcasting is custom-built for you. Flexible as an eel. Adaptable as a politician. Gives people what they want when they want it—WHERE YOU want it.

Through Scott Howe Bowen, Inc., pioneer in the field, American Chicle,
Convince Yourself

YOUR HOME offers the best proof of the effectiveness of radio advertising «»

Notice how many radio advertised products are used by your family «» «» «» «»

You will be amazed to discover how radio has affected the buying habits of your family and friends «» «» «» «» «»

WOR can influence the buying in 3,000,000 homes of the world’s richest market.

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

BAMBERGER BROADCASTING SERVICE, Inc.
Newark, New Jersey
New York Office
1440 Broadway
New York City
The Equation of SUCCESS
MARKETS + X = RESPONSE + RESULTS

If all equations were as quickly solved as this, algebra would be just one more "pipe course" for indolent collegians. The U. S. Census reports show 3,200,000 listeners within a 50-mile radius of WMAQ. That's the metropolitan market. During 1931 WMAQ received one letter for each four receiving sets in Chicago, and a single announcement recently brought 13,145 communications. That's the response. A WMAQ advertiser reports doubled sales during 1931, with more than 50 per cent of the increase attributed to their program over this station. That's proof of results.

Thus X is found to be programs—in WMAQ's case, good programs, that have brought national prestige to many features originated in the station's studios—Amos 'n' Andy, Dan and Sylvia, Marian and Jim in "Smack-out," Joseph Gallicchio and his concert orchestra heard regularly over NBC—many others. WMAQ builds programs with a twofold purpose—to win and hold listener interest and goodwill, and to present the advertiser's sales story most effectively. Let us help you make your radio advertising in the Chicago territory a success, with the right program—for you!

WMAQ

MERCHANDISE MART
CHICAGO • Phone Superior 830

A NATIONAL BROADCASTING COMPANY NETWORK STATION

Page 4
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
OVER 124 RADIO STATIONS

In this nation-wide organization there are 124 stations equipped to broadcast by the latest Western Electric Method and available to choose from when building your multiple broadcasting chain over the World Broadcasting System. (In addition to that there are many supplementary stations available over this system for special sales problems.)

The units of this organization, tied together by special Western Electric broadcasting equipment, are as follows:

- New England . . . 10 stations
- Middle Atlantic . . 26 stations
- South East . . . . 24 stations
- Middle West . . . 31 stations
- North West . . . . 6 stations
- South West . . . . 15 stations
- Mountain . . . . 2 stations
- Pacific . . . . 10 stations

You can make any selection of stations you wish. It is not necessary to use all the stations in the territory.

Full information will gladly be sent on request.

WORLD BROADCASTING SYSTEM, INC.
50 West 57th Street, New York City

Users of this system:
- OLDS MOTOR
- FRIGIDAIRE
- HUPP MOTOR
- DUTCH MASTERS CIGARS
- MAXWELL HOUSE COFFEE
- CHEVROLET MOTORS
- OAKLAND-PONTIAC
- LIFE SAVERS
- EDNA WALLACE HOPPER
- PHILLIPS' DENTAL MAGNESIA
- LOUIS PHILIPPE
- JOCUR WAVE-SET
- UNITED DRUG
- GENERAL MILLS-BISQUICK

Western Electric
NOISELESS RECORDING

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.)
WESTERN ELECTRIC LICENSEE
Canadian Broadcasting to Be Nationalized

By MARTIN CODEL

Dominion Network Urged in Parliament as U.S. Accepts Channel Changes; Private Stations Cut to 100 Watts

ATIONALIZATION of Canada’s broadcasting system, with the government operating it as a public utility with power and revenue from the sale of an equal amount of public power to private operators permitted to be in business, has been recommended to the Canadian Parliament by its radio committee following an exchange of views with the United States government regarding a new division of wave lengths.

Canadian broadcasters, the opossums of the new movement, also have the support not only of a full Parliamentary committee of the Canadian Senate but of the British system of government monopoly and the American system of free competitive enterprise.

To American broadcasters, it was a source of great interest that the Canadian system, which has the support of a full Parliamentary committee of the Canadian Senate, is a form of free competitive enterprise.

The governmental stations would be linked into a network for Trans-Canadian service, existing stations to be taken over if they fit into the plan. The system is to be supported by revenue from the sale of licenses, which would be collected on about 600,000 of the 800,000 sets estimated to be in use in the Dominion.

Advertising is to be accepted, though it is to be limited to not more than 5 per cent of each program period. A Radio Commission of three is to be established, with assistant commissioners for each province. Programs are to be of domestic origin, but also to be purchased from or exchanged with outside sources; the assumption is that the Canadian network will subscribe to certain American network programs.

The whole project is to operate on a self-supporting basis, with all revenues from license fees and advertising to be expended on it and the governmental share of the costs estimated to be paid on the plants, to be expected.

The wave length setup of the proposed new Canadian system is outlined in the box on the following page. In brief, the wave length assignment reached between the U.S. and Canadian governments is to be maintained, with the understanding that the same geographical separations are to be maintained as are maintained between U.S. stations of the same power.

The wave-sharing proposal was Canada’s, and it was accepted in every detail by the American authorities.

Power Increases Loom

ANALYZED from the point of view of American broadcasters, the new Canadian system does not wreak nearly as great hardships as may appear at first blush. On the contrary, it removes the effectiveness of certain power-limitation regulations of the Commission, and provides for increased power in power waves which U.S. stations will have to share with Canadian stations.

The status quo, of course, continues with respect to the six clear channels retained by Canada. The two additional U.S. clear channels to be shared are now allocated to KNX, Hollywood (1050 kc.) with 5,000 watts, and WPX, Atlantic City, and WLW, New York, (1100 kc.) which share power. The six additional channels to be used by Canada and U.S. stations are to be shared in a manner which will be determined by the Canadian government.

Little interference is anticipated with KNX, though its service
Proposed New Canadian Allocations

EXCLUSIVE CHANNELS

(Note held by Canada and to be retained)

1. On 690 kc a 50 kw. station would be established at Toronto. (It is agreed that NAA, Arlington, which has been using this channel to broadcast time signals, will relinquish the channel.)
2. On 850 kc a 10 kw. station in western Ontario (probably near Windsor), with right retained to increase to 50 kw. when deemed necessary.
3. On 910 kc a 50 kw. station in Manitoba (probably near Winnipeg).
4. On 960 kc a 10 kw. station in northern Ontario, with right retained to increase to 50 kw. when deemed necessary.
5. On 1050 kc, two 5 kw. stations synchronized to this channel in Alberta (probably at Calgary and Edmonton), with the right retained to increase to 50 kw. when deemed necessary; also allocated to this channel would be a 500 w. station in New Brunswick.

ADDITIONAL CHANNELS

(To be newly acquired for the Canadian system)

1. On 540 kc, now used by U. S. military aircraft services, two 5 kw. stations, synchronized to this channel, would be established in Saskatchewan, with the right retained to increase to 50 kw. when deemed necessary.
2. On 1050 kc, at present a U. S. clear channel, a 500 w. station would be established in Nova Scotia. Now assigned to it in U. S. are RKN, Hollywood, and KFB1, Milford, Kan., limited time.
3. On 1100 kc, at present a U. S. clear channel, a 50 kw. station would be established in B.C. This channel is now shared by WPG, Atlantic City, and WLW, New York, each with 5 kw. and used daytime by KGDM, Stockton, Cal., 250 w.

SHARED CHANNELS

(To be retained by Canada of the 11 formerly held)

1. On 600 kc a 1 kw. station to be established at Montreal.
2. On 750 kc a 1 kw. station on Prince Edward Island.
3. On 780 kc a 1 kw. station on the northern shore of Lake Superior in the Port Arthur-Fort William area.
4. On 880 kc a 1 kw. station at Ottawa.
5. On 910 kc, a 1 kw. station in Quebec City.
6. On 1120 kc a 500 w. station in Toronto.

SHARED CHANNELS RELINQUISHED

Canada agrees to give up the present use of 580, 890, 1010, 1210 and 1290 kc. which is interpreted here as meaning that the former limitation in the U. S. of 500 watts maximum power on these shared channels may be lifted, making way for increases in power for U. S. stations on those channels provided there are adequate geographical separations between them.

PRIVATE LOCAL SERVICE

The following statement by the Hon. W. D. Herridge, Canadian Minister at Washington, in his exchange of notes with Acting Secretary of State W. R. Castle, Jr., is interpreted here to mean that Canada proposes to make use of its shared channels and up to 20 other channels in the regional and local categories for the 100 or more private local stations of powers up to 100 w. which it proposes to authorize supplementary to the foregoing—but with the agreement that adequate geographical separations must exist between Canadian low power stations and those of the U. S.:

"In order to secure satisfactory local broadcast service through Canada, it is proposed that stations, limited to a maximum power of 100 watts, be erected where necessary, and that they should be operated on shared channels. It is considered that 100 or more such stations may readily be required in Canada, and that twenty channels should be available for this type of service. In establishing such stations, it is proposed to maintain the same geographical separation between Canadian and United States stations as is maintained between United States stations of the same power."

Canadian Radio Proposal is Challenge To U. S. Broadcasters, Dill Tells Senate

Senator Sees Way Opened for Simultaneous Operation of East-West Coast Stations in This Country

Senator Dill tells how he is planning to experiment with U. S. and Canadian radio stations simultaneously. Senator Dill plans to use the U. S. stations in the east and the Canadian stations in the west.

range might be slightly affected by the carrier wave from the 500 watt Nova Scotia station. More likelihood of interference exists on the 1000 kc. and above channels. But no restriction is proposed upon the Federal Radio Commission to increase the powers of these American stations to over-

poses to derive much of its revenue from radio set taxes, whereas Canada's 15 kw. would be boosted above the present 2 kw. scale to support so ambitious an undertaking.

In American broadcasting circles, the limitation of radio advertising to 5 per cent of the program content is not seen as a serious handicap. It is estimated that American sponsored programs run well under 5 per cent in advertising content, so that though sales of advertising time may be crowded into such a period as to warrant advertisers using the air, on the other hand the cost of advertising censorship cannot be gainsaid; Canada at best is a limited market, and the Canadian government's professed desire to maintain interference, and therefore destroy it, is a limited power in the hands of the United States.

What of Mexico, Cuba? The only fly in the ointment, as far as the United States is concerned, is the probable attitude of Mexico and Cuba toward this new wave agreement. The channel sharing arrangement was made without consulting those countries. Mexico is satisfactory to the American authorities, but the governments of Cuba, because Canada retains enough exclusive channels to provide high power services to rural and remote areas, it is possible further to crown the regional and local wave length of Mexican and Cuban stations with proper power restrictions without adding to interference. But would Mexico and Cuba demand clear channels for higher power services? A dilemma will be faced. Under the proposed setup, there will not be obtained without taking them away for the United States or Canada, both parties to the agreement, the biggest loser because it retains most of the clear channels in the United States.

The new plan of the Canadian government for the operation of the radio stations will be watched with great interest by the American public, and it will consist of nine high power clear channel stations connected by the chain system with one cleared channel to each of the Mexican, Canadian, and United States stations, one at Honolulu, one at Vancouver, and the smaller stations, one at Montréal and one at Atlanta, together with the last remaining 100 watt stations, may be needed for local purposes.

"The LICENSE fees of $2 p year for receiving sets and a limitation of 5 per cent of any program content to advertising are both unrealistic in the United States."

The American license fees will be paid by the American radio corporations, and it is expected that the Canadian government will soon make a most interesting comparison with our privately owned systems in the United States. If it (Continued on page 41)
OLLOWING is the full report of a special Parliamentary committee on radio which on May 9 recommended reorganization of Canadian broadcasting:

Sir: In accordance with the duties and responsibilities delegated to us, and the terms of reference set out in the atta dated March 8th, and, since that date, 27 meetings, heard evidence, received evidence, and recommendations from fifty-three sources, including governments, individuals, corporations, associations, leagues and groups.

Your Committee was seized, on the inception, of the national importance and international character of radio broadcasting, and, since the inception, the medium of education, entertainment, news, science, and its critics. Their remedy was to extend the business of broadcasting in the Dominion of Canada, such powers to extend to the following matters:

A Canadian Viewpoint

Some Observations of a Leading Dominion Broadcaster Written Just Before Report was Rendered

By R. W. ASHCROFT

General Manager, Trans-Canada Broadcasting Co.

MARK TWAIN once said to me: "If a government or a God says to me: 'Thou shalt not!' and I continue to do it, I regard the edict as a confession, or an admission, of incompetency." We were discussing, academically, the subject of inhibition and prohibition. He felt that failure on the part of a government to firmly and authoritatively control and regulate the issuance of any act was an admission of inability to prescribe conduct, and did not justify prohibiting conduct by preempting or appropriating it.

What, you may say, has this to do with broadcasting?

Well, it has occurred to me that Mark's thoughts and opinions are particularly apropos in view of the attempts made in the United States and Canada that our governments should take over radio, rather than that it should be administered by private ownership and wise and paternal government control, with the fraternal regulations by ASCAP and the American Federation of Musicians. I will discuss the Canadian situation only.

Your Committee further recommends that the cost of radio in Canada be self-sustaining and that only the money available from Transmitters' and Receivers' License fees, sale of spectrum, should be expended, and that the question of the amount of Repeal could be determined in the hands of the Governor in Council.

Evidence No. 3—"To investigate and report upon the most satisfactory agency for carrying out such a scheme."

Sets Up Radio Commission

YOUR Committee recommends that a Commission be appointed, consisting of three adequately paid Commissioners; a Chairman to hold office for a period of ten years; a Vice-Chairman for a period of nine years, and the third Commissioner, for a period of eight years.

That there be appointed an Assistant Commissioner in each Province, who shall also act as Chairman of such Provincial or Regional Radiocommittee, as may be formed; the Assistant Commissioners to be selected in consultation with the Governments of the respective Provinces.

Your Committee further recommends that the Commission be vested with the necessary powers to carry on the business of broadcasting in the Dominion of Canada, such powers to extend to the following matters:

(a) To regulate and control all broadcasting stations in Canada, including programmes and advertising.
(b) To own, build and operate throughout the Dominion broadcasting stations.
(c) To acquire by lease, purchase, or exchange, of any or all existing broadcasting stations.
(d) To originate programmes, and sell or exchange any programmes by purchase or exchange, and to make the arrangements necessary for their transmission.
(e) To determine the number, location and operation of all broadcasting stations required in Canada.
(f) To control the issuing or cancellation of licences to broadcasting stations.
(g) To cancel the allotments of channels to any stations, or to make substitution of channels.
(h) To prohibit the establishment of privately-operated chains of stations in Canada.

Committee Recommendations

YOUR Committee recommends:

(a) That one of the duties of the Commission be to investigate Trans-Canada Chain Broadcasting through the securing of the necessary Canada-wide licences.
(b) That a National-owned System of Radio Broadcasting be insti- tuted, and that all stations required for its proper organisation be eventually acquired, and that the charges accruing to the public through the business of broadcasting, without expenditure to the taxpayers through the public treasury.
(c) That all stations, 100 watts and under, not required for the national system, remain under private ownership, but be regulated as to pro- grammes and advertising, by the rules of the Commission.
(d) That the revenues obtained from licence fees, sale of advertise- ment, and other revenues accessory to the business of broadcasting, be retained by the Commission in the interest of radio.
(e) That advertising be limited to not more than 5% of each programme period.
(f) That the developing of Cana- dian art and artists, and the securing of outstanding programmes from outside Canada, be encouraged.
(g) That the Commission make available to the Province, when possible, the facilities of national and chain broadcasting.
(h) That the Commission make special effort to give such programmes as will be acceptable to provincial and local subscribers.
(i) That before making changes in Canadian Radio Broadcasting the Commission makes a complete survey of the present system, with particular reference to advertising and finance.

We desire to call attention to the extreme importance that the Com- mission be invested with the duty to be suspected of assuming, a politi- cal complexion. All which is respectfully submitted.

Sincerely yours,
RAYMOND D. MORAND, Chairman

Onesime Gagnon

W. V. HEYS

R. K. SMITH

D. MCK. WRIGHT

P. J. CARRIÈRE

William E. Gorham

J. L. ILSLEY

E. J. GARLAND
Reported

Tax on Broadcast Wire Charges Reported Favorably to Senate

5 Per Cent Levy is Restored Despite Protests; Station License Fee Scale Draws Opposition

By LYNNE M. LAMM

DESPITE the organized efforts of broadcasters and radio set manufacturers, the Senate Finance Committee has reported out the revenue raising device known as the "broadcast tax". The measure, which would increase the cost of a $500 radio receiver and also a 5 per cent tax on radio receiver and accessory sales. As passed by the House, the measure, contained in Senate bill S. 11155, would be a 5 per cent tax on broadcast wire lines, has been indicated by members of that body. Senator Dill, (D.) of Washington, has opposed the tax, that he will oppose the wire tax. A protest against the provision has been filed with the Senate by Russell J. NAB, through Philip G. Loucks, managing director. The Radio Manufacturers Association repeatedly has made the point that the revenue from the radio sales tax which it calls discriminatory, arbitrary and unfair. Furthermore, the Senate has passed with fiscal legislation during the past fortnight that it has had little time to devote to other pending legislation. However, one of the most important of the measures, the Davis omnibus bill (H. R. 55) reported out by the Senate Interstate Commerce Committee, was recommitted to that Committee May 12. Objections to these Senate amendments, for the most part sponsored by Senator Dill, has tended to hold up work. There has been a lot of opposition to the proposed license fee provision, whereby $670,000 would be raised to help offset the cost of federal radio operations. It is doubtful whether the measure will be considered at this session. Chairman La Follette offered the motion to reconvene, which was adopted without debate.

Refused Reconsideration

IN HIS PROTEST against the 5 per cent tax on lines, Mr. Loucks asked the Finance Committee to reconsider its previous vote. This was refused, however, along with similar requests from other industries affecting other provisions of the bill.

"This broadcasting industry," said the NAB protest, "is not unmindful of the necessity for Congress to enact tax legislation which would reflect a burden, but nor is this industry unappreciative of the task your committee faces in the considering of a measure which would impose a tax at this time. Furthermore, broadcasters have no desire to avoid their just responsibility in this regard.

"While it is true that a few stations serving large metropolitan areas are struggling to make bare expenses. It follows, therefore, that many of these stations will be forced to curtail their public service sustaining broadcasts such as religious services from church and synagogues, political speeches and education programs from schools, all of which require expensive equipment for which the stations generally derive no revenue."

Mr. Loucks said further that imposition of the tax would be particularly burdensome to stations affiliated with networks in the south, southwest, west and northwest, where long line hauls from key stations are normally constituted. He brought out that the industry now is entering the summer season and stations are experiencing "extreme seasonal declines in revenues." Moreover broadcasters are faced with the license fee proposal, as well as with the American Society of Composers, Authors and Publishers for music license fee increases ranging from 300 to 500 per cent.

Asks for Views

IN A NOTICE to all stations May 9, Mr. Loucks pointed out that the 5 per cent tax had been included in the bill and that every effort will be made to expedite action on the measure. He asked stations to answer a few questions: What amount of the total represents line charges for broadcast wire line communication, what amount of the total represents line charges for commercial programs, and to what extent do the proposed new line charges curtail public service programs such as religious, sports and the like.

The provision for absorption of the Radio Division by the Commission, which was contained in the so-called "Sellers' Economic Bill" would have $100,000 a year as well as eliminate duplication of effort in regulation, government actuaries estimated. A separate bill for the merger previously has passed the Senate.

 Passage of the alien radio operators bill (H. R. 11155) in the House, which would authorize the granting of operators licenses only to American citizens, was blocked by Rep. Stafford, (R.) of Wisconsin. The measure has passed the Senate.

License Fees Opposed

FOLLOWING the formal protest against the Davis omnibus bill filed by the NAB, as well as protests filed by the National Retail Hardware League and other radio and communications interests, to the license fee proposals, the NAB, former radio commissioner, and vice-president of CBS, on May 2 telegraphed his opposition to the plan of Rep. Robinson, (D.) of Illinois, the Democratic leader. The message was inserted in the Congressional Record as follows:

"Committee amendments to House radio bill reported without hearings appear utterly unworkable to entire broadcasting industry. Some of them seem so faulty as to make possible complete redrafting. Believe it would be most unfortunate to see the bill in its present state and think it should go back to Committee for further consideration. I am confident that it will be possible to call up for action, Monday. Radio people throughout the entire country will have an opportunity to hear before the Senate acts."

Cashing in on Midnight Oil

Late Night Broadcasts Found Increasingly Profitable by WMCA After Seven Years Experience

By DONALD FLAMM

President of WMCA, New York

SEVEN YEARS ago, when other radio stations considered 11 p.m. curfew time for all broadcasting activities, WMCA extended their time to midnight. The extension was made on the assumption that the new england en- tropolice such as New York there undoubtedly were thousands of listeners who had no desire to go to bed at that early hour.

So successful was the experiment that the sign-off time of WMCA coinciding with the NBC "Round The Town Parade," a feature which took listeners into Broadway's most famous hotel grill; accountes were invited to join the mythical club through the telephone calls. Since its inception a few months ago nearly 15,000 members have been enrolled. Among these are Lupe Valez, Barbara Stanwyck, Vincent Lopez, Don Pidcock, Ernest Toms, Buck and Bubbles, George Jessel, Ludwig Satz, Tony Canzonari, E. Ray Goetz, Preston Sturges, Joe Frisco, Lou Holtz, and Cole Porter. "Round The Town Parade" is a commercial feature. A remarkable testimonial as to the pop-ularity of WMCA's late night broadcasts are the fact that several night clubs have refused offers to sign remote lines free of charge, preferring time over WMCA because of the station's assured following. WMCA maintains from 25 to 30 remote control points for the WMCA "Specialist". Control board now being installed will permit as many as 55 remote points.

Advertisers Interested

RECENTLY commercial advertisers have interested themselves in late night time. It has long been the theory that such broadcasts should be extremely valuable to commercial accounts, particularly those distributing luxuries. Late night listeners are persons who can afford to buy luxuries and can afford to stay up late, in other words. The merits of radio time had been worry about punching the time clock next morning do stay up late and do seek entertainment. Litters of comment on WMCA's late night features prove that this line of reasoning is sound. Such letters come from areas not usually, that is, not usually populated by persons of wealth.

Recently WMCA extended its broadcasting activities even farther into the evening with the sign- ing "Sleepy Time Club," its noc- turne, from 2 to 2:30 a.m. Within the past three months the program has made an average of 3 a.m. the registration sign-off time. Some of the better known dance orchestras now heard over WMCA late night are: Artie Katz and his Kittens, from Hollywood Restaurant; Snooks and his Memphis Rhythm Band; Jack O'Brien and his Enoch Light and his Orchestra; Ted Black and his Orchestra, from the Village Barn; Frank Sonny and his Orchestra; Will Oakland's Terrace; Noble Sissle and his Orchestra, from the Park Central Hotel; and Jack Ben) and his Orchestra, from the Coral Grill, and Smith Ballew and his internationally famous musical aggregation, from Pavilion Royale.

World System Studio Opening in Washington

WASHINGTON studios are being installed by the World Broadcasting System in the Washington building, just opposite the studios of the West Coast Electric headquarters, and will be open on or about May 15. The opening of the studios will make the World System available to members of the Senate and Congress and other public official complete recording facilities. The World System will reach their constituents and the public at large regularly by means of the World System broadcasting stations. It is expected that wide. spread use of this method will be made in the forthcoming radio election and in international and sectional. Recording facilities will be provided free of charge, only nominal fee being imposed covering the cost of disks.

BROADCASTING • May 15, 1935
An Advertising Man Calls Many of His Colleagues to Account For Cold-Shouldering the Station-Tested Program

LIVELY ARGUMENT on the question whether sponsors should use new or old programs when they first take the air was started when Walter Neff of VOR, Newark, in the April 1 issue of Broadcasting suggested that experimentation in this field be left to the broadcasters. Bernard A. Fenner, of KOIL, council Bluffs-Omaha, on May 1, contended that new features should introduce new advertisers.

low comes an advertising agent with a view that coincides for the most part with Mr. Neff’s. The author of this article, a partner in the Picard-Sohn agency for ten years, argues that agencies limit their activities in the program field, and effect a freeze with the broadcasting companies.

THE TOY characteristics of dio were a little less present, if we were more ways and less play, all of us didn’t need to believe there were potential Roxies—the agency benefit would be vast. As is, every advertising organization of the merest consequence has a radio department whose work in great measure is engaged in very pleasant, painless contests. When the guessing is bad, some client’s sales are agreeably stimulated. When the guessing is bad—the client pays just the same. All of which should make any intelligent agency executive do little intensive point-keeping.

Here are the broadcasting agencies spending staggering sums sustaining programs to keep their air circulation large. They employ abilities whose background years of audience study. They can fancy prices for some of these services. They invest heavily in choral, vocal, dramatic humans, they put on the air features whose appeal, whose box office value is doubtful, and when one of our talents reveals a radio wishfulness, they have to build a brand new act around him, whose worth is the toss of a coin. We deliberately turn our corks on the sustaining programs that have proved their merit. We just create something different and do it. (When the question of an engine’s integrity is not involved, I believe our deificees are blind.)

And having done so, our professional pride remains a little high. Our place in the sun is justified, our integrity is inviolate. And we communicate by short wave with God, who hope will bless the job with success.

My gyroscope may be a little out of kilter. The valves may need tuning or something. But if the very first time you overlook, I'll trade you the gyro for a worn copy of Painle's "Age of Saxon."
"Kind Offers" of Sustaining Features and Radio Time Sold on Return Basis Arouse Broadcaster's Ire

By S. G. PERSONS, President and General Manager, WSFA, Montgomery, Ala.

IN THE writer's mind there are twoglaring conditions confronting the modern business of broadcasting today that can only be corrected by the radio stations themselves, such as yours in starting an intensive drive to sabotage the sustaining programs, with the understanding that the station will get a certain percentage of the returns it receives and transmits to the sponsor. The first is out and out free advertising, whereas the second constitutes rate cutting, he contends in this article.

A REGIONAL broadcaster views with alarm two parasitic evils which threaten to suck the smaller stations dry unless a united fight is staged against them. These are the numerous offers of electrically transmitted programs on a no-pay-no-charge basis in the thin guise of sustaining programs and the acceptance of advertising announcements with the understanding that the station will get a certain percentage of the returns it receives and transmits to the sponsor. The first is out and out free advertising, whereas the second constitutes rate cutting, he contends in this article.

It is only if we prosper that they prosper. Of course, it is obvious that these firms will get their commission in place of the usual sustaining. But just why, as they state in their letters, radio stations should broadcast these fifteen minute programs on a "no-pay," "no-charge" basis, we do not know. And, incidentally, in traveling over the country, the writer has heard, time and time again, these programs being broadcast from stations of from 100 watts on up through 25,000 watts. If station managers will accept anything to fill up time, regardless of the fact that in doing so they are practically losing any chance of getting paid business in the future. Looking at it from the advertisers' side, they would be foolish to buy space when they could get it free over so many stations.

There's the Waste Basket
JUST ONE more word in this connection. If all station managers would look at "free offers" of this kind and promptly consign the letters to the waste-paper basket, it would not be long before this practice would cease.

The other glaring condition that we believe should be corrected is that of accepting advertising on a commission basis. Just imagine, if you can, any reputable newspaper that would sell its space on a "chance" of making money. They found out, years and years ago, that this cannot be done. Our mail every day contains offers from cosmetic manufacturers, nurseries, beauty preparations and, in fact, almost every other line of business that offers a "sure-fire" way of making money. All that we have to do to make this money is, in our "spare time," as they put it, run the announcements which they paid for and be doing so "by the hour," as they call it, those of the clients, for whom the hour is charged.

In conclusion we believe that if all stations would stop running all advertising programs of any nature except those that do not accept advertising on other than a straight contract basis and to deal only with recognized agencies and representatives, that this world of radio broadcasting would be a much more pleasant place to live.

What do you think?

Guts Gets Time

AUTHORITY to change frequency from 1240 to 1200 kc., and to change hours of operation from 10 a.m. to 6 p.m. to unlimited, was granted to WIBX, Utica, N. Y., by the Radio Commission May 6. The station, using 100 watts, is operated by Mosby's, Inc.
Dr. Klein Favors Self Regulation of Radio

BY SOL TAIHOFF

Assistant Commerce Secretary Opposes U. S. Ownership;
Excess Advertising

"LET BROADCASTERS iron out their own internal problems, provided that in the process the public does not suffer; and to insure that everyater safeguard be made available."

In that terse statement, Dr. Julius Klein, Assistant Secretary of Commerce, pronounced the keynote for the "advertising evil" that has provoked such stir in Congress. While he made clear that he was in the position to speak especially for the administration, Dr. Klein's views are of profound significance because of his intimate contact with national industrial and economic matters.

Full confidence in the American Plan of free competitive broadcasting, as opposed to the so-called European system of public monopoly, is expressed in the following interview with Broadcasting on current broadcasting problems. He spoke as one who has been thoroughly acquainted with the nation since its advent, and who, as Herbert Hoover's chief lieutenant while he was as Secretary of Commerce, helped in forming original law. Moreover, Dr. Klein only this month is observing his four-year tenure of the Government's independent network speaker on his Department's activities.

"We are very definitely in favor of free competitive broadcasting as being in accord with the American concept of freedom of speech and of the press," Dr. Klein asserted. "I can no more conceive of government ownership of radio than of newspapers. There is quite a comparability between the two, and government operation of broadcasting would be rather a dangerous temptation to bureaucracy."

Favors American Plan

HAVING observed what might be called the "rigidity" of so many of the European governmental enterprises, Dr. Klein said he felt the American system of government regulation, rather than of government ownership, is more in accord with the rapidly growing needs of an industry such as broadcasting. The effect of the "dead hand" of bureaucratic control, he said, is well known in industry. "It is inelastic and retarded in its response to the needs of any economic force,—far more so than private enterprise."

"It doesn't ignore the necessity for a certain amount of governmental participation in behalf of the consumer, or listener, but that is vastly different from government monopoly. I doubt whether European broadcasting is entirely bereft of the cruder elements of political invasion of its radio monopoly. On the other hand there is no question that any disinterested observer is aware of the far wider range and diversity of our programs as compared to those of the foreign government monopolies, because of the flexibility of private enterprise, as compared with the inevitable impediments to resourceful resilience and adaptability of any governmental agency."

On the mooted question of commercial programs, the Assistant Secretary said he believed that broadcasters, by large, and with few flagrant exceptions, are fulfilling their public service obligations. He said there naturally is resentment against programs which contain excessive advertising, and that while there may be some legislative "short cut" to a full remedy to this troublesome problem, he favored self-regulation by the industry, provided, of course, that the industry really will take that necessary initiative.

"While it's possible there unquestionably is an excess of commercialism in some programs (I have used the stop-watch on them), many radio advertisers are shrewdly acquiring a fine measure of good will among their listeners by employing restraint, decorum and skill rather than mere direction of their advertising messages. It is my opinion that the return rewarding these resourceful companies will force other competitive companies, now perhaps among the violators of good-taste on the air, to follow the same practice in self-defense."

A material improvement in the quality of radio programs during the past year or two was perceived by the Assistant Secretary. He said a better balance is being maintained in the handling of broadcasting as an amusement and cultural medium, and that while some progress has been made in educating the public that such programs are not yet all that can be desired.

"I have not studied the educational question and have only a superficial knowledge of the difficulties between commercial and educational groups over wave lengths," Dr. Klein asserted. "I see the advantages, however, of having diversified programs, and much good is being done in an educational feature every so often, along with jazz, dramatic skits, comic features, symphonies, speeches, etc."

"Therefore, I am inclined to accept, in principle, the point of view expressed by several radio commissioners that radio facilities should not be allocated to special groups for special types of programs, but that every station alike should be required to fill a definite public service obligation. This would tend to enhance the values of the whole of the radio system of the nation."

Conferences Favored

Dr. Klein endorsed a return to the procedure adopted in the early days of broadcasting of holding "round table conferences" under Federal auspices for the discussion of problems of the industry. During Mr. Hoover's tenure as Secretary of Commerce, when that Department was charged with radio regulation, such conferences were held periodically. It is often said that the days, although the most hectic from the industry's standpoint, were the most peaceful from the Federal supervisory standpoint. The old practice of holding periodic discussion by industry with Federal agencies, provided they do not devolve into wrangling mass meetings. If they are participated in by small groups with only one or two key questions involved they are more likely to be without the perils of selfish propaganda and futile mass arguments. No dictatorial attitude should be taken by governmental agencies, which should sit as mediators, and certainly not as paternalistic autocrats. In broadcasting, the government should be the spokesman for the almost inarticulate millions of the radio audience."

The remarkable expansion in the last years of the services rendered by the Commerce Department in behalf of the small business man was attributed by Dr. Klein to the Department's effort at broadcasting in disseminating information concerning the Department's facilities to the small retailer or factory owner or banker, from the corner delicatessen owner to little machine-shop manager. The Department's talks began just four years ago over NBC and subsequently were given by them on stations as far afield as the Pacific Coast. They are broadcast locally from manuscripts by a number of independent stations.

Before the use of broadcasting, Dr. Klein said, the Department felt it had "pretty good contacts" with the business men, throughout the country. "But," he added, "on the outer fringes we found tens of thousands of little businesses not identified with trade associations or other groups who for the first time through the radio became aware of the service the Department was ready to render in their behalf."

Mass Appeal of Radio

"THESE TALKS, by bringing the many useful agencies of the government for the first time to the large and, in the aggregate, very important element in the affairs of the nation have served to strengthen the country's industrial fabric. Not many of these newcomers on the Department's contact lists wear white vests, or spats or monocles, but they are the backbone of business. Without them, the larger industrialists would have no outlets for their merchandise."

Response to these talks, Dr. Klein declared, has been nationwide. "And the penetration of the penetrative scope of broadcasting, both of the network and independent stations, has expanded the possibilities of this type of service, which cannot be obtained in any other way," he explained. Thousands of advertising agencies are now following weekly broadcast, representing a cross-section of the whole social structure of America and presenting a vivid picture of how universal radio is, he said. Letters come from industrial magnates, illustrious street-sweepers, store keepers, convicts, cowboys and the "usual variety of nuts."

"Our replies," Dr. Klein stated, "are thoroughly representative of the whole nation and show that radio is a vehicle that does reach the deepest nooks."

Much good is accruing from international program exchanges as a means of promoting internation by means of this new mass medium, will, according to Dr. Klein. Hearing distinguished leaders of other nations, he said, he observed that it stimulates the curiosity of the American people, and tends to urge for a more intensive understanding of international problems.

Network broadcasting, while it

(Continued on page 26)
Views of Broadcasters Solicited
As Copyright War Approaches

Schuette Urges United Stand Against ASCAP; Need of “War Chest” Urged to Press Fight

A FORMAL "declaration of war" against the American Society of Composers, Authors and Publishers, to thwart its proposed drastic upward revision of musical copyright fees, has been made shortly in behalf of the entire broadcasting industry by the NAB.

Ample evidence that broadcasters, in the smallest, intend to enter the fight with a united front has been received in recent weeks. In response to a letter sent to all stations asking their views on the Society's proposal to increase the copyright fee from 300 and 500 per cent next Sept. 1. These are being analyzed by Oswald F. Schuette, newly appointed general issimo of the broadcasting copyright forces, and will form a basis of the final decision on the part of the industry's stand to ASCAP.

In his first official statement since he was retained by the NAB, Mr. Schuette declared that only by unified action can the industry adequately meet the current problem. "I have the opportunity to acquaint myself more fully with the situation, he said, he would not be able to map his defensive campaign.

Evidence of Unity
"THIS is the battle for the entire industry," and therefore I have asked every broadcasting station in the United States to give me its views on the demands for increased license fees which have been made by the Society," Mr. Schuette declared.

"The broadcasters know better than any one else whether they can afford to pay an increase in these figures under the present economic conditions," he said. "It is really their fight rather than that of the NAB alone. I have been more than granted the opportunity to acquaint myself with the evidence that we are going into this situation with a united front." This correspondence is summarized by the NAB in the letter sent to all stations under date of May 7. Previously NAB has sent to all stations copies of a March 11 proposal for 5 per cent of gross from commercial programs together with the so-called sustaining license, as well as copies of the correspondence with E. C. Mills which led us to the moratorium from June 1 untill Sept 1, pending further negotiations.

In order that we may have the views of the entire industry in the negotiations with the Society," said the letter, "we are asking every broadcasting station to answer the following questions:

"Are you in favor of accepting the Society's proposition?"

"Do you believe a decrease in your copyright license fee?"

"What is your present annual fee and stations?"

"Were you asked to wire their replies immediately to NAB headquarters in Washington?"

"Were you notified of the Schuette's appointment on April 29 by the plenary committee of the NAB, consisting of A. L. McCooker, WOR, Newark, chairman; F. M. Russell, NBC; U. W. Brennan, and Harry C. Butcher, CBS Washington director, meetings were held in New York to map out the immediate campaign."

Mr. Schuette also discussed with Philip G. Loucks, NAB managing director, and members of the plenary committees all aspects of the situation at the New York sessions, which lasted from May 4 to 7.

Suggestions have given out to stations from several sources that they contribute to the “war chest” of NAB which will go to the copyright fight and to ensure future supplies of musical works for stations, regardless of the outcome of the current negotiations. Mr. Schuette has been suggested that they voluntarily place license fees which amounts equivalent to their regular dues.

Increases in the membership of the plenary committee have been called for the beginning of the new copyright negotiations. It has been emphasized repeatedly that every station in the broadcast business has the opportunity to contribute to the common effort or decide what the current negotiations mean to the broadcasting industry and its future. The present battle of the larger broadcasters are placed at the disposal of the smaller one in less favorable position to carry the burden."

WMAQ Moves

WMAQ, Chicago, recently linked with NBC, moved May 7 into the Merchandise Mart quarters of NBC. The station, still half owned by the DAILY NEWS, will keep the same identity as in the past. The DAILY NEWS' television station will remain on the 26th floor of the newspaper building.

NBC's west coast office, San Francisco, has announced the attribution to the effect of radio, and also the acquisition of the outright leaflet telling of the NBC Spotlight Revue sponsored by the Associated Oil Company.

Radio Will Be Employed
In Dual Sponored Hunt
For U.S. Brightest Smile

RADIO, newspapers, and 24-sheet posters will be employed by Agfa-Ansco Corp, manufacturer of still and movie cameras, from now through Labor Day in a unique cooperative "National Smile Hunt" from May 15 to August 6.

Work will be used in the 12 weekly contests. A total of $350,000 will be spent on the campaign. The winner of the grand prize for the "brightest smile in America" will be given his choice of a two-weeks trip to Detroit, New York, Philadelphia and other cities.

Weekly prizes include three $296 Cine-Ansco home movie outfits and 370 Rolls. The dealer named on the back of the winning photograph will receive prizes with an aggregate value of $130 from both manufacturers.

Entrants will send the Iodent Co. snapshots of their own or any other famous personalities. Photographs must be accompanied by the end of an Iodent carton or a copy. If the entrant sends with his print the label from an Agfa-Ansco film, the company will send him a free roll of films.

Hormel on the Air

GEORGE A. HORMEL & Co., Austin, Minn., this month introduced its new canned vegetable soups--that according to NBC for nine months in various cities, using both newspapers and radio. It is handled by the Milwaukee office of Batten, Barton, Durstine & Osborn, the program being built around the personality of Jean Vernet, "the Gal," who produces the sauce which is served as it comes from the 20-oz. cans which are retailed at 15 cents. Coupon and contests are being tried, though a different type of campaign is undertaken in each city.

Politics to Start

NATIONAL politics actually begins on the radio in the 1932 campaign on Sunday, May 22, when the NBC broadcasts the national convention of the American Legion from the Municipal Auditorium, Milwaukee. Both NBC and CBS will also report fully the conventions of the Republicans at Chicago, beginning June 14, and the Democrats, also at Chicago, beginning June 28.

Radio to be Topic

A RADIO session will again be part of the annual convention of the Marine Radio Broadcasters Assocation to be held at Vancouver the first week of July. Headquarters are at 805 Marine Blvd., Vancouver.

AUTHORITY to move its transmitter and studio from Sandpoint to Lewiston, Idaho, and to make changes in the localizion of the transmitting facility, has been granted KGXX, by the Radio Commission May 10. The station uses 100 watts on 1420 kc.
Radio Magician Creates a Listeners' Utopia

By DR. ALFRED N. GOLDSMITH
Vice President and General Engineer, RCA

An Imaginary Picture of the Improvement in Reception Effected by Tenfold Increase in All Station Power

THE BROAD-CASTING Industry and the radio manufacturers all aim to give Mr. Average Listener the maximum satisfaction with the least possible interference. The present-day broadcast stations, comprising stations having a power from a few watts to 50 kw. (from a few horse power to more than 70 horse power), the manufacturers produce highly sensitive and selective receivers capable of picking up the feeble signals available at any considerable distance from a broadcasting station. Receiving the signals from the station, the receiver reproduces faithfully what is said by the announcer with no trouble from the以外的 interference.

An engaging portrayal of “super” power for broadcasting, even beyond the most optimistic hopes of present station operators, is offered in this somewhat whimsical article by a foremost radio engineer. Purposely evading technical arguments, the writer describes the reactions of Mr. Average Listener when he suddenly finds that the power of all stations has been increased tenfold by a benevolent magician. Static is considerably reduced, he finds, and distant stations come in more clearly though there is no reduction in distant beat notes or interference. But the next day the magician waves his wand again, and all was as before to the great disappointment of Mr. Average Listener.

Mr. Listener turned to Mrs. Listener and remarked that someone had eliminated static that day and cleared all signals, making them clearer, more natural, and more intelligible. He added that there did not seem to be any other change so far as he was concerned, but distant beat notes were concerned, and he was extremely grateful to anyone who had made this change.

The Dream Fades

In fact, it was a Radio Independence Day for him—the day on which radio had become practically independent of electrical disturbances, man-made and natural. And so Mr. Listener fell asleep on the night of July 4 with a broad grin on his face.

But alas! On the morning of July 5 the Radio Magician had waved his wand backwards ten times and reduced all the stations to their former powers. There were quite some thunderstorms on the evening of July 5; and sparking switches, flashing lights, and the like, were doing their worst.

When Mr. Listener turned on his set on that evening, his look of delighted expectation faded into grim disappointment. He was back in the grip of radio electrical disturbances—Independence Day had passed and with it had gone clear summertime reception in north and south alike at any reasonable distance from the transmitting station.

CBS Retrenches

A 15 PER CENT cut in salaries of all CBS employees, effective next month, has been ordered by CBS. In addition, 100 or more employees in the various departments have been released, all of whom either were given four weeks’ salary or a week of vacation. Artists’ pay scales, in the opinion of the department, is understood, also are being readjusted to meet current economic conditions.

The RCA Building

ROCKEFELLER CENTER’S largest building, rising 70 stories from the heart of New York’s Radio City, will be known as the RCA Building by agreement between the Rockefeller interests promoting the Radio City project and RCA and NBC. The executive offices of RCA, NBC, and NBC studios will be contained in the building.

WGBF Now WESG

CALL LETTERS of WGBF, Glens Falls, N. Y., have been changed to WESG by authority of the Department of Commerce. The station, at 1270 kcs, will be maintained at the Elmiran (N. Y.) Sun Gazette, Gannett newspaper, to which the present license holders, W. Noel Parker and Herbert B. Metcalfe, propose to transfer the station.
Soundness of Radio Industry Proved
By Economic Stress, Sarnoff Asserts

RCA President Optimistic in Statement to Stockholders; Television Not Ready for Public Despite Progress

THE STRAINED economic conditions through which this country is passing have compressed the inherent soundness rather than the usefulness of radio, asserted Mr. Sarnoff, president of RCA, at a statement to the annual meeting of the company's stockholders. Referring to the industry as a whole, both broadcasting and manufacturing, Mr. Sarnoff said:

"Although the entire industry has been going through a trying period, due to generally depressed business conditions, I can make the hopeful statement that I do not believe the situation is as bad as has been indicated, more aggravated in recent months. We have been swimming upstream, but nevertheless the last year has been marked by a great deal of progress."

"The prospect of radio for the remainder of the year is dependent largely on the general business trend. About this one must hesitate before making any prediction. Never before has it been so evident that the constructive efforts being exerted in many quarters will begin to bear fruit during the current year, so that recovery is likely not only to be permanent but to come in a rather rapid fashion."

"The country has the trend is to the point and an immediate loss of sales after the initial impetus. The experimental work we are undertaking will be continued energetically. As stated in the annual report, television receiving equipment will suffer to an extent when this experimentation has shown that the system of sight transmission having practical value can be realized.

The RCA president reported that the company's operations during the first quarter of 1932 carried the gross income for the three months of $29,585,222.54 and a net profit after all charges of $503,253.72, which is in line with profit during the first quarter of 1931.

Sta-Shine Hearing Scheduled June 15

ORAL ARGUMENTS on the Sta-Shine case, involving the jurisdiction of the Interstate Commerce Commission over the broadcast advertising rate structure, and determination whether broadcasting is a public utility even in the industry, will be heard by Division Two of the Corporation and Public Utilities Commissioners Albright, Porter and Tuttle constitute the division.

Oral arguments were requested by the Sta-Shine Products Co., New York City, and other established medium for information as well as intelligence so that it is now recognized as a household and business necessity. Our experiments up to the present have confirmed the belief that practical television can be accomplished on its own band of wave lengths, where it will be a service additional to the present system of sound broadcasting.

"Our engineers have done much research during the past year with television transmission on short waves and with various studio problems incident to television transmission. However, I am going to reemphasize what I have said before, that while the public was quite willing to experiment with radio in the early stages of broadcasting, the experimental apparatus of a more advanced type than the early crystal detector became quite expensive."

"When broadcasting began, the public had no experience in taking sound and music out of space, but the motion picture industry has given it a high standard of excellence in sound and pictures, television images which are obscure and difficult to follow cannot be expected to sustain interest over a very long period. The market television equipment prematurely would severely retard a development that has so far shown promise and which we expect to grow into a great and widely accepted service. Premature marketing could only bring about a temporary demand and an immediate loss of sales after the initial impetus. The experimental work we are undertaking will be continued energetically. As stated in the annual report, television receiving equipment will suffer to an extent when this experimentation has shown that the system of sight transmission having practical value can be realized."

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Use of Long Waves For Broadcasting Supported by NAB

Madrid Group to Investigate

The 150 to 550 kc. Band

DEFINITE recommendation that the American delegation to the forthcoming International Radio Telegraph Conference at Madrid be instructed in favor widening of the broadcast band to long waves was made by NAB for the interests now in consideration. The preparatory committee session held May 11 at the Radio Commission. After several hours of discussion a subcommittee was named by Dr. C. B. Joliffe, Commission chief engineer, who presided, to determine the minimum requirements of mobile and aviation services in the band between 150 and 550 kc. Now occupied by mobile, aviation, and government operations, this band has been recommended for widening to 1000 kc. by the Madrid Conference, and the NAB favors endorsement of that proposal so far as it relates to the NAB at its Detroit convention last October.

Dr. Joliffe was appointed himself chairman of subcommittee, which probably will submit a report within the next two weeks to the full committee. Dr. F. R. Young will appear for the defendants, with Ernie Adamson, of New York, as counsel for Sta-Shine.

Never Silent

THOSE ten-second gaps between programs don't exist any more at WORO, Radio San-Ber-hany, N. Y. Harold E. Smith, enterprising young manager of that station, has decided that these pauses constitute too much silence, and now is filling them in with piano interludes. Among the pianists are Leon Weir, Pat Riley and Marty Ryan, all accomplished pianists. According to Andy, an CBS artists' theme songs in whatever key they might be, and continue playing them until the program is over. So there is never a second of silence over WORO's air waves.

In, along with one member each to be designated by NAB, Army, Navy, Department of Commerce (Airways Division) and the Manufacturers. Mr. Caldwell will represent the broadcasters.

Proposals for the Madrid conference already have been canvassed. The American group favored retention of the status quo with respect to broadcasting, but the delegations of the conference with an "open mind" regarding enlargement of the broadcast band.

The current committee was also authorized to extend without time to the American delegation sails for the conference, which opens Sept. 3, for the purpose of obtaining from the other representatives and to instruct the delegations of particular portions of the agenda. The delegation has not yet been named by President Hoover.

Mr. CALDWELL emphasized the necessity of enlargement of the broadcast band. He said the rights of the broadcaster should be considered in relation to other services and that the United States should not give up any of its existing facilities to other North American nations and have a "secure opportunity to secure widening of the band here."

Declaring this country has as much interest in preserving the band as any other nation. Mr. Caldwell said the Mexican situation is one to be contended with, and that if were not for the depression, many U. S. channels would be ruined by the operation of Mexican stations operating in the United States. The are provided in the ether to accommodate these built, building competition.

In addition, the American broadcasting situation will be seriously endangered in the immediate future, he said. American stations are to be harassed by Mexican high powered stations, he declared.

It was Lt. Comdr. T. A. M. Caldwell, who reminded the engineers and authority on international radio, who suggested that the subcommittee should have investigated the report on the minimum requirements of mobile services in the band from 150 to 550 kc. With much ore for the program, for the full committee then could decide on the scope of its position at Madrid with respect to invading this band for broadcasting.
Newspapers Share Radio's Revenue
Organs Which Own Stations Profit, Says William Paley; Others Gain When Broadcasts are Advertised

By CABEL JOHNSON

"Can you state what proportion of all of your revenue went to newspaper-owned stations?" I asked.

Like News Syndicate
"THAT question cannot be answered by me because we at Columbia have no knowledge of station earnings outside of those reported to us," he said. "We only know here that newspaper-owned stations have increased their revenues through network advertising, and we suppose that local advertising revenues likewise have advanced."

"Incidentally, it might be well at this time to clear up a frequent misconception. Columbia owns only five of the ninety stations affiliated with it. Although the operation is far from perfect, the broadcasting system may be regarded roughly as a cooperative, with the remaining five in the hands of member clients. More than 70 percent of our programs are unendorsed, and the individual station may choose between local stories and those laid down by a wire service.

"Is it your experience that your advertisers are backing up their expenditers on the air with newspaper advertisements?"

Mr. Paley's reply was emphatic.

"There are many recent examples of outright advertising tied to attention to radio programs," he said. "It should suffice to mention only two advertisers—Liquor and Music That Satisfies," and H. J. Heinz Company, sponsor of 'Joe Palooka.' Both companies appropriated large amounts for newspaper space announcing the inception of the radio program and were not content to continue this advertising once the program went on the air.

Newspaper Tie-ins
"A NEW PROGRAM, at the outset, must compete against already established features. Hence many concerns have taken newspaper advertisements in an effort to win listeners to their radio presentations. Because of the great number of stations on the air quite a few advertisers have bought newspaper space regularly as a reminder of their program. Columbia favors such a plan.

"Is there a tendency on the part of your advertisers to cut down the proportion of sales talk, the proportion of entertainment?"

"The most successful radio advertisers have found that their sales message must be interesting," was the reply. "When the commercial continuity becomes too wordy there is a drop in interest and good will gives place to resentment. Thus there is an economic ratio in this constant effort to condition the word that probably is more effective than any arbitrary limitation on sales talk."

KMA Proposal to Shift to WGN Channel Denied

SUSTAINING Examiner Pratt, the Radio Commission May 6 decided in the case of KMA, Anamosa, Iowa, for change of frequency from 930 to 710 kc, and to be renamed WGG, to change in time to the 710 channel is the clear wave assigned to WGN, Chicago. Pratt said that at the hearing before Examiner Pratt last fall that WGN's daytime service through the day itself would be seriously interfered with if the application were granted.

The Commission found that the proposal of KMA would not result in a greater service than now rendered. It held too that the addition of WGN's service in a specified area. Finally, it stated that granting of the application would increase the quota of the already overquota state in an overquota zone.

3-Station Net

SPECIALIZING in foreign language broadcasts, WFAQ, New York, has recently been leased to HAGG, which owns WOAX, Trenton, operated by the same interests. Studios of WFAQ are in Carnegie Hall, New York.

Elzy Roberts Quits
Press Radio Post

St. Louis Publisher Raps Split
In Membership of A.N.P.A.

APPARENTLY disgusted with the action of some members of the American Newspaper Publishers Association toward his anti-radio crusades, Elzy Roberts, publisher of the Columbia Star and a leader in several of the campaigns against radio in the A. N. P. A. organization, has resigned as chairman of the A. N. P. A. radio committee. His primary reason for refusing to continue as chairman was that he believed the lists of the average A. N. P. A. member.

Why Report Witheld
"UNTIL these two camps admit the dissimilarity of their interests," he said, "there is no likelihood of the desire to go their separate ways, I see no hope of protective action on the part of the A. N. P. A. The decision of the A. N. P. A. that the radio committee was made with my approval because it was represented that the report of the previous meetings was not used to the detriment of newspapers by salesmen of radio time who quoted parts of it in a manner derogatory to newspapers.

"This approval perhaps would not have been given so readily had I known that the report of the A. N. P. A. radio committee was made so early in the proceedings with only a small number of newspapermen present, and that it was to be immediately followed by an address, virtually a copy report, by the former Washington attorney [Elisha Hanson] who said that he also represented broadcasting stations and that the word picture of declining radio advertising, of already adequate laws to check discriminations against newspapers, and who likened radio to its effect on newspapers to the miniature golf courses which sprang up all over the United States and have now disappeared."

Merchandising Service
Is Successful at WLB

THE FIRST successful merchandising service established for clients of a broadcasting station is claimed by J. B. Clark, general manager of WLB, Cincinnati. The service is provided through J. R. Hager, which has field men in Indianapolis, Columbus and Wheeling. The service is provided on a national and regional basis within the primary zone of WLB. It includes the contacting of jobbers and dealers in the distribution of the station programs. Dealers are encouraged to identify themselves with the broadcasts.

May 15, 1932 - Broadcasting
Agreement With Canada

THE NEW DIVISION of wave lengths with Canada, proposed by the Dominion authorities themselves and accepted by the United States, was a masterful stroke. It is Canada's own business that it should decide in favor of government ownership and operation of its national system, relegating private stations to the local lower power categories. But it was distinctly the business of the American government to protect its nationals in the matter of wave length distribution. This appears to be in a fair way toward accomplishment, when Canada begins to reorganize its system, by a shared channel division that takes practically nothing away from the United States and yet gives Canada all it needs.

As a matter of fact, Canada's projected reorganization of radio, while serious indeed to existing Canadian broadcasters, really means that the Canadian government itself is going into commercial broadcasting along American lines; it is an outright recognition by that British domain that a certain amount of advertising has its place on the air. United States stations on the regional channels that are Canadian shared or that are relinquished by Canada now face no real barriers toward higher powers if their geographical separations are adequate, and more power for some of our regional stations ought to be the next step in wave length division.

It must be gratifying also to the Radio Commission's engineers that their geographical separation standards are to be adopted by Canada as its yardsticks for preventing interference and Cuba interpose objections, demanding also a portion of the clear channels, the whole Canadian-American wave length problem appears to have been solved to the satisfaction of both countries.

Idle Opposition

ELZIE ROBERTS' disgusted withdrawal from the entire radio field certain newspaper interests have sought to fan into flame, the comparatively fiscus outbursts at the recent American Newspaper Publishers Association's convention against using newspaper features as the inside of radio programs, the failure of the A. N. P. A. to mark its rules and Cuba interpose objections, demanding also a portion of the clear channels, the whole Canadian-American wave length problem appears to have been solved to the satisfaction of both countries.

transcription form, to radio; every newspaper in radio has some sort of news feature tipup on the air, and it is fair to assume all will exercise their own individual judgments in this regard hereafter as before.

Elisha Hanson's observations, as Washington attorney for the A. N. P. A., inferring that audience interest is declining, were too silly even to bear consideration. The growing audience, increasing fan mail, continued audience response to sponsors' offerings and all sorts of radio surveys belie his views. Incidentally, Mr. Hanson is also counsel for a number of broadcasting stations!

Too, the outcry that radio is cutting into newspaper revenue has also been emblazoned across the pages of Editor and Publisher along with other news and comment disparaging radio—seems to be disputed by facts reported in that same organ. On April 30, Editor and Publisher, reporting that dailies are maintaining their share of the advertising dollar, quoted some interesting figures from the annual report of the Bureau of Advertising of the A. N. P. A. of the $13,000,000,000 spent in 1931 by national advertisers in newspapers, magazines, outdoor signs and (chain) broadcasting, $205,000,000 went to newspapers, $167,000,000 to magazines, $336,000,000 to broadcasting, $30,000,000 to outdoor media and $4,500,000 to car cards, the report shows. Broken down into the dollar, 44.4 cents were spent in newspapers, compared to 45 cents in 1930 and 47 cents in 1929; 37.7 cents were spent in magazines, compared to 39.6 cents in 1930 and 37 cents in 1929; 8.1 cents were spent in radio compared to 5.3 cents in 1930 and 3.4 cents in 1929; 6.8 cents were spent in outdoor advertising, compared to 8.5 cents in 1930 and 10.8 cents in 1929, and 1 cent was spent on car cards, compared to 1.3 cents in 1930 and 1.8 cents in 1929.

The radio figure is for chain broadcasting only, no aggregate figures as to local time sold being available. But the fact that the newspapers are holding their own, and the magazines also, seems to indicate quite clearly that their opposition to radio is not on tenable statistical grounds.

Giveaways

THE OLD ADAGE—"Beware of Greeks bearing gifts"—has long been applied to press agents by city editors, although even the best of newspaper men falls victim occasionally to a cleverly conceived publicity stunt disguised as "honest" news free spent in radio. The newspapers, and the radio stations also, seems to indicate quite clearly that stations oppose to radio is not on tenable statistical grounds.

PROBABLY the first comprehensive treatment of the technique of speaking before a microphone is found in "Radio Speech" by Sherman Paxton Lawton, of the department of speech at Bradley Polytechnic Institute (Expression Bulletin, Boston, $5). Based on an exhaustive study over a period of years, the book deals with the principles, method and technique of effective speech over the microphone.

The volume might well be used as a textbook by teachers of speech for courses in microphone addresses and training of announcers. The author has experimented with every known means of improving the human voice on the air and has carefully noted and analyzed his findings. He has found means of overcoming the major obstacles to proper radio speaking.

Henry Adams Bellow, vice president of CBS and director of WCCO, has written a brief preface on "Radio and Mass Communication."

A BRIEF SURVEY of broadcasting as a medium of advertising is presented in "Broadcast Advertising in Europe" (Trade Information Bulletin No. 787; 10 cents). It is the second of a series of three studies prepared by Lawrence D. Batson, of the Bureau of Foreign and Domestic Commerce. Copies may be obtained from the Superintendent of Documents, Washington, D. C. This survey was the subject of an article in the Feb. 15 issue of Broadcast- ing.

The R A D I O B O O K S H E L F
We Pay Our Respects to...

A FIGHTER and a gentleman, Oswald Francis Schuette brings new and vigorous leadership into the broadcasters’ side of the copyright fight. His selection to direct the copyright activities of the NAB was a master stroke by that organization’s plenary committee on copyrights. Those who know Oswald Schuette, as well as most broadcast newsmen, are in the “radio trust” fight—have the deepest respect for him as a man and a crusader; many believe that the redoubtable E. Claude Mills, general manager of the American Society of Composers, Authors and Publishers, will more than meet his match in Schuette.

Probably the highest tribute paid to Schuette was the fact that his former opponents were among the first to welcome his entry into the copyright struggle as an advocate of the harassed broadcasters. Now that the principle of a patent pool for the radio manufacturing industry has been accepted by the parties involved, and the suit against the three applicants is in the hands of the Department of Justice and the courts, Schuette is free to turn his attentions almost exclusively to this new endeavor.

That Schuette will adequately represent the little fellows as well as the big in the copyright fight may be taken for granted. He has always fought for the underdog, his sympathies being readily aroused in their behalf. His support in his new post is to be drawn from the broadcasters at large, his powers are broad and his judgment is generally respected.

Oswald F. Schuette was born in Chicago, August 31, 1882. He was graduated from high school at the age of 15. He began newspaper work in Chicago in 1902, going to the Milwaukee Sentinel in 1903—4, and succeeding to the editorship of the Milwaukee Evening Wisconsin in 1905. After traveling in Europe as a political correspondent in 1906-7, he returned to Chicago as political writer on the old Inter-Ocean. From 1908 to 1913 he served as Washington correspondent for that newspaper. During this time he was also Washington correspondent for Leslie’s Weekly.

...The war broke out, Schuette, because of his intimate knowledge of German, was sent abroad as war correspondent of the Chicago Daily News at the front with the Central Powers. He was the last American newspaperman to leave Berlin when things, on declared war. He moved to Switzerland and continued covering the war from there.

Returning to Washington after the Armistice, Schuette was again correspondent for Leslie’s Weekly and then for the Chicago Tribune. He went back to Chicago to write a political column as “Politicus” in the Chicago Evening Post, leaving that work to take charge of the editorial page of Hearst’s Chicago Herald Examiner. It was in 1925, while serving in that capacity, that he was called into the radio trust fight.

Schuette has been active in various organizations, in addition to his journalistic activities. It was he who wrote the Republican National Committee’s handbook on the League of Nations in the 1920 campaign. It was he who, as a writer, coined the phrase now widely used in politics, “the steam roller.” He has served as a member of several Chicago civic committees, as a member of the executive committee of the Chicago Catholic Charities, and as president of the National Press Club in Washington. (During his tenure in the latter post he shared the distinction with the late Chief Justice William Howard Taft, then president of the University Club, of holding a bartender’s license, as required by the laws of the District of Columbia of heads of clubs where alcohol is prohibited, of course.)

Schuette was married to Mary Patricia Maguire on June 24, 1919, and they have five children. He is a Catholic and Republican. His clubs include the Metropolitan and Overseas Writers, Washington City, Milwaukee Press, Chicago Medialivals. His home is at 1001 N. Sheridan Road, Chicago, but he is expected to move to Washington shortly.

PERSONAL NOTES

RAY HILL, who came to WCCM, Gulfport, Miss., from California several months ago and has been directing sales for the station’s time, has been named station commercial manager. In his first year with the station he landed 31 local accounts.

CHARLES G. EVANS, continuity editor and announcer of WPEA, Manchester, N. H., has been promoted to manager.

STANTON H. WOODMAN, brother of Harry A. Woodman, the station subscription service director of NBC, New York, has joined the commercial staff of WCHS, Portland, Me. Harry A. Belyea, of WCWS commercial and announcing staff, has completed a long-term contract terminated with the network and England Cooke Sunday night productions on WCHS and is now heard weekday mornings as soloist on a morning feature called “Eye Openers.”

FRANK M. RUSSELL, Washington vice president of NBC, and Mrs. Russell started on a vacation motor tour for Iowa May 2, to be gone about three weeks.

ERNEST ROGERS, feature writer on the Atlanta Journal staff and a radio entertainer and composer who has made the best sellers, has been appointed radio editor of WSB, Atlanta, succeeding Harline Branch, Jr., who resigned to practice law.

GROVER A. GODFREY, Jr., formerly with the Southwest Broadcasting, has joined the staff of WNUR-WBGC, Memphis, Tenn.

DICK CONNOR, the past two years reporter for the Los Angeles Times, has joined the Los Angeles City hall to KMPC, Beverly Hills, and KXTR, Hollywood, later in the year.

DON E. GILMAN, vice-president in charge of the Pacific division of NBC, announced the promotion of another key personnel: Howard I. Milholland, who was manager of the program department for the past two years, becomes manager of KGA, Spokane, May 15; Thomas H. Hutchinson, of the NBC production department, becomes program manager, and Lewis S. Frost is made manager.

ROY FROTHINGHAM, sales promotion manager of NBC Pacific division, has been named as president of the San Francisco distributor, and with the arrival of Ranson Hollway, manager of KFRC, and Carl Eastman, Pacific coast manager, Ernest L. Son and Eric Havey have been appointed directors.

THE REV. JAMES A. WAGNER, managing director of WLBY, Green Bay, Wis., is back at his desk after a trip east during which he attended a meeting of the National Broadcasting Association of NBC, copyright committee, of which he is a member.

GEORGE A. WELLS, formerly in the advertising department of WPRO, Providence, is the newly established commercial department of W Pro-WPA, Providence, for which he will have charge. James E. Coyle, formerly commercial manager of WOR, Worcester, Mass., has been named director.

WILLIAM N. GREEN, recently appointed manager of KFUL, Galveston, Tex., is the father of a baby girl born in April in Galveston. From there he returned to his job as studio director M. E. Williamson, formerly with KWWG, Brownsville, Tex.

ELIRIG Z. GRAYSON, former booking agent for RKO, is now field representative for the radio department of WTIC, Hartford, Conn.

CHARLES BOWMAN, tenor soloist, well known in eastern Pennsylvania, has joined the staff of WAGL, Lancaster, Pa. He will continue his vocal work.

JOHN F. PETZER, president and general manager of WKZO, Kalamazoo, Mich., has returned from an extended trip in the east. Mr. Petzer formerly operated WEMC, Berrien Springs, Mich., moving to Kalamazoo last September. For a number of years he held the sales staff of WKBQ, Indianapolis, is sales manager of WKZO.

JOHN B. GLEERE, formerly manager in the public relations department of NBC in New York, is now director of publicity of the Yankee Network in Boston.

HARRY VINCENT, once with KXTR, Hollywood, later production manager for KGFI, Los Angeles, has been appointed the commercial staff of KFAC, Los Angeles.

JOSEPH H. NEEBE, formerly vice president of World Broadcasting System and well known in the radio and agency fields, has been appointed to be in charge of the Detroit office of CKWO, the new 5 kw. station due to go on the boards April 1, opposite Detroit, June 1.

BEHIND THE MICROPHONE

LEWIS M. MUNNELL has resigned as program director of WHP, Harrisburg, Pa., and program direction is handled by Ed Redmond and Fred Frey. WHP has also added Jack Shipley, formerly with the Baltimore station, to its artists staff.

ERNEST LUSBY, former University of Wisconsin football star, has been added to the small but talented staff of WIBA, Madison, Wis.

MR. AND MRS. BILL JOHNSON, better known as “Bill and Ardyce” on KITV “Kool School of the Air,” have moved their act from York, Neb., to KFEO, St. Joseph, Mo.

WILLIAM NELMS, formerly on the air for the past ten years, has joined WTXA, Springfield, Ill., as continuity writer.

THE BASEBALL season at NBC Pacific Division opened recently with a defeat administered to the Associated Press by the San Francisco Giants under manager Bill McKechnie, the Associated Oil Co. The game, staged in Kezar auditorium, San Francisco, was won by the Giants, 5-3.

JACK BUNDY, formerly of WMBC, Detroit, and WENB, Buffalo, has joined the staff of WIBA, Madison, Wis., and is continuing his original feature, “Heine and his Band.”

EDNA O’KEEFFE and Ronald Graham, former WPRO employees, are now married, will appear in a new series as “Horace and Helen, the Married Pals.”

FELIX C. HOLT, for 12 years a newspaper man in the Chicago field, has joined the staff of WKBQ, Detroit, as publicity man and special supplement writer. Mr. Holt formerly was an afternoon announcer and Marvin Gross is evening announcer, having taken over the microphone when Blythe-Fries became ill.

MRS. LEXORE ROMNEY, daughter of Radio Commissioner Louis Romney, is working with the 15-minute weekly program over WRC, Washington. It is the result of a committee appointment. Mrs. Romney is a graduate of the University of Utah, George Washington University and the University of the State of New York. She is an orchestra member of the University School of the Theatre and of the School of Stanislavsky. For a short time she was in the movies with Metro-Goldwyn-Mayer.

May 15, 1932 • BROADCASTING

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www.americanradiohistory.com
JACK BRINKLEY, Lil JOSEPH, RICHARD LEON Sanders have added material for the series.

WILLIAM A. LODGE, of the well-known New England Lodge family and an alumnus of the Institute of Technology, has been transferred from the maintenance group, New York division of CBS, to the engineering group. His vacancy has been filled by George S. Sears, formerly in the construction department. James Hackett of the construction department has been transferred to studio engineering.

ENGINEERS of WIBA, Madison, Wis., are at work devising special pickup to handle the International's Saengerfest with 1,000 voices to be held in Madison June 2-4.

WALTER C. EVANS, manager of radio operations for the Westinghouse Electric and Manufacturing Co., is supervising the installation of the shortwave equipment of W8XK, now being moved into an ultra-modern plant at Saxonburg, Pa., about 30 miles from Pittsburgh.

C. B. GROTE, of Dallas, was recently named chief engineer of WDFW, An- niston, Ala.

BEING a sight reader of music, Monroe Reid, of the WNR, Newark, engineering staff recently handled the Toscanini broadcast from Carnegie Hall. He generally handles the controls for similar broadcasts directly from the trucks.

D. W. GELLERUP and Cliff Worby, of the WTMJ, Milwaukee, engineering staff, recently became fathers. It was the second son for Gellerman.

J. D. HOLMES, formerly with the Radio Engineering Co., Fort Worth, Tex., has joined the technical staff of KFUL, Galveston.

BILLY RULE, of the operating staff of WKIR, Bristol, is the proud father of a baby daughter, born in April.

**Tongue Twisters**

"THE SEEING sea seashore and thus the seething sea seashore us" was the shibboleth recently employed by the NBC to weed out candidates for positions as announcers. The French have now applied their ingenuity in devising a similar test for their own speakers. The best example seems to be: "Un chasseur sachant chasser ses animaux sauvages."—From Wireless World of London.

RICHARD HOCK, xylophonist and pianist, formerly with several stations in southeastern Pennsylvania, has joined the staff of WORK, Yerks, Pa.

J. C. LEWIS, Jr., song writer for KJH, Los Angeles, will devote his entire time to composing. "For Ever So Long" is his latest. He wrote "I Got the Ritz From the One I Love."

LYNN WILLIS, announcer at WIP-WFAN, Philadelphia, has been appointed production manager by Edward A. Davies, president. Jay P. Dugley, veteran radio personality, has been added as an announcer.

FREDERICK WILLIAM WILE, political commentator for CBS, has been invited to address the Institute for Education by Radio at Columbus, O., June 6-10, by the College of Education of Ohio State University. His topic will be "The Treatment of Political Topics by Radio."

TAURANCE DANTZLER, brother of Mary Brian, film star, has signed up his orchestra for a nightly appearance over KMTR, Hollywood.

BYRON DOUGLAS, radio columnist of the Los Angeles Times, and news anchor via KJH, recently signed his radio drama debut over KNX, Holly- wood, in "The Valiant."

**IN THE CONTROL ROOM**

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The Business of Broadcasting

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

STATION ACCOUNTS

NEW NATIONAL accounts on WTMJ, Milwaukee; Edna Wallace Hopper, Chicago; and Ann Kopps, Detroit; and transcriptions beauty talk, three weeks, through WBBF, Chicago; H. Harsh, Inc., Detroit; and Gallant, Inc., Pittsburgh; weekly, through The Singers Co., Philadelphia; hasattr. Baking Co., Milwaukee, children's programs, weekly; Rit Products Corp., Chicago, dry cleaner compound; new items and music, daily except Sunday, through Earl Ludgin, Inc., Chicago; Paul Morris, Inc., Minneapolis, transcriptions thrice weekly, through The Cord Co., Minneapolis; Virginia City, Nevada, thru M. S. Smith; alternates Mondays, through Rogers & ith, Inc., Chicago; Marquardt Co., Chicago; Funk, Brush & Mattson; Tuesday, through N. W. Ayer & Son, Philadelphia; Commander Larabee, Inc., Minneapolis, (Kwik-Bilt) announcement daily except Sunday; WBBF, Chicago, (Kwik- Bilt) announcement through Minneapolis; Thymo Borine Laboratory, Milwaukee, announcement twice weekly through Milwaukee; Dunlap & Associates, Milwaukee.

WBHY, Green Bay, Wis., reports these new accounts: Berry Brothers, Detroit, (Bible题材), thru KTWX, Chicago; Albert Dickinson Seed Co., Chicago, (Ned-O-Gen) announcements, thru KTOO, Chicago; H. J. (St. Joseph's aspirin) announcements, thru KAPW, Pittsburgh; handled by National Radio Advertising, Inc.

EW ACCOUNTS reported by WMZL, Atlanta: M. M. Plough, Inc., (beauty preparations), recorded announcements six times weekly from National Radio Advertising, Inc.; Ehl Bottling Co., Columbus, Ga., transcriptions; Quaker State Oil Co., Atlanta, (Autowax) weekly, through Dunlap & Associates, Atlanta.


RE B. C. REMEDY Co., Durham, (headache remedy) has taken the sponsorship of the new daily 16-minute program, “In Hattahgores,” Don Eth, Tenn., by Arch McDonald. Other accounts on the station include: M. M. Plough, Inc., Memphis, (beauty products); Ehl Bottling Co., Columbus, Ga., and the Wofford Oil Co. (S.

"S., Atlanta, has signed a summer singing contract, and each station, in each, Fla., funds have been raised at the chamber of commerce by the use of weekly transcriptions by National Radio Advertising on WDBO, Orlando, Fla., among other stations.


WYCT, Springfield, Ill., reports that WYCT is making announcements that city are sponsoring the Phillips "66" program of a 16-piece orchestra, and that they are the sponsors of the Phoenix Hosier and Goodman's Silvertone program.

NEW accounts reported by WJZ, Pittsburgh, accounts, thru National Advertising Co., Inc., weekly.

"Aunt Jemima Songs" feature by 24 CBS stations for 13 weeks, air time beginning Friday, May 26, 7:15 to 8:15 p.m., EST.

NETWORK ACCOUNTS


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PROSPECTS

DERMAY LABORATORIES, Cleveland, (cosmetics) will use radio and newspapers in a campaign which will be EMS handled by W. W. Sharp and Associates, Cleveland.

WILLIAM G. BELL Co., 189 State St., New York, (Belle's butter) is using radio and newspapers in a campaign which will include radio. N. W. Ayer & Son, Boston, handles the account.

SCOTT & BOWNE, 60 Orange St., Stamford, Conn., (Steero resorts) will again include radio in its new campaign for which W. W. Ayer & Son, New York, handles the account.

RADIO will be used along with newspapers in a campaign for the launching of the new product of the Pasteur Institute, Paris, during the fifth day of the month in April return radio and newspapers in a campaign for the launching of the new product of the Pasteur Institute, Paris, during the fifth day of the month in April.

LOS ANGELES, Calif., has appointed a new general manager, Klein and Leary has been appointed by Italian Kitchens, Ltd., San Francisco, to handle radio and newspapers in a campaign in the southwest. No definite lineup of stations to be used has been released.

TRANSCRIPTIONS

NEW ACCOUNTS signed by National Radio Advertising Advertising Agency, New York, are reported as follows: Plough, Inc., Memphis, (beauty products); N. W. Ayer & Son, Detroit, handles the account.

GOODWILL WORSTED Co., Sanford, Maine, (Nevra Greens) has added four units to its May 19 variety program to "follow the weather" with Jay C. Clippin as master of ceremonies on CBS, Thursday, 10:45 to 11 p.m., EST.

THE KELLOGG Co., Battle Creek, Mich., (Cornflakes) has added weekly "Snacking Lady" over 5 stations of NBC-KPO network, daily Monday through Friday, 9:00 to 10:00 p.m., EST.

THE WABASH RAILROAD, Chicago, (Wabash System) has added five units to its May 18 series program.

AMERICAN KITCHEN Products Co., New York, (Steero bouillon cubes) on Married Women's Radio Service, syndicated program, with Grant with gypsy songs, Wednesday, 10:15 to 10:30 a.m., EST, on NBC-AM, New York, Barstine & Osborn, New York, handles the account.

MCLEAVIN, GORMLEY & KING, Minneapolis, (Evergreen Insecticides) on May 19 starts Frank and Flo

Cornin, vocal duo, on WJZ, New York, and WDBU, Baltimore, NBC synchronized.

B. T. BABBITT, Inc., New York, (Bab-o cleaner) on May 20 starts minor program, thru WJB, New York, thru WJZ, New York, thru WJZ, New York, through May 26, 11 to 11:15 a.m., EST (replacing Saturday program).

OLSON RUG Co., Chicago, on May 12 starts a new series program on "The Olson Weavers," thru studio orchestra, thru 28 CBS stations, 9:15 to 9:30 a.m., EST (replacing Saturday program).

PETER A. COLE, Chicago, handled the account.

STANDARD SOUND RECORDING Corp., New York, is producing a series of programs for the Air Products Co., the Calkins & Holden, handling the account for Red Book Magazine; the programs are dramatic sketches by Red Book authors, J. F. Cleeminger being the narrator.
**TWO reactions to every WLS Program**

The value of radio advertising is measured by one thing... RESULTS! Records on WLS show that both listeners and dealers REACT to WLS programs. Actual mail returns show that listeners respond to WLS programs even during hours which experts have classified as "undesirable."

Advertisers have told us "afternoon is no good." Yet ONE five-minute broadcast alone at two P. M. brought requests for 7,650 catalogues on home needlework. A half hour on Sunday afternoon brought 10,000 requests for free samples. And on Saturday morning, "when children are all out at play," a single 15-minute program brought over 5,000 drawings, all from children under 15 years.

Dealers REACT to WLS programs too. Advertising over WLS builds for them actual cash sales. A manufacturer went on WLS with but two dealers in a new territory. Without the aid of any other form of advertising, WLS has created such a demand for this product that it is now handled by 5,000 dealers in the same area.

WLS knows its audience; knows what they like—and knows how to build programs that bring RESULTS. Let WLS help increase your sales in 1932.

---

**FOODTOWN KITCHENS, Inc., Chicago, (Wheat and Rice Pops) has retained the McLurkin Advertising Co., Chicago, to handle a children's program, "The Pops' Pirate Club," which started over WGN, Chicago, May 9, preliminary to its introduction throughout the present distribution area of the Pops foods.**

**HYLAND L. HODGSON, vice-president in charge of radio of N. W. Ayer & Son, Inc., on May 2 addressed a meeting of New York manufacturing representatives on the growth of radio advertising.**

**WLS knows its audience;**

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**WLS**

**The Prairie Farmer Station**

**BURRIDGE D. BUTLER**  
- - - - - - President

**GLENN SNYDER**  
- - - - - - Manager

Main Studios and Office: 1230 W. Washington Blvd., Chicago  
50,000 WATTS  
870 KILOCYCLES

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**THE LAKE Co., Altavista, Va., (cane chairs and furniture) has appointed N. W. Ayer & Son, Philadelphia, to handle its account.**

**DAVID ELMAN, formerly a continuity writer with CBS in New York, and Earle Ferris, formerly manager of WTAM, Cleveland, have joined the staff of the radio department of The Blackman Co., New York agency.**

**WBT, Charlotte, N. C., has appointed William G. Rambeau, Chicago, as station representative in the central territory. Mr. Rambeau represents a select list of major stations.**

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**STATION NOTES**

NBC's Boston station, WBZ, made the front pages of newspapers all over the country April 28 when King Leo, the 900-pound Metro-Goldwyn-Mayer motion picture lion, twice broke loose in the studio station at the Hotel Bradford amid a gathering of 160 spectators. Brought to the studio to roar in front of the microphone, King Leo twice jumped through plate glass windows but was finally caged. Seven persons suffered minor injuries, either from broken glass or on account of the rush of the crowd for the elevators.

WDAE, Tampa, Fla., last month presented Philco radio receivers to each of the 23 grade schools, together with the "Gottschalk Process," in Tampa. D. B. McKay, owner of the station, and Spencer Mitchell, manager, explained that the donation was made so that the children might take advantage of the educational opportunities of radio, particularly the CBS "American School of the Air."

KDLR, Devils Lake, N. D., has completed the installation of a new transmission unit, with the automatic frequency control. A new RCA-Victor frequency monitor has also been ordered, and its installation will complete the renovation of the station, all of which is being done by the staff.

WLS, Chicago, has a wide variety of cow bells sent in by as wide a variety of listeners for use at the signature of the National Barn Dance program. The bells have come from street car conductors, school children, seamen, rum runners, soldiers and lighthouse keepers.

A BULLETIN listing the contributions received during 1931 for the support of WCAL, Northfield, Minn., has been issued by St. Olaf College, which operates the station.

KDFL, Salt Lake City, on May 8 attained its tenth anniversary though the entire month was devoted to special broadcasts in commemoration of the birthday.

WDAE, Tampa, oldest radio station in Florida, on May 17 celebrates its tenth anniversary, reports L. S. Mitchell, manager.

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**RCA**

**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.**
We have made America's most populous area a WLW Community

Our consistently good programs, powered by 50,000 watts, are received by millions in the rich Middle West.

We are the center of radio entertainment for listeners in the big cities, numerous towns, manufacturing centers and farm districts "near the center of population."

The whole WLW story is told in facts, figures and illustrations in our free, 72-page folder. Send for it.

Near the Center of the Dial
Near the Center of Population

Ford Rush is known as "Old Man Sunshine" to kiddies everywhere. He and his "toy band" are one of the outstanding features on the air today. Such unusual talent is typical of WLW.

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., President

May 15, 1932 • BROADCASTING
KTM, Los Angeles, has completely renovated its studios and redecorated in the form of an exterior set of an early California mission with belfry and facade. Special lighting effects give the space control at all times and the organ console has been spotted in the mission entrance. The new scene was installed as an incentive for Olympic Games visitors to visit the station.

KOXO, St. Louis, is surveying its coverage through letters addressed to radio editors offering to send the station's radio programs if the reception is satisfactory.

ON MAY 1 KBB, Don Lee station, Santa Barbara, Cal., celebrated its first birthday under the present ownership. On the same evening KVOS, Bellingham, Wash., held a special program for listeners affiliated with the Don Lee-CBS network.

WIP-WFAN, Philadelphia, recently staged a television demonstration in cooperation with the Gimbel store. Sanabria equipment was used. A group of prominent personalities, including Leopold Stokowski, were televised.

TIN TOWERS for CKWO, new CBS outlet at Windsor, Ont., to be operated by Essex Broadcasters, Ltd., on the station's 125th anniversary, May 7, and the station is expected to be on the air by June 1. The towers are said to be the highest in Canada, rising 300 feet.

EQUIPMENT

DE FOREST RADIO Co., Passaic, N. J., announces that for the convenience of broadcasters, amateurs and other users of transmitting tubes, the audions are being stocked at seven district sales offices. In addition to Passaic, N. J., to insure maximum speed in bringing tubes to station operators. The stocks are maintained at the DeForest regional offices in Chicago, Minneapolis, Seattle, Los Angeles, Kansas City, Pittsburgh and Atlanta.

DE FOREST RADIO Co., Passaic, N. J., has completed a special laboratory to test transmitters and has enlarged its transmitting tube department to meet increased broadcast requirements. Reductions in the prices of transmitting audions have also been announced.

WNAC AND WAAB, key stations of the Yankee Network at Boston, claim to be the first in the country to take complete advantage of the latest developments in acoustical engineering. As a result of an exhaustive study by consulting engineers of Electrical Research Products, Inc., they are now equipped with acoustic treatment and a technique of distant sound pickup designed to make the studios “live.” The supervising engineer on the work was C. G. Jones, of the ERF organization.

POSTAL TELEGRAPH Sales Corp., newly incorporated affiliate of Postal Telegraph, has concluded an arrangement with the Hammond Clock Company, Chicago, to act as exclusive distributors of a new high-frequency electric clock, according to C. B. Alsopp, vice-president of Postal Telegraph-Calco. The new clocks, to be manufactured by Hammond, are described as non-stop and “constantly correct to a second.” They do not require periodic synchronization or servicing. They will be sold out of stock on a cash or deferred payment basis, instead of leased to users as has been the general custom, and are made in different colors and sizes to fit in with any type of office or store equipment.

JANSKY & BAILEY, engineering consultants of Washington, are supervising the installation of the new 5 kw. Western Electric transmitter of CKWO, which goes into operation June 1 at Windsor, Ont., across the river from Detroit.

PROGRAM NOTES

“March of Events” is the title of a new program recently started by WMAZ, Macon, and 10 schools in the Commercial department on KFKU, University of Kansas station.

THE TECHNIQUE of broadcasting was brought to University of Southern California (Los Angeles) students late in May in the form of a commercial lecture series. Speakers included Carl Haverlin, sales manager of WJNL, New York; H. Joseph Rodriguez, publicity manager of KFLE-CA.

A LMERICK contest staged in connection with the “Emmy and Era” program over WGAL, Lancaster, Pa., has resulted in an increase in the circulation of Lancaster newspapers in which the limericks were published. A total of 136,000 dollars was awarded and a photograph of the radio stars was given each entrant.

THE POPULAR WLS barn dance entertainers on May 7 were added to the NBC network.

MCA Expands

ON ACCOUNT of increasing activities, the Music Corporation of America (MCA), Chicago office recently moved into larger quarters, taking over the entire eighteenth floor of the Masonic Temple building. Previously the MCA offices were expanded to include the observatory tower of the Paramount building.

Agency's Radio Role

(Continued from page 11)

department? There's plenty for it to do besides wandering among the Narciss of Broadway. Someone has to devise palatable, unique, unpretentious programs. Someone has to uncover announcers who do not sound as though they were broken in on the line for love. Someone needs to work out ingenious lyrical novelties, rearrange words so singers may have openings in the upper register. Someone who knows must keep conductors on the ground so they won't be tempted as they so easily are to the quicksand of the steady starfire lollipops of which audiences never wear.

Someone is needed to make sure that ground must study script and programs and sense immediately how entertainment factors can be harnessed to the commercial.

One with a sense of humor must be on the place to detect absurdities that do not belong and provide the same for spots in the act where they should be and aren't. Someone who wears a beret twill should be employed to wander about the department, kicking others who wear number eight shoes. This could involve an office on for hours, but why should it?

In the first place, ideas are worth money. In the second place, there likely are not half a dozen big agencies in the country yet ready for this kind of work.

There should be an armistice. I'm convinced—and an end to the hostilities between broadcast companies and agency men. Somehow, many agency executives seem to be losing sight of an important fundamental. We're the customers, and the customer is always right.

Our patronage is their bread and butter. They have their own interests to consider in their program building, but that is different from nothing if the programs are not sold. In a liberal sense, every dollar they have invested constitutes investment in the advertising business.

When advertising ceases either the radio broadcast companies will cease, or they will have government subsidy with Congressman Sapp's sopranino niece and Senator Supe's nephew's college glee club pinch-hitting for entertainment.

If the remnants of my readers include one agency's treasurer, may I, as a parting thrust, ask him how he likes, on the main's suggestion of "audition of orchestra, (Coryrheo Shoes) $450."

Petition Denied

PETITION of the World Broadcasting System for an amendment of the rules and regulations governing announcements of mechanical reproductions along simpler lines was denied by the Radio Commission May 10. In a letter to the Commission from George K. Strong, chairman of the World, asking for authority to announce its transcription as the networks announce their programs, such as "This program viewed by electro-transcription from the World Broadcasting System studios in New York City."
WGN presents to the world

CLARA, LU 'N' EM

—THE SUPER SUDS GIRLS!

THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household's everyday life is reviewed and rehashed.

Thousands of women, and men, too, follow their gossiping. Frequent tests have proved this. Thousands of letters are received each month, by the girls and their sponsors.

A year ago last August the Colgate-Palmolive-Peet Company contracted for this WGN feature. They tested the program locally over WGN for five months and then contracted for a year's network broadcast over thirteen stations.

At the start of February, 1932, upon receiving many requests from listeners, the sponsors of the feature decided to present the girls' prattlings on a forty-two station network, blanketing the entire country except the Pacific Coast, and to transfer their chatter to a morning period.

Clara, Lu 'n' Em are one of the most popular features on the air today. They're doing a great job for a satisfied client. They're GOOD CHEER both for WGN, their originator and director, and for the NBC chain... Is your radio program doing as well? The station that gave the world "Sam 'n' Henry" ("Amos 'n' Andy"), East and Dumke ("Sisters of the Skillet"), "Little Orphan Annie", Kellogg's Singing Lady, and Floyd Gibbons has a program ready for you! WGN is building tomorrow's great programs today.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—723 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 25,000 WATTS POWER . . . CLEAR CHANNEL . . . INTENSIVE ZONE 7 COVERAGE

May 15, 1932 • BROADCASTING
Interest the National Field in Your Territory and Station . . .

"If we only had a salesman calling on all advertising agencies and national advertisers who use radio. This thought has probably passed through your mind many times. But it is rather an expensive idea for the average station manager to entertain. Yet IT CAN BE DONE—And Economically Too.

Your message in Broadcasting will do it. Broadcasting goes to the busy executives who haven't time to chat with salesmen—it is read by the very men you want to reach.

Here's what some of those executives think of Broadcasting:

"May I extend my hearty congratulations on the success of your magazine Broadcasting. It is covering an important field and I find the magazine both interesting and informative. It should be of real value to all advertising agencies and to anyone who is engaged in the radio industry."

YOUNG & RUBICAM, INC.
ARTHUR BERGH

"It seems to me that there is no better way to keep abreast of a broadcasting situation than to follow the valued contents of your magazine."

"In a word, I find no other periodical that could be satisfactorily substituted for Broadcasting. I feel this opinion is due you."

ERWIN, WAGLEY & COMPANY, INC.
CHARLES F. GANNON, Director of Radio.

"The need for an authoritative publication in the broadcasting field is definite...you may count on our cooperation."

THE CRAMER-KRAFFSTY CO.
LLE TRACY

"Will you accept my compliments on the unusually fine and interesting publication you have."

UNITED ADVERTISING AGENCY, INC.
JEROME VAN WISEMAN, Assistant to President.

"You have gathered together a lot of interesting material on all phases of radio and we wish you success."

GOTHAM ADVERTISING CO.
WILLIAM MENKEL

"Broadcasting covers the field broadly and specifically and I congratulate you on the splendid publication."

WORLD WIDE ADVERTISING CORP.
ROBERT B. MCCLEAN, Vice-President.

Education Groups To Consider Radio
Meet at Buffalo, Columbus May 20-20 and June 6-9

RADIO ADVERTISING, broadcasting into the schools and the ultimate control of radio will be among the topics discussed at the second annual assembly of the National Advisory Council on Radio Education, to be held in Buffalo, N. Y., May 18-20, at the Hotel Statler. Various aspects of radio's use in education will also comprise the Third Annual Institute on Education by Radio under the auspices of Ohio State University at Columbus, June 6-9.

The council will devote morning and afternoon sessions on May 19 to reports from the committees responsible for the radio programs on psychology, economics, vocational guidance, labor and civics now being broadcast.

The topics for the evening session will be "Broadcasting into the Schools." Florence H. Hole, president of the National Education Association, is in charge of this meeting and Walter R. Cooper, United States Commissioner of Education, will preside.

The final evening session will include addresses on "The Broadcasting Station as a Community Enterprise" and "The Ultimate Control of Radio." "What the Radio Can Do for the Farmer and the Rural Community," "Broadcasting Abroad" and "Development of Radio Legislation" will be discussed during the afternoon session.

The evening meeting will be devoted to consideration of radio advertising from the standpoint of the broadcaster, the advertiser, and the general public.

Others who will address the sessions include Cline M. Koon, United States Office of Education; Lyman Bryson, of the California Association for Adult Education; Senator Arthur Capper; Walton Hale Hamilton, of the Yale University Law School; William Hard, political correspondent; Carlott Dunn, Director of Research, Colley, Inc.; Harold A. Lafount, Radio Commissioner.

The Columbus sessions will be addressed on a wide variety of subjects by officials of the networks identified with educational programs and by school and college officials participating in educational presentations. Among those scheduled to address the institute are Morse Salisbury, chief of Radio Service, Department of Agriculture; Merrill Denison, Canadian National Railways; W. V. Bingham, chairman, psychology committee, National Advisory Council; Felix Morley, chairman, economics committee, Advisory Council; Margaret Cuthbert, program department, NBC; Katherine Ludington, chairman, radio committee, National League of Women Voters; H. V. Kaltenborn, CBS; Margaret Harrison, Columbia University; D. A. Worchester, University of Nebraska; H. L. Ewbank, chairman, radio committee, University of Wisconsin; George H. Bettes, Northwestern University; Joseph E. Mady, professor of music, University of Michigan; James N. Bule, superintendent of public instruction, state of Pennsylvania; Einar Dale, Ohio State University; Judith Walker, WMAQ, director of Educational Midwest, division, and WGN, NBC; Joseph F. Wright, director, WLL, University of Illinois; C. M. Koon, senior specialist in radio, University of Oregon, Office of Education; Tracy F. Tyler, National Committee on Education by Radio; Franklin Dunham, NBC; E. D. Jarvis, Ohio School of the Air geography broadcasts; Alice Keith, broadcasting director, American School of the Air; R. D. Matthews, Cleveland; C. L. Menzer, production manager, Chicago studios, NBC; H. Unger, chairman radio committee, Association of Land Grant Colleges; President Rightmire, Ohio State University; Robert E. Cooper, Ohio State University; T. W. Board, executive secretary, Association of College and University Broadcasting Stations; L. M. Lumley, Ohio State University.

Favors Self Regulation

(Continued from page 12)

can never replace the community's staff serving the citizens as a sort of hybrid theatre-newsfree of charge, was strongly commended by Dr. Klein as the means of bringing to the rural and outlying areas the social advantages of the metropolitan areas. "It is doing more than any other single thing to break down the barriers of isolation and to obliterate ignorance. As the distribution of good receivers increases on the farms, among the mountaineers and in the backwoods, this enlightenment will become more evident."

Apropos of television, Dr. Klein asserted, both the industry as a whole and the Federal authorities were working wisely in "making haste slowly" and in avoiding premature introduction of visual radio on a commercial basis. Since television is the logical sequel to voice broadcasting, he said it was to be assumed that the voice broadcasters of today would become the combined sound and sight broadcasters of tomorrow.

TOBACCO

One Big Reason Why Business is Good in North Carolina

Three fourths of all cigarettes made in the United States are made in North Carolina—one reason why North Carolinians have jobs and money to spend—why this State leads the South in total net sales.

WPFT is centrally located in this rich territory, and there's no other radio station within 80 miles. Associated NBC station—nearest other is Richmond, Va.

WESTERN ELECTRIC EQUIPMENT

Power 1,000 watts
Frequency 680 kc.
Double Western Electric 78's and 13 1/3's
H. K. CARPENTER, Manager
R. L. BRIDGER, Commercial Manager
New York Office: Lincoln Bldg., 60 E. 42nd Street

BROADCASTING • May 15, 1932
The
POWER
is
LISTENER INTEREST*

- WKRC not only reaches your prospects—it SELLS them!
- It is the POWER that drives LISTENERS into STORES to BUY your product!
- Here is the million-market called Cincinnati—spending an annual income of $235,000,000—listening to finest Columbia programs broadcast on a full 19-hour unbroken schedule every day—reaching for your program at 550 kilocycles... "right at the top of the dial."
- Put this POWER to work for you!

WKRC

*AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

*Full 19-hour schedule
1000 watts power
100% modulation
Finest C. B. S. programs
Latest Western Electric Equipment
of broadcasting? Not in Canada, I assert.

The Privy Council of Great Britain—which is equivalent to the Supreme Court of the United States—recently stated unequivocally that the Dominion Government of Canada had complete control over radio broadcasting within the domain of Canada, both as to transmitting and to receiving apparatus.

It will have this control a year from now, or any number of years, from now, and if any fictitious, or allegedly grasping alien "octopus" seeks to wrest this control from it, someone's tenacles can easily be clipped or attenuated.

Admittedly then, we have, and will always have, this complete control. We could, if need be, prohibit the use of Canada of any receiving sets capable of tuning in foreign stations—as has been suggested by some extremists.

Why All the Bother?

WHAT MORE could we ask, than the intelligent exercise of this control, to preserve our birthright to the Canadian air?

What need have we to bother about our silly but admirable Don Quixotes who are tilting the American radio windmills, or to humor our somewhat Pecksniffian "little" Canadians who deplores our western hemisphere broadcasting methods and "madness"?

Whether broadcasting in Canada is, in future, to be government-owned and operated, sans advertising, or is to continue under private ownership with active and intelligent Government control, may have been decided before this issue of Broadcasting is published, as the Parliamentary Committee which was entrusted with the matter has completed its public hearings and is now considering the case.

The Dominion Government has been made the defendant, willy-nilly, and has been accused of only failing to control broadcasting properly in Canada but also of allowing the foundation to be laid for complete domination of the Canadian air by American interests. It has been told that the only way to save the situation and to purify and debunk the Canadian air, is by wiping out all existing stations operated under private ownership, by erecting a chain of new ones at the expense of the taxpayers and by operating them, without sponsored programs, also at the expense of the taxpayers.

American programs, which come to us more or less satisfactorily over the air, are to be debarred entry into Canada by wire, except such as grand opera from the Metropolitan Opera House, the New York Philharmonic, Stokowski, Damrosch, et al. These we will allow our American friends the privilege of transmitting to us, by wire, and we will condescend to listen to them—but, as for your vulgar and depraved advertising programs, we will have none of them.

The sponsors of these programs are cordially invited to build their factories in Canada, to advertise in our newspapers and on our billboards, and to drink our liquor, but they must not defile our Canadian air with any audible utterances about their products. Bach didn't use toothpaste, and Wagner abhorred tobacco!

FEES for Program

ON THE other hand, the Dominion Government is being supported in the argument by those who ask to take more interest in broadcasting and to exercise more fully the control vested in the state.

The Parliamentary Committee has been shown clearly and convincingly that private ownership with sponsored programs, can do an excellent job for the whole of Canada, if a portion of the revenue derived from license fees is used to support broadcasting.

The license fee in Canada is now $2 a year, and it is estimated that there are more than one million radio set owners in the Dominion liable to pay this tax, which should yield a total of at least $2,000,000 annually.

It is proposed that the government should appropriate about $500,000 of this amount towards leasing 18-hour-a-day transmission services from Radio Canada, and that approximately $1,000,000 a year should be spent on a National Symphony Orchestra, a National Canadian Band, and on National Concert Orchestras and other musical groups, as well as on educational programs and other activities of national interest.

Transmission service for coast-to-coast network programs would, on the average, cost approximately $75 an hour, and it is believed that sufficient sponsored and sustaining programs would be available to enable 14-hour-a-day continuous broadcasting on all stations in the five time zones from the Atlantic to the Pacific.

This can be accomplished, under private ownership, with a $2 annual license fee.

Under government ownership, and with no sponsored programs, the fee would have to be about $15 a year for an all-Canadian show if programs were to compare favorably with those of the U. S. A.—and, at that, most of the artists and musicians producing the entertainment would be aliens.

15,500 Sets in Hawaii, Alaska Count is 1,500

AMONG the 77,070 families listed for Hawaii in the 1930 census, it is estimated by the Electrical Equipment Division, Department of Commerce, that there were 15,500 radios as of April 1, 1932. No count of radios was taken with the decennial population census, such as was made in the United States. The official census shows 4.5 persons per family in Hawaii, giving the islands a total population of 308,336.

Alaska was not included in the radio census count either, and it is estimated it had 1,500 radios in use in April, 1932. Its 1900 census shows 59,278 inhabitants, or 19,850 families, with 3.0 persons per family.
Now ready!
Type TMV-21 Field Intensity Meter

Frequency Range
550 Kilocycles
to
4500 Kilocycles

Intensity Range
20 Microvolts/Meter
to
3000 Millivolts/Meter

AREN'T you finding, Mr. Broadcaster, that your prospective advertisers are becoming more inquisitive regarding the effectiveness of your transmission . . . less satisfied to accept that rather doubtful "coverage" which you based on a circle of arbitrary radius? Wouldn't you like to be able to make a field survey of your station pattern . . . to have available an instrument with which you could measure your signal intensity anywhere at your convenience? Engineers of the RCA Victor Company, Inc., thought so, and so they spent over a year developing a field intensity meter particularly fitted for your needs. A meter which is a vastly different instrument from former designs which required a truck for transportation. Mounted in a single small case, this meter can be easily carried about by one man and quickly set up anywhere on its convenient tripod mounting. With it you can accurately measure intensities ranging from the weakest signals which can be identified in a superheterodyne receiver to the blanketing signals in the proximity of a 50 KW station. Moreover, Mr. Broadcaster, you can measure the intensity of your second and third harmonics as well as your fundamental. Bulletin No. 13 has more to say of this Type TMV-21 Meter. If you haven't received your copy, ask for it today.

TRANSMITTER SECTION
RCA Victor Company, Inc.
CAMDEN, N. J.
"RADIO HEADQUARTERS"

San Francisco: 235 Montgomery St.
Dallas: Santa Fe Bldg.
Commission Defeat
Forecast in Ruling
On WIBO, WPCC
Deletion Argued in D.C. Court; Other Cases Are Heard

REVERSAL of the Radio Commission's decision ordering the deletion of WJBS, Chicago, to make way for WJJS, Gary, Ind., essentially on quota grounds, is expected by the Supreme Court to be heard by the Court of Appeals for the District of Columbia. That course was indicated during oral arguments before the court May 2. Questions asked by the Justices of the Commission's general counsel, that have been described in a recent opinion of the court, in the opinion of legal authorities, showed that the court was disposed to view as improper the scrapping of stations, admittedly performing a public service, simply as a means of tending to equalize the distribution of quota facilities among the states and zones, which the Commission holds it is enabled to do under the Davis amendment.

Involving the broad question of property rights and presenting the issue of whether in fact the Commission's quota regulations ever have been subjected, the case will be heard perhaps the most important ever heard by the court. A reversal of the Commission would give renewed hope to the operators who had the best chance to break the long string of victories of the Commission in the appellate court.

Patrick Queried

DURING Mr. Patrick's arguments he was frequently questioned by the Justices on the propriety of the Commission's decision of last October, and when it ordered off the air the Chicago stations sharing time on 560 kc. and granted the application of WJBS to operate full power at the location, the Chicago station now divides time on 1590 kc. with 1 1/4 kw. day and 1 kw. night.

Chief Justice George E. Martin pointed out that the Chicago stations, by Commission's own admission, were sharing a meritorious service. He asked whether it was the contention of the Commission that it has the right to delete stations of good standing purely on quota grounds. Other Justices directed inquiries along the same line, and Patrick also asked if there was not true, as had been contended by Levi Cooke, counsel for the Chicago stations, that Gary actually is in the Chicago service area.

Mr. Patrick argued that the deletions were not ordered solely on the quota basis, that there was acceptable showing of a need for additional service in Gary. While certain Chicago stations are temporarily received in Gary, the Chicago stations are distant, he said the requirements for radio service in Gary are different. He also opposed the time assignment proposed to render the type of local service desirable by the operators preponderantly inhabited by mine workers.

For the Chicago stations, Mr. Cooke argued property rights for the constitutionality of the Commission's decision, which he called arbitrary, capricious and in violation of constitutional rights. He said the investment in WIBO of nearly $500,000 was destroyed and that the public would be deprived of the unquestioned service of the station. In addition, arguments were advanced for WPCC, operated by the North Shore Church.

At the same time the court heard arguments on the Shuler case, involving the free speech issue, with Mr. Patrick and the Commission's counsel, and Louis G. Caldwell for the Rev. Robert P. Shuler, pastor of the First Christian Church, South, former licensee of the deleted station, KGEF, of Los Angeles, Thomas P. Littlepage appeared for an intervenor, George D. Lyon, of Los Angeles, also spoke in favor of the Commission's decision of last fall by which the station was deleted because of the speeches of Dr. Shuler.

Mr. Patrick contended there was legal precedent, which Commission's action against KGEF, citing the deletions of the Brinkley station, KFBR, Milford, Kan., and the Minnesota station, KXNT, Muscatine, Ia., both of which were sustained by the court. He asserted Dr. Shuler had incited religious strife, attacked the courts and authorities of Los Angeles, and twice had been cited for contempt of court.

Free Speech Raised

Mr. CALDWELL, on the other hand, held that the Commission's decision was an abridgment of freedom of speech, claiming violation of First Amendment, and that the Commission was not empowered to censor broadcasting in any fashion. He said the Supreme Court last year had upheld freedom of the press in the Minnesota Gage Law, claiming his case is analogous. Moreover, he argued that Dr. Shuler's activities were viewed by many Los Angeles civic leaders as injurious to the community.

As intervenor, Mr. Littlepage held the Commission was entirely without justification in scrapping KGEF and that freedom of speech in no wise was involved. He said the Commission may properly refuse to "become a party to the deprivation of the citizen's right to make his own defense in his own behalf, which is against the public interest and which is an abuse of the right of free speech."

France May Build

FROM BEING one of the backward European nations in broadcasting, France proposes to become one of the most progressive of radio proponents by establishing a national network of high power stations. This map shows the areas to be served by the new stations, which will be located and their estimated service areas, and all the stations to be of 60 kw. power with the exception of the CMA and Grenoble which would have 20 kw.

This regional scheme was proposed by the government to make the military radio chief and one of the world's best known radio pioneers and leaders. Delayed by a recent change in government, the plan has been approved by M. Guerrier, Minister of Posts and Telegraphs, and is expected to be ruled upon after the April elections. France, incidentally, patterns her radio service after the American system, licensing in most cases private enterprises to operate stations.

Lafount to be Speaker

"TELEVISION in its Present Development" will be the subject of an address by Harold A. Lafount at the eighth annual convention and trade show of the RMA in Chicago May 24.

The convention will be held from May 23 to 26. Harry Shaw, WMT, Waterloo, Iowa, president of the NAB, will speak on broadcast problems. "How's Business" will be the topic of an address by Merle Thorpe, editor of National's BUSINESS LEADER.

At a business meeting May 25, J. Clarke Coit, RMA president, Judge John W. Van Allen, president of the Chicago Bar Association, and Frank D. Scott, RMA legislative counsel, will speak. Officers and directors also will be present.

During the convention the board of directors of the NAB will hold a meeting. Mutual problems of the two associations will be discussed at a joint luncheon May 24. More new radio products than at any period during the last few years will be on display, according to the RMA. Between 15,000 and 20,000 visitors, including jobbers, dealers and broadcasters, are expected.

Short-Wave Claims Attacked by RMA

FACTS about short-wave reception, intended to counteract "exaggerated anti-European claims" of restriction from all parts of the world sometimes guaranteed as achievable at any time of the day or night with perfect clarity and fidelity, are presented by the Radio Manufacturers Association in a statement prepared by its engineering division. The statement calls short-wave reception a new field but emphasizes its limitations and offers advice as to means of procuring best results.

Declaring that the "misguided public" has been led to many disappointment by a gag of RMA claims, RMA said its statement is intended to make clear just what can be expected in short-wave reception with receivers properly engineered and designed. Unusual and miraculous performance can be expected only from receivers inferior to the best designed for the purpose. Short-wave receivers is capable of entertaining listeners, but it is not without limitations. Too much stress, however, must not be employed in claims of remarkable reception which cannot be substantiated or duplicated readily.

www.americanradiohistory.com
INCREASED demand, together with the use of new production equipment, has resulted in a marked reduction in manufacturing cost. The saving is now passed on to broadcast station owners and operators, without slightest sacrifice in established DeForest Audion standards. These popular types are current production, incorporating the latest advances and refinements of the DeForest engineering staff. Steady demand and steady production insure fresh, up-to-the-minute Audions at lowest prices consistent with highest quality.

And for your convenience, the more popular transmitting types and rectifiers are stocked at eight DeForest distributing points throughout the country. Order from your nearest point and save time.

LITERATURE covering all types of DeForest transmitting and receiving Audions, as well as complete broadcast equipment, will be sent on request. Also list of DeForest distributing points.

DeForest Frequency Monitor has been approved by Federal Radio Commission. Write for information.

DeFOREST RADIO COMPANY
PASSAIC « NEW JERSEY
Applications...

APRIL 30

To install automatic frequency control: WPDE, Atlantic City; WJAR, Providence, R.I.; WDAS, Philadelphia; WKBW, South Bend, Ind.; KZTV, Los Angeles—Modification of license to change from standard to experimental visual broadcasting.

WXXD, Passaic, N.J.—To operate CP 1550, 500 W., sound track in connection with experimental visual broadcasting.

MAY 3

WSR, Glen Falls, N.Y.—For CP to operate any station from Glen Falls, N.Y., to Elmira, N.Y.; also voluntary assignment of license amended to request transfer of license to WSGR, Inc., instead of to John T. Ginn.

WQDM, St. Albans, Va.—Vacant assignment of license to A. A. Cotran & E. J. Regan.

WMM, Joplin, Mo.—Modification of license to include additional Sunday hours of operation for experimental visual broadcasting.

KELW, Wyoming, Wyo.—License to cover CP granted 11-6-31 to change from 1210 kc., 100 kw., to unlimited operation.

KEGW, Fort Morgan, Colo.—License to cover CP granted 11-6-31 to change from 1210 kc., 100 kw., to unlimited operation.

Applications returned: WDEL, Wilmington, Del.—In extension of CP to change frequency from 1370 kc., to 1370 kw., for experimental visual broadcasting; WBCJ and WDEL, Wilmington, Del.—To increase CBS Radio control: to operate station from 1 p.m. to 11 p.m., Monday to Friday, beginning on or about May 17, 1932.

WEXI, Iowa City, Ia.—License covering CP for 2000-2100 kc., 50 kw., for experimental visual broadcasting.

MAY 11

WBEN, Buffalo, N.Y.—CP amended to permit request for extension of commencement and equipment.

KEGD, Tyler, Tex.—CP to make changes in equipment.

To install automatic frequency control: WREL, Lawrence, Kan.; KFJM, Grand Forks, N.D.

WMBH, Thorn, Texas.—To make changes in CP equipment.

MAY 12

NEW, San Juan, Porto Rico—Roberto Mendez for CP reclassification to use 1070 kc., 100 kw., unlimited time.

WPL, Davenport, la.—CP for "a booster" station at Davenport, la., to synchronize with WHO, 50 kw. station, Des Moines, with power of 50 kw., unlimited time.

KTAR, Phoenix, Ariz.—Modification of license to increase power from 500 w., 1 kw. kw., to 1 kw. and 1 kw. day and night.

KGFL, Eaton, N.M.—CP to move station from Raton to San Luis, N.M., to make changes in equipment and increase power from 50 to 100 kw.

MAY 4

WMSG, New York City—CP to move transmitter locally.

WBN, Davenport, la.—Central Broadcasting Company for CP to use 600 kw., unlimited time (facilities of WMT, Waterloo, la.).

KEAP, Los Angeles, Calif.—CP to operate 1550 kc., 500 kw., for limited time.

KTER, Phoenix, Ariz.—Modification of license to increase power from 500 w., 1 kw. kw., to 1 kw. and 1 kw. day and night.

KGFL, Eaton, N.M.—CP to move station from Raton to San Luis, N.M., to make changes in equipment and increase power from 50 to 100 kw.

MAY 5

WCDA, New York City—CP amended as to equipment.

WAPI, Birmingham, Ala.—CP granted 1-22-32 to request extension of commencement and completion dates 3-5-32 to 7-14-32.

WCDX, Cleveland, Ohio.—Modification of license to cover CP granted 8-32-32.

WABC-WBQ, New York City—License to move station from 750 kc., 50 kw., to 750 kc., 100 kw.

MAY 6

WCBF, Buffalo, N.Y.—License to operate new auxiliary transmitter.

WJCV, Alexandria, Va.—Vacant assignment of license to Old Dominion Broadcasting Co.

TAPI, Illinois—Modification of CP granted 1-12-31 to request extension of commencement and completion dates 3-5-32 to 5-19-32. CP for 750 kc., 100 kw.

WOC, Meridian, Miss.—Modification of CP granted 11-6-31 to 750 kc., 100 kw., and commencement and completion dates to 5-3-32 and 8-15-32 respectively.

KNX, Los Angeles, Calif.—CP to make changes in equipment and increase power from 5 kw. to 25 kw.

WJCV, Alexandria, Va.—License to cover CP granted 12-10-31, as modified, for changes in equipment.

MAY 10

WMBO, Auburn, N.Y.—Install automatic frequency control.

KVVO, Tulsa, Okla.—Modification of CP granted 11-13-31, to request extension of commencement and completion dates to 5-1-32 and 8-15-32 respectively.

WSI, Atlanta—Modification of CP granted 11-17-31 to request extension of commencement and completion dates to 6-15-32 and 12-15-32 respectively.

WJBR-WJWL, Chester, Pa.—CP granted 2-5-32, to request extension of completion date from 3-17-32 to 3-31-32.

KFZ, Fond du Lac, Wis.—CP to install new Western Electric, Type 301A, transmitter.

WXXB, Chicago—License covering CP for 40000-40000 kc., 15 kw., general experimental service.

WXXG, Gardens, Conn.—Modification of CP for extension of completion date to 11-1-32; experimental visual broadcasting.

WXXI, Iowa City, Ia.—License covering CP for 2000-2100 kc., 50 kw., experimental visual broadcasting.

MAY 11

WBEN, Buffalo, N.Y.—CP amended to permit request for extension of commencement and equipment.

KEGD, Tyler, Tex.—CP to make changes in equipment.

To install automatic frequency control: WREL, Lawrence, Kan.; KFJM, Grand Forks, N.D.

KEGW, Fort Morgan, Colo.—License to cover CP granted 11-6-31 to move transmitter locally and install new equipment.

KDFN, Carper, Wyo.—License to cover CP granted 3-1-32 to change from 1210 kc., 100 kw., to 1400 kc., 500 kw.

KEFW, Fort Worth, Tex.—Modification of license to change specified hours of operation.

KEGW, Fort Morgan, Colo.—Modification of license to change specified hours of operation.

KEFW, Fort Morgan, Colo.—License to cover CP granted 11-12-31 to request 3 hours daily instead of 4 hours daily on 1200 kc.

MAY 12

WURL, Newark—Extend commencement and completion date of CP for 50 kw. to 9-15-32 and 11-16-32 respectively.

WABF-WBQQ, New York City—Install automatic frequency control.


NEW, Mobile, Ala.—CP granted to move station from 1550 kc., 50 kw., to 1550 kc., unlimited time.

MAY 14

WOII, Newark—Extend commencement and completion date of CP for 50 kw. to 9-15-32 and 11-16-32 respectively.

WABC-WBQ, New York City—Install automatic frequency control.


NEW, Mobile, Ala.—CP granted to move station from 1550 kc., 50 kw., to 1550 kc., unlimited time.

MAY 15

KGO, San Francisco—Grants modification of CP extending completion date of CP for 50 kc. by 60 days.

WKRG, Mobile, Ala.—Grants modification of CP extending completion date of CP for 50 kc. by 60 days.

KQSB, Sioux City, Iowa.—License to change from 1250 kc., 10 kw., to 1250 kc., 100 kw.

KPO, San Francisco—Grants modification of CP extending completion date of CP for 50 kc. by 60 days.

WAKQ, San Juan, P.R.—Grants modification of CP to increase change from 990 to 940 kc., and increase operating power from 250 to 1000 kw.

WCCL, Minneapolis, Minn.—Grants modification of CP to extend completion date for constructing 50 kw. station.

KOAY, Boulder, Colo.—Grants modification of CP extending completion date from 1-17-32.

WBT, Charlotte, N.C.—Grants modification of CP extending completion date from 2-17-32.

WJBS, Alexandria, Va.—Grants 30-day permission to operate portable 50 kw. transmitter to determine new site for transmitter.

WCUX, Detroit, Mich.—Grants consent of CP and voluntary assignment of license to WAPF Broadcasting Co.

GLOSSARY

CP—Construction permit. 
KEC—Kilocycles. 
KC—Kilowatts. 
L—Location. 
LS—Power until local sunset. 
T—Daytime. 
W—Time of wireless. 

Ex. Rep.—Examiner's Report. 

BROADCASTING • May 15, 1932
Hearings on Copyright Reopened B. Sirovich

WITH NO ADVANCE notice, hearings were reopened May 12 by Chairman H. Alexander of the House Joint Committee, to consider his bill to modernize the existing copyright law. A new bill (H. R. 13191) was introduced by the New York Congressman for the purpose of overhauling the hearings, since his original measure already has been reported favorably by the committee.

An activity in the reopened hearings were the motion picture distributors and exhibitors, who presented conflicting views, and the National Society of Composers, Authors & Publishers, represented by Nathan Burkan, general counsel, and Gene Buck, president.

During the testimony, Buck volunteered the information that broadcasters last year "netted" over $60,000,000, and implied that still they "fear that over the Society's proposed increase in rates for use of copyrighted music..."

COUNTERTRENDS

The accommodations of amateur radio appeal to the public imagination. The assistance offered by amateurs in the time of emergencies and the availability of "hams" toward those who would demolish present working rates of the radio will not be "used" for anybody's axle-grinding.

By K. B. WARNER

WASHINGTON VISITORS


Editor's Note.—In the Dec. 1 issue, BROADCASTING, the full title of the article by the A. R. R. L., the editor and secretary of the amateur radio organization, was "hams" toward those who would demolish present working rates of the radio will not be "used" for anybody's axle-grinding.

By K. B. WARNER

THE ACCOMPLISHMENTS of amateur radio appeal to the public imagination. The assistance offered by amateurs in the time of emergencies and the availability of "hams" toward those who would demolish present working rates of the radio will not be "used" for anybody's axle-grinding.

By K. B. WARNER

WASHINGTON VISITORS


* A register of visitors at the offices of the Federal Radio Commission, the National Broadcasting and Abridging, May 1-11.
Europe's Largest Station

OPERATING on the long wave of 240 kilocycles (1250 meters) with 200 kw. power, continental Europe's highest powered broadcasting station devoted to programs sponsored by advertisers along American lines was scheduled to go on the air this month, according to WIRELESS WORLD of London. It will be located in the little duchy of Luxembourg, which is bounded by France, Belgium and Germany, and, with its favorable channel and high power, it is expected to have an audience in practically every country of Europe.

A French company will operate the station, its director being M. Henri Etienne, founder and former editor of the French radio journal L'ANTENNE. Various European agencies will handle the station's accounts, some of them presumably branch offices of American agencies. The station will be supplied news by the Havas agency of France and the Wolf bureau of Germany, which are the correspondents there of the Associated Press. German sponsored programs will be cleared through the semi-official Reichspostkabelle as German stations are not open for sponsored programs of the record label. The program will be recorded in France, and the material will be presented as a sponsored program. The program will be heard on standard receivers.

Situation Wanted

TRANSMITTER SALES ENGINEER, 13 years with RCA, desire position immediately with manufacturer of broadcast equipment or as advertising manager of station. Thoroughly known and acquainted in broadcast circles in entire southwest from Texas to California. Address Box 30, c/o BROADCASTING.

Efficient general station manager with world round experience desires new situation. At present with 10 kw. eastern station. Will furnish excellent references from present employer and others. Box 29 BROADCASTING.

Electrical Service

Guaranteed Microphone Service—Any make or model—24-hour service. Stretched diaphragm, double button repaired for $1.50. Others $3.00. Single button repairs $1.50. Write for copy Catalogue with discussions. Universal Microphone Co., Ltd., Inglewood, Calif.

Let Us Help You

W I T H O U T obligation one of our USG Sound Control Engineers will gladly consult with you on any problem in studio acoustics. Our vast experience in this field and our complete line of materials for acoustical correction and insulating against disturbing noises enables us to solve your problem. Special attention is given to studio design.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interior decoration follows:

WWBC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WABC, WBBM, WBIR, WOO, WJZ, WBAI, WCCO, WMCA, KGV, KWK, KMOM, KIX, WBZ, WVVTA, WTAG, WCAO.

Please write to us for further information or for an appointment with a USG Engineer. He will gladly study your acoustical problems and make recommendations for the attainment of definite, predetermined results. Address the United States Gypsum Co., Dept. B-3, 300 W. Adams St., Chicago.

Australian Broadcasters Fight Royalty on Disks

AUSTRALIAN broadcasters are reported to be opposed by the demand of one of the largest groups of phonograph manufacturers, including Columbia, His Master's Voice, Parlophone, for a royalty of two shillings and six pence (about 56 cents) every time one of their records is broadcast.

Following some months of unsuccessful negotiations, the companies have announced that they will furnish no further records for broadcasting except on the conditions stipulated by the record manufacturers claim the repeated broadcasting of popular numbers has hurt record sales. The royalty will be collected severely by the Class B or privately owned stations as many of them rely entirely on records for their programs.

Senator Dill's View

(Continued from page 8)
Canadian plan succeeds in satisfying the people of Canada and in meeting popular approval of American listeners along the Canadian border, it is estimated that an equal demand for government operation of all radio stations in the United States.

"The existence and development of this government-owned system will be a challenge to American radio station owners. They must prove themselves more satisfactory to the people than the Canadian system, or the government system will inevitably be established in the United States."

"The American people will not tolerate private monopoly of radio in this country, such as the chain stations to use all clear channels and thereby control everything but local broadcasting. If all clear channels are to be used in that way Canada is showing us how to do it, and listeners endure too much blatant and direct advertising by radio. If the Radio Commission and station owners do not recognize these facts and act accordingly, Canada's example an experience will make it easy to Congress to set up a government system of radio that will serve the public interest more satisfactorily than American.

It is simply a statement of the inevitable result of radio monopoly and the overcommercialization of radio broadcasting."

"In the recent United States—Canada agreement for the distribution of frequencies for broadcasting, the Radio Commission has agreed to permit the simultaneous operation of stations on the east and west coasts of the continent on the same wave length."

It permits a high power station in Vancouver, B. C., to operate on the same wave length as WPG, cleared channel station at Atlantic City, N. J. All radio stations in Nova Scotia to operate on the same wave lengths as KNX, a clear channel station in Los Angeles.

"I congratulate the Commission on such a sensible and practical arrangement. Having agreed to this simultaneous operation on both coasts for the accommodation of foreign stations, the Commission should no longer refuse the same privilege to American stations."

"Such an arrangement is in harmony with the decision of the District of Appeals in the WGF case several years ago, by which WFW and KGO in San Francisco and Oakland operate on the same frequency without serious interference. Through the intervening period, however, stations on the two coasts have been refused radio facilities because of the technical rule that the only station can operate on a cleared channel within the United States. The continuance of such a rule is an indefensible waste of radio facilities."

THE NATIONAL CONSERVATOIRE de Musique, Paris, has formed "phonograph class" for the purpose of instructing composers in the limitations of broadcast transmission.

Doolittle & Falknor, Inc.

WIRELESS WORLD

58 West Third St. St. Paul, Minn.

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


10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

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BROADCASTING • May 15, 1935

W F B

United States Gypsum Co.

SOUND CONTROL SERVICE

www.americanradiohistory.com
KMOX
ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

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

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

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

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

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

KMOX PRODUCES RESULTS

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

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

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

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

May 15, 1932 • BROADCASTING

www.americanradiohistory.com
18,000 square feet of modern broadcasting facilities. . . . 7 perfect studios . . . . the WMCA THEATRE, first Radio Theatre of the Air. . . . studios overlooking the Great White Way . . . . a staff of 85 experts to prepare and present your programs . . . . a truly modern broadcasting plant.

The WMCA Little Theatre of the Air

NEW YORK'S OWN STATION

WMCA covers practically every event—every happening that is of interest to New Yorkers. If there is an important New York news story WMCA broadcasts it. Banquets of local importance and significance, outstanding ring and sport events, theatrical performances, the smarter night clubs—these are a few of the things that New Yorkers expect WMCA to cover.

Knickerbocker Broadcasting Co., Inc.
WMCA Building New York City

Broadcasting in the New York Manner

The Airline to the New York Market

Thorough coverage at moderate rates . . . . perfect transmission throughout city and suburbs . . . . a pioneer station that has achieved a unique record of success for itself as well as for its clients . . . .